Social-Cultural Factors And Coffee Consumption In Rukungiri District Uganda

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ABSTRACT

This study adopted a cross-sectional survey research design and involved quantitative and qualitative methods which enabled the study to evaluate the relationship between the study variables in a snapshot. A sample of 123 respondents was selected using simple random and purposive sampling techniques. The quantitative data were analyzed using SPSS Version 23.0 and the thematic analysis method was used to analyze the qualitative data. Quantitative results in form of descriptive statistics, correlations and regressions were presented in tables based on the study objectives. The study found that social-cultural factors were positively and significantly related to coffee consumption ($r = .764$, $P \leq .01$). The social-cultural factors status in terms of Social class of people/reference groups, Occupation and Life Style and as such, coffee consumption is influenced by these factors. The study further concluded that embedded beliefs, that the people of Rukungiri District should go back to their tradition of coffee consumption since it was their own from the beginning
Keywords: social-economic factors, coffee consumption Rukungiri District

INTRODUCTION

For more than 100,000 families in the world, coffee production has improved socioeconomic conditions over the past 200 years Alfian, (3). One of the reasons for this is that family members and neighbors can collaborate on small farms to produce coffee thanks to rural cooperatives and other kinds of group alliances. Ahsan, &, Bashir,(2) explains that, the fruit from a number of farms can be collectively hulled, dried, and chosen for export or for local roasting and consumption following the yearly harvest Ambarwati,& Wahyuni, (4). Coffee has provided families with the means to better housing conditions, given young people the chance to pursue their academic interests, and played a significant role in grassroots development by enhancing the ability of rural communities to organize Bacha (9). Because customers are more interested in topics like better eating habits, organic farming, animal welfare, ethical trading, gluten-free products, and corporate social responsibility, their behavior toward companies and products has evolved Auffermann (8). Since the last quarter of the 20th century, the market has seen a steady increase in the number of green or environmentally friendly items Baffes, (11). Ardekani (5) states that social class depicts the place that people hold within social groupings according to factors like income and wealth, level of education, and line of work. Class is significant in many countries, and people strive for other people's respect. Success in life or being born into wealth are two ways to rise in

social status. The choice of product and brand frequently reflects social role, class, and prestige Barbosa,(12). Arli (6) found that while some people like to enjoy their coffee in public settings, others claimed they prefer to purchase it from a store. Studies on the subject of customers' views toward items wearing certification labels have been conducted as consumer demand for healthy and safe food has grown through time Arnould (7). Along with the trends of expanding certification label programs for coffee producers and moving toward multiple certifications, the coffee market has started to introduce certification labels, such as those provided by fair trade, Rainforest Alliance, United States certified organic, and a label for sustainable farming Bacha, (10). Coffee packaging typically features a number of certification labels, which are significant for customers in assessing the safety, health, and environmental friendliness of food, according to Bucyanayandi, (13). According to Wijayanti (46) product traceability decreases consumers' skepticism about the goods and enhances their propensity to buy. Particularly in sectors like the coffee industry, which is connected to ethical and sustainability concerns, the manner that businesses interact with consumers has changed. Instead of promoting their real products, businesses now promote their corporate social responsibility, how they treat their employees, and the community projects they are participating in Turyasingura (44)

Theory
This study was guided by the Consumer culture theory (CCT) which was proposed by Arnold and Thompson (2005). The theory is premised on the view that a social arrangement in which the relations between lived culture and social resources, and between meaningful ways of life and the symbolic and material resources on which they depend, are mediated through markets. Consequently, consumption phenomena can be understood only through inscription in the sociocultural context in which they exist and they must be seen concerning the full consumption cycle, including acquisition, possession, consumption, and disposition. The aim is to theorize the dynamics driving such consumption cycles as well as the social logic at stake on a micro, meso, or macro level. According to Pratama's (38) study and other studies, consumer choice of coffee processes show how information inputs are processed to reach a particular decision. Opoku, (36) explained that whereas decisions are simpler and include choosing the most favored option, judgments are dependent on consumers' evaluations of the alternatives that are provided and their opinions of those alternatives. According to Kilbride (29), culture influences consumer behavior because it establishes what the public wants and needs. Consumer culture is a social arrangement in which markets serve as a medium for relationships between lived culture and social resources, as well as between meaningful ways of life and the resources on which they depend. A coffee consumption location or shop, according to Lase,(32), is a type of restaurant that sells coffee, tea, cakes, and occasionally sandwiches and small meals. The theory assumption is that, Their wants and needs outweigh their money. When purchasing items, consumers try to acquire the most usefulness or satisfaction. Consumers will behave rationally, which means that if they see two identical products in two separate stores, they will choose the product that is less expensive.Nibret,(34). The theory's main selling point is that consumerism boosts employment and economic growth, enhances corporate wealth, encourages business competition, makes a wide range of goods and services available, and raises people's quality of life Jankowski, (27). The theory weakeness is that Natural resource depletion and environmental contamination are two drawbacks of consumerism Kim,(30).The consumer society is not sustainable in its current state. More than 70% of Earth's natural resources are currently being overused.. this study was based on the strength of the theory.

