Journal of Marketing and Communication

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ISSN: 2617-359X

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
Email: info@stratfordjournals.org ISSN: 2617-359X

Psychographic Segmentation Strategies And Sales Performance Of The Coca-Cola Company In Nairobi County, Kenya.

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***How to cite this article*: Nyamweno, C. M. & Murigi, E. M. (2025). Psychographic Segmentation Strategies And Sales Performance Of The Coca-Cola Company In Nairobi County, Kenya. *Journal of Marketing and Communication. Vol* 8(1) pp. 30-44** https://doi.org/10.53819/81018102t2496

Abstract

Effective market segmentation is crucial for companies aiming to optimize sales performance in competitive environments. However, there is limited understanding of how psychographic segmentation specifically impacts sales outcomes for Coca-Cola in Nairobi County, Kenya. This study investigated the effects of psychographic segmentation strategies, focusing on consumer lifestyles, values, personality traits, and social class, on Coca-Cola's sales performance. Quantitative data from 224 sales and marketing staff revealed a strong positive relationship between psychographic segmentation and sales performance, highlighting the importance of aligning brand messaging with consumer aspirations. The results indicate that psychographic-focused campaigns enhance emotional connections, boost consumer loyalty, and drive repeat purchases, ultimately improving sales. The study found a moderate to strong agreement that Coca-Cola tailors its products and marketing to diverse consumer lifestyles and psychographics, reflected by an aggregate score of 4.0632 (SD = 0.5193). Correlation analysis revealed a substantial positive relationship between psychographic segmentation and sales performance ($r = 0.782$, $p = 0.001$), while regression analysis showed psychographic segmentation significantly predicts sales performance ($\beta = 0.304$, $p = 0.001$). The study recommends increased investment in data-driven psychographic analysis and targeted lifestyle-oriented marketing to maximize sales growth in Nairobi County.

1. Introduction

The competitive nature of modern markets continues to pile pressures on multinational organizations to respond with strategies that can establish and sustain optimized levels of sales performance. Sales performance depicts the effectiveness of teams and individuals in achieving sales targets and contributing to the overall revenue goals of an organization (Johnston & Marshall, 2022). Marketing segmentation is widely acknowledged as a crucial strategy to respond to the complex and dynamic nature of markets. Nakato (2023) describe marketing segmentation as a strategy that divides a broad target market into smaller, more specific groups of consumers with shared characteristics, needs, or behaviors. Corporations apply marketing segmentation to focus on certain customer segments, customizing goods and marketing tactics to cater to varied demands in a bid to enhance sales performance (Mukangai & Murigi, 2021). Nonetheless, several incidences of nonperformance after an active segmentation have sparked widespread debates from both theory and practice (Zhang & Li, 2023). Mukasa (2022) noted that segmentation is key in enhancing several performance prospects, including sales revenues, profitability and growth. However, there is limited understanding of the influence of psychographic marketing segmentation on sales performance of Coca Cola Company. Studies that have assessed the influence of this marketing segmentation on the performance of sales are scanty.

On a global scale, the beverage sector encounters obstacles such as diverse customer tastes, regulatory landscapes, and economic circumstances. Coca-Cola has used marketing segmentation to sustain its supremacy in the beverages business in the United States. The U.S. market has significant diversity, with customers displaying considerable variation in their choices, economic levels, and lifestyles. The drinks business has distinctive difficulties and possibilities in China, given its expansive and continuously changing market. Nevertheless, Coca-Cola has effectively modified its marketing segmentation techniques to accommodate the heterogeneous customer base in China. Coca Cola in Nigeria has used marketing segmentation to effectively negotiate the intricacies of the local market, which is characterized by a large and varied population with differing economic levels and consumption habits. Coca-Cola in Rwanda has used marketing segmentation to tackle the obstacles of a smaller, but expanding market. Coca-Cola's marketing segmentation techniques in Uganda have played a vital role in targeting the varied customer base and economic inequalities across the nation. Coca-Cola in Kenya has successfully used marketing segmentation to navigate a highly competitive and constantly changing market.

