



Analysis of Product Prices on Sales Performance of Multinational Fast Food Firms Nairobi County Kenya

Beatrice Nyagilo, Henry Yatich & Oscar Sangoro

Mount Kenya University, Kenya

Article History

Received: 2026-05-19

Revised: 2026-09-18

Accepted: 2026-09-26

Published: 2026-10-05

Keywords

Fast food

Firms

Product pricing

Sales performance

How to cite:

Nyagilo, B., Yatich, H., & Sangoro, O. (2026). Analysis of Product Prices on Sales Performance of Multinational Fast Food Firms Nairobi County Kenya. *Journal of Science, Innovation and Creativity*, 5(2), 220-230.

Copyright © 2026



Abstract

This study examined the analysis of product prices on sales performance of multinational fast-food firms. The independent variables studied included the product price indicators food production, market prices and consumer price. While the dependent variable sales performance had the following indicators profits, market shares and sales revenue. The moderating variable restaurant ambience indicators included spatial layout, interior design and decor, mediating variable included organisation competence indicators; transactional, management and operational. The theories adopted were competitive advantage model and value-percept, the study research design was experimental design was found to be suitable because of the nature of variables and respondents in the questionnaires. The target population being 23 managers and 19930 customers, sample size was 376 consumers and 22 managers, stratified random sampling was used, validity was tested by content and construct validity, reliability was tested by test-retest method and cronbach alpha of 0.75 was obtained. Questionnaires issued were semi-structured, descriptive statistics utilised were standard deviation and mean, inferential statistics applied were regression analysis and correlation. Data was presented through percentages and tables. The product prices had a statistically significant positive influence on sales performance, ($\beta=0.09$, $P=0.018$), ambience of restaurants has a statistically significant moderating positive influence on performance of sales ($\beta=0.083$, $P=0.012$) and organisational competence has a statistically significant mediating positive relationship between product prices and sales performance in Nairobi, County Kenya ($P=0.023$). Government agencies need to formulate a standardised pricing system for the food industry practitioners that ensures quality products are offered at affordable prices to consumers.

Introduction

Internationally multinational fast food firms in economies that are developing and developed are influenced by factors that contribute to their performance indirectly or directly, like the changes occurring continuously in the segment of prices offered for products and services (Lynch, 2024). These firms have migrated to other countries in search of markets and opportunities to enhance their finances, but there has been difficulty in obtaining raw materials, cheap labour and manageable taxes by looking for new opportunities and markets, in other countries. These firms have challenges in getting real market prices, for the food and beverage items, due to the various changes in lifestyle and culture that consumers have in the host countries (Babeet, 2024). Multinational fast-food firms, find it difficult, when entering into markets that are new, to adapt to the new and different business environment they enter into, and further difficulty in localising their food and beverage items this affects the prices of the items making them high. Countries in



Africa have branches of multinational fast food firms, these firms usually strive to have high sales revenues like their counter parts from developed countries, this in turn affects the pricing of services and products. These firms have challenges when it comes to seeking expert professional advice from local practitioners on how to develop pricing strategies and utilise the local and foreign investment to increase their sales revenue, this has led to low sales returns causing these firms to go bankrupt and close down premises (Kouam,2024).

Product Pricing. the pricing of items involves the process of setting prices and price level of services and products that customers are supposed to pay for. The prices of services and products can be used to measure whether customers find the products and services of a firm favourable or not (Arne,2024). The pricing of a company's services and products can either fulfil the expectations of the firm or not, whether the food and beverage prices are superior in quality and the relationship that is created between the customer and employee in the exchange of items and money. The prices offered tends to influence the customers decision making whether to purchase or not (Arne,2024). *Organisational Competence.* In organisational competence the performance of employees in organisations and the organisational structure, is examined by the various characteristics and behavioural traits of employees and the resources and raw materials a firm possesses (Kouam,2024). Organisational competence studies began in 1970's, where it was discovered that employees contribute to the competence in companies, through the developed traits ,skills and proficiency in utilising the company resources and structure to enhance sales. The firm is therefore able to utilise its resources adequately, through the capabilities and skills of employees (Babeet,2024). *Sales Performance,* emphasises on the money acquired and obtained by a company during the period of sales of the services and products to consumers over a period of time. The services and products offered by a firm changes ownership from the company to the consumer the moment the consumer pays a particular amount of money to the firm (Babeet,2024). Sales performance is determined by the profits and sales revenue accrued by the company over a predetermined period of time. According to Kouam, (2024) the prices of services and products directly contribute to the purchasing power of consumers, thus influencing sales.

