INFLUENCE OF PROMOTIONAL MIX STRATEGIES ON SALES PERFORMANCE AMONG FAST MOVING CONSUMER GOODS IN NAIROBI COUNTY

BY

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UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

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A Project Report Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Global Executive Masters in Business Administration (GeMBA)

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SPRING 2019
DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: ___________________________ Date: __13/03/2019_______________________

Diana Wambui Irungu (651675)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: ___________________________ Date: ___________________________

Dr. Peter Kiriri

Signed: ___________________________ Date: ___________________________

Dean, Chandaria School of Business
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ACKNOWLEDGEMENT

I would like to acknowledge my supervisor for the guidance and wise counsel during the development of this thesis. I would also like to acknowledge my friends and family for their support.
DEDICATION

I dedicate this project to business entrepreneurs in Nairobi
ABSTRACT
Promotional mix strategies are essential for businesses seeking to survive in the competitive marketing environment especially in the Fast-moving consumer goods industry characterised by quickly selling products at relatively lower costs. Most of the products in the fast-moving consumer goods industry are consumed by all households in a given economy bringing about high competition. In order to keep up with the competition and changing consumer needs and customer preferences, organizations across the globe are forced to adopt effective promotional strategies to promote growth beyond boarders through creating awareness and increasing usage rates of their products and services. The purpose the study was to establish the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County. The study was guided by the following research questions; how do sales promotions influence sales performance among FMCG in Nairobi County? To what extent does advertising influence sales performance among FMCG in Nairobi County? How does personal selling influence sales performance among FMCG in Nairobi County? How do public relations influence sales performance among FMCG in Nairobi County?

The researcher adopted descriptive research for the study to determine the influence of promotion mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi. The target population for the study comprised of 1760 employees from 176 FMCG in Nairobi County. The 1760 employees were drawn from marketing managers, sales force and team leaders of 176 FMCG companies in Nairobi. The researcher selected 30% of the respondents from the following categories of marketing managers, sales force and team leaders forming the sample size of 158 respondents. The study collected primary using questionnaires. The completed questionnaires were edited for completeness and consistency, checked for errors and omissions and then coded and analysed quantitatively. The collected data was analysed using descriptive statistics including mean, standard deviation, percentages and frequencies. Tables and figures were used to present analysed data.

On sales promotion, the study established that sales promotions aimed at increasing the quantities purchased by customers which promoted business survival and growth of FMCGs as it led to more sale increases revenue. This also led to an increase in revenue and increased
profit. Further findings show that sales promotions were organized frequently by the Company specifically to entice customers to purchase goods running over short periods of time to create urgency. Sales promotion helped in providing information to potential customers which assisted them in decision making. The sales promotions were beneficial for products or services that were complicated or were unfamiliar to clients. The Company charged reduced prices in times of sales promotion to entice new client besides retaining their clients leading to an increase in revenue. Sales promotion were also used in persuading retailers to sale more of the Company’s products by giving them incentives.

On advertising, the study established that firms used advertising for both short-term and long-term objectives, advertising was impersonal and rising the total spend of a firm attracted new customers. Institutional advertising emphasised on the specific firm’s name organization, high total spends helped in increasing market share and advertising new function was of recent origin. Informing customers of the availability of supplies was highly important, advertising consistently helped to achieve differentiation and firms used impressions to build awareness. The study further established that advertising was often considered powerful in the overall marketing mix design in their company.

In view to personal selling, the study established that presentation created a desire for the product into a customer, salespeople got more attention than an advertisement or a display and presentation demonstrated an exceptional product without pressuring customers. The study further established that frequency of purchases determined the overall success of personal selling, personal selling ensured customers’ post purchase satisfaction and creative skills helped sellers to consider customer opinions as valuable. The company adopted a more formalized format that was necessary compared to stimulus response on many products.

In regard to public relationship, the study established that through charitable involvement the company improved publicity, the companies created stronger relationships with key suppliers and public relations enabled the creation of corporate identity and image. Public trust connected independent relationships to form reliable family-like relationships, public relations enhanced the organization’s presence, public recognition attracted the loyalty of consumers
and publicity was more effective than advertising as it provided a wide range of opportunities for the company. Public trust was the foundation of any successful human relationship.

The study concludes that sales promotion had significant effect on sales performance of FCMGs. Sales promotions lead aims at increasing the quantities purchased. The Company charge reduced prices in times of sales promotion. Signs on stores around the city inform customers of our offerings. Advertising was a significant predictor of sales performance among FCMGs. Firms used advertising for both short-term and long-term objectives. Advertising is impersonal. Rising the total spend of a firm attracts new customers. Personal selling had significant effect on sales performance of FCMGs. Presentation creates a desire for the product into a customer. Salespeople can get more attention than an advertisement or a display. Public relation significantly predicted the sales performance of FCMGS. The public is constantly demanding for greater transparency in the movements. Through charitable involvement, an organization improves publicity.

The study recommends that sales promotions lead ought to aim at increasing the quantities purchased by customers Company charge ought to reduce prices in times of sales promotion and shopping frequency ought to indicate price sensitivity among customers. Involvement of customers in sale promotion ought to reflect customer loyalty. Firms ought to use advertising for both short-term and long-term objectives, advertising ought to be impersonal and rising the total spend of a firm ought to attract new customers. Presentation ought to create a desire for the product into a customer, salespeople ought to get more attention than an advertisement and presentation ought to demonstrate an exceptional product without pressuring customers. Public trust ought to connect independent relationships to form reliable family-like relationships. Public relations ought to enhance the organization’s presence. Public recognition ought to attract the loyalty of consumers and publicity ought to be more effective than advertising as it provides a wide range of opportunities for the company.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Competitive pressures in the globalized working environment has increased the significance of marketing management for sustainability and gaining of competitive advantage among businesses. Today, marketing is seen as lifeblood for profitability and performance of the businesses. Marketing management helps in attracting and retaining customers and clients to the business that drive the revenue strategy and objective of the business (Best, 2012).

Marketing has been defined by different scholars. According to the Association of Marketing (AMA) (2008), it refers to an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (AMA, 2008). According to the Institute of Marketing, the term marketing refers to the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing can further be defined as the use of tools such as the price, product, promotion and place in order to increase the awareness of the product. There has been a paradigm shift in the field of marketing management growing from the 4ps of marketing, to relationship marketing and currently the 7ps of marketing (product, promotion, place, price, people, process and physical evidence) (Mullins, Walker & Boyd, 2012).

Promotion therefore is part of marketing. According to Czinkota and Ronkainen (2004), Promotion mix is a composition of advertising, sales promotion, personal selling, public relations and direct marketing (Czinkota & Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes & Brown, 2000).

Fast moving consumer goods industry is characterised by products that sale quickly at relatively lower costs as they are consumed by all households in an economy. This means that competition is high among producers especially in cases where commodities are substitutes. In order to have customers picking up goods in this category, it is important that the
organization apply appropriate marketing mix that will create awareness and convince customers to continuously choose their products and services (Aliata, Odondo, Aila, Ojera, Abong’o & Odera, 2012). This therefore means that an organization has to choose its promotional mix appropriately if it has to deliver on its strategic objectives. Promotion strategy has been found to be one of the most effective way applied by organizations in reaching its target market constituents and gaining competitive edge over competitors. Promotion mix strategy stretches across several elements including; advertising, sales promotion, personal selling, and public relations. In order to keep up with the competition and changing consumer needs and customer preferences, organizations across the globe are forced to adopt effective promotional strategies to promote growth beyond boarders through creating awareness and increasing usage rates of their products and services (Aliata et al., 2012).

Promotion is the direct way in which an organization communicates the product or service to its target audiences. In the dynamic business environment emerging in Africa, most organizations have been forced to develop effective promotional strategies in order to survive in the competitive business environment hence achieve growth in all aspects of the organization. Conflicting ideas concerning the benefits of sales promotions, sensitive sectors such as a healthcare organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Bin Yusuf (2010) proceeds to explain that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. As a result, price-based promotions are difficult and probably dangerous to use for healthcare service markets. This is due to the fact that the price setting of healthcare service is already a difficult process, and that consumers often see lower prices as a result of lower quality.

Sunday and Bayode (2011) categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing. According to Sagala, Destriani, Putri and Kumar (2014), the role of promotion has been redefined into managing long term relationships
with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer.

On the global level, Nour, Almahirah, Said and Freihat (2014) while assessing the impact those promotional activities had on decisions made by consumer to purchase a product or not in Jordanian Ceramic and glass products indicated that the various promotional activities positively influenced the purchase decisions reached at by customers. Promotion was treated as the initial step that organizations apply to create awareness with target markets before create a relationship. Promotional activities help in breaking the communication barrier between the organization and its target customers. It helps customers in getting to know the presence of a given product in the market after which it influences their purchase decision by making an invitation to purchase.

On the regional front, Odunlami and Ogunsiji (2011) examined how sales promotion techniques were applied by organizations in Nigeria to improve their returns on investments. The findings indicated that effective implementation of sales promotional tools led to increased sales volume and invariably higher profits. Application of promotional mixes appropriately meant that customers were well informed of the products in existence in a given market, their benefits or superior qualities over those of competitors hence influenced their purchase decisions (Adefulu, 2015). The study recommends that organizations take full advantage of promotional mix so as to arouse customers’ awareness and curiosity to purchase their products hence improved overall sales performance.

Locally, Mbogo (2013) assessed how promotion mix strategies influenced the growth of customers of Pathologists Lancet Kenya. It is noted that the organization managed to grow its market presence from one country- South Africa to fourteen other countries through accurate promotional strategies. The company was able to create awareness among its customers throughout the various countries that it has operations on well-crafted promotional mix.

The focus on promotional efforts and development of marketing strategies has remained a challenge to many firms in Kenya (Kinoti, 2011). However, due to the growth of the service sector, it is necessary for any organizations to focus on promoting their services for them to survive in the dynamic business environment. Today marketing of organizations providing
laboratory service has remained a big challenge in Kenya. Since services cannot be separated from the person performing or selling them, it is the responsibility of both large and small organizations to adopt appropriate promotional strategies in order to attract and retain customers.

Sales performance is used to determine the ability of a sales person to close the deal with the company and meet set performance goals as outlined by the company or business (Yu, Liu, Huang & An, 2012). Sales performance can also indicate the rate of customer loyalty to the business or a specific employee. Customer loyalty refers to customers who regularly purchase products from the business and refer other customers to the store. Enhancing sales performance can automatically enhance the number of loyal customers (Sliter, Sliter & Jex, 2012).

Fast moving consumer goods are typically non-durable products that are consumed over a short period of time after which they would need to be replaced. In India, the Fast-Moving Consumer Goods FMCG industry began to shape during the last fifty odd years. The FMCG sector is a cornerstone of the Indian economy. This sector touches every aspect of human life. Indian FMCG market has been divided for a long time between the organized sector and the unorganized sector. According to Perpetuity Research & Consultancy International (2004), fast moving consumer goods is used by those connected with retailing to describe price sensitive goods that are packaged and branded, consumables and for mass use. The current study will assess the relationship between sales promotion mix and sales performance among FMCG.

1.2 Statement of the Problem

Promotional mix strategies are essential for businesses seeking to survive in the competitive marketing environment. Both small and large organizations desperately need to adopt promotional mix strategies in order to effectively lure and retain customer loyalty to sustain the desired long-term relationships which translate into frequent shopping and steady growth in terms of productivity. Eventually, the business will achieve desired targets such as; increased revenue, increased client-base and customer loyalty that are also measures of growth of any organization in the competitive market (Kinoti, 2011).
FMCG manufacturers play a major role in the growth and development of the Kenyan economy. These companies have been the major employers of the congested Nairobi population and therefore, a subject of interest from various stakeholders. The changing environment in Nairobi as it seeks to compete and interact more effectively globally has led to more local competition, increased product choice, increased customer demand, lower prices and product innovation. Due to changes in the market place, companies must cope with the dynamic environment in order to survive. The manufacturing sector in Nairobi is characterized by several players, increased competition, regulatory changes, changing consumer styles and expectations, availability of a wide variety of substitutes, shorter distribution channels as manufacturers gain direct access to most markets.