Psychographic segmentation focuses on consumers’ lifestyle, personality traits, values, interests, and social class (Schiffman & Wisenblit, 2019). Unlike demographic segmentation, psychographic segmentation digs deeper into what motivates consumers, making it a more sophisticated form of segmentation. Brands utilize this strategy to understand their customers’ psychological needs and tailor products that align with their values and self-identity. For instance, a sportswear company may target active, health-conscious individuals who prioritize fitness (Kahle & Gurel-Atay, 2015). This approach helps create a more personalized marketing experience, which is essential in building brand loyalty. The advantage of psychographic segmentation in marketing is that it helps marketers to target customers based on their motivations and other key factors that can help firms to know them better. In addition, psychographic segmentation allows businesses to create products designed for different groups of people and market to those individuals in various ways. It is worth noting that psychographic variables from five domains (risk attitudes, cognitive ability, motivation, personality, and decision-making style) serve as covariates for multichannel customer behavior.

Sales volume, the quantity of products sold within a specific timeframe, is a key indicator of sales performance as it reflects product demand and market penetration (Johnston & Marshall, 2022; Churchill & Peter, 2018). High sales volumes usually signify effective marketing and strong customer engagement, while low volumes may indicate poor marketing or competitive pressures (Johnston & Marshall, 2022). Alongside revenue growth and market share, sales volume provides a comprehensive picture of a company's sales success (Mukangai & Murigi, 2021). In the competitive beverages industry, factors such as marketing strategies, product innovation, distribution efficiency, and consumer involvement critically affect sales performance (Kotler & Keller, 2019). Revenue growth, showing increases in sales revenue over time, is another vital metric linked to expanding customer bases, pricing strategies, and product launches (Kotler & Keller, 2016; Johnston & Marshall, 2022). Cortez et al. (2021) emphasize that effective marketing segmentation is essential to accelerate revenue growth by correctly positioning products in the market. Market share measures a company's relevance and dominance within targeted segments. Coca-Cola's success across diverse beverage categories highlights the power of deliberate market segmentation in enhancing market share and gaining competitive advantage (Porter & Heppelmann, 2019; Hooley et al., 2020). Together, these metrics guide companies to optimize strategies and sustain profitability in dynamic markets.

Problem

Despite Coca-Cola's strong global brand and extensive market reach, recent sales performance in Nairobi County has shown signs of stagnation and inconsistent growth, raising concerns about the effectiveness of its marketing strategies (Coca Cola Company, 2023). While Coca-Cola employs multiple segmentation approaches, there is a significant gap in understanding the specific impact of psychographic segmentation—targeting consumers based on lifestyles, values, and personality traits—on sales outcomes within this urban market (Mukasa, 2022; Kamau & Mutinda, 2020). Existing literature underscores the importance of segmentation in driving sales volume, revenue growth, and market share (Johnston & Marshall, 2022; Kotler & Keller, 2016), yet empirical studies focusing on psychographic variables in the Kenyan beverage sector remain scarce (Ndawula et al., 2024). Furthermore, psychographic segmentation's potential to foster stronger emotional connections and brand loyalty, which are critical for sustainable sales performance, has not been fully explored in Nairobi's diverse consumer environment (Sirgy, 1982; Kahle & Gurel-Atay, 2015). This knowledge gap limits Coca-Cola's ability to refine marketing campaigns that resonate deeply with consumer identities, potentially hindering optimal sales growth (Cortez et al., 2021). Addressing this gap is essential to enhancing targeted marketing effectiveness and sustaining Coca-Cola's competitive advantage in Nairobi's dynamic beverage market.

Aim

To analyze the effect of psychographic segmentation strategies on sales performance of the Coca Cola Company in Nairobi County, Kenya.

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
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Significance

The study will provide Coca-Cola and similar organizations with insights on optimizing psychographic segmentation to improve marketing efficiency and sales outcomes. It also contributes to the academic discourse on segmentation strategy effectiveness within emerging urban African markets.