Related literature
Attitudes, behaviour and coffee consumption
Researchers became interested in consumer attitudes in the 20th century, which can be interpreted as customers' assessments of goods or services as positive or negative Kuswardhani,(31). According to Karimi (28), behavioral psychologist Mason Haire conducted one of the earliest studies on attitudes and coffee in the late 1940s to identify views and attitudes toward instant coffee. He goes on to say that the study was set up to give two groups of women a shopping list, the only difference being that one list included instant coffee of the Nescafé brand and the other included ground coffee. The study revealed that women who use instant coffee are viewed as being unorganized and lethargic by the women who

were asked to describe a typical woman using the shopping list Urwin, (45). However, when the study was repeated in the 1970s, other descriptors were used instead of "lazy," such as "young, modern, and busy," while "housewife" was used to describe a woman who used ground coffee Tamí-Maury (43).

The consumer's behavioral intention is what they want to do with the product (e.g., buy or not buy the brand). Similar to effect, this can sometimes be a logical outgrowth of beliefs (or affect), but it can also be influenced by external factors. For instance, a consumer may visit a restaurant they don't particularly enjoy because their friends frequent it Urwin, (45). The study of habitual consumption was inspired by the observation that most decisions made in daily life are repeats of previous behavior rather than conscious choices (Gärling & Marell, 2010). Coffee consumption patterns are no exception, and various studies focusing on coffee consumption patterns have been conducted Sabio,(40).

Occupation and coffee consumption

Purchase decisions and behavior are influenced by a consumer's career and purchasing capacity Rahma,(39). What customers can afford and how they see money depend on their income level. Similar cultures tend to produce similar tastes in music, fashion, and leisure pursuits Prabawanti,(37). They frequently interact socially and hold similar beliefs and values. Consumer affordability and attitudes toward lower-income men are influenced by income level,. People from lower socioeconomic classes are likely more interested in purchasing items that are necessary for survival than luxury goods or clothing from designers Kuswardhani,(31). Consumer behavior provides insight into a person's way of life Meigamaharatu (33). Congenital traits, current circumstances, and prior experiences are all mixed. Consumer product preferences are influenced by their way of life. A person's lifestyle is made up of various lifestyle elements Nurhasanah (35) Activities - this category describes how customers use their free time, such as at work, in their hobbies, or on vacation. 2. Interests - these are the preferences and priorities of the consumer, such as family, house, or food. 3. Opinions – describe what customers think about various topics, such as themselves, politics, or products. These lifestyle attributes describe a person's way of life. Jankowski,(27).The shopping habits and decisions of consumers will be influenced by lifestyle . However, there is a discrepancy between customer choices and test results. The absence of a culture of drinking coffee and common public myths and misconceptions about the health aspects of drinking coffee may or not affect the level of consumption of coffee Djausal,(18)

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Using positive opinions of coffee's health advantages and readiness to pay for coffee with related health claims, Auffermann (8) set out to analyze consumer perceptions of coffee's health benefits, consumption, and purchasing motives. Scientific understanding of consumer perceptions of coffee's health benefits is limited. Consumer opinion of the health benefits of coffee is ambiguous and hasn't been properly studied. Consumer preferences and views concerning coffee qualities, such as sustainability, brands, varieties of coffee, and consumption motivations like taste, energy, enjoyment, and socializing, have been examined in the past Casalegno,(15). According to a study by Djausal,(18), both men and women choose to drink coffee because it provides them more energy, and what attracts them to it is mostly the taste.