A study carried out by Mbogo (2013) focused on the influence of promotion mix strategies on the growth of customers of pathologists Lancet Kenya. Other studies cited above also focused on specific companies significantly leaving a gap in the generalization of Fast moving commercial goods in the County of Nairobi. Sunday and Bayode (2011) conducted a study titled; Strategic influence of promotional mix on organisation sale turnover in the face of strong competitors. It focused on the marketing environment of Abuja in Nigeria. This study therefore, focused on the role of promotional mix strategies on sales performance of fast-moving commercial goods in Nairobi County.

1.3 Purpose of the Study

The purpose of this study was to establish the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County

1.4 Research Questions

1.4.1 How do sales promotions influence sales performance among FMCG in Nairobi County?
1.4.2 To what extent does advertising influence sales performance among FMCG in Nairobi County?
1.4.3 How does personal selling influence sales performance among FMCG in Nairobi County?
1.4.4 How do public relations influence sales performance among FMCG in Nairobi County?
1.5 Significance of the Study

1.5.1 Policy makers

The Government of Kenya through its relevant ministry would find the outcome of this study useful especially because it focuses on a critical issue that concerns small and medium enterprises. The Ministry authorities would hopefully consider the findings of this study in their deliberation on changes to improve the economy of the country. The local government of Nairobi would also benefit from the findings of this study to generate a fairly competitive environment ripe and conducive for growth and development of the economy.

1.5.2 Researchers and Academicians

Researchers would find this study useful as the findings would contribute new knowledge in the critical area of promotional mix and sales performance. The study would also act as a source of reference for future scholars in directing their studies as an empirical source besides suggesting areas for further research.

1.5.3 Business Owners

The business owners’ fraternity would benefit from this study because it highlights new knowledge and enhances the existing information useful for the improvement of sales performance through promotional mix. Entrepreneurs in small and medium enterprises category might benchmark their strategies with the findings of this study to ensure they add value and improvement in their plans.

1.6 Scope of the Study

This study sought to explore the influence of promotional mix strategies on sales performance among FMCG companies in Nairobi County. It targeted marketing managers, sales force and team leaders of 176 FMCG companies in Nairobi. It relied on the information provided by employees of these companies. This study was conducted in period between November and December of 2017.

Since the respondents to be approached are likely to be reluctant in giving information fearing that the information sought would be used to intimidate them or print a negative image about
their companies, the researcher upheld confidentiality and committed to using the information for academic purposes only. Some respondents would probably turn down the request to fill questionnaires. In order to ensure their confidence, the researcher would carry along a letter of introduction and assured the respondents that the information they provided would be treated with high confidentiality.

The target groups had tight schedules in the Central Business District and had no time for interviews. Accordingly, the respondents would likely not to be able to complete the questionnaire in good time and this would likely to overstretch the data collection period. To mitigate this limitation, the researcher administered the questionnaire in person and ensured a high response rate.

The researcher would further likely to encounter problems in eliciting information from the respondents as the information required might had been too sensitive for the respondents which should make them provide the ideal situation instead of providing information on the situation as was. These likely distorted result findings and made them less accurate. To overcome this challenge, the researcher assured the respondents that the information requested would be held in strict confidence.

1.7 Definition of Terms

1.7.1 Sales Promotion

Sales promotion refers to the activity of intentional pursuance of potential buyers to purchase a product. The process aims at improving the sales of a product while building customer relations (Chandon, Wansink & Laurent, 2013)

1.7.2 Advertising

Any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea (Schultz, 2016).
1.7.3 Personal Selling

A situation where a firm uses personnel as the main sales force to sell the intended product by meeting one on one with customers. These people are expected to promote the product by the way they present themselves, their attitude, appearance and knowledge of the product. They should then convince the potential customers to either buy or at least try the product (McClaren, 2013).

1.7.4 Public Relations

Public relations as the maintenance of a desirable public image by a business firm. It also defines the state of public relations with consumers (Dozier, Grunig & Grunig, 2013).

1.7.5 Sales Performance

Effective sales with achievement of company goals on sale of products by direct correlation with the frequency of customer purchases (Rodriguez, Peterson & Ajjan, 2015).

1.8 Chapter Summary

This chapter has discussed the background of the study in the role of promotional mix strategies on sales performance. It has provided information about Nairobi County and Fast-Moving Consumer Goods within. There is an explicit study of the statement of the problem as well as a discussion on the scope and significance of the study. A definition of terms used within the study will also been listed.

Chapter two evaluated the literature review on studies that had been conducted in the past that were related to this study. Chapter three presents the research design, target population, sampling techniques, type of data the study to be collected and analyzed. The chapter has section on the research and ethical considerations that must had adhered to by the researcher during data collection. Chapter four presents data analysis and findings of data collected, the collected data is presented inform of figures and tables. Chapter five presents the discussions, conclusion and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews a variety of theories, concepts and studies that exist on the influence of promotional mix strategies on sales performance. The review is divided into four sections based on the research questions. They include; sales promotions, advertisements, personal selling and public relations as discussed below.

2.2 Sales Promotions and Sales Performance

Sales promotions are mainly focused on the ultimate consumer of products and services with the aim of influencing their purchase behaviour (Henningsen, Heuke & Clement, 2011). They are intended to influence the loyalty of consumers in the long run though performed in the short term. Sales promotions are mainly used as activities directed at inducing customers, resellers, and other businessmen in the distribution channel to purchase a certain quantity of a particular brand (Hampson and McGoldrick, 2013). The sales promotion could either be of the push or pull form within the distribution channel. The push form occurs when the manufacturer initiates it within the distribution channel to allow the middlemen sale more of a given brand (Chang, Chen, Wahlqvist & Lee, 2011). The pull form comes when the consumers demand that the middlemen stock a given commodity and the manufacturer only activates the promotion by extending the preference of the brand.

2.2.1 Forms of Sales Promotions

Sales promotion takes place in different forms. As noted above, there could be promotions between manufacturers and retailers, retailers and consumers and between manufacturers and consumers (Hampson & McGoldrick, 2013). The sales promotion between the manufacturer and retailers is commonly referred to as trade promotions whereas those between the retailer and consumers are called retail promotions. The sales promotion occurring directly between the manufacturer and consumers is commonly referred to as consumer promotions (Henningsen et al., 2011).
Each of these sales promotion forms has varied objectives that it seeks to achieve. For instance, consumer promotions aimed at enticing consumers of a given brand to try a new product launched by a company (Chang et al., 2011). This is done through luring of customers away from competitor brands thereby increasing the proportion of loyal customers and regular purchasers of the brand (Odunlami & Ogunsiji, 2011). For mature brands, sales promotion is mainly used to get consumers to load up and increase the consumption of a given brand. It is also used as a reward to customers who have remained loyal to the mature brand hence improve their loyalty (Aliata, Odondo, Aila, Ojera, Abong’o & Odera, 2012). They are also used as a key to building strong and long-lasting relationship between the consumers and the brand. The tools mainly used in consumer promotions includes: samples, coupons, cash refunds, price packs, premiums, point of purchase displays, sweepstakes, contests, patronage rewards, advertising specialities and games among others (Buil, De Chernatony & Martínez, 2013).

Trade promotion are used with the aim of persuading retailers to sale more of a given brand (Sunday & Bayode, 2011). They are used as incentives to middlemen to carry a given brand on behalf of the manufacturers. This is mainly used to allow the members of the distribution channel to provide shelf space for a given brand (Sagala, Destriani, Putri & Kumar, 2014). The middlemen also play a key role in advertising and promoting a brand besides pushing the brand to the consumers. This acts as an incentive to middlemen to continue stocking a given brand in their outlets. At times, customers may not find their preferred brands and settle for the available brand.

Some promotions occur between businesses and are commonly referred to as business to business promotions (Aliata et al., 2012). These are aimed at generating business leads so that the business can follow them for increased sales performance. Business to business promotions are also targeted at increases the rates of middlemen purchases of a given brand besides acting as a reward to business middlemen (Buil et al., 2013). They also motivate sales people to sale more of a given brand. To ensure optimal impact of sales promotions, an organization needs to critically manage the entire process to ensure it achieves the set objectives. Critical decisions on the size of the incentives need to be made clearly identifying the conditions of participation in the sales promotion. The period within which a given
promotion is to last needs to be well established so as to allow time for evaluation so that errors and shortcomings can be corrected in future sales promotions.

A number of empirical studies have been conducted on sales promotions and sales performance in organizations. Odunlami and Ogunsiji (2011) studied the effect of sales promotion as a tool on organizational performance. Focusing on a plastic company, they noted that sales promotion is a tactical and strategic marketing technique with mostly short-term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives. The authors further explain that sale promotion has two distinctive qualities. Apart from providing a chance or loop hole for bargain by attempting to lure customers over claims on improved quality in their communication, sales promotions are also used too frequently to such an extent it could lead to insecurity notions among customers, wondering whether the services are reliable or reasonably priced.

Bin Yusuf, (2010) conducted a survey on ethical implications of sales promotion that focused in Ghana. He noted that due to conflicting ideas concerning the benefits of sales promotions, sensitive sectors such as a healthcare organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Bin Yusuf (2010) proceeds to explain that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. As a result, price-based promotions are difficult and probably dangerous to use for healthcare service markets. This is due to the fact that the price setting of healthcare service is already a difficult process, and that consumers often see lower prices as a result of lower quality.

Sales promotion is an activity that is mostly based on short-term goals and specific to known targets. It however, aims at gaining long-term benefits such as customer loyalty. Effective use of sales promotions enables the fast movement of old stock; counteract competitor activities, merchandising newly created products, encouraging a frequency purchasing and motivation of the employees. It also allows for effective monitoring of employees, resources and goods to ensure success over time. Sales promotions are an extremely convenient method of attracting new customers. They are however, incapable of ensuring customer retention and loyalty or influence their long-term purchasing habits. Each target group of customers require
a specific promotional strategy to ensure their effective response while helping the seller achieve their marketing objectives.

There are multiple conflicting ideas concerning the benefits of sales promotions, sensitive sectors such as a healthcare organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Jackson et al. (2011) explains that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. As a result, price-based promotions are difficult and probably dangerous to use for healthcare service markets. This is due to the fact that the price setting of healthcare service is already a difficult process, and that consumers often see lower prices as a result of lower quality.

With extensive research on the subject in the recent past as well as advancement in technology and competition, past norms that render public relations departments separate from marketing departments are no longer appropriate in this age of consumerism in which consumers aggregate all messages from a company in deciding to interact with the company. Integrated marketing communications is an emerging concept that is meant to address the rising level of consumer awareness of all company communications. Hampson and McGoldrick (2013) argued that integration actually happens at the consumer level, and that it behoves the company to synchronize communications accordingly.

2.2.2 Shopping Frequency

Frequency of shopping is, according to Jackson, Stoel and Brantley (2011), the number of times a consumer purchases goods or services from a particular seller or company. Shopping frequency receives continuous attention from marketing scholars and practitioners as it is closely related to consumer segmentation and household expenditures. More importantly, shopping frequency increases the likelihood of "spontaneous purchase" that accounts for half of a consumer's purchase.

Hampson and McGoldrick (2013) conducted a study titled; a typology of adaptive shopping patterns in recession. They explained that shopping frequency may be viewed as an indicator of consumers’ demographics, since it contains information that enables retailer managers in identifying frequent shoppers and price sensitive shoppers, either by observing shopping trips.
(frequent vs. non-frequent shoppers) or shopping intervals (routine vs. random shoppers). Shopping frequency is also considered as a measurement of time spent in shopping that indicates household expenditure and price sensitivity. Most research on the effect of shopping frequency on grocery expenditures has been documented in both the economic and the marketing literature.

Chang et al. (2011) conducted a survey title; frequent shopping by men and women increases survival in the older Taiwanese population. According to the number of trips visited, the authors concluded that consumers can be divided into frequent and non-frequent shoppers and they have been found closely related to different consumer groups. Empirical finding suggests that those larger families, older shoppers and households with greater time availability made grocery shopping trips more often. Early study found that among the most important factors influencing a household's shopping frequency were consumers’ race, age, household size. Hence, shopping frequency has been investigated because it is able to indicate consumers’ demographics characteristics. While demographic information is valuable for retailers but difficult to obtain by retailers through loyalty card scheme. Using shopping frequency data to predict demographic information can help retailers to predict consumers’ expenditure and price elasticity.