2. Literature Review

Theoretical Review

The theory underpinning this study is the self-congruency theory. Self-Congruity Theory, first articulated by marketing scholar David Aaker, proposes that consumers prefer brands that reflect their self-image (Sirgy, 1982). According to this theory, consumers seek products that resonate with their identities, lifestyles, and values, leading to a deeper emotional connection with brands. Self-Congruity Theory underscores the importance of aligning brand personalities with consumer self-perceptions, which can significantly impact brand loyalty and purchasing behavior. Diamond's theory has not gone without criticism. It was notably attacked for not providing enough detail regarding causation of environmental variables, and for leaving logical gaps in reasoning. Other researchers contend that the theory is outdated and cannot effectively explain differences in economic growth after 1500 or the reasons why states that are geographically close can exhibit vast differences in wealth.

Despite the aforementioned weaknesses, the theory is relevant to the current study. In psychographic segmentation, this theory helps Coca-Cola understand how to appeal to Nairobi's diverse consumer personalities by aligning its brand with local lifestyles and values. For example, Coca-Cola can target health-conscious consumers with sugar-free options or appeal to younger demographics through branding that emphasizes individuality and adventure. Self-Congruity Theory enables Coca-Cola to craft messaging that resonates with different psychographic profiles in Nairobi, strengthening its appeal and potentially increasing market share.

By aligning brand identity with consumer self-perceptions, Self-Congruity Theory underpins psychographic segmentation, helping Coca-Cola connect with Nairobi's unique audience segments. This theory supports Coca-Cola's marketing efforts by identifying consumer traits and preferences, guiding the company in creating targeted, meaningful brand connections that align with consumer lifestyles. As Coca-Cola leverages psychographic insights, it can improve engagement and brand loyalty, positively impacting sales.

Empirical Review

Jatau et al. (2023) examined how different market segmentation practices affect the performance of small-scale businesses in Maiduguri Metropolis, Nigeria. Their study encompassed a comprehensive analysis of demographic, geographic, psychographic, and behavioral segmentation strategies and their influence on business performance. The researchers find that effective segmentation enhances market reach and operational success for small businesses by tailoring strategies to meet diverse consumer needs. The focus is on how these segmentation practices

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
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collectively contribute to improving business outcomes in a challenging market environment. Unlike the above study that evaluated the overall impact of multiple segmentation practices, this study aims to understand the nuanced effects of psychographic segmentation alone on sales performance for a major global brand. The Coca-Cola study seeks to provide insights into how targeting psychographic characteristics can influence consumer behavior and enhance sales in a specific urban setting, offering a focused perspective that distinguishes it from the broader approach of the above study.

Ihemeje et al., (2023) explored the impact of various marketing strategies on the performance of small and medium-scale enterprises (SMEs) in Kogi State, Nigeria. Their study emphasized how strategic marketing practices, including market segmentation, pricing strategies, and promotional activities, contribute to enhancing the performance and competitive edge of SMEs. The research indicated that a well-structured marketing strategy can significantly boost operational efficiency and market reach for these enterprises by aligning their offerings with consumer needs and preferences. The current study assessing is more narrowly focused on the specific effect of psychographic factors—such as consumer lifestyles, values, and preferences—on sales outcomes. While the above study provided a broader analysis of various marketing strategies for SMEs, the Coca-Cola study delves into how psychographic segmentation alone can influence consumer behavior and sales performance for a global brand in Nairobi County.

