

THE IMPACT OF HIP-HOP CULTURE AS A STRATEGY ON THE GROWTH OF  
MATATU BUSINESS ON "ROUTE FIFTY EIGHT" OF BURUBURU, NAIROBI.

by

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Business Administration degree

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I declare that this thesis is my original work and has not been submitted for any other college or university for academic credit.

Signed ..... Date.....

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DEDICATION

This work is dedicated to my family and friends.

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## ABSTRACT

Hip-hop as a culture has impacted on young generations for several decades. It has grown to a level of becoming a global culture from the early fifties. This study explored how the transport industry in Nairobi, Kenya, has exploited hip-hop culture as a business strategy. The study focussed on the matatu route fifty-eight of Buruburu, Nairobi. The objectives of the study were to describe the popular aspects of hip-hop culture used by Matatu crew as a business strategy, to explain the difference in revenue collected before and after adoption of hip-hop culture on route fifty-eight, to find out the age representation of passengers on the route both at peak and off peak times, to find out if hip-hop culture influences business strategy on this route, and finally to establish if hip-hop culture was embraced by all ages along this route. The respondents included passengers, owners and crew of route fifty-eight Matatus and the traffic police on the same route. Data was gathered through self-administered questionnaires, focus group discussions and interviews. The key findings in the research were that the majority commuters on route fifty - eight were young between the ages of 15-30 years and that the revenue collected before implementation of hip-hop strategy increased by 15% after its implementation. It emerged that the aspects of hip-hop culture that were most used by Matatu crew were graffiti/paintings on Matatu walls and the music played in the Matatus. The study recommends that since hip-hop offers a great potential for business growth on route fifty-eight, the players on this route should streamline the operations for better returns.

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#### LIST OF ACRONYMS

CBD	Central Business District
DVD	Digital Versatile Disc
FUBU	For Us By Us
SACCO	Savings & Credit Co-operative Societies
KBS	Kenya Bus Service
MAMA	MTV Africa Music Awards
MTV	Music Television Video
MOA	Matatu Owners Association
MWA	Matatu Welfare Association
PSV	Public Service Vehicle
MBA	Masters of Business Administration
TLB	Transport Licencing Board

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