### 2.2.3 Participation Levels in the Promotion Program

Companies have recently invested a fortune in attempting to attract consumers through engaging them in promotional activities. According to Jackson, Stoel and Brantley (2011) engaging consumers in sales promotion activities is an important component of any organization’s overall marketing strategy along with advertising, public relations, and personal selling. The level of involvement of customers in sale promotion acts as a competitive weapon and reflects customer loyalty by providing an extra incentive for the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases. Most marketers believe that a given product or service has an established perceived price or value, and they use sales promotion to change this price value relationship by increasing the value and/or lowering the price compared with other components of the marketing mix (advertising, publicity, personal selling).
Rongen, Robroek, Van Ginkel, Lindeboom, Altink and Burdorf (2014) conducted a study on Barriers and facilitators for participation in health promotion programs among employees. In determining the relative importance to place sales promotion in the overall marketing mix, the authors insisted that an organization should consider its marketing budget, the stage of the product in the life cycle, the nature of competition in the market, the target of the promotion, and the nature of the product. For example, sales promotion is particularly attractive alternative when the budget is limited. In addition, sales promotion can be effective tool in a highly competitive market, when the objective is to convince retailers to carry a new product or influence consumers to select it over those of competitors. More so, sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on demonstration. Sales promotion includes communication activities that provide extra value or incentives to ultimate consumers, wholesalers, retailers or other organizational customers (Baicker, Cutler & Song, 2010).

2.2.4 Consistency of buying consumables

Micken, Roberts and McKenzie (2010) investigated the Artisan cheese sales performance. They compiled a comprehensive analysis of the impact of the shopping consistency on sales performance. The study was related to the prices paid across households, it also generalizes the findings how shopping frequency and store variety reflects behaviour variance. Most consumer studies focused on grocery purchases only, non-food purchases receive intermittent attention of researchers mainly due to unavailability of the data set.

Recent study based on food and non-food purchases documents the potential and actual saving that consumers realize from different shopping choices, and our study extends it in terms of analysing how expensive, instead of how much, they pay for the same basket of goods. Such an analysis is important not only for researchers but also for manufacturers and retailers who are interested in determine the most efficient way to respond to changes in consumers’ shopping strategy and understand price acceptance for different consumer segments.

John and Brady (2011) investigated the consumer ethnocentrism and attitudes toward South African consumables in Mozambique. They found out that shopping frequency can be used to
infer consumers’ demographics within certain geographic territory. Since retailers’ endeavour to estimate consumers’ price across multiple product categories, they explain, it is possible to observe their demographic characteristics. Using over 30 million scanner data points in the United Kingdom, the researchers found that relations between shopping frequency and demographics are completely different from what was found in United States. In US study, the study revealed that the older consumers who pay lower prices shop more often, visit the same store more often but not visit more numbers of stores. This is critical information for UK retailers because it is critical to realize how big differences exist across countries, and it is helpful for them to reevaluate the importance of attract existing customers to not only repeatedly visiting theirs stores but also visiting more often.

2.3 Advertising and Sales Performance

Any form of a paid for nonperson communication developed with the aim of communicating in a creative way passed on through mass media is called advertising. It has also been described as a one-way communication in that the receiver of the message cannot respond immediately (Buil, Chernatony & Martínez, 2013). It is designed with the main aim of persuading message developed by the advertiser to create awareness, convince so that the recipient can take an action of either purchasing a given commodity or service. Advertising has been ranked as one of the major tool of promotion in creating awareness among a set market clientele (Ogutu & Samuel, 2012). Diverse advertising methods are used in delivering advertisement messages: billboards, banners, internet websites, magazines, printouts on clothes, newspapers, radio, television commercials among others (Bruce, Peters & Naik, 2012).

2.3.1 Television Advertising

Since the mid of the 20th Century, television has risen to become the most powerful media in terms of advertising as millions of televisions sets were bought around the world. In the global market today, the average watching time is 4 hours and hence a lucrative place for companies to introduce their products to the public. In India, for example, the most popular medium of advertisement is through television (Aaker & Biel, 2013). Regardless of the high cost of TV advertising, the long-term advantages outweigh the high costs. Television has been considered
the ideal advertising medium for many people as it personifies the glamour and excitement of the industry. According to de Pelsmacker and Neijens (2012), television networks spend about 16% of their revenues on tune-ins, which are previews or advertisements for their own shows

2.3.2 Radio Advertising

Radio advertising is popular mainly because it is cost effective. The retail segment globally constitutes a major portion of radio's clients and sales, but in most countries especially in Muslim governed nations, it accounts for a small fraction. However, in the USA, 70% of all radio revenues come from local retailers while Kenya registered 76% of its radio revenues from private owners (Dhar & Varshney, 2011). In India, it is dominated by state-owned All India Radio (AIR) that also covers 91% of the country and accessible to the entire population via a wide and efficient network of transmitters (Goldfarb & Tucker, 2011).

2.3.3 Online Advertising

Online advertising is the latest form of promotion that utilizes rapidly advancements in the Internet and World Wide Web technology to deliver marketing messages in the effort to attract frequent Internet users. It comprises contextual advertisements on search engine results pages, banner ads, blogs, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam (Moriarty, Mitchell, Wells, Crawford, Brennan & Spence-Stone, 2014).

Web related advertising has a variety of sites to publicize and reach a niche audience to focus its attention to a specific group. Research has proven that online advertising has effectively succeeded and is also rapidly growing business revenue. The internet has indeed risen into an ongoing emerging source that tends to expand more and more. This growth has attracted the attention of advertisers as a more productive source to bring in consumers (Breuer, Brettel & Engelen, 2011). A major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. Thus, online advertisements are more comprehensive in comparison to any other medium. Online advertisements are interactive, giving consumers the control over the product, choosing whether to check it out or not. Online advertisements may also offer various forms of animation, making them more
attractive to consumers. Another benefit is the efficiency of advertiser’s investment (Jiang & Wei, 2012).

2.3.4 Press Advertising

Print is one of the longest dominant media sustained through many years across the globe and has greatly contributed to the development of media. Found in various forms, such as; newspapers (which is also the most popular), magazines, newsletters, brochures and posters, print media has faced competition from development in broadcast media as the reading culture declines (Moriarty et al., 2014).

Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular. According to Greenman and Jones (2010), new innovative layouts are being tried and tested in the print media rather than the traditional layouts to attract consumer’s attention, particularly for food products and cellular services. Today, newspapers are still the primary advertising medium in terms of both ad revenue and number of advertisers. They are particularly important as a local advertising medium for hundreds of thousands of retail businesses and are often used by large national advertisers as well. Jiang and Wei (2012) note that magazines are also an important and highly specialized medium, reaching specific target audiences. While the target market for niche print publications is an advantage for businesses looking to reach those readers, some print publications have a variety of readers with varying characteristics who read their publications on any given day.

2.3.5 Billboard Advertising

Dukic, Ahlstrom, Patten, Kettwich and Kircher (2013) consider billboards as any large outdoor printed or projected sign that are a major medium or vehicle to explore and express the ideas and strategies behind the most important movements over the last fifty years. They focus on conceptualism and dematerialization, temporality, appropriation and authorship issues, socio-political critique, institutional critique, direct political engagement (defending the voices of minorities such as women, gays, blacks, or other different ethnicities), postmodern concerns about the difference between reality and representation, among many
others. Billboards are a crucial means of communication in business too by following communication principles to ensure effectiveness.

An effective billboard must have a clear, concise message and attractive illustrations and visual appearance (Goldfarb & Tucker, 2011). They need to be as clutter-free as possible and easy to read since they only receive about 2-4 seconds of a customer's attention hence the message needs to be easily digested. Assessing the value and effectiveness of billboard advertising is challenging. There are many methods of advertising which produce results that are easier to evaluate such as newspaper ads and direct mail campaigns. The difference with billboard advertising is that it is exposed to the masses but there is no real way to evaluate who really absorbs the message. Methodologies have been applied to evaluating effectiveness, but they are weak in demonstrating validity (Ward III, Hancock & Macrae, 2014).

The advantages of using billboards are many and among them is potential placement of the advertisement close to the point of sale. Breuer et al., (2013) explains that this ensures high frequency of exposure to regular commuters. The aspect of 24-hour presence for billboards underpins their utility as a high reach tool of advertising. Geographic flexibility for local advertisers ensures economic efficiency in terms of low production costs and low cost per thousand exposures. Visual impacts from advertisement size and message creativity are very important in advertising and create high brand awareness. Billboards however have their disadvantages that range from the need to limit the number of words in the message to short exposure to the advertisement. Low demographic selectivity and measurement problems are also critical (Dukic et al., 2013).

2.4 Personal Selling and Sales Performance

Personal selling is a face-to-face presentation of a product to potential customers (Kotler, 1980). This method entails using skills and techniques to make personal relationships with clients. It therefore requires direct contact, an oral presentation, or live video and telephone conversation. The technique requires personal contact between buyer and seller that develops into a relationship with constant communication to capture customer requirements and designing products according to them. The one on one interaction process in personal selling
to sell both tangible and intangible items usually involves money in an amount of equal or greater value of the item being sold.

Personal selling is, therefore, part of the promotional mix model where a successful salesperson needs to understand customer requirements. Abraham Maslow, a psychologist, created the hierarchy of needs that offer useful information for personal selling with five levels where a person progresses after fulfilment of each level. The most basic level prescribes food, clothing and shelter as the main products for good sales. The food for consumption does not include luxurious products such as hamburger (Greening & Jack, 2003). According to Rustenburg, Gerbrand and Arnold (2012), buying and selling are understood to be two sides of the same "coin" or transaction. Both seller and buyer engage in a process of negotiation to consummate the exchange of values. The exchange, or selling, process has implied rules and identifiable stages.

The levels of buying and selling require creation of acquaintance and an assessment of each party’s needs for the other’s item based on value as well as determining whether the values to be exchanged are equivalent or nearly so, or, in buyer's terms, worth the price. Effective selling requires a systems approach, at minimum involving roles that sell, enable selling, and develop sales capabilities. It also needs salespersons who have specified and unique set of skills useful in facilitating the exchange of value with customers (Ward III et al., 2014).

Today, team selling has developed into a popular method of influencing sales (Gregory & Stanton, 2008). It involves a group of sales persons on behalf of the sales department as well as other functional areas in their company. Although team selling is not often considered the most appropriate option in every situation, it can be costly and should be utilized only when there is opportunity for high sales and profit. Firms will require to analyse the advantages of the method in relation to the specific situation in order to base their decision on if the option will be appropriate addressing consumer needs. In a situation where it is executed efficiently, team selling may offer crucial benefits like offering a wide range of assistance to attract and retain customers.

Dinner, Van Heerde and Neslin (2014) conducted a study on driving online and offline sales. The study focused on the cross-channel effects of traditional, online display, and paid search
advertising. They define personal selling as a two-way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers’ post purchase satisfaction, and in building profitable long-term buyer-seller relationship built on trust and understanding.

Sethuraman, Tellis and Briesch (2011) investigated how well advertising work. It focused on generalizations from meta-analysis of brand advertising elasticity. They explained that the increased competition within the fast-changing environment of healthcare services has led healthcare organizations to develop and maintain comprehensive relationship with their customers. Moreover, Shehu et al., (2014) mentioned that the long-term person to person relationship is an important factor for a retail firms to achieve a competitive advantage. The authors pointed out that once customer has chosen its laboratory services organizations, he is unlikely to switch to another. As a result, personal selling is probably the most important element in the communication press within the financial services industry.

Osinga, Leeflang, Srinivasan and Wieringa (2011) sought to find out why firms invest in consumer advertising with limited sales response. They noted that personal selling may be performed either face to face or through technological aids such as the internet. According to Shebu (2014) the relationship between the salesperson and customer is perceived as being of great importance for the marketing of healthcare organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each service offers. Since customers’ needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer’s problem, rather than only persuading him to purchase the products or services.