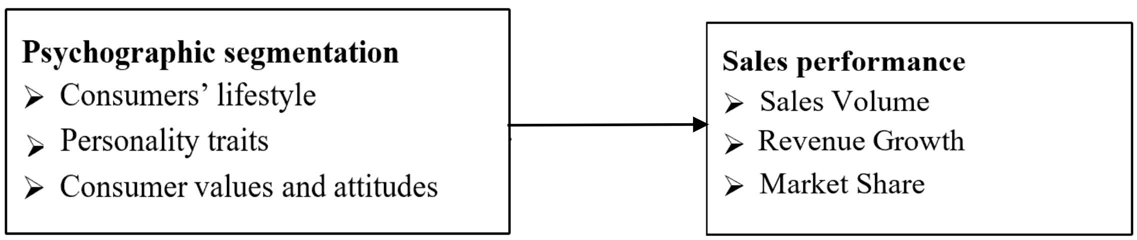
Ryhänen (2023) focused on designing a customer segmentation model specifically for analyzing consumer data in the retail sector. The study emphasized on the creation and implementation of a robust segmentation model to understand consumer behaviors and preferences, which in turn enhances retail sales performance. This research highlighted the use of advanced data analytics and machine learning techniques to segment customers based on purchasing patterns, demographic information, and other relevant criteria. The goal is to develop a segmentation approach that improves targeted marketing efforts and drives sales growth by tailoring strategies to distinct customer groups. While this work is centered on creating a customer segmentation model for retail sales with a focus on data analytics and model design, the Coca-Cola study delves deeper into how psychographic insights specifically affect sales performance in Nairobi County.

Ndawula et al., (2024) explored the influence of psychographic characteristics on demand decisions for life insurance products in Uganda. Their study delves into how consumer lifestyles, values, and psychological traits affect purchasing decisions and demand patterns for life insurance. By focusing on psychographic factors, the researchers aim to understand how these characteristics drive consumer behavior and influence the effectiveness of marketing strategies for life insurance products. The study employs a combination of qualitative and quantitative methods to analyze psychographic data and its impact on consumer choices. While the above work focused on demand decisions for life insurance in Uganda, the Coca-Cola study applied similar psychographic insights to evaluate how they influence sales outcomes in a different industry in Nairobi County. The Coca-Cola study emphasized the direct relationship between psychographic segmentation and sales performance, whereas this research is more concerned with overall demand patterns and consumer behavior in the life insurance sector.

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
Email: info@stratfordjournals.org ISSN: 2617-359X

Kiprop (2023) investigated the effect of strategic approaches on the performance of star-rated hotels in Nairobi County, Kenya. The study examined various strategic practices, including market positioning, service quality enhancements, and operational efficiencies, and their impact on the performance metrics of hotels within Nairobi's competitive hospitality sector. Utilizing a mix of qualitative and quantitative research methods, the study identified key strategies that influence hotel performance and assesses how these approaches contribute to achieving competitive advantages and improving overall business outcomes. While this study emphasized strategic management practices and their impact on performance in the hospitality sector, the Coca-Cola study applied psychographic insights to enhance sales performance in the beverage industry.

Conceptual Framework



The conceptual framework links psychographic segmentation, focusing on consumer lifestyles, values, and personality traits, to sales performance outcomes such as sales volume, revenue growth, and market share. It posits that tailoring marketing strategies to align with these psychographic factors enhances consumer engagement and loyalty, thereby driving improved sales results for Coca-Cola in Nairobi County.

3. Methodology

Research Design

To achieve the study's objectives, the researcher employed a descriptive survey design, which supports systematic observation and documentation of phenomena, events, or situations within the targeted population (Orodho et al., 2003). This design is particularly effective for studies seeking to capture the current state or characteristics of a population without manipulating variables, allowing for detailed descriptions based on collected data.

Population and Sampling

This research's target population comprised of marketing and sales staff within the Coca Cola Company in Nairobi County. The choice of the population is based on the observation that they have technical knowledge and experience of marketing segmentation. Coca Cola's Nairobi City County is divided into eight regions, as show in Table 1.

Table 1. Summary table for targeted population

Region	Number of Staff	Percentage
Nairobi Central Business District (CBD)	156	30.6%
Westlands	119	23.4%
Eastlands	87	17.1%
Industrial Area	26	5.1%
Kasarani	49	9.6%
Kibera	12	2.4%
Lang'ata/Karen	43	8.54%
Ruaraka	17	3.3%
Total	509	100

Source: Coca Cola Company (2024).

Thus, the target population for the study was 509, which included sales representatives, marketing professionals and sales managers of Coca Cola company. The sample size was calculated using Yamane's (1967) formula, which states that:

$$n = \frac{N}{1 + N(e)^2}$$

Where:
N= Number in population
e = Confidence interval
n= Sample size

Thus, n = 507/1 + (507 * 0.05^2) = 507/1+1.2675 = 507/2.2675 = 223.59 ~ 224.