Literature Review

Value-Percept Theory, the main proponent of the theory is Edwin Locke 1970's, the theory expounds on the aspect of brands being changed by customers as new products are introduced to the consumers. In the purchase of services and products, prices are dictated by the value a consumer has about a particular service or product. Prices are also kept permanently high to signal exclusivity, quality or luxury (Peng et al, 2022). Actual value discusses the actual performance and the quality of a product or service, according to the perceptions of customers. Companies emphasise on skimming as a method of producing high quality commodities enhanced by the company initially setting a very high price, when the products are new in the market, then gradually lowering prices when competitors enter into the market. Ideal value opinionates about the ideal quality or performance of merchandise according to the customer expectations before buying a product. Companies usually set prices that are artificially low, in order to gain more market share and to build a customer base (Peng et al, 2022). *Competitive Advantage Model,* the model is utilised by the management of various organisations, as a method of positioning the organisation strategically to achieve its required goals and targets. The model is customised according to the specific industry and products, in order to achieve competitive advantage, a firm must be able to find a method of monitoring the quality of products and create awareness among consumers on the advantages of purchasing the product. The company must also improve on its production by implementing low costs. Products are priced according to the prices set by the competitors of a firm in the same industry. The firms get a high income when services and products manufactured gives the consumers value for their money (Hosseini, et al., 2023).



Empirical Literature

Product Prices on Sales Performance of Multinational Fast Food Firms. The process of production is considered in the pricing of products by the company, this is because of the raw materials and labour costs incurred. The company re-evaluates the prices found in the e-menus, traditional table and online menus, the re-evaluation of the prices is important as they contribute to the revenue generated by restaurants, this influences the number of consumers and the spending habit of each guest (Peng et al., 2022).

Restaurant Ambience on Sales Performance of Multinational Fast Food Firms. When buyer's emotions are influenced their chances of purchasing an item increases, this is due to the effects of the music, interior décor and lighting found in these restaurants. Restaurants generally maintain and improve their ambience as this contributes to the spending behaviour and habits of customers (Rijswijk and Frewer, 2023).

Organisational Competence on Sales Performance of Multinational Fast Food Firms. Organisations perform well in uncertain circumstances surrounded by financing, competition, ideas, markets, regulations and other factors that leads to changes that should be made in order for the firm to attain their goals in sales and profits (Rijswijk and Frewer, 2023). Vladimir, (2024) firms base their assessments on concepts that are rational by analysing organizational work force skills. Success in organisations involves the capacity of management to act quickly by implementing requirements that are external and internal within the organisational structures, emphasising on transactional, management and operational competence as important aspects in the performance of organisations.