Personal selling has long been thought of as a process that focuses upon the necessary components of creating and fulfilling satisfactory exchanges between consumers and companies. From a purely theoretical perspective, personal selling as a process ensures that all aspects of a marketing program are presented in a consistent, simple, and disciplined
manner. The essence of personal selling, then, becomes that of defining a target market and developing the marketing mix that meets the wants and needs of the particular target segment. Personal selling management is generally considered to be fundamental to the development and performance of firms. But personal selling as a marketing strategy has changed significantly since it first emerged as a distinct business and management phenomenon between the First and Second World Wars. Marketing researchers argued the four Ps of the marketing mix became an indisputable paradigm in academic research, the validity of which was taken for granted. As noted by Shapiro, the promotional mix is truly an essential and core of the most powerful concepts ever developed for executives in businesses (Shehu, et al., 2014).

Promotion is essentially communicating with potential customers of an intended product introduced into the market. Almost every company can benefit from personal selling. While face-to-face with prospects, salespeople can get more attention than an advertisement or a display. They can adjust what they say or do to take into consideration culture and other behavioural influences on the customer. They can ask questions to find out about a customer's specific interests. They can also stay in tune with the prospect's feedback and adjust the presentation as they move along. If-and when-the prospect is ready to buy, the salesperson is there to ask for the order. Selling, and particularly order getting, is a complicated activity that involves building buyer-seller relationships (Shehu et al., 2014). Although the salesperson-customer interaction is essential to personal selling, much of a salesperson's work occurs before this meeting and continues after the sale itself. The personal selling process consists of six stages; prospecting, pre-approach, approach, presentation, close, and follow-up.

Personal selling begins with prospecting. This is the search for and qualification of potential customers. For some products that are one-time purchases such as encyclopaedias, continual prospecting is necessary to maintain sales. There are three types of prospects. A lead is the name of a person who may be a possible customer. A prospect is a customer who wants or needs the product. If an individual wants the product, can afford to buy it, and is the decision maker, this individual is a qualified prospect. Leads and prospects are generated using several sources. The enterprise can supply its sales force with different sources, but the sales person initiative is indispensable. This initiative can have different forms: consulting a variety of
sources such as the professional press magazines, the Internet sites, or digital media such as compact disks.

2.4.1 Frequency of Purchases

Shehu, Prostka, Schmidt-Stölting, Clement, and Blömeke, (2014) conducted a survey titled; the influence of book advertising on sales in the German fiction book market. They explain that the frequency of purchases determines the overall success of personal selling.

A specific form of personal selling is the multilevel marketing (sometimes also called the structural trade). This instrument is very widespread and often discussed these days. Multilevel marketing means a direct selling through the network of independent distributors who, in addition to selling, continually add and train new network member sellers. Distributors have attractive incomes – partly due to organizational cost savings and mainly because of the differences between retail and wholesale prices. One of the most famous companies using multilevel marketing in the Czech Republic is Amway Corporation. Similarly, to other formats of marketing communication, the nature and classification of multilevel marketing is somewhat ambiguous. It is because in addition to the personal selling the multilevel marketing is sometimes considered one part of direct marketing.

2.4.2 Presentation

Besides the aforementioned flexibility and efficiency of communication, personal selling is also characterized by a comprehensive presentation of the product, including demonstrating its functionality and providing information on its practical use. Personal selling underlines the importance and uniqueness of the product itself as well as the importance of the customer. Thus, personal selling represents another example of complexity of marketing communication. It interconnects not only the elements of the communication mix but the entire marketing mix; it utilizes sales promotion, advertising, publicity, or direct marketing (such as telemarketing), it is also a form of distribution which corresponds to the unique character (brand, quality) and the exceptional price of the product. It is not important whether the uniqueness of the product is real or only declared, the distribution is specific (i.e. exclusive) because it takes place completely outside the common trading networks (Micken, Roberts & McKenzie, 2010).
Presentation should be conducted out considerately and sensitively. The potential customer should not feel trapped, at the mercy of the seller. The seller shouldn’t pressure the customer, instead, as we have mentioned several times when describing other forms of promotion, he should act as a knowledgeable expert who provides attractive information, explains, and demonstrates an exceptional product, as someone who is interested in the opinions of his customers and who cares for their reactions. It is this extraordinary way of product presentation and approach to sales that further underlines the uniqueness of the product. The customer isn’t accustomed to see the product or advertisements for it (Wilcox, Cameron & Reber, 2015).

The presentation is at the core of the order-getting selling process, and its objective is to convert a prospect into a customer by creating a desire for the product or service. Three major presentation formats exist; stimulus-response format, formula selling format, and need-satisfaction format.

Stimulus-Response Format: It assumes that given the appropriate stimulus by a salesperson, the prospect will buy. With this format the salesperson tries one appeal after another, hoping to be accurate (Odunlami & Ogunsiji, 2011). A counter clerk at McDonald's is using this approach when he or she asks whether you'd like an order of French fries or a dessert with your meal. The counter clerk is engaging in what is called suggestive selling. Although useful in this setting, the stimulus response format is not always appropriate, and for many products a more formalized format is necessary.

Formula-Selling Format: A more formalized presentation, the formula selling presentation format, is based on the view that a presentation consists of information that must be provided in an accurate, thorough, and step-by-step manner to inform the prospect. A popular version of this format is the canned sales presentation, which is a memorized, standardized message conveyed to every prospect. Used frequently by firms in telephone and door-to-door selling of consumer products, this approach treats every prospect the same, regardless of differences in needs or preference for certain kinds of information. Canned sales presentations can be advantageous when the differences between prospects are unknown or with novice salespeople who are less knowledgeable about the product and selling process than experienced salespeople. Although it guarantees a thorough presentation, it often lacks
flexibility and spontaneity and, more important, does not provide for feedback from the prospective buyer—a critical component in the communication process and the start of a relationship.

Need-Satisfaction Format: The stimulus-response and formula selling formats share a common characteristic: the salesperson dominates the conversation. By comparison, the need-satisfaction presentation format emphasizes probing and listening by the salesperson to identify needs and interests of prospective buyers. Once these are identified, the salesperson tailors the presentation to the prospect and highlights product benefits that may be valued by the prospect. The need-satisfaction format, which emphasizes problem solving, is the most consistent with the marketing concept. Two selling styles are associated with this format (Daymon & Holloway, 2010).

2.4.3 Skill levels

Creative skills are critical to marketers in the approach of personal selling (Bin Yusuf, 2010), also in the case of personal selling the customer should be treated at least as an equivalent partner, a partner whose opinion has a value for us. In fact, the seller’s primary concern should be to take interest in opinions and feedbacks from customers. In other words, it resembles implementation of a market research in which a particular customer plays the key role. The fact that the prospective customer does not want to buy the product yet definitely should not provoke any hostile reaction from the seller. On the contrary, given that the potential customer is so important to us, he gave us his time and attention, let us into his home, or we interrupted him at work or rest, we should be able to express our thanks and gratitude at the end of the presentation, including rewarding him/her with a small present. This means that personal selling eventually includes also sales promotional instruments.

2.5 Public Relations and Sales Performance

Wilcox, Cameron and Reber (2015) conducted a study on Public relations: Strategies and tactics. In the study, the authors highlighted the importance of effective public relation strategies. They mention that; the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation
and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation. Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization’s presence and reputation within the market (Wilcox, 2015).

Daymon and Holloway (2010) investigated on Qualitative research methods in public relations and marketing communications. They found out that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the healthcare firm’s point of view.

According to Daymon and Holloway (2010) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation. Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization’s presence and reputation within the market. Wilcox et al., (2015) mentioned that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the healthcare firm’s point of view.

Grunig and Grunig (2013) established that public relations and sales may be done by the same or different people. However, success in one may be offset by failure in the other. Both need attention. Both deal with relationships that are prior to the survival of the organization: public relations builds and maintains a hospitable environment for an organization. Sales and marketing build and maintains a market for the organization’s products and services (Grunig, 2013). Non-profit making organizations like Red Cross Society do have public relations but do not have marketing department.
Kezar, Chambers and Burkhardt (2015) discussed the interferences and similarities between sales and PR and interrelated the two, as both work for common goals linked to corporation's reputation, image, identity, etc. Motivations for taking part in sales activities actions are often the same as motivation of practicing PR. Grunig and Grunig (2013) points out that the motivations for organizations to engage in sales improved customer loyalty, improved organizational culture and attracting as well retaining employees. Other advantages he enumerated were greater cohesion of the workforce, improved image, reduced business costs and improved reputation. Clark observed that both good sales activities and PR represented an opportunity for improving the efficiency in the corporate world.

2.5.1 Public Trust

Attaining Public Trust in a company is critical to one’s marketing strategy. Trust is the foundation upon which any human relationship or system of relationships are built and sustained in business as well as other social indulgences. Civilization today, as we know it, is a massive combination of interpersonal relationships built on trust, whether it’s accepting essentially worthless pieces of paper in return for food or clothing. We come together, and put laws in place based on the premise that those laws are going to govern for the good of all who are faithful to the mutual trust that is agreed to by consensus among us. A marketer should consider the importance of building trust before engaging in the efforts to attract customers to a product they are promoting.

Trust, according to Bin Yusuf (2010), is the glue that holds all interdependent relationships together, and there is probably no more important an institution, outside of the family, in which trust is more critical than in the public service. This has two interrelated dimensions to it. The first has to do with the communal trust that people place in government to ensure that the government will act in their best interest; the social contract and the tool with which government carries out that function is the public service. The other dimension to it has to do with trust within the public service; the faith that the different arms place in each other, in order to fulfill their mandate of the provision of services to the people.
2.5.2 Public Recognition

Smith (2010) investigated the socially distributing public relational issues. He focused on Twitter, Haiti, and interactivity in social media. He concluded that Public Recognition attracted the loyalty of consumers through marketing. Recognition within an organization is vital to reputation and image. As the cornerstone of interactions with citizens, it ensures legitimacy and ultimately, survival in the long run. In this era of 24-hour social media-driven accountability, for instance, the public is constantly demanding for greater transparency in the movements and actions taken by organizations.

Edelman’s recently published Trust Barometer 2015 report, which measures the amount of recognition between various organizations and the public, reveals 16 key trust-building performance attributes. It should be no surprise to anyone that some of the most important attributes on the list are grouped under the two priority areas, Integrity and Engagement. These attributes are: having ethical business practices, taking responsible actions to address an issue, having transparent and open business practices, treating employees well and placing customers ahead of profits (Wilcox et al., 2015).

The report also showed that NGOs still scored highest in terms of public trust, with 63% of respondents saying that they trust NGOs; naturally, as such groups do not see profit as their main goal. But this is down from 66% in 2014 (Dozier, Grunig & Grunig, 2015). Of course, global events such as natural disasters, conflict or international politics play a significant role here. The past few years have been rather grim for the world, and public recognition of various institutions have been affected greatly as a result.

2.5.3 Business Opportunities

Publicity is more effective than advertising as it provides a wide range of opportunities for both agent and the company. It is far more cost-effective than advertising and therefore, attractive to most small companies with limited monetary resources. Even if it is not free, the only expenses are generally phone calls and mailings to the media. Second, publicity has greater longevity than advertising. An article about a business will be remembered far longer than an advertisement (Odunlami & Ogunsiji, 2011).
Publicity also reaches a far wider audience than advertising generally does. Sometimes, your story might even be picked up by the national media, spreading the word about your business all over the country. Finally, and most important, publicity has greater credibility with the public than does advertising. Readers feel that if an objective third party—a magazine, newspaper or radio reporter—is featuring your company, one must be doing something worthwhile (Daymon and Holloway, 2010).

Once the problems and needs of the buyer have been identified, the presentation follows as a natural consequence. According to Jackson, Stoel and Brantley (2011), the first question to be addressed is presentation of what? The preceding section has enabled the salesperson to choose the most appropriate product from their range to meet customer requirements. Second, having fully discussed what the customer wants, the salesperson knows which product benefits to stress. A given product may have a range of potential features which confer benefits to customers, but different customers place different priorities on them. In short, having identified the needs and problems of the buyer, the presentation provides the opportunity for the salesperson to convince the buyer that they can supply the solution.