Hence, the sample size is 224 marketing professionals and sales managers working in Nairobi City County. The sample size of 224 was divided to each region proportionate to the overall population, as shown in Table 3.2.

Table 2. Sample size

Region	Population	Percentage	Sample size
Nairobi Central Business District (CBD)	156	30.6%	75
Westlands	119	23.4%	57
Eastlands	87	17.1%	42
Industrial Area	26	5.1%	12
Kasarani	49	9.6%	23
Kibera	12	2.4%	6
Lang'ata/Karen	43	8.54%	21
Ruaraka	17	3.3%	6
Total	509	100	224

Source: Author (2024)

https://doi.org/10.53819/81018102t2496

The researcher applied stratified random sampling in selecting a representative sample from the target population.

Data Collection and Analysis

Data was gathered using a structured questionnaire designed to align with the study's objectives. However, it was necessary to carry out a pilot test prior to distributing it to the full sample. This preliminary survey aims to uncover any issues in the questionnaire and survey methods (Kothari, 2004). The sample size for the pilot study was 10% (n = 25 participants) of the total target sample. The results were used to assess validity and reliability of the instrument.

Evaluating content validity involved a discussion with the university supervisors as the experts to provide their professional view of its content and suitability to collect the intended data and offer the necessary guidance to improve the robustness of the findings (Murigi, 2016). The research instruments were pre-tested with ten randomly selected subjects from the population to establish validity. Construct validity was assessed using the Kaiser-Meyer-Olkin *Measure (KMO), which must be greater than 0.6 and Barlett's test of* sphericity *(sig. < 0.05).* The reliability of a research instrument is its ability to consistently produce stable and dependable results across repeated applications (Murigi *et al.*, 2017). The questionnaire items that score 0.7 and above were considered reliable and retained while those scoring less than 0.7 would be removed to enhance the internal consistency of the questionnaire.

After ascertaining validity and reliability, the questionnaires were distributed via the Coca Cola plant in Nairobi and collected within a period of four weeks to ensure timely data collection. This means that drop and pick method was used, thus, the questionnaires were self-administered. Assurance was given to the participants that their information would be kept confidential and anonymous while ensuring data safety. Informed consent was also performed before commencement with the data collection. Follow-up visits were made to increase the response rate.

The data was edited, coded, and entered into the SPSS for analysis. The dataset was screened to identify and address outliers. The software tools and commands were used to generate descriptive and inferential statistics. The data analysis model was presented as:

$$Y= \beta_0 + \beta_1 X_1 + \varepsilon$$

In the model, "Y represents sales performance of Coca Cola Company; β_0 is the constant value; β=coefficients of independent variable; X1= psychographic segmentation.

Research Ethics

The researcher ensured strict confidentiality in data handling, with participation being voluntary and no compensation provided, minimizing any risk to respondents. Ethical approval was obtained from NACOSTI, guaranteeing compliance with Kenyan research standards, including informed consent and protection of participants' rights throughout the study.

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
Email: info@stratfordjournals.org ISSN: 2617-359X

4. Findings

Response rate and Reliability

The study achieved a response rate of 83.2%, with 203 out of 244 questionnaires returned.

Table 3. Response Rate

Particulars	Number	Percentage
Questionnaires administered	244	100%
Questionnaires filled and returned	203	83.2%
Questionnaires not returned	41	16.8%

According to Mugenda and Mugenda (2003), a response rate of 50% is adequate, 60% is good, and 70% and above is very good, indicating that this study's response rate was excellent for analysis.

Reliability analysis revealed that the questionnaire was valid, as shown in Table 4.

Table 4. Reliability and validity statistics

Variable	No. of Items	Cronbach's alpha	KMO	Barlett's test of sphericity	Factor loadings	Verdict
Psychographic segmentation	5	0.799	0.734	0.014	0.791	Reliable and valid

The questionnaire items for psychographic segmentation recorded Cronbach's alpha values above 0.7, indicating high internal consistency (Nunnally, 1978). KMO values exceeded 0.7, suggesting sample adequacy, while Bartlett's test results were significant ($p < 0.05$), confirming the suitability of data for factor analysis. Additionally, all factor loadings were above the 0.7 threshold, affirming construct validity (Hair et al., 2010).