Independent Variable

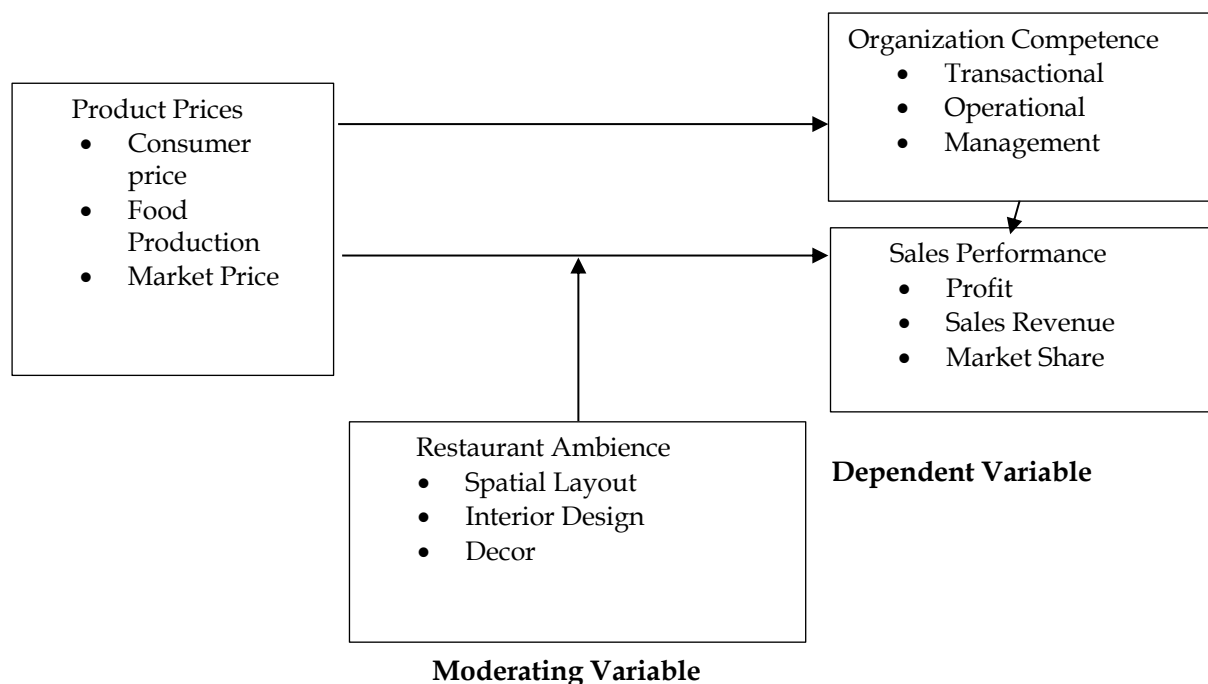


Figure 1: Conceptual Framework

Source: Author (2025)

Methods

Study Design. The study selected was an experimental research design, this was because it explores the reason a particular occurrence has happened, the research was an experimental study (Sergey, 2022). The experimental study was suitable in cases where the information was limited, this was



because of quantitative aspects of the data. The open-ended and close-ended questionnaires, where distributed for the purpose of gathering and collecting data (Sergey, 2022).

Study Area. The study was conducted among the 23 multinational fast food businesses in Nairobi County, Kenya. These firms were obtained from the FBA (2023) report that recorded 23 multinational fast food firms, according to the report these firms have their major headquarters and branches within Nairobi, they also have records of high annual sales and population of customers. Data Collection, instruments of research included semi-structured questionnaires, that were open-ended and close-ended questionnaires with Likert scales (Arao, 2024). Pilot Study, 10% of the sample size was utilised, in the study, which was 2 customers and 38 branch managers. In data analysis, data was gathered and analysed using the questionnaires, that were answered. The inferential statistics included testing the hypothesis, regression analysis and ANOVA and descriptive statistics were quantified using variances, mean and standard deviation were applied. SPSS version 30 was utilised for computing descriptive statistics (Arao, 2024).

Ethical Consideration

The researcher observed confidentiality when it came to matters concerning the intellectual property rights, trademarks and trade secrets. By informing the participants and respondents that the study was for academic purposes and getting their consent before including them in the research also by showing them the letter from the University and NACOSTI research permit to show that the authenticity of the study.

Study Population

The target population was 19953 made up of 23 managers and 19930 customers from multinational fast food firms in Nairobi County, Kenya. According to the report by FBA (2023) recorded the presence of 23 multinational fast food firms (Sergey, 2022).

Sample Size and Sampling

The method of sampling that was utilised, was a probability sampling technique known as stratified random sampling (Sergey, 2022). In the stratified random sampling participants were selected from the target population by dividing the population into smaller sub groups known as strata. This ensured the results obtained were accurate and reliable (Sergey, 2022).

The sample size determination formula by Berenson, Levine & Krehbiel was used in establishing the sample size, because of its level of accuracy in the calculating of a sample size for a population over 1000 (Bell et al, 2022).

$$n_0 = \frac{z^2 (1 - \pi)}{e^2}$$

Where:

n_0 = Sample size

Z^2 = level of confidence, 95%; (standard value of 1.96)

π = true proportion of events of interest
(0.5)

e = level of precision (0.05)

$$n_0 = \frac{1.96^2 (0.5) (0.5)}{0.05^2} = 384$$

A finite correction formula was utilised, that was presented as an equation, shown below:

$$nf = \frac{n_0}{(1 + \frac{n_0 - 1}{N})}$$



Where:

n_0 = sample size for the proportions

N = Target Population = 19930

nf = desired sample size

$$nf = \frac{384}{\frac{(1 + 384 - 1)}{19930}} = 376$$

N = Target population = 23

nf = desired sample size

$$nf = \frac{384}{\frac{(1 + 384 - 1)}{23}} = 22$$

The study was working with a sample size of 376 customers and 22 managers in multinational fast-food firms, representing 75% of the MNCs fast-food firm's respondents in Nairobi County (Douglas, 2023). According to Bell et al, (2022) reliability was measured using the Cronbach's alpha coefficient, the outcome was 0.75, this outcome indicated that the research instruments were normally approved, because it was above 0.7, while 0.7 and below is normally disapproved. Validity was tested through the use of content and construct validity. The study's multiple regression is meant to have linear regression that is ordinary: multicollinearity, normality, homoscedasticity, linearity and non-autocorrelation that is not perfect (Bell et al, 2022).

Results

Descriptive Analysis

Period of purchase and customer relationship management practices

According to the findings product pricing was discovered to be a major determinant, the findings depict that it plays an important role in the purchasing habits and behaviours of consumers who buy food and beverages items in these firms. Most consumers don't frequent multinational fast food firms for many years, as portrayed in the findings most are loyal customers for only less than five years, few however remain consistent customers for over 25 years (Rodriguez, 2026).

Table 1: Period of Purchase and Customer Relationship Management Practices

Entry	Categories	Frequency	Percentage
Period Purchasing Foods and Beverages	Below 5 Years	175	47%
	5-15 Years	127	34%
	16-25 Years	56	15%
	Above 25 Years	18	4%
	Total	376	100%
Customer Relationship Management Practices	Restaurant ambience	53	13%
	Product prices	78	21%
	Product quality	126	34%
	Service quality	119	32%
	Total	376	100%

Source: Author (2025)

Table 1, above shows the period of purchase and customer relationship management practices, the findings indicated that particular customers have purchased foods and beverages below 5 years, at 175 frequencies at 47%, between 5 to 15 years at a frequency of 127, at 34%, between 16 to 25 years at a 56 frequency of 15% and above 25 years at a frequency of 18, at 4%. According to the findings participants indicated that restaurant ambience at a frequency of 53, at 13% motivated their purchases and visits and product prices at a frequency of 78%, at 21% (Rodriguez, 2026).



Product Pricing

Descriptive Analysis for Market Prices

Most of the consumers strongly agreed that purchasing a product is dependent on its prices in the market (65%). Others suggested that the price of commodities is determined by customer tastes. Few however strongly agreed that firms competing offer similar prices for commodities (38%) (Rodriguez,2026).

Table 1: Analysis for Market Prices

Statement.	SA	A	SWA	SWD	D	SD
Purchasing a product is dependent on its price in the Market.	65%	17%	8%	5%	3%	2%
The price of commodities is determined by customer Tastes	42%	38%	10%	7%	2%	1%
Firms competing offer similar prices for commodities.	38%	16%	29%	11%	5%	1%

Source: Author (2025)

Descriptive Analysis for Food Production Prices

According to the results most consumers agreed that the steps involved in production of food and beverages directly influence the sales, profits and pricing of firms (51%). Few of the consumers, however agreed that a food product that is priced highly does not necessarily mean that the quality is good (42%) (Arao,2024).

Table 2: Analysis for Food Production Prices

Statement	SA	A	SWA	SWD	D	SD
Food production steps influence pricing, sales and profit.	51%	23%	14%	5%	5%	1%
A high -priced product is a product of high Quality	42%	27%	16%	9%	6%	0%
Well- prepared food and beverages cause customer return.	31%	16%	29%	14%	8%	2%

Source: Author (2025)

Descriptive Analysis for consumer price

Most of the consumers were of the opinion that the overall prices of commodities were determined by market prices and consumer prices (51%). Few of them agreed that restaurant menu and prices depended on the demand of customers (41%) (Arao,2024).

Table 3: Analysis for consumer price

Statement	SA	A	SWA	SWD	D	SD
Consumer prices and market prices determine a firm's overall prices.	51%	19%	14%	9%	4%	3%
Customers buy cheap products as a cost- saving technique.	39%	25%	14%	12%	7%	3%
Restaurant menu and prices depend on customer demand.	41%	13%	22%	14%	8%	2%

Source: Author (2025)

Inferential Analysis.

Diagnostic Tests

The tests are used to determine data's suitability for regression analysis. The tests conducted included multicollinearity, normality and linearity (Kyi et al, 2024).

Normality Test

The normal distribution of data was tested through the normality test. This was done through the shapiro-wilk test, that indicated organisational competence, statistic (.839), Df (376) and Sig (.246), product pricing, statistic (.854), Df (376) and Sig (.233), restaurant ambience, statistic (.867),



Df (376) and Sig (.241), sales performance, statistic (.845), Df (376) and Sig (.201) as shown in Table 2 below. The test hypothesises that the data was normally distributed, because the significant values for all the variables were above 0.05. (Kyi et al, 2024).

Table 3: Tests of Normality

	Shapiro-Wilk Test.		
	Statistic	Df	Sig
Product Pricing	.854	376	.233
Restaurant Ambience	.867	376	.241
Organisational Competence	.839	376	.246
Sales Performance	.845	376	.201

Source: Author (2025)

Test of Multicollinearity

Computed using the variance inflation test, value of 1 is an indication of no multicollinearity. VIF values closer to 1 are an indication of lower multicollinearity (Chanmi, 2016). As portrayed in the Table 5 below, the collinearity statistics tolerance for product prices (.783). While VIF for service quality (1.277). VIF value lower than five and closer to 1, this indicated lower multicollinearity (Bell et al, 2022).

Table 5: Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product pricing.	.783	1.277

a. Dependent Variable: Sales performance.

b. Predictor (Constant): Product pricing.

Source: Author (2025).

Test of Hypotheses

The study utilised the ANOVA, multiple linear regression analysis, model summary and regression coefficients. This was done to assess the effect of the constructs in the independent variable, product prices and performance of sales on the dependent variable that was from the multinational fast-food firms in Nairobi, County (Chanmi, 2016).

Model Summary

The model summary on Table 6 below indicated that in product prices, the R-squared value was 0.104, which indicated that the model explained 10.4% of the variation in the dependent variable, sales performance. The whole regression model was found to be significant $p < 0.05$ (Dogramaci, 2024).

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the estimate	Durbin-Watson
Product Pricing	.323 ^a	.104	.072	.5228	1.895

a: Predictor variable: (Constant) Product pricing.

b: Dependent variable: Sales performance.

Source: Author (2025)



ANOVA

According to Table 7, below indicate that the ANOVA model used to measure the impact of product pricing on sales performance was significant, $Df(1, 369) = \text{Mean square}(5.635)$, $\text{Sig}(.018^b)$; $p < 0.05$. Findings confirm the impact of service quality on sales performance (Kyi et al, 2024).

Table 7: ANOVA

ANOVA- Product Pricing						
Model		Sum of squares	Df	Mean Square	F	Sig
1	Regression	1.007	1	5.635		.018 ^b
	Residual	65.965	369			
	Total	66.973	370			

a.) Dependent variable: Sales performance

b.) Predictors(constant): Product pricing

Source: Author (2025)

Discussions

These section discusses the study's findings in relation to the existing literature and the specific context of multinational fast food firms found in Nairobi County, Kenya. The discussion is organised around the main objectives of product pricing examined in the study.

The key focus of this section is to interpret how product pricing contributes to the sales performance of multinational fast-food firms, from the study's empirical findings. The results demonstrate that product pricing is an important driver of sales performance, the findings confirm that product pricing in fast food firms extends beyond an administrative function for the management to formulate a pricing strategy but constitutes a strategic organisational capability that shapes the long term sustainable growth of sales performance (Namrata et al, 2023).

Multinational fast-food firms found in Nairobi County, Kenya contributes approximately to 9.6% of the GDP and this is attributed to the sales performance of these firms (FBA,2024). These firms also operate in other regional landscapes where there are growing markets for fast food firms such as East African countries. Therefore, the findings of these study are of significance as they indicate product prices have a statistically significant positive influence on sales performance ($\beta=0.09$, $P=0.018$), this suggests that the multinational fast-food firms found in Nairobi County, Kenya that invest strategically in coming up with a pricing strategy that puts into enormous consideration the market prices of products and services, the food production process of food and beverage items and the consumer price index are better positioned to sustain and increase their profits and sales revenue within the expanding fast food industry (Namrata et al, 2023).

Product pricing is a critical pillar in enhancing the sales performance of these firms, according to the results. Customers are willing to pay more for the food and beverage items if their expectations on quality and prices are catered to. If the prices are affordable and if they are worth purchasing at the prices offered (Namrata et al, 2023). In the study product pricing was measured through consumer price, production of food and market price. This limited the results in product pricing confining it to market prices, food production and consumer prices, while in other studies that have the product pricing as a variable, the indicators used to measure it normally differ depending on the industry being studied (Namrata et al, 2023).

Restaurant ambience has a moderating relationship between the product price and sales performance of multinational fast-food firms in Nairobi, Kenya (Douglas, 2019). The results indicate that when these firms strategically invest in maintaining and building the interior and exterior décor, it fosters an organisational culture that strengthens the performance of employees when providing services. The evolving industry demands and competition requires that these firms continuously improve and sustain the interior and exterior environment in order to motivate customers to purchase the products (Douglas, 2019). Ambience is essential because a place that



is well-designed, influences the buyers' emotions and their purchasing behaviour increasing the chances of the food and beverage items being purchased (Babeet, 2024).

Additionally, the results confirmed that organisational competence was a major mediator. The main goal of organisational competence is to ensure that organisations have superior operational, management and transactional efficiency to have both productivity and institutional resilience. This objective sought to establish the mediating influence of organisational competence on the correlations between the product pricing and sales performance of multinational fast-food firms, in Nairobi County, Kenya (Babeet, 2024). The inferential statistics portrayed that organisational competence had a positive significant influence on the relationship between product pricing and performance of sales of multinational fast food firms in Nairobi County, Kenya. The study concluded that the product pricing utilised by the sampled multinational fast food firms created the base of explanation for the positive influence the mediating variable (organisational competence) had on the correlation between product pricing and sales performance. It was therefore concluded that managers of multinational fast food firms make decisions that are strategic with the ability to alter the strategic contour of the utilisation of raw materials and resources in the organisation, the employees and environment (Peng et al, 2022).

Limitations

The analysis of the current literature as an investigation based on the findings, is organised around a review of the report by the food business africa and the documentations from the various multinational fast-food firms with subsidiaries in Kenya, instead of the actual empirical study. In this aspect its value is majorly theoretical with very few concepts that can be practically applied. It polishes the analysis of product pricing and its influence on the sales performance of multinational fast-food firms, yet it does not empirically test the framework using primary data from all customers who are 18 years and above instead of considering only customers that have college and university education such as undergraduate and post-graduate degrees. This discussion should be viewed as an interpretative synthesis that organises evidence that already exists into an analytical framework that exists, rather than as a claim to causal verification.

Conclusions

The main objective of the study was to investigate the analysis of product pricing on sales performance of multinational fast-food firms in Nairobi, County, Kenya. The product pricing independent variables included consumer prices index, market prices and food production prices, mediating variables: organisational competence: transactional, operational and management competence, moderating variable; restaurant ambience: spatial layout, interior design and décor and dependent variable: sales performance; sales revenue, profits and market share. Through the findings in inferential and descriptive statistics many conclusions can be drawn. The study sought to establish the influence of product prices on sales performance of multinational fast food firms in Nairobi, County, Kenya, findings of the descriptive statistics showed that majority of the respondents accepted that purchasing a product is determined by the price of the beverages and food items in the market, the prices of products was dependent upon the tastes of customers and company competing offer same prices for commodities, prices of food production portrayed that most customers agreed that the procedures in the production of food influences the sales, profits and pricing.

The inferential statistics indicated prices of products had a positive significant influence on performance of sales of multinational fast food firms, a conclusion was therefore made that the firms should keep leveraging on the prices in the market and production of food prices so as to enhance performance of sales.



The R-squared of 0.099 and adjusted R- square of 0.090, the pricing of food and beverage items were found to provide the variability of the dependent variable known as sales performance. Due to this discovery future studies should therefore purpose to examine other factors that could possibly influence directly the performance of sales in multinational fast-food firms.