2.6 Chapter Summary

This purpose of this chapter was to review the literature related to influence of promotional mix strategies on sales performance from a variety of authors. This literature review discussed the following issues; sales and promotions, advertising, personal selling, and public relations. Perspectives of various scholars and researchers have been presented so as to establish what had already been done that was relevant for the study. Chapter three provides research methodology which outlines the methods that will be used to collect that data, research design and how data will be analyzed.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is structure which guided in conducting research. It gave a guideline on how relevant information relevant to the objective of the study was collected (Creswell, 2013). This chapter presents the research design, target population, sampling techniques, type of data the study to be collected and analyzed. The chapter has section on the research and ethical considerations that must had adhered to by the researcher during data collection.

3.2 Research Design

According to Cooper and Schindler (2008), research design is a structure by which a researcher carries out his study, giving a systematic order and direction in which, the study investigation was carried out. There are various types of research designs. Bryman (2001) identifies three main types of study designs as: exploratory, causal and descriptive study designs.

Burns and Groove (2008) defined exploratory research as research conducted to gain new insights, discover new ideas, and for increasing knowledge of the phenomenon. This type of research is done when the topic under investigation is relatively new. A causal research study is also known as hypothesis-testing or experimental studies and involved testing hypotheses for causal relationships between variables. In essence causality studies deal with cause and effects of the problems (Mugenda & Mugenda, 2003).

This study adopted a descriptive research design. A descriptive study is generally based on making findings concerning questions of; who, what, where, when, or how much. Descriptive studies are always handled with investigative questions and they serve a number of objectives in the study (Cooper and Schindler, 2011). A descriptive research design was adopted for this study because it enabled the research in determining the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County.
3.3 Population and Sampling Design

3.3.1 Population

According to Ngechu (2004), population is the total collection of elements with common observable characteristics about which some inferences can be made. The whole set of items of interest to the researcher is referred to as the population. A sample is a fraction of the entire population that was included in the study and would represent the entire population. The target population for the study comprised of 1760 employees from 176 FMCG in Nairobi County. The 1760 employees were drawn from marketing managers, sales force and team leaders of 176 FMCG companies in Nairobi.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Categories</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>370</td>
</tr>
<tr>
<td>Sales Force</td>
<td>860</td>
</tr>
<tr>
<td>Sales Team Leaders</td>
<td>530</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1760</strong></td>
</tr>
</tbody>
</table>

3.3.2 Sample Design

3.3.2.1 Sampling Frame

Sample frame is a set of information used to identify a sample population for statistical treatment. A sampling frame includes a numerical identifier for each individual, plus other identifying information about characteristics of the individuals, to aid in analysis and allow for division into further frames for more in-depth analysis.

3.3.2.2 Sampling Technique

A study sampling technique is a method that researchers use to select a representative list of respondents from the entire study population (Cooper & Schindler, 2011), and comes up with an appropriate study sample, the study utilized stratified random sampling technique. Respondents were categorized into marketing managers, sales force and team leaders.

3.3.2.3 Sample Size

Sample size is a small section of subjects drawn from the larger population (Saunders et al., 2009). Sample size can also be defined as a subset of the population that is taken to be
representatives of the entire population (Onabanjo, 2010). The sample size for this study comprised of 315 staffs from FCMGs operating in Nairobi county. This sample size was arrived at using the below formula taken from Kothari (2004).

\[ n = \frac{Z^2 \cdot N \cdot \hat{p}^2}{(N - 1)e^2 + Z^2 \cdot \hat{p}^2} \]

\[ n = \frac{1.96^2 \cdot 1760 \cdot 0.5^2}{(1760-1) \cdot 0.05^2 + 1.96^2 \cdot 0.5^2} \]

\[ n = 1690.304 \]

\[ n = 5.3579 \]

n = 315 Respondents.

Where; \( n \) = Size of the sample,
\( N \) = Size of the population and given as 315,
\( e \) = Acceptable error and given as 0.05,
\( \hat{p} \) = The standard deviation of the population and given as 0.5 where not known,
\( Z \) = Standard variate at a confidence level given as 1.96 at 95% confidence level.

3.4 Research Procedures

The researcher employed three research assistants who helped in distributing the questionnaires to respondents. The research assistants were trained for a period of one week on ethical issues in data collection. Research assistants adopted drop and pick latter methods in distribution of the questionnaires to respondents. This ensured that respondents were given sufficient time to fill in their questionnaires without interfering with their daily operations.

3.5 Data Collection Procedures

Data collection is the assembly of empirical evidence in order to acquire new insights into a situation and answer all queries that have prompted the undertaking of the research. The study collected primary data from the respondents by the use of questionnaires. Questionnaires were used as they collect uniform data from all the respondents and the questionnaires could be easily interpreted by the respondents and also easy to conduct analysis, furthermore, the questionnaires were an easy way of collecting data from respondents. Questionnaires provided
an easy way of coding and were used in gathering quantitative data. The questionnaires were structured on a 5-point Likert scale where 1 = No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent; to show the extent of agreement to which respondents.

3.5.1 Pretesting of Research Instruments

Questionnaires were pretested before being administered to respondents in order to ensure validity and reliability of the instruments. Pre-testing was done using 5 staff of the FCMG and these 5 respondents will not be included in the final sample size of the study. According to Kothari (2004), the purpose of pre-testing the data collection instrument is to ensure that the items in the instrument are stated clearly to allow for clear understanding of the questions by the respondents.

3.5.2 Validity

According to Bollen (2005) there are basically two ways of assessing content validity. The content of validity of the data collection instruments was determined through discussing the stated questions in the instruments with 5 staff of the FCMG selected for the pre-test. The students expected to tick the questionnaires which helped to establish their challenges in filling the questionnaires so that the same could be rectified before the final data collection (Orodho, 2003).

The researcher used face validity by giving the 5 staff of the FCMG question and asked them to go through the questionnaire and gave suggestions for modification purposes. From the suggestions made, the researcher re-visit the questionnaire, making necessary adjustments in ensuring the questions are simple and clear in meaning.

3.5.3 Reliability

Reliability refers to the consistence, stability, or dependability of the data. Whenever a researcher measures a variable, he or she wants to be sure that the measurement provides dependable and consistent results (Cooper & Schindler, 2003). To measure the reliability of the data collection instruments, an internal consistency technique was applied to the gathered
The Cronbach alpha test was used in establishing reliability of the research instruments. This was done by comparing with the established 0.7 where a Cronbach alpha of more than 0.7 indicate reliability.

In order to establish the reliability of the research instruments, a pilot test was conducted. A Cronbach Alpha was computed. From the findings, sales promotion had cronbach alpha coefficient (α) of 0.717, advertising had 0.83, personal selling on sales performance had 0.754, public relations on sales performance had 0.744 and sales performance had 0.777. According to Cronbach (1951), cronbach coeffiecients of above 0.7 indicates reliable scales. In this regard therefore, the scale used in the current study was reliable and therefore accurate results were sought. The findings are indicated in Table 4.2.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number of Items</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Promotion</td>
<td>12</td>
<td>0.717</td>
</tr>
<tr>
<td>Advertising</td>
<td>10</td>
<td>0.831</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>10</td>
<td>0.754</td>
</tr>
<tr>
<td>Public Relations</td>
<td>7</td>
<td>0.744</td>
</tr>
<tr>
<td>Sales Performance</td>
<td>8</td>
<td>0.777</td>
</tr>
</tbody>
</table>

### 3.6 Data Analysis Methods

Data analysis refers to analyzing what has been collected and making deductions, and interferences. It is extracting significant variables, detecting anomalies, and testing any assumptions (Kombo & Tromo, 2009). Data processing entails editing, classification and tabulation of data collected so that they are amenable to analysts (Kothari, 2009). The questionnaires will be checked for completeness and consistency; any gaps edited and filled. The collected data was coded and entered into Statistical Package for Social Science (SPSS) version 23.0. Descriptive statistics like means and standard deviation were used in analysis. The researcher also used inferential statistics (regression analysis) to establish relationship between the variables.

The regression model to be adopted in presented under:

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon \]

Whereby
\[ Y = \text{Sales Performance} \]
\[ X_1 = \text{Advertising} \]
\[ X_2 = \text{Personal Selling} \]
\[ X_3 = \text{Public Relation} \]
\[ \varepsilon = \text{Error Term} \]

3.7 Chapter Summary

This chapter describes and justifies the research methodology that was used for the research. The chapter explains the research design, the sampling design including population, sampling technique, sampling frame and sample size. The chapter also defines the data collection method and detailed the research procedures. The chapter also considered the data analysis techniques used. The subsequent chapter present the finding of data collected and analyzed.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the findings of the analyzed data that was collected from the field. The purpose of the study was to establish the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County. The study relied on primary data that was collected using structured questionnaires. The collected data was coded into SPSS software version 23 for analysis using descriptive and inferential statistics.

4.1.1 Response Rate

The study sampled 315 employees from 176 FMCG in Nairobi County. Out of the 315 questionnaires that were distributed out to these respondents by the researcher, 229 of them were duly filled and returned. This gave a response rate of 72.7%. According to Mugenda (2008), a response rate of 50% is adequate for analysis and reporting, a rate of 60% is generally good while a response rate of above 70% is excellent. Similarly, Babbie (2010) asserts that a response rate of above 70% is deemed to be very good. Therefore, the response rate in the current study was sufficient for analysis and reporting of the findings. The findings are indicated in Table 4.1.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response</td>
<td>229</td>
<td>72.7</td>
</tr>
<tr>
<td>Non-response</td>
<td>86</td>
<td>27.3</td>
</tr>
<tr>
<td>Total</td>
<td>315</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2 General Information

The general information of the respondents is indicated in subsequent sections.
4.2.1 Gender of Respondents

From Figure 4.1, most of the respondents 57% were male while 43% were female. From the findings therefore, all gender categories were involved in the study and therefore representative findings were sought from these respondents.

![Figure 4.1: Gender of Respondents](image)

4.2.2 Age of Respondents

From Figure 4.2, most of the respondents of 45% were 31-40 years, 36.2% were 41-50 years while 18.8% were 20-30 years. The findings therefore indicate that respondents involved in the study were old enough and therefore could make informed decisions while answering research questions as required by the study.
4.2.3 Length of Service

From Table 4.3, most of the respondents 43.4% had worked in their respective organisations for over 4 years, 33.1% for 3-4 years and 23.5% for less than 3 years. Since most of the respondents had worked in their respective organizations for relatively longer period of time, they were therefore informed and therefore handled research questions conveniently.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 3 Years</td>
<td>54</td>
</tr>
<tr>
<td>3-4 Years</td>
<td>76</td>
</tr>
<tr>
<td>Above 4 Years</td>
<td>99</td>
</tr>
<tr>
<td>Total</td>
<td>229</td>
</tr>
</tbody>
</table>

4.2.4 Education Level of Respondents

From Figure 4.3, most of the respondents had 39.9% degree certificates, 30.3% had diplomas, 20.7% had certificates and 9.1% had masters and above. From the findings, most of the respondents were educated and therefore conveniently read and interpreted questionnaires.
Figure 4.3: Education Level of Respondents

4.3 Sales Promotions and Sales Performance

Several statements on how sales promotion affects sales performance of FMCG in Nairobi, were carefully identified by the researcher. Respondents were then requested to indicate the extent of their agreements on each statement. A Likert scale of 1-5 where; 1 = No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent was used.

From the findings, majority of the respondents agreed that sales promotions lead aims at increasing the quantities purchased by customers as shown by a mean of 4.50 with standard deviation 0.501. Respondents agreed that sales promotions are organized frequently by the Company as shown by a mean of 3.99 with standard deviation of 0.819. The study established that the company charged reduced prices in times of sales promotion as shown by a mean of 4.16 with standard deviation of 0.372. Respondents moderately agreed that older shoppers have more time available to make grocery shopping as shown by a mean of 3.49 with standard deviation of 0.764.

The study further established that respondents agreed that sales promotion promoted unplanned purchases among customers as supported by a mean of 3.66 with standard deviation of 0.943. Signs on stores around the city informed customers of their offerings as supported by a mean of 4.00 and standard deviation of 0.577. Respondents moderately agreed that sales promotion
were used to persuading retailers to sale more of their products as shown by a mean of 3.49 and standard deviation of 0.958. Shopping frequency increased the likelihood of spontaneous purchase by a mean of 3.66 with standard deviation of 0.471.