Demographic Characteristics

The study's respondents exhibited diverse demographic characteristics enhancing the credibility of the findings. Gender distribution was fairly balanced with 57.1% males and 42.9% females, ensuring varied perspectives on market behaviors. Most participants had substantial work experience, with 28.6% having 6–10 years, followed by 26.1% with 1–5 years, and 24.6% over 10 years, indicating informed insights into Coca-Cola's strategies. Educationally, the group was highly qualified: 27.1% held Master's degrees, 18.7% Ph.D.s, 20.7% diplomas, and 17.7% certificates, highlighting a well-educated sample capable of providing thoughtful, reliable responses on market segmentation and sales performance.

https://doi.org/10.53819/81018102t2496

Descriptive Analysis

Descriptive analysis for the psychographic segmentation was conducted, and the results presented using Table 5.

Table 5. Descriptive statistics of psychographic segmentation

	N	Mean	Std. Deviation
Coca-Cola's products align with the diverse lifestyles of its consumers, from active to relaxed.	203	4.365	0.0878
The company's brand appeals to different personality types through emotional and value-driven marketing.	203	3.527	1.1315
Coca-Cola incorporates consumer values and attitudes, such as health and sustainability, in product innovation.	203	3.537	0.1180
Coca-Cola leverages consumer lifestyle trends in its advertisements and sponsorship choices.	203	4.478	0.1532
The company targets psychographic profiles by aligning its messaging with consumer beliefs, aspirations, and identities.	203	4.409	1.1059
Aggregates	203	4.0632	0.5193

The aggregate score of" 4.0632, with a standard deviation of 0.5193, indicates moderate to strong agreement that Coca-Cola tailors its products and marketing to diverse consumer lifestyles and psychographics." The results suggest a strong alignment with lifestyle trends and aspirations, particularly in advertisements and sponsorships, supporting the literature on Coca-Cola's psychographic segmentation strategies (Huang, 2019). However, the variability in responses to values like health and sustainability highlights a potential gap in the company's consumer engagement, in line with critiques suggesting brands need to more consistently align with evolving consumer values (Kotler & Keller, 2016). In this context, psychographic segmentation has been used in marketing research as a form of market segmentation which divides consumers into sub-groups based on shared psychological characteristics, including subconscious or conscious beliefs, motivations, and priorities to explain, and predict consumer behavior.

Correlation analysis

In statistics, correlation or dependence is any statistical relationship, whether causal or not, between two random variables or bivariate data. In this study, correlation analysis was used to determine the association between Coca-Cola's psychographic segmentation and sales performance. The results were indicated in Table 6.

Stratford Peer Reviewed Journals and Book Publishing
Journal of Marketing and Communication
Volume 8||Issue 1||Page 30-44 ||June||2025|
Email: info@stratfordjournals.org ISSN: 2617-359X

Table 6. Correlation analysis

		Sales Performance
Psychographic Segmentation	Pearson Correlation	.782**
	Sig. (2-tailed)	.001
	N	203

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

A Pearson correlation of 0.782 of the association between psychographic segmentation and sales performance shows a substantial positive relationship, suggesting that targeting customers based on their psychological and emotional attributes leads to improved sales. This approach allows businesses to connect with consumers on a deeper level, fostering loyalty and engagement. The significance level of 0.001 highlights the reliability of this correlation. By focusing on psychographic factors, companies can tailor their messaging, product offerings, and brand positioning to resonate with consumer motivations, ultimately enhancing sales outcomes. Empirical studies have consistently shown that psychographic segmentation significantly impacts consumer purchasing behavior. For instance, Batra et al. (2022) examined how consumer lifestyle and value-based segmentation improve brand positioning and enhance product appeal.

Inferential Analysis

Regression analysis was conducted, leading to generating three result tables, including model summary and coefficients.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808[a]	.653	.650	.31502

a. Predictors: (Constant), Behavioral Segmentation, Psychographic Segmentation, Demographic Segmentation, Geographic Segmentation”

The model explains 65.3% of the variance in the dependent variable (R Square), with a slightly adjusted 65% (Adjusted R Square) accounting for the number of predictors while the remaining (34.7%) is determined by other factors not part of this model. The small standard error of 0.31502 suggests that the model's predictions are relatively accurate. The coefficients table (Table 8) indicates the constant, coefficient and significant values of psychographic segmentation.

https://doi.org/10.53819/81018102t2496

Table 8: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.171	.597		-.287	.774
	Psychographic Segmentation	.304	.092	.214	3.295	.001

a. Dependent Variable: Sales Performance

Table 8 provides the coefficients of the independent variable, which can be used to generate a multiple regression equation of the form:

$Y = -0.171 + 0.304X_1 + e$

Based on the study results, the relationship between psychographic segmentation and sales performance is significant and positive. The results show that if a unit increase occurs in psychographic segmentation, there could be a 0.304 increase in sales performance ($\beta = 0.304$, $p = 0.001$). The positive beta coefficient indicates that targeting customers' lifestyles, values, and behaviors can effectively enhance sales outcomes. With a p-value of 0.001, this relationship is statistically significant, further supporting the importance of psychographic factors in shaping consumer decisions. Businesses that understand and leverage these psychological factors can better align their offerings with customer preferences, leading to improved sales performance. The relationship between psychographic segmentation and sales performance was found to be positive and significant. The findings exhibit consistency with past studies, such as, Jamal & Moustafa (2023) and Batra et al. (2022), which demonstrate how understanding consumers' social motivations, including desire for belonging or recognition can influence their purchasing decisions. The Theory of Planned Behavior (Ajzen, 1991) can be applied here to understand how consumer attitudes and perceived behavioral control affect purchasing decisions. The theory posits that a consumer's intention to engage in a behavior (such as purchasing a product) is influenced by their attitudes towards the behavior, subjective norms, and perceived control over the behavior. In the context of Coca-Cola, psychographic segmentation allows the company to target specific consumer attitudes and values.

5. Conclusions

Psychographic segmentation has a notable effect on the sales performance of Coca-Cola products in Nairobi City County. By understanding consumer lifestyles, values, and personality traits, Coca-Cola creates targeted marketing campaigns that resonate with local consumers. This approach strengthens emotional connections with the brand, encourages consumer loyalty, and fosters repeated purchases, which directly enhances sales performance in the county, positioning Coca-Cola as a preferred brand. Thus, aligning marketing messages with consumer lifestyles and values to foster stronger emotional connections with the brand is important. Coca-Cola's effective use of psychographic segmentation can be seen in its advertisements and sponsorship choices that align with consumer aspirations and values. This approach helps the brand resonate with consumers on a deeper level, fostering loyalty and driving repeat purchases, which ultimately improves sales performance.

6. Recommendations

Coca-Cola should invest in more psychographic-focused marketing strategies that resonate with local consumer values, lifestyles, and personalities. Understanding the social motivations behind consumer purchases (e.g., social media influencers, health-conscious movements) can enable Coca-Cola to create targeted advertising and product offerings. Additionally, creating lifestyle-oriented campaigns that reflect consumers' aspirations and self-image can strengthen brand affinity and loyalty. Coca-Cola should also leverage data analytics to identify psychographic trends and adjust strategies to align with the evolving consumer preferences in Nairobi, fostering stronger emotional connections and higher sales performance.

7. Suggestions for Future Research

Further research could explore the long-term effects of combining multiple segmentation strategies (demographic, geographic, psychographic, and behavioral) on Coca-Cola's sales performance in Nairobi City County. Comparative studies between urban and rural areas within the county could reveal deeper insights into how location-specific factors influence consumer behavior. Additionally, research into emerging consumer trends, such as sustainability and health-consciousness, would provide valuable data on shifting preferences. Investigating the impact of digital marketing and social media engagement on consumer behavior would also contribute to a better understanding of modern sales strategies in the beverage industry.

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