



Qualitative Research Findings

Prepared for: BTC

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Main Findings

Respondent Profile

Occupation

- Shop keeping, Salon- hairdressing, farming, Student, mechanic, house contractor, Architecture

Free time / Leisure activities

- Sleeping, walking and visiting friends, going to the bar, spending time with family, visiting the sick, going to the beach, going for dancing, watching TV, cleaning the house, listening to the radio

Goals

- Expand business, own companies, better education for the children, have a good family , owing a home

Consumption & Purchasing habits on Handicrafts

Fashion accessories

- Earrings, bangles, Chains, Hats, open shoes, bracelets, Handbags, watches, Vikois,

Reason for buying these fashion accessories revolved around one **looking smart, unique & stylish**

Household decorations

- Table mats, Picture frames, animal sculptors, lampshades, carpets, plastic flowers, flower vase

Reason for buying these household decorations is basically to make the house **look more beautiful, attractive & bright – “African look”**

Consumption & Purchasing habits on Handicrafts – places bought

Dar	Arusha	Nairobi
<ul style="list-style-type: none">• Mwenge - Duka• Msasani / sleep way• Kariakor Market• Namanga• Mlimani city• Bagamoyo• Samora Avenue	<ul style="list-style-type: none">• Central market• Cultural market• Curio shop• Shoprite• Empire• Jacaranda• Snake park	<ul style="list-style-type: none">• Supermarket• Beauty option• Enkarasha• Village market• Maasai market• Kenyatta market• Westgate• By the streets - Tom Mboya, Ngara, Westlands

Most respondents stated that they normally buy fashion accessories and household decorations in areas that are convenient for them and where there is a variety to choose from



Consumption & Purchasing habits on Handicrafts – Factors considered before purchasing the items

- **Quality** – the item has to be of high quality, this means long lasting material, good texture, item will not wear off easily, genuine
- **Price** – how affordable the item is depending on ones pocket
- **Design / Color** – it has to be stylish, bright full and attractive to the eye
- **Availability** – the item should readily available in the market

- *When prompted about external issues like environmental issues, health, child labor etc – most respondent stated as much as they are important they never keep such matters in mind when purchasing the item, as long as the item is of good quality and attractive those are the key driving factors for them*

Consumption & Purchasing habits on Handicrafts – Local Vs International products

Local

- They are more affordable
- They are more available
- High quality
- Pride – fact its made from own country

International

- Perceived to be more expensive
- Not easily or readily available
- Last longer
- They look more prestigious

Overall most respondents stated that they liked local fashion accessories more compared to international ones because they are **readily available and more affordable**. Most feel **proud wearing** something made locally

- **Perception on Bag packs / Computer bags**

- In Tanzania it came out strongly that they becoming fashionable because many people are carrying bag packs, however most of them seen are perceived to be more international products and not locally made
- They stated that materials to be used should be more local – made from local materials like sisal, strong threads, bamboo material etc
- However in Nairobi they computer bags are not considered very fashionable because one has to own a computer to have one and most of the time the bags come with the computer once purchased

- **Perception on Jeans**

- Jeans are fashionable and most respondents like jeans that have:
 - Good design (trendy)
 - Strong heavy material / texture- that last long

Understanding of Handicraft products & Current Trends in Handicraft industry

Understanding of Handicraft products

- Handicraft products are generally perceived to be items made from hand, no machine used to make this products
- Respondents were able to differentiate between fashion accessories and household decoration as stated earlier from the list they buy

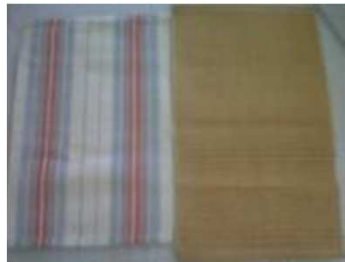
Current trends in Handicraft industry

- The quality of most products have improved- materials used are more strong and long lasting
- Innovation – the designs are now more catchy and attractive
- There are more available and variety to choose from
- The local people are embracing and buying them now – affordable – in the past mostly the tourists were perceived to be the ones buying them

**Values / attitude /
drivers - Products
displayed**

Tanzania

Tanzania products displayed





Tanzania products displayed



Consumption & Purchasing habits on Handicrafts



Likes:

- Material – good color, good mix of color
- It more modern because of the handle
- One looks fashionable
- Straps look strong and can support well
- Nice design

Dislikes

- Some didn't like the mix of color

Willingness to buy

- Tzshs 15,000 – 50,000



Likes

- The colors of the kitenge is nice and attractive
- It modern its unique
- Though looks unique coz of material used

Dislikes

- Perceived to be more feminine
- Cannot be used as handbag
- Not fully local, the straps – should use leather

Willingness to buy

- Tzshs 15,000 – 30,000



Likes

- Jeans material is good
- Nice for travelling, for school
- Material and design looks local
- Nice blue color – will not fade
- Jeans material last long
- Design – nice front

Dislikes

- The label (Lee) shows it's a designer from outside, it should be local

Willingness to buy

- Tzshs 10,000 – 30,000



Likes

- Multipurpose can be used like basket & handbag
- Can be used when your from shopping
- Look local coz of the material used,
- Made from local material
- Will not fade easily – last long
- Nice design
- Attractive color
- Material – is good and local

Dislikes

- None

Willingness to buy

- Tzshs 10,000 – 40,000

Consumption & Purchasing habits on Handicrafts



Likes

- Good mix of color
- Looks modern and classy
- Can be used to make small things like lipstick, make up stuff
- Material is strong and local
- Unique way of weaving

Dislikes

- Long straps
- Dull color

Willingness to buy

- Tzshs 10,000– 25,000



Likes

- Few know about it as they used to plastic ones
- Nice mix of color
- Can be well cleaning
- Last long
- Brown – heavy material, will last long, will not get dirty, easy to wash

Willingness to buy

- Set of 6 (Tshs 20,000– 40,000)

Consumption & Purchasing habits on Handicrafts



Likes

- Store food stuff – flour, rice, fruits
- Strong material – fiber

Dislikes

- None

Willingness to buy

- Tzshs 10,000 – 30,000



Likes

- Color – hides the color dirt
- Heavy material and last long - local
- Nice color

Dislikes

- Its is small for doormat

Willingness to buy

- Tzshs 5,000 – 10,000

Consumption & Purchasing habits on Handicrafts



Likes

- Nice heavy material – will last long
- Multipurpose
- Nice attractive color – middle purple
- Nice design

Dislikes

- To plain, should have mix of colors

Willingness to buy

- Tzshs 5,000 – 15,000



Likes

- Animal – nice color
- Nice heavy material
- Nice color and attractive animals,
- Strong material, its local
- Attractive pictures,

Dislikes

- Can get dirty easily

Willingness to buy

- Tzshs 5,000 per piece

Consumption & Purchasing habits on Handicrafts

Likes

- Used inside and outside
- Good color
- Nice weaving
- Good long lasting material

Dislikes

- Not too pure because there is a mix of local material and other material

Willingness to buy

- Tzshs 20,000 – 50,000



Likes

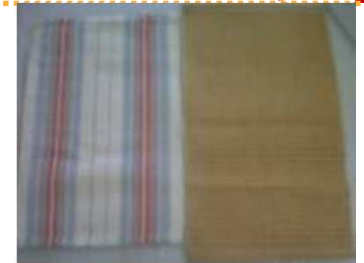
- Nice attractive color – bright
- Material – nice threading
- Modern
- Nice material and colors

Dislikes

- Its small for tall people
- Should have Maasai colors - Arusha

Willingness to buy

- Tzshs 10,000



Consumption & Purchasing habits on Handicrafts

Likes

- Nice heavy material
- If get water or washed it gets spoiled in the long run
- Not sure what do with it
- Also not sure what its for
- Material is good, modern

Dislikes

- None

Willingness to buy

- Tzshs 8,000 – 15,000



Likes

- Nice attractive design
- Normal design

Dislikes

- Doesn't have hands
- Material not strong

Willingness to buy

- Tzshs 500 – 2,000



**Values / attitude /
drivers - Products
displayed**

Kenya

Nairobi products displayed





Nairobi products displayed



Consumption & Purchasing habits on Handicrafts



Likes

- The color is cool
- Smooth texture
- The quality is good by touching, the material
- The size
- Its modern
- Its okay for the office
- Its African

Dislikes

- Its small
- The color - dull
- When its rained on, it will smell

Willingness to buy

- Kshs 1000



Likes

- Good for the weekend
- Attractive beads
- Good artwork
- Good mix of color

Dislikes

- The strips – too long
- The material inside looks cheap

Willingness to buy

- Kshs 800 - 1000

Consumption & Purchasing habits on Handicrafts



Likes

- Color is bright and stands out
- Texture is good both inside and out
- The lining is strong
- Trendy

Dislikes

- No dislikes

Willingness to buy

- Kshs 2500



Likes

- The design is okay
- The color
- African

Dislikes

- Strips look to long
- Shape is old fashioned

Willingness to buy

- Kshs 1000 – 2500



Likes

- Simple and nice
- African look
- Good color

Dislikes

- None

Willingness to buy

- Kshs2500 max 3500

Consumption & Purchasing habits on Handicrafts



Likes

- color is bright and stands out
- size is good can fit in many things
- Quality i.e. the material is strong
- Design Is trendy

Dislikes

- No dislikes

Willingness to buy

- Ksh2500 – 5000



Dislikes

- The stripes are long on the bag
- The bag has curves on it
- It doesn't look like real leather

Willingness to buy

- No



Dislikes

- The texture is hard
- It papers
- Too small

Willingness to buy

- No



Likes

- Design is good-the ladies liked it
- The design is trendy

Dislikes

- For the men-The leather doesn't look appealing and doesn't look real.....it looks synthetic

Willingness to buy

- Kshs 500



Likes

- None

Dislikes

- Its not attractive
- It looks like a guys
- Its not trendy...The circular part does not look appealing

Willingness to buy

- Kshs 200



Likes

- Color is attractive
- Bold
- It is trendy

Dislikes

- The beads are heavy and chunky

Willingness to buy

- Kshs 500



Likes

- Attractive
- The art
- Its modern
- Its not heavy

Dislikes

- None

Willingness to buy

- Kshs 1500



Likes

- African
- Its trendy
- It is very light

Dislikes

- None

Willingness to buy

- Kshs 50-100



Likes

- Right size
- Color
- Its unique
- Very trendy

Dislikes

- One expressed that they would not know what to match it with and suggested that for unique pieces a set of matching earrings will work

Willingness to buy

- Kshs 1500



Likes

- Slightly trendy
- It is light

Dislikes

- Old fashion

Willingness to buy

- Kshs 50



Likes

- Looks like a man

Dislikes

- Not appropriate for a woman

Willingness to buy

- Kshs 200



Likes

- Very nice
- The frame - nice design
- The pictures make it look trendy
- I like the place it taking me in life
- You can see the hand work put into it...i.e. one cannot mass produce it

Dislikes

- None

Willingness to buy

- Kshs 2000



Likes

- The design is good
- Color is ok but it is something that one can get from the local office
- Finishing is good
- Its for fruits or make up
- Simple and easy

Dislikes

- It looks like it can be mass produced – copy cat
- Not to trendy

Willingness to buy

- Kshs 500

Consumption & Purchasing habits on Handicrafts



Likes

- Nice color

Dislikes

- The men however felt that the lesa part does not match with the rest of the pattern

Willingness to buy

- Kshs 200 - 300



Likes

- Durable
- Unique
- Easy to clean
- Cant break
- Leather has class

Dislikes

- None

Willingness to buy

- Kshs 1000



Likes

- One respondent expressed that it has nostalgia i.e. it has a traditional old feel to it

Dislikes

- Hard to clean
- Very old fashion

Willingness to buy

- Kshs 100-200 shillings



Likes

- Nice
- Durable
- Material is light
- Unique because of the bead work

Dislikes

- none

Willingness to buy

- Kshs - 1000



Likes

- Its nice till you open it as the pages are hard to write on
- It's a unique

Dislikes

- None

Willingness to buy

300-500 shillings

Consumption & Purchasing habits on Handicrafts



Likes

- Very modern

Dislikes

- Not safe to have home if you have children especially the sharp point that can hurt a child

Willingness to buy

- Kshs 500-1000



Likes

- They look pretty i.e. can be good for the office to hold back paper

Dislikes

- No major dislikes

Willingness to buy

- Kshs 100 s each

Comments on the products displayed

Factors liked on products displayed revolved around 3 key factors:



Fair Trade Awareness / Perception



Fair Trade Awareness / Perception

- Most respondents have not heard of this term, they basically know of Trade fairs /shows where traders sell their products in an open market
- After the explanation of what Fair trade is, most respondents liked the idea, some of the positive things about it include:
 - More people are likely to buy the products because the prices will be fair
 - More benefits for the suppliers – capacity building
 - Consumers will be more confident of not buying fake products – high quality
 - Encourage children to go to school – no child labor
- However some were skeptical about the idea because of the fact that it has many restrictions they stated that prices of the products may rise
- In general however respondents state that their key driving factor for purchasing products revolve around quality, durability and price and they are not keen on how the product came to be, therefore a lot of education needs to be done to the consumers mind about what fair trade is all about

Communication & Unmet Needs



Communication / Unmet Needs

➤ Main sources of information included:

- TV
- Radio
- Newspaper
- Internet

➤ Most preferred source of information for increasing awareness for fashion accessories / home decorations materials were:

- TV – this is because of the visual affect, matters to do with fashion its best advertised through TV because one can see the actual products
- Radio – this can be used also because many people have access to a radio, therefore its likely to increase the level of awareness of what is in the market

➤ Most respondents stated they feel there are no fashion accessories that they need that are not in the market – the sense was that so far the market has what they feel they need



THANK YOU