Life style and coffee consumption

The way that people react to coffee or caffeine might also vary greatly between them. Caffeine can have positive effects like enhanced alertness, energy, and the capacity to concentrate at low to moderate dosages (50–300 mg), but negative effects like anxiety, restlessness, insomnia, and an accelerated heart rate can occur at greater amounts Gumecindo-Alejo (20). According to Hu, drinking 2 to 5 cups of coffee per day is associated with a lower risk of type 2 diabetes, heart disease, liver and endometrial

cancer, Parkinson's disease, and depression. It's even conceivable that coffee drinkers could lower their risk of dying young Gustad,(21). Additionally, consumers have feelings about particular brands or other products of coffee they like. There may be feelings that are largely independent of beliefs, yet sometimes these sensations are founded on beliefs. An severe environmentalist, for instance, might feel that cutting down trees is immoral yet might have a favorable impact on Christmas trees because they subconsciously remind them of their childhood Christmases Carlsson, (14).

Chanyalew,(16) claims that coffee is a beneficial stimulant that should be consumed on a daily basis in amounts of at least 3 to 4 cups. It has healthy nutrients and antioxidants that enhance physical conditions. Additionally, numerous peer-reviewed studies reveal that coffee drinkers are far less likely to develop a number of dangerous disorders Grigg,(19). Coffee drinking is associated with a number of health advantages that have previously been established by actual human observation. Some of these include the fact that drinking coffee boosts one's energy and enhances a variety of mental functions, including memory, mood, vigilance, energy levels, reaction speeds, and overall cognitive performance Demura, (17). According to Hakim,(22) people who drink coffee have a decreased risk of dying than those who don't. Numerous health advantages of coffee use have been reported, including a decreased risk of type 2 diabetes as well as liver, cardiac, and neurological conditions. Additionally, it might improve mental health and lengthen your life.

Coffee is a well-liked beverage that is known for sharpening focus and boosting energy. In order to start their day off well, many people rely on their daily cup of coffee when they awake Hakim,(22). There is even more justification to start making coffee because it has been connected to a large variety of potential health advantages in addition to its stimulating effects Hamdan,(25). This article examines in detail nine of the most compelling, scientific advantages of coffee. With Caffeine, a central nervous system stimulant found in coffee, is well known for its ability to combat exhaustion and boost energy. This is because coffee boosts levels of other neurotransmitters in your brain that control your energy levels, such as dopamine, by blocking the receptors of a neurotransmitter called adenosine International Coffee Organization (26). In a short study, participants' subjective feelings of fatigue were significantly lowered and the time it took to reach exhaustion during a cycling exercise increased by 12% as a result of coffee consumption. Similar results were reported by another study, which found that caffeine consumption before and during a round of golf enhanced performance, boosted subjective energy levels, and decreased sensations of exhaustion.

Materials and methods used
A research design is a given framework for the collection and analysis of data (Bryman, 2011). It is a master plan specifying the methods and procedures for collecting and analysing data, Agaba & Turyasingura(1). This study used a cross-sectional survey research design adopting quantitative and qualitative approaches. The quantitative approach helps to describe the current conditions and to investigate cause and effect relationships between the study variables (Agaba& Turyasingura(1). On the other hand, the qualitative approach helps to gain insight, and explore the depth, richness and complexity inherent in the phenomenon under investigation. The case study approach was used because it exposes the participants to real-life situations and simplifies complex concepts . The quantitative approach sought to quantify and establish the relationships while the qualitative approach helped the researcher gain in-depth explanations of factors influencing the consumption of coffee in the Rukungiri District

Sample size and procedure
According to Turyasingura (44), a sample is a small group of the universe taken as the representative of the whole population. The study sample covered 123 respondents as guided by Krejcie and Morgan's (1970) sampling estimations in Table 1.

Table 2 Sample size determination

Respondent Category	Total Population	Sample Size	Sampling Technique
Cafes/Restaurants	55	38	Simple random sampling
Hotels	18	12	simple random sampling
Supermarkets	12	08	Simple random sampling
Road Side Consumers	95	65	Convenience sampling
Total	**180**	**123**	

Source: Primary data, 2019

Questionnaire

This instrument contained close-ended questions inform of a 5-point Likert scale where 5 was for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. They were self-administered from which the respondents were ticked according to the instruction therein. The self-administered questionnaire provides freedom and enough time for respondents to complete the instrument Agaba&Turyasingura (1).

