

# Marketing Mix and Adoption of Improved Sanitation Products among Rural Households in Magarini, Kilifi County Kenya

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## ABSTRACT

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Adoption of improved sanitation has remained a challenge over a period of time. Kenya is one of the countries that missed the MDG target, with almost 70% lacking access to improved sanitation, and approximately 6 Million Kenyans defecating in the open. There is evidence of social marketing strategies being used to change behavior and increase adoption of products with health benefits. These strategies have been used in promoting condom use and use of mosquito nets to prevent HIV infections and malaria respectively. It's from this concept that the researcher sought to establish the relationship between marketing mix strategies and adoption of improved sanitation, and how income and payment options moderate this relationship. Primary data was collected from a total of 375 households in rural Magarini, Kilifi County. Primary data was collected using questionnaires administered by convenient sampling, data was analyzed using both descriptive and inferential statistical methods. Multiple regression was also used to establish the relationship between 4Ps and adoption of improved sanitation as well as the change in  $R^2$  with introduction of income and payment options as a moderator. Findings indicate that there is potential 75% market for improved sanitation in Magarini, an affordable improved toilet should cost KES 6,000 and below, community meetings are ideal means of communications, friends and relatives play a role in influencing adoption. The research has concluded that all the 4ps are significantly influencing adoption and both income and payment options are significant moderators. The research has recommended introduction of flexible payment options as a way of increasing adoption, it has also recommended the utilization of community volunteers as sales agents. There is a further recommendation that research should be conducted to develop an affordable improved sanitation product approximately costing KES 6,000 for the bottom of the pyramid in rural Kenya.

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**Keywords:** Improved sanitation, Millennium development goals, marketing mix, social marketing, affordability, word of mouth, payment option, 4Ps, product, price, promotion, placement