References

- Arao, S. (2024). *Strategic Management : Fundamental Concepts for Decision- making and Strategy Execution*. Springer Cham. <https://doi.org/10.1007/978-3-031-55669-2>.
- Arne, T. (2024). Performance Measurement Systems Design as Link between Strategy Formulation and Performance Information use in Public sect Organizations. *Public Performance & Management Review*, 47(4). <https://doi.org/10.1080/15309576.2024.2360158>.
- Babeet, G. (2024). Strategic Performance Measurement Systems and Its Impact on Organizational Effectiveness : A study of UAE Based Organizations. *International Journal of Finance Insurance and Risk Management*, 14(2), 35-39. <https://doi.org/10.35808/ijfirm/387>
- Bell, E., Bryman, A., & Harley, B. (2022). *Business Research Methods*. Oxford University Press. <https://doi.org/10.1093/hebz/9780198869443.001.0001>
- Chanmi,L., & Suhwi, P. (2016). Comprehensive Comparision of Normality Tests: Empirical Study Using Many Different Types of Data. *Journal of the Korean Data and Information Science Society*, 27(5). 1399-1412. <https://doi.org/10.7465/jkdi.2016.27.5.1399>
- Dogramaci, S. (2019). *Why is a valid inference a good inference*. *Philosophy and Phenomenology Research*, 95(1), 61-9. <https://doi.org/10.1111/phpr.12206>
- Douglas, M. (2019) . *Successful seed programs : A planning and management guide*. CRC Press. <https://doi.org/10.1017/S0014479700011510>
- Food Business Africa Report. (2023). Food and Beverage Industry 46(9), 37-45.
- Gupta , A. (2018) . *Outsourcing and Offshoring of Professional Services*. Hershey
- Han, H., Kim, Y. & Kim, E. (2022). Cognitive, affective, conative, and action loyalty: Testing The impact of inertia. *International Journal of Hospitality Management*, 30(4), 1008-1019.
- Hosseini, A.S., Mehdizadeh, M. (2018). Competitive advantage and its impact on New product development strategy (A case study Toos Niro Technical Firm). *Open Innovation Technology Market and Complexity*, 4(17), 2-12.
- Kenya National Bureau of Statistics.(2023). *Economic Survey*, 56(2) 567-579.
- Kouam, A. (2024). Mastering Validity and Reliability in Academic Research: Meaning and Significance. *International Journal of Research Publications*, 144, 287-292. <https://doi.org/10.47119/ijrp1001441320246160>
- Kyi, G., Minich, R, & Vlachou, H. (2004). *European Business Statistics Methodolgical Manual for Statistics on Business Innovation*. Publications Office of the European Union.
- Lorenzo, F., Ramon, J, & Tere, M. (2018). The competitive advantage in business, capabilities and strategy: What general performance factors are found in the Spanish Industry? *Economic and policy*. Elsevier, (2), 94-108. <https://doi.org/10.1016/j.wep.2018.04.001>
- Lynch, R. (2024). *Strategic Management, 10th Edition* . Sage Publications.
- Namrata, G., Neerupa, C, & Rachna Thakkar, (2023). *Strategic Management*. Kristu Jayanti College. <https://doi.org/10.61909/isbn.978-81-968364-1-2.AMKEDTB122306>
- Rijswijk, V., & Frewer, J. (2019) . *Consumer Perceptions of Food Quality and Safety and their Relation to traceability*. *British Food Journal*, 10(10),1034. <https://doi.org/10.1108/00070700810906642>
- Rodriguez, A.(2026). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (6th edition). <https://doi.org/10.13140/RG.2.2.22628.54403>
- Saunders, M., Lewis, P., & Thornhill, A. (2020). *Research Methods for Business Students* (ed.). Pearson Professional Limited.
- Sergey, K.(2022). *Business Research Methodology: Research Process and Methods*. Springer Cham. <https://doi.org/10.1007/978-3-030-76857-7>



- Sushil, & Sanjay, D. (2024). *Strategic Management: Reflecting Strategic Flexibility, Innovation and Entrepreneurship*. Springer Nature.
- Vladimir, S. (2026). *A dive into Marketing Trends of 2024: Insight to Unlocking Potential*. Business & Management Compass. <https://doi.org/10.56065/p9rsad98>.