Interview guide

This tool contained open-ended questions. The interview method has the advantage of flexibility unlike the questionnaire survey method Turyasingura (44). The respondents were those who had stayed in Rukungiri District for 4 years and above; they were chosen because of their seniority and thus deemed knowledgeable on the study variables.

Document review checklist

This instrument contained reviewed documents that included; Rukungiri District strategic plans, Coffee Marketing Board, Coffee authority annual reports, Journals, and Newspapers

Measurement of variables

In the study, three levels of measures were used namely, the nominal scale, ordinal and interval scale Turyasingura (44). The nominal scale was used to group some subjects from the study into categories and frequencies were generated. The ordinal scale was used to measure responses to Likert statements and ranked them in order. The Likert Merit scale is the most common measure that was used to assess the strength of respondents' feelings or attitudes towards the subject (agaba &Turyasingura (1). A coding system was used where numbers were assigned to characteristics to operate and define the variables. The Likert 5 scale measurement of Strongly Disagree (5) and the lowest extreme of Strongly Agree (1) were used to develop an index for measurement.

Data Quality Control (Validity and Reliability)

Validity and Reliability
Validity and reliability of research instruments were done as follows:

Validity
The validity of the study questionnaire is a measure that ascertains the relevancy of items in measuring the specific variable Opoku (36) . For this study, the expert judgment Content Validity Index (CVI) with cut off of 0.70 was used (Agaba&Turyasingura (1).

The Content Validity Index (CVI) was arrived at using Nibret, (34) formula:

Content Validity Index (CVI) = Number of items rated relevant

Total number of items in the instrument

Summary of the validity statistics
Judge 1. = 112/123=0.911
Judge 2. =115/123= 0.935
Judge 3. = 111/123=0.902
Judge 4. = 119/123=0.967
Therefore 0.911+0.935+0.902+0.967=3.715 /4=0.929
These results implied that the research instruments were valid to be used for the data collection on factors influencing coffee consumption in Rukungiri District. Turyasingura (44) proposes that for instruments to be accepted as valid, the average content validity index (CVI) no. of items declared valid divided by the total No. of items should equal to at least 0.7.

Reliability

Reliability tells the consistency in measuring the study variables usually by way of a pre-test Agaba&Turyasingura(1) Although there are many reliability test techniques such as including test-retest, this study used the SPSS generated Cronbach's Alpha coefficient, given its scientific approach used to compute it and its wide use in research .

It is a measure of the degree to which a research instrument yields consistent results/data after repeated trials. The reliability of the research instrument was studied using the Cronbach alpha coefficient. The reliability of the instruments will be computed using SPSS to determine the Cronbach Alpha Coefficient. The closer it is to 1, the higher the consistency Meigamaharatu,(33). The questionnaire was pre-tested in the areas not intended for research using Test/re-test because it permits the instrument to be compared with itself, thus avoiding the sort of problems that could arise with the use of another instrument (Kumar, 2011).

The Cronbach Alpha formula below will be used:

$$\alpha = \frac{K}{K-1}\left(1 - \frac{\sum SD^2 i}{SD^2 t}\right)$$

Whereby;

K = Number of items in the instrument

$SD^2 i$ = Variance of total instruments

$SD^2 t$ = Variance of a single individual item

α = Alpha

The scores found at 0.7 and above alpha values indicated good credits hence better for use (Amin, 2005).

Table 3: showing the Cronbach's Alpha

Variable	Reliability statistics
Social class of people	0.956
Occupation	0.971

Life Style	0.872
Coffee consumption	0.88
Total	3.686
Average	3.686/4=0.922

Source: Primary data 2021

Pretesting of the questionnaire and Cronbach alpha test
To determine the Cronbach alpha, the questionnaire was pretested through a pilot study conducted in Kanungu District found in South Western Uganda which is neighbouring Rukungiri District in the north, and the Kabale District in the west. Therefore, the population are likely to have similar characteristics to those of the intended study participants. A total of 15 respondents took part in the pilot study. The data collected from the pilot study/ test was entered in SPSS version 23 and analyzed for reliability using the Cronbach alpha test, SPSS version 23. Analysis of data was done based on the demission of the independent variable as below.

Table 3. 1: The Demission of the Independent Variables

Variable	Reliability statistics
Social class of people	0.967
Occupation	0.807
Life Style	0.877
Coffee consumption	0.911
Total	3.562
Average	3.562/4=0.891

Source: Field data 2021.

Cronbach's Alpha was 0.891. a reliability coefficient (alpha) of 0.7 range is considered acceptable and those above 0.9 are considered goodTuryasingura (44). Therefore, the questionnaire had good reliability.

Data Processing and Analysis.
After the fieldwork, the data were input into Statistical Package for Social Science (SPSS) version 21 and exposed to a systematic cleaning before hypothesis testing Agaba&Turyasingura(1). Two statistical software packages were applied for dissecting the data collected. Specifically, SPSS version 21 was used for preliminary data analysis.
The second objective was aimed at determining the effect of social-cultural factors on coffee consumption in the Rukungiri District. Data were obtained from the primary sources (staff) and secondary data (documented work). A summary of the responses is presented in the table below.

Table 13: Social-Cultural factors influencing coffee consumption in Rukungiri District

Response	Agree		Undecided		Disagree		MEAN	SD
	F	%	F	%	F	%		
Coffee is consumed by more educated people	110	77.2%	-	-	25	20%	4.5071	61745

I receive more customers that are formally employed	89	72.4%			34	27.6%	4.3643	62572
Many customers ask for a cup of tea actually when they want coffee	100	100%	-	-	-	-	4.5286	49665
More people take coffee with Milk	98	77.2%	-	-	25	20.8%	4.4286	49665

Source: Field data 2021

Key: Strongly Agree (SA) 5, (Agree (A) (4), Undecided (UD) 3, Disagree (D) 2 and Strongly Disagree (SD) 1

Table 9 above, indicates analyses of the seven statements that were subjected to the respondents and intended to measure economic factors on coffee consumption in Rukungiri District in Mbarara District. The descriptive statistics from the table above are explained as follows;

Respondents were asked whether they had Coffee consumed by more educated people, 77.2% of the respondents, with a mean deviation of 4.5071 and a standard deviation of 61745. Respondents were further asked whether they receive more customers that are formally employed 72.4% agreed with the statement with a mean deviation of 4.3643 and a standard deviation of 62572. Respondents were also asked whether employees' wages had been increased, to which all of them (100%) agreed, with the statement with a mean deviation of 4.5286 and a standard deviation of 49665. Once again respondents were asked whether Many customers ask for a cup of tea actually when they want coffee, 77.2% agreed with the statement, with a mean deviation of 4.4286 and a standard deviation of 49665. Lastly, respondents were asked whether the price of coffee had improved and 97.6% agreed with a mean deviation of 4.4286 and a standard deviation of 49665.

Table 13 above, indicates analyses of the four statements that were subjected to the respondents to measure social-cultural factors influencing coffee consumption in Rukungiri District. The descriptive statistics from the table above are explained as follows;

Respondents were asked whether Coffee is consumed by the social class of people. To this, 89.4% of the respondents agreed with the statement compared to 10.6% of the respondents who disagreed with the statement, with a mean deviation of 4.4347 and a standard deviation of 54376. Respondents were also asked whether people's lifestyle had been improved and 77.2% agreed with the statement compared to 27.6% who disagreed, with a mean deviation of 4.2275 and standard deviation of 62051. Lastly, respondents were asked whether People had developed a culture of consuming coffee and 97.6% agreed with the statement compared to 2.4% who disagreed, mean deviation of 3.9940 and a standard deviation of 30054. From the majority of respondents on all the four statements, it was understood that coffee consumption had a socio-cultural aspect to it, with some considering it as a class issue that could be explained by the change in people's lifestyle, while to others, the coffee consuming culture was evolving among the populace.

Qualitative data generated through key informant interviews revealed varying views from key informants as follows;

In an interview, a key informant revealed thus;

> *Social class reflects the position that individuals have in social groups*
> *based on such things as money and wealth, education and occupation. In*

Rukungiri District people want the admiration of others. Social class can be acquired by being successful in life or being born into money. Product and brand selection often reflect social role and class/status. Some people prefer to drink coffee in public places, while others said they buy it from the supermarket.

From the response, it was noted that some people attached coffee consumption to some kind of status, an indication of wealth and wellbeing. As such, the need to be perceived as belonging to a particular social class or perceived as one can greatly enhance coffee consumption in Rukungiri District.

The study confirmed that there was a linkage between quantitative and qualitative findings. There was an agreement between the two data sets and it was clear that qualitative data reinforced quantitative data.

Hypothesis Testing

To verify the alternative hypothesis that there is a strong relationship between social-cultural factors on coffee consumption in Rukungiri District, Pearson's product-moment correlation coefficient was used to determine the magnitude of the relationship. Results are shown in Table 12:

Table 14: Correlation analysis for Socio-cultural factors and coffee consumption in Rukungiri District

		Social-cultural factors	Coffee consumption
Social cultural factors	Pearson Correlation	1	.764[**]
	Sig. (2-tailed)		.000
	N	123	123
Coffee consumption	Pearson Correlation	.764[**]	1
	Sig. (2-tailed)	.000	
	N	123	123

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

Table 14 above, shows a correlation coefficient of 764[**] which is significant at 0.01 level, implying a very strong significant positive relationship between social-cultural factors and coffee consumption in Rukungiri District. The correlation result shows that with better social-cultural factors in terms of social class, attitudes and behaviour towards coffee consumption, occupation and lifestyle, there will be more coffee consumption in Rukungiri District. The reverse is equally true.

Regression analysis

A regression analysis was run to determine the contribution of social-cultural factors to coffee consumption in the Rukungiri District. This indicates how much of the variance in the independent variable would affect the dependent variable.

Table 15: Model summary social Cultural factors

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 764[a]	.099	.087	.32040

a.   Predictors: (Constant), Social Cultural factors
Source: field data 2021.

The coefficient of determination as 0.099 implies that social Cultural factors had an influence on coffee consumption in Rukungiri District, Mbarara District. Thus, a significant relationship between the two variables. This means that social cultural factors could contribute 9.9% of the variance in coffee consumption in Rukungiri District.

Table 16: Regression output summary on social-cultural factors

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.680	.507		5.282	.000
1 Social-cultural factor	.362	.124	. 764	2.928	.004

a. Dependent Variable: coffee consumption

Source: Field Data 2021

Findings again revealed that a regression coefficient of. 764 at 0.01 significant level hence a significant relationship. Results further confirm that social-cultural factors contribute to coffee consumption in Rukungiri District with a Beta value of 0. 764 at 95% of confidence. This implies that social-cultural factors contribute to coffee consumption in Rukungiri District Mbarara District with 76.4%. Therefore, the researcher upholds the research hypothesis, "Social-cultural factors have a significant effect on coffee consumption"

Discusion
The second objective of the study was to the effect of social cultural factors on coffee consumption in Rukungiri District . The study considered a number of concepts of social cultural factors like Social class of people/reference groups, Occupation and Life Style. From the descriptive statistics, the respondents generally agreed that social cultural factors are vital in determining the level of coffee consumption in Rukungiri District. The findings indicated that social cultural factors are vigorous in determining coffee consumption in Rukungiri District with a general agreement response that ranged from 76.4% to 95.2%. This was also confirmed by the positive and significant relationship between social economic factors and coffee consumption at 764**, significant at a P value of 0.01.
The second objective of this study was to establish the effect of social cultural factors on coffee consumption in Rukungiri District . When data was collected and analyzed, results indicated that there was a positive and significant relationship between the two variables. These study findings are not in isolation as a number of scholars show that there is a relationship between social cultural factors and coffee consumption.

The study findings concur with Lautiainen, (2015) who shared that social class reflects the position that individuals have in social groups based on such things as money and wealth, education and occupation. In many societies class is important and people want the admiration of others. The scholar adds that product and brand selection often reflects the social role and class/status.

According to Liu, et.al, (2019) coffee packaging usually has several certification labels, which are important for consumers in evaluating food health, safety, and eco-friendliness. Chen and Huang (2013) indicate that product traceability reduces consumers' uncertainty about the product and increases their purchasing intention.

In tandem with the study findings, Kotler and Armstrong (2010) also argue that lifestyle can influence consumers' buying behaviour and decisions**.** Nevertheless, there is a gap on the tests and preferences of the consumers. Consumers also hold certain feelings toward brands or other objects. Sometimes

these feelings are based on the beliefs (e.g., a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have positive affect toward Christmas trees because he or she unconsciously associates these trees with the experience that he or she had at Christmas as a child (Perner, 2018).

Summary
Largely all the social-cultural factors (Social class of people, Occupation and Life Style) indicate that government-aided schools have got challenges in project implementation.

5.7: Conclusion
After conducting qualitative data analysis, the study confirmed that there was a linkage between quantitative and qualitative findings. There was an agreement between the two data sets and it was clear that qualitative data reinforced quantitative data.

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