The study pointed out that majority of the respondents agreed that shopping frequency indicated price sensitivity among customers as supported by a mean of 4.16 with standard deviation of 0.372. Respondents agreed that involvement of customers in sale promotion reflected customer loyalty as supported by a mean of 4.16 with standard deviation of 0.691. Respondents agreed that sales promotion worked best on simple items whose features can be judged at the point of purchase as shown by a mean of 4.16 with standard deviation of 0.372. The study further established that older consumers payed lower prices and shopped more often in times of sales promotion as supported by a mean of 4.00 with standard deviation of 0.577.

Table 4.4: Sales Promotions

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales promotions lead aims at increasing the quantities purchased by customers</td>
<td>4.50</td>
<td>.501</td>
</tr>
<tr>
<td>Sales promotions are organized frequently by the Company</td>
<td>3.99</td>
<td>.819</td>
</tr>
<tr>
<td>The Company charge reduced prices in times of sales promotion</td>
<td>4.16</td>
<td>.372</td>
</tr>
<tr>
<td>Older shoppers have more time available to make grocery shopping</td>
<td>3.49</td>
<td>.764</td>
</tr>
<tr>
<td>sales promotion tends to promote unplanned purchases among customers</td>
<td>3.66</td>
<td>.943</td>
</tr>
<tr>
<td>Signs on stores around the city inform customers of our offerings</td>
<td>4.00</td>
<td>.577</td>
</tr>
<tr>
<td>Sales promotion are used to persuading retailers to sale more of our products</td>
<td>3.49</td>
<td>.958</td>
</tr>
<tr>
<td>Shopping frequency increases the likelihood of spontaneous purchase</td>
<td>3.66</td>
<td>.471</td>
</tr>
<tr>
<td>Shopping frequency indicates price sensitivity among customers</td>
<td>4.16</td>
<td>.372</td>
</tr>
<tr>
<td>Involvement of customers in sale promotion reflects customer loyalty</td>
<td>4.16</td>
<td>.691</td>
</tr>
<tr>
<td>Sales promotion works best on simple items whose features can be judged at the point of purchase</td>
<td>4.16</td>
<td>.372</td>
</tr>
<tr>
<td>Older consumers pay lower prices and shop more often in times of sales promotion</td>
<td>4.00</td>
<td>.577</td>
</tr>
</tbody>
</table>

4.4 Advertising and Sales Performance

Several statements on how adverting affects sales performance of FMCG in Nairobi were identified by the researchers and respondents were thereafter requested to kindly indicate their
extent of their agreements with each of the statements using a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

From the findings, the study established that majority of respondents moderately agreed that advertising was often considered powerful in the overall marketing mix design as supported by a mean of 3.33 with standard deviation of 0.943. Respondents agreed that advertising was impersonal as supported by a mean of 4.33 with standard deviation of 0.745. Respondents agreed that advertising function was of recent origin as supported by a mean of 4.00 with standard deviation of 1.00. Informing customers of the availability of supplies is highly important with a mean of 3.83 and standard deviation of 0.897. The study established that majority of respondents agreed that the institutional advertising emphasised on the specific firm’s name organization as supported by a mean of 4.16 and standard deviation of 0.687.

Respondents agreed that firms used impressions to build awareness as supported by a mean of 3.50 with standard deviation of 1.25. Respondents agreed that advertising consistently helped to achieve differentiation as shown by a mean of 3.67 with standard deviation of 1.25. Respondents agreed that firms used advertising for both short-term and long-term objectives as supported by a mean of 4.83 with standard deviation of 0.372. Rising the total spend of a firm attracted new customers as supported by a mean of 4.32 with standard deviation of 0.75. Respondents agreed that high total spend helped to increase market share by a mean of 4.00 with standard deviation of 1.00.

Table 4.5: Advertising

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising is often considered powerful in the overall marketing mix</td>
<td>3.33</td>
<td>.943</td>
</tr>
<tr>
<td>design.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising is impersonal.</td>
<td>4.33</td>
<td>.745</td>
</tr>
<tr>
<td>Advertising function is of recent origin</td>
<td>4.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Informing customers of the availability of supplies is highly important.</td>
<td>3.83</td>
<td>.897</td>
</tr>
<tr>
<td>The institutional advertising puts emphasis on the specific firm’s name</td>
<td>4.16</td>
<td>.687</td>
</tr>
<tr>
<td>organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firms use impressions to build awareness.</td>
<td>3.50</td>
<td>1.25</td>
</tr>
<tr>
<td>Advertising consistently helps to achieve differentiation</td>
<td>3.67</td>
<td>1.25</td>
</tr>
<tr>
<td>Firms may use advertising for both short-term and long-term objectives</td>
<td>4.83</td>
<td>.372</td>
</tr>
<tr>
<td>Rising the total spend of a firm attracts new customers</td>
<td>4.32</td>
<td>.750</td>
</tr>
<tr>
<td>High total spend helps to increase market share</td>
<td>4.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>
4.5 Personal Selling and Sales Performance

Several statements on how advertising affects sales performance of FMCG in Nairobi were identified by the researcher and the respondents were kindly requested to indicate the extent their agreement with each of the statements using a Likert scale of 1-5 where 1 = No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

The study established that majority of the respondents agreed that personal selling ensured customers’ post purchase satisfaction by a mean of 3.67 with standard deviation of 0.750. Respondents agreed that personal selling established long-term buyer-seller relationship as supported by a mean of 4.49 with standard deviation of 0.501. Majority of the respondents agreed that personal selling was the most important element in the communication press as supported by a mean of 4.00 with standard deviation of 0.577. Increased competition led to of comprehensive relationship with customers as supported by a mean of 4.17 with standard deviation of 0.689.

The study found out that salespeople got more attention than an advertisement or a display as shown by a mean of 4.49 with standard deviation of 0.501. For many products a more formalized format was necessary compared to stimulus response as supported by a mean of 3.49 with standard deviation of 0.501. Respondents established that frequency of purchases determined the overall success of personal selling by a mean of 4.33 with standard deviation of 0.471. Presentation created a desire for the product into a customer by a mean of 4.50 with standard deviation of 0.501. Respondents indicated that presentation demonstrated an exceptional product without pressuring customers as shown by a mean of 4.36 with standard deviation of 0.473. The study further established that respondents agreed that creative skills helped sellers to consider customer opinions as valuable by a mean of 3.52 with standard deviation of 0.501.
Table 4.6: Personal Selling

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal selling ensures customers’ post purchase satisfaction</td>
<td>3.67</td>
<td>.750</td>
</tr>
<tr>
<td>Personal selling establishes long-term buyer-seller relationship</td>
<td>4.49</td>
<td>.501</td>
</tr>
<tr>
<td>Personal selling is the most important element in the communication</td>
<td>4.00</td>
<td>.577</td>
</tr>
<tr>
<td>press</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased competition has led to of comprehensive relationship with their customers</td>
<td>4.17</td>
<td>.689</td>
</tr>
<tr>
<td>Salespeople can get more attention than an advertisement or a display.</td>
<td>4.49</td>
<td>.501</td>
</tr>
<tr>
<td>For many products a more formalized format is necessary compared to</td>
<td>3.49</td>
<td>.501</td>
</tr>
<tr>
<td>stimulus response</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequency of purchases determine the overall success of personal</td>
<td>4.33</td>
<td>.471</td>
</tr>
<tr>
<td>selling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation creates a desire for the product into a customer</td>
<td>4.50</td>
<td>.501</td>
</tr>
<tr>
<td>Presentation demonstrates an exceptional product without pressuring</td>
<td>4.36</td>
<td>.473</td>
</tr>
<tr>
<td>customers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative skills help sellers to consider customer opinions as valuable</td>
<td>3.52</td>
<td>.501</td>
</tr>
</tbody>
</table>

4.6 Public Relations and Sales Performance

Several statements on how public relation affects sales performance of FMCG in Nairobi were keenly observed by the researcher and requested the respondents to kindly indicate the extent of their agreement with each of the statements using a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

From the findings public relations enabled the creation of corporate identity and image as supported by a mean of 4.00 with standard deviation of 0.577. Respondents agreed that through charitable involvement, an organization improved publicity by a mean of 4.16 with standard deviation of 0.691. Respondents agreed that their organization created a stronger relationship with key suppliers as supported by a mean of 4.16 with standard deviation of 0.687. Respondents agreed that public relations enhanced the organization’s presence by a mean of 3.82 with standard deviation of 0.899.

The study further established that respondents agreed that public was constantly demanding for greater transparency in the movements as supported by a mean of 4.33 with standard deviation of 0.749. Respondents agreed that publicity was more effective than advertising as it provided a wide range of opportunities for the company by a mean of 3.50 with standard deviation of 0.958. Public trust was the foundation of any successful human relationship by a
mean of 3.33 with standard deviation of 1.11. Public trust connected independent relationships to form reliable family-like relationships by a mean of 4.00 with standard deviation of 0.819. Respondents agreed that public recognition attracted the loyalty of consumers by a mean of 3.66 with standard deviation of 1.37.

Table 4.7: Public Relations and Sales performance

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public relations enable the creation of corporate identity and image</td>
<td>4.00</td>
<td>.577</td>
</tr>
<tr>
<td>Through charitable involvement, an organization improves publicity</td>
<td>4.16</td>
<td>.691</td>
</tr>
<tr>
<td>Organization may create stronger relationships with key suppliers</td>
<td>4.16</td>
<td>.687</td>
</tr>
<tr>
<td>Public relations enhance the organization’s presence</td>
<td>3.82</td>
<td>.899</td>
</tr>
<tr>
<td>The public is constantly demanding for greater transparency in the movements</td>
<td>4.33</td>
<td>.746</td>
</tr>
<tr>
<td>Publicity is more effective than advertising as it provides a wide range of opportunities for the company.</td>
<td>3.50</td>
<td>.958</td>
</tr>
<tr>
<td>Public trust is the foundation of any successful human relationship</td>
<td>3.33</td>
<td>1.10</td>
</tr>
<tr>
<td>Public trust connects independent relationships to form reliable family-like relationships</td>
<td>4.00</td>
<td>.819</td>
</tr>
<tr>
<td>Public recognition attracted the loyalty of consumers</td>
<td>3.66</td>
<td>1.37</td>
</tr>
</tbody>
</table>

4.7 Sales Performance

Promotional mix strategies in the organization affect sales performance based on the findings of the respondents by using a Likert scale of 1-5 where 1 = No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent as by the questionnaires.

From the findings, the study pointed out that respondents disagreed that effective promotional mix strategies increased customer loyalty as shown by a mean of 2.32 with standard deviation of 0.750. Respondents disagreed that shopping frequency depicted the rate of sales of performance by a mean of 2.84 with standard deviation of 0.135. The study established that customer participation in promotion helped to improve sales performance by a mean of 2.65 with standard deviation of 0.949. Respondents agreed that consistency of buying consumables affected firms’ sales performance as supported by a mean of 4.00 with standard deviation of 0.819. Respondents agreed that advertising reflected the sales performance of a firm by a mean of 3.17 with standard deviation of 0.819.
The study established that respondents agreed that impressions created the trend for sales performance by a mean of 3.83 with standard deviation of 0.900. Public relations attracted customers to a product or service by a mean of 3.67 with standard deviation of 1.10. Personal selling was directly proportional to sales performance of a firm as supported by a mean of 4.16 with standard deviation of 0.682. The study pointed out that repetitive purchases showed customer satisfaction as supported by a mean of 4.00 with standard deviation of 0.816. Respondents agreed that frequency of purchases showed the rate of sales performance by a mean of 4.00 with standard deviation of 0.581.

**Table 4.8: Sales Performance**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective promotional mix strategies increase customer loyalty</td>
<td>2.32</td>
<td>.750</td>
</tr>
<tr>
<td>Shopping frequency depicts the rate of sales of performance</td>
<td>2.84</td>
<td>1.35</td>
</tr>
<tr>
<td>Customer participation in promotion helps to improve sales performance</td>
<td>2.65</td>
<td>.949</td>
</tr>
<tr>
<td>Consistency of buying consumables affects firms’ sales performance</td>
<td>4.00</td>
<td>.819</td>
</tr>
<tr>
<td>Advertising reflects the sales performance of a firm</td>
<td>3.17</td>
<td>1.34</td>
</tr>
<tr>
<td>Impressions create the trend for sales performance</td>
<td>3.83</td>
<td>.900</td>
</tr>
<tr>
<td>Public relations attract customers to a product or service</td>
<td>3.67</td>
<td>1.10</td>
</tr>
<tr>
<td>Personal selling is directly proportional to sales performance of a firm</td>
<td>4.16</td>
<td>.682</td>
</tr>
<tr>
<td>Repetitive purchases show customer satisfaction</td>
<td>4.00</td>
<td>.816</td>
</tr>
<tr>
<td>Frequency of purchases shows the rate of sales performance</td>
<td>4.00</td>
<td>.581</td>
</tr>
</tbody>
</table>

4.8 Regression Analysis

In order to determine the effect of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County, the researcher conducted regression analysis. The findings of the Model Summary, ANOVA and Regression coefficient are indicated in subsequent sections.

4.8.1 Model Summary

The coefficient of correlation R and coefficient of determination $R^2$ are indicated in Table 4.9. From the findings in Table 4.9, the study established that coefficient of R was 0.905 an indication of strong positive correlation between the study variables. The value of $R^2$ was 0.818 which translates to 81.8%. This shows that change in sales performance of FMCGs is explained by promotion mixed strategies (public relations, Advertising, Personal Selling and Sales Promotion). Since the independent variable only explains 18.2% change in the dependent
variable, it therefore means that there are other factors (not covered in the current study), that effect sales performance.

**Table 4.9: Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.905a</td>
<td>.818</td>
<td>.815</td>
<td>1.42397</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), public relations, personal selling, advertising, Sales Promotion

### 4.8.2 Analysis of Variance

An ANOVA was conducted at 5% level of significance. A comparison of $F_{\text{calculated}}$ and $F_{\text{Critical}}$ is shown in Table 4.10. The study established that $F_{\text{calculated}}$ was 252.401 while $F_{\text{Critical}}$ was 2.411. Since $F_{\text{calculated}} > F_{\text{Critical}}$ (252.401>2.411) therefore, the overall regression model was significant in predicting the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG). The p value was 0.000, an indication that at least one of the independent variables significantly influenced sales performance of FMCGs.

**Table 4.10: Analysis of Variance**

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2047.160</td>
<td>4</td>
<td>511.790</td>
<td>252.401</td>
</tr>
<tr>
<td>Residual</td>
<td>454.202</td>
<td>224</td>
<td>2.028</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2501.362</strong></td>
<td><strong>228</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Sales Performance  
b. Predictors: (Constant), Public Relations, Personal Selling, Advertising, Sale promotion

### 4.8.3 Regression coefficient

The Beta coefficients and the p values of the study are indicated in Table 4.11. The study established that when all the variables of the study were held constant, sales performance of FMCGs would be at 72.288. A unit increase in sales promotion while other factors were held constant, sales performance would be at 1.029. A unit increase in advertising would result to 0.611 increase in sales performance of FMCG. A unit increase in personal selling while holding all other factors constant would lead to 0.716 increase in sales performance. A unit increase in public relation while holding all other factors constant would result into 0.159 increase in sales performance of FMCG.
The resultant equation becomes,

\[ Y = 72.288 + 1.015X_1 + 0.611X_2 + 0.716X_3 + 0.159X_4 \]

Whereby

\[ Y = \text{Sales Performance} \]
\[ X_1 = \text{Sales Promotion} \]
\[ X_2 = \text{Advertising} \]
\[ X_3 = \text{Personal Selling} \]
\[ X_4 = \text{Public Relation} \]

<table>
<thead>
<tr>
<th>Table 4.11: Regression Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unstandardized Coefficients</td>
</tr>
<tr>
<td>B</td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>Sales Promotion</td>
</tr>
<tr>
<td>Advertising</td>
</tr>
<tr>
<td>Personal Selling</td>
</tr>
<tr>
<td>Public Relations</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Sales Performance

4.9 Chapter Summary

The study established that sales performance had a p value of 0.00 which is less than 0.05 and a t value of 9.613 which is greater than 1.96. This shows sales performance significantly influenced sales performance. The study established that advertising had a p value of 0.00 which is less than 0.05 and a t value of 14.237 >1.96. This shows advertising significantly influenced sales performance. The study established that personal selling had a p value of 0.00<0.05 and a t value of 6.606>1.96 an indication that the variable significantly influenced sales performance. It is this extraordinary way of product presentation and approach to sales that further underlines the uniqueness of the product. The study established that public relations had a p value of 0.00<0.05 and a t 4.649>1.96 value of an indication that the variables significantly influenced sales performance. The subsequent chapter presents the summary of the findings, discussions, conclusion and recommendations as based to the findings of the study.
CHAPTER FIVE
5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this chapter the researcher summarizes the findings of the study. Discussions are also presented by interacting with literature. Relevant conclusions are drawn from the key findings of the study. Recommendations with implications on theory, policy and practice are also drawn. Suggestions for further studies to increase the available knowledge base are also provided.

5.2 Summary

The purpose of the study was to establish the influence of promotional mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi County. The study was guided by the following study questions; how do sales promotions influence sales performance among FMCG in Nairobi County, to what extent does advertising influence sales performance among FMCG in Nairobi County, how does personal selling influence sales performance among FMCG in Nairobi County, how do public relations influence sales performance among FMCG in Nairobi County.

The researcher adopted descriptive research for the study to enable the research in determining the influence of promotion mix strategies on sales performance among fast moving consumer goods (FMCG) in Nairobi. The target population for the study comprised of 1760 employees from 176 FMCG in Nairobi County. The 1760 employees were drawn from marketing managers, sales force and team leaders of 176 FMCG companies in Nairobi. The researcher selected 30% of the respondents from the following categories of marketing managers, sales force and team leaders forming the sample size of 158 respondents. The study collected primary using questionnaires. The completed questionnaires were edited for completeness and consistency, checked for errors and omissions and then coded and analysed quantitatively.

On sales promotions, the study established that majority of the respondents agreed that sales promotions lead aimed at increasing the quantities purchased by customers, respondents agreed that the Company charge reduced prices in times of sales promotion and shopping frequency
indicated price sensitivity among customers. Respondents agreed that involvement of customers in sale promotion reflected customer loyalty, sales promotion worked best on simple items whose features were judged at the point of purchase and older consumers payed lower prices and shop more often in times of sales promotion. The study further found out that signs on stores around the city informed customers of the companies’ offerings, sales promotions were organized frequently by the company and shopping frequency increased the likelihood of spontaneous purchase. Respondents agreed that sales promotion were used to persuade retailers to sale more of the company’s products and older shoppers had more time available to make grocery shopping.

On advertising, the study established that majority of the respondents strongly agreed that firms used advertising for both short-term and long-term objectives, respondents agreed that advertising was impersonal and rising the total spend of a firm attracted new customers. Respondents agreed that the institutional advertising emphasised on the specific firm’s name organization, high total spend helped to increase market share and advertising function was of recent origin. Respondents agreed that informing customers of the availability of supplies was highly important, advertising consistently helped to achieve differentiation and firms used impressions to build awareness. The study further established that respondents moderately agreed that advertising was often considered powerful in the overall marketing mix design in their company.

In view to personal selling, the study established that majority of the respondents strongly agreed that presentation created a desire for the product into a customer, majority of the respondents agreed that salespeople got more attention than an advertisement or a display and presentation demonstrated an exceptional product without pressuring customers. The study further established that majority of the respondents agreed that frequency of purchases determined the overall success of personal selling, personal selling ensured customers’ post purchase satisfaction and creative skills helped sellers to consider customer opinions as valuable. The study further established that respondents moderately agreed that for many products a more formalized format was necessary compared to stimulus response.
In regard to public relationship, the study established that majority of the respondents agreed that through charitable involvement the company improved publicity, respondents agreed that organization created stronger relationships with key suppliers and public relations enabled the creation of corporate identity and image. Respondents agreed that public trust connected independent relationships to form reliable family-like relationships, majority of the respondents agreed that public relations enhanced the organization’s presence, public recognition attracted the loyalty of consumers and publicity was more effective than advertising as it provided a wide range of opportunities for the company. The study further established that majority of the respondents were not sure that public trust was the foundation of any successful human relationship.

5.3 Discussions

5.3.1 Sales Promotion and Sales Performance

The study established that sales promotions lead aimed at increasing the quantities purchased by customers by increasing business survival and growth of FMCGs. Business survival would enhance more sale increase thus increased revenue and profit. FMCGs ought to retain their sales personnel team by surviving in the intense global competition. Sales promotions in the companies are used to increase awareness of the product and the company for increased profit gain. This agrees with a study carried by Henningsen, Heuke and Clement (2011) who established that sales promotions are mainly focused on the ultimate consumer of products and services with the aim of influencing their purchase behaviour (Henningsen, Heuke & Clement, 2011).

Sales promotions were organized frequently by the company since it enticed a customer to purchase goods and services. Sales promotion were carried out in a short period of time to create urgency. The company embraced sales promotion to help in luring new customers by offering FMCGs goods at a reduced price hence ultimately turning them into new customers. FMCGs enticed reluctant customers by giving away goods and services and helped FMCGs product to be well known therefore creating new clients. Sales promotion helped in providing information to potential customers that aided them in deciding. This benefitted the company by introducing the products or services that were complicated or unfamiliar to clients. This
agrees with Hampson and McGoldrick (2013) who states that sales promotions were mainly used as activities directed at inducing customers, resellers, and other businessmen in the distribution channel to purchase a certain quantity of a particular brand (Hampson & McGoldrick, 2013).

The Company charge reduced prices in times of sales promotion to entice new client or to retain their clients hence creating more revenue. Older shoppers had more time available to make grocery shopping. The findings indicated that effective implementation of sales promotional tools led to increased sales volume and invariably higher profits. Application of promotional mixes appropriately meant that customers were well informed of the products in existence in a given market, their benefits or superior qualities over those of competitors hence influenced their purchase decisions (Adefulu, 2015). Sales promotion promoted unplanned purchases among customers since consumer did not risk missing the product by postponing the purchase. The perception of low price created positive emotions in consumer and induced the feeling of making a good deal by purchasing more products.

Signs on stores around the city informed customers of the company’s offerings hence created more awareness to the clients. Sales promotion were used to persuade retailers to sell more of the company’s products for their essence was to look after the nature and quality of the relationship between the organization and its different publics. A study carried out by Wilcox (2015) established that an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization’s presence and reputation within the market. Shopping frequency increased the likelihood of spontaneous purchase, according to Jackson, Stoel and Brantley (2011), the number of times a consumer purchases goods or services from a particular seller or company. Shopping frequency received continuous attention from marketing scholars and practitioners as it is closely related to consumer segmentation and household expenditures thus, shopping frequency increases the likelihood of "spontaneous purchase" that accounts for half of a consumer's purchase.

Shopping frequency showed price sensitivity among customers, this agrees with Hampson and McGoldrick (2013) who explained that shopping frequency may be viewed as an indicator of
consumers’ demographics, since it contains information that enables retailer managers in identifying frequent shoppers and price sensitive shoppers, either by observing shopping trips or shopping intervals. Involvement of customers in sale promotion reflected customer loyalty and acted as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another. It was particularly effective in spurring product trial and unplanned purchases. According to Jackson, Stoel and Brantley (2011) engaging consumers in sales promotion activities is an important component of any organization’s overall marketing strategy along with advertising, public relations, and personal selling.

5.3.2 Advertising and Sales Performance

The findings indicated that firms used advertising for both short-term and long-term objectives. Advertising was often considered powerful in the overall marketing mix design. This agrees with Buil, Chernatony and Martínez (2013) who established that advertising has been ranked as one of the major tools of promotion in creating awareness among a set market clientele (Ogutu & Samuel, 2012). Diverse advertising methods are used in delivering advertisement messages: billboards, banners, internet websites, magazines, printouts on clothes, newspapers, radio, television commercials among others (Bruce, Peters & Naïk, 2012).

The study further established that advertising was impersonal. This shows that in the process of advertisement, personal feelings and emotions were not involved in the process. A conducive relationship was established between the clients and FMCGs. This also enhanced communication and flow of information between FMCGs and customers in respect to goods and services concerning the product. This agrees with Buil, Chernatony and Martínez (2013) who established that advertising was a one-way communication in that the receiver of the message cannot respond immediately, in this way, performance of FMCGs was enhanced.

The study established that advertising function was of recent origin due to the latest technology. Technology had introduced different types of media such as television, radio, billboard and phones, this have hence enticed new clients while retaining the old clients hence venturing into new markets. The long-term advantages of advertisement outweigh the high costs. Television has been considered the ideal advertising medium for many people as it personifies the glamour and excitement of the industry. According to de Pelsmacker and
Neijens (2012), television networks spend about 16% of their revenues on tune-ins, which are previews or advertisements for their own shows.

Informing customers of the availability of supplies was highly important since it was an easy way to lure a customer with price by offering FMCGs goods at a reduced price. Reduced price lured new customers and enticed reluctant customers by selling goods and services that helped FMCGs product to be well known. Advertising considers the importance of building trust before engaging in the efforts to attract customers to a product they are promoting. This agrees with Bin Yusuf (2010) who stated that trust is the glue that holds all interdependent relationships together, and there is probably no more important an institution, outside of the family, in which trust is more critical than in the public service.

The institutional advertising emphasised on the specific firm’s name due to lots of competition and in order to protect the firm’s goods and services. Organization’s consumer promotions aimed at enticing consumers of a given brand to try a new product launched by a company (Chang et al., 2011). This is done through luring of customers away from competitor brands thereby increasing the proportion of loyal customers and regular purchasers of the brand (Odunlami & Ogunsiji, 2011). Advertising consistently emphasised the firms name in order to increase awareness in the market and increase clients.

FMCGs companies used advertising for both short-term and long-term objectives. The study established that the long-term advantages of using Television as the media of advertisement is that, it outweighs the high costs. The study found out that television had been considered the ideal advertising medium for many people as it personifies the glamour and excitement of the industry. According to de Pelsmacker and Neijens (2012), television networks spend about 16% of their revenues on tune-ins, which were previews or advertisements for their own shows, since radio revenues come from local retailers while Kenya had registered 76% of its radio revenues from private owners (Dhar & Varshney, 2011) researcher recommended FMCGs to use radio for advertisement, online advertisement was also recommended since it was not regulated by time or place.
5.3.3 Personal Selling and Sales Performance

Personal selling ensures customers’ post purchase satisfaction. Both seller and buyer engage in a process of negotiation to consummate the exchange of values. The exchange, or selling process had implied rules and identifiable stages. The levels of buying and selling require creation of acquaintance and an assessment of each party’s needs for the other’s item based on value as well as determining whether the values to be exchanged are equivalent or nearly so, or, in buyer's terms, worth the price. Effective selling requires a systems approach, at minimum involving roles that sell, enable selling, and develop sales capabilities. It also needs salespersons who have specified and unique set of skills useful in facilitating the exchange of value with customers (Ward III et al., 2014).

Personal selling established long-term buyer-seller relationship due to good communication. The potential customer should not feel trapped, at the mercy of the seller. The seller shouldn’t pressure the customer, instead, as we have mentioned several times when describing other forms of promotion, he should act as a knowledgeable expert who provides attractive information, explains, and demonstrates an exceptional product, as someone who is interested in the opinions of his customers and who cares for their reactions. It is this extraordinary way of product presentation and approach to sales that further underlines the uniqueness of the product. The customer isn’t accustomed to see the product or advertisements for it (Wilcox, Cameron & Reber, 2015).

Personal selling was characterized by a comprehensive presentation of the product that was by demonstrating its functionality and providing information on its practical use. Personal selling underlined the importance and uniqueness of the product itself as well as the importance of the customer. It was assumed that given the appropriate stimulus by a salesperson, the prospect will buy, with this format the salesperson tries one appeal after another, hoping to be accurate (Odunlami & Ogunsiji, 2011).

Increased competition led to of comprehensive relationship with companies’ customers. The seller’s primary concern ought to take interest in opinions and feedbacks from customers, this enhanced proper understanding and a good relationship between the client and FMCGs. This agrees with Daymon and Holloway (2010) who established that the need-satisfaction format,
which emphasized problem solving, was the most consistent with the marketing concept (Daymon & Holloway, 2010). Similarly, Shehu et al. (2014) established that selling is a complicated activity that involves building buyer-seller relationships.

The study established that salespeople can get more attention than an advertisement or a display. It is not important whether the uniqueness of the product is real or only declared, the distribution is specific (i.e. exclusive) because it takes place completely outside the common trading networks (Micken, Roberts, & McKenzie, 2010). A seller who is interested in the opinions of his customers and who cares for their reactions is more preferred by the customers since they understand the customers’ needs and the seller is able to give the consumers the goods and services they need. It is in this extraordinary way of product presentation and approach to sales that further underlines the uniqueness of the product.

For many products a more formalized format is necessary compared to stimulus response thus presentation is at the core of the order-getting selling process, and its objective is to convert a prospect into a customer by creating a desire for the product or service, there are three major presentation formats exist; stimulus-response format, formula selling format, and need-satisfaction format. Stimulus-Response Format assumes that given the appropriate stimulus by a salesperson, the prospect will buy. With this format the salesperson tries one appeal after another, hoping to be accurate (Odunlami & Ogunsiji, 2011).

Presentation creates a desire for the product into a customer since it helps in enticing them in buying the FMCGs goods. The researchers found that is the main component that determines whether the prospect client will buy the product or not, therefore while presenting goods and services of the FMCGs to the clients the sellers must believe in the products and also use physical demonstration to the clients instead of describing the products. They should also make presentation relevant to the clients by stating their benefits hence being straight to the point and thus creating a connection between the products add the clients. It is not important whether the uniqueness of the product is real or only declared, the distribution is specific (i.e. exclusive) because it takes place completely outside the common trading networks (Micken, Roberts & McKenzie, 2010).

Having stated the advantages and the benefits of the product to the clients, presentation demonstrates an exceptional product without pressuring customers thus enabling them to have
the urge and the free will of buying the product. Effective selling requires a systems approach, at minimum involving roles that sell, enable selling, and develop sales capabilities. It also needs salespersons who have specified and unique set of skills useful in facilitating the exchange of value with customers (Ward III et al., 2014). Effective selling requires a systems approach, at minimum involving roles that sell, enable selling, and develop sales capabilities. It also needs salespersons who have specified and unique set of skills useful in facilitating the exchange of value with customers (Ward III et al., 2014).

Creative skills help sellers to consider customer opinions as valuable since degree of satisfaction represents customers’ satisfaction hence retaining customers and creating new clients is easy therefore more revenue is expected. Creative skills are therefore critical to marketers in the approach of personal selling (Bin Yusuf, 2010), also in the case of personal selling the client should be treated at least as an equivalent partner, a partner whose opinion is valuable to FMCGs.

5.3.4 Public Relations and Sales Performance

Public relations enabled the creation of corporate identity and image by communicating its message to its customers and investors. Public relations strategies worked to craft an overview perception on how it projected a positive image to the clients. Wilcox, Cameron and Reber (2015) conducted a study that highlighted the importance of effective public relation strategies where he indicated that their main objective of public relations it’s to create a mutual relationship between the public and the firm.

Through charitable involvement, an organization improved publicity therefore public relations professional created outreach events with the main objective of raising their profile level. Public relations personnel-built trust with the public before engaging in the efforts to attract customers to a product they are promoting. This agrees with Bin Yusuf (2010) who established that trust and outreach events also helped in venturing into new markets by reaching the reluctant clients. Organization created stronger relationships with key suppliers due to the increase in the demand of their products. Customers increases the urge of increase in supply of goods and services as the equilibrium law states. The study established that FMCGs embraced more market due public recognition high demand of goods and services that led to more supply
in order to maintain the demand level of its clients, subsequently led to more revenue hence more supplies. This is supported by Smith (2010) who investigated the socially distributing public relational issues and concluded that public recognition attracted the loyalty of consumers.

Public relations enhance the organization’s presence. The purpose of the PR department in an organization is to create a good relationship with the public. This is supported by Daymon and Holloway (2010) who established that the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation. Bad reputation of a firm is highly detrimental to a firm and can highly reduce the revenue level. The study established that the public was constantly demanding for greater transparency in the movements. The company established that trust was highly recommended due its major standard foundation upon which any system of relationships is built and sustained. Public relation officer or sellers are encouraged to always use a physical demonstration and create a connection between a product and themselves before presenting it to the clients. Public relation needs salespersons who have specified and unique set of skills useful in facilitating the exchange of value with customers (Ward III et al., 2014).

The study established that publicity was more effective than advertising as it provided a wide range of opportunities for the company. It is far more cost-effective than advertising and therefore, attractive to most small companies with limited monetary resources and also publicity has greater longevity than advertising as stated on an article about a business will be remembered far longer than an advertisement (Odunlami & Ogunsiji, 2011). Public trust is the foundation of any successful human relationship, it can be enhanced through good communication skills of the sale personnel, outreach programs of the firm such as sponsorship program to the needy in the public, sports, by embracing transparency and also fulfilling stated commitments to the clients and public. A marketer should consider the importance of building trust before engaging in the efforts to attract customers to a product they are promoting, according to Bin Yusuf (2010), is the glue that holds all interdependent relationships together.
5.4 Conclusion

5.4.1 Sales Promotion and Sales Performance
Sales promotion had significant effect on sales performance of FCMGs. Sales promotions lead aims at increasing the quantities purchased. The Company charge reduced prices in times of sales promotion. Signs on stores around the city inform customers of our offerings. Shopping frequency indicates price sensitivity among customers. Involvement of customers in sale promotion reflects customer loyalty. Sales promotion works best on simple items whose features can be judged at the point of purchase.

5.4.2 Advertising and Sales Performance
Advertising was a significant predictor of sales performance among FCMGs. Firms may use advertising for both short-term and long-term objectives. Advertising is impersonal. Rising the total spend of a firm attracts new customers. Institutional advertising puts emphasis on the specific firm’s name organization. Advertising function is of recent origin. The High total spend helps to increase market share.

5.4.3 Personal Selling and Sales Performance
Personal selling had significant effect on sales performance of FCMGs. Presentation creates a desire for the product into a customer. Salespeople can get more attention than an advertisement or a display. Personal selling establishes long-term buyer-seller relationship. Presentation demonstrates an exceptional product without pressuring customers. Frequency of purchases determine the overall success of personal selling. Increased competition has led to of comprehensive relationship with their customers. Personal selling is the most important element in the communication press.

5.4.4 Public Relations and Sales Performance
Public relation significantly predicted the sales performance of FCMGS. The public is constantly demanding for greater transparency in the movements. Through charitable involvement, an organization improves publicity. Organization may create stronger relationships with key suppliers. From the findings public relations enable the creation of
corporate identity and image. Public trust connects independent relationships to form reliable family-like relationships.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Sales Promotion and Sales Performance

The study recommends that sales promotions lead ought to aim at increasing the quantities purchased by customers Company charge ought to reduce prices in times of sales promotion and shopping frequency ought to indicate price sensitivity among customers. Involvement of customers in sale promotion ought to reflect customer loyalty, sales promotion ought to work best on simple items whose features are judged at the point of purchase and older consumers payed lower prices and shop more often in times of sales promotion. Signs on stores around the city ought to inform customers of the companies’ offerings, sales promotions ought to be organized frequently by the company and shopping frequency ought to increase the likelihood of spontaneous purchase.

5.5.1.2 Advertising and Sales Performance

The study further recommends that firms ought to use advertising for both short-term and long-term objectives, advertising ought to be impersonal and rising the total spend of a firm ought to attract new customers. Institutional advertising ought to emphasise on the specific firm’s name organization, high total spend ought to help to increase market share and advertising function ought to be of recent origin. Informing customers of the availability of supplies ought to be highly important, advertising consistently ought to help achieve differentiation and firms ought to use impressions to build awareness. Advertising ought to be considered powerful in the overall marketing mix design in their company.

5.5.1.3 Personal Selling and Sales Performance

The study recommends that presentation ought to create a desire for the product into a customer, salespeople ought to get more attention than an advertisement or a display and
presentation ought to demonstrate an exceptional product without pