

**The influence of social factors on the choice of product brands: the case of beer brands
consumed in Tanzania**

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The study investigated the social factors that influence choice of beer brands consumed in Tanzania. It examines the past experience, social class, reference group and family factors. Both desk and field research methods were used which were both descriptive and analytical. Furthermore, extensive field research was undertaken to obtain relevant data from a random sample of 110 beer brands users who are using different brands from three regions namely Tabora, Kilimanjaro and Dar es Salaam. Data were collected by means of questionnaires and interview which were then analyzed statistically. Chi square test and multiple regressions were used in the analysis of data. The findings of the reveal that past experiences to a greater extent influence choice of beer brands consumed in Tanzania. The findings have also revealed that reference group and social class to a greater extent do not influence choice of beer brands consumed in Tanzania. From the research findings, it was observed that there were sensitive factors influencing consumers on choice of beer brands. It was thus recommended that the factors need to be considered by brewing companies in order to have long term relationship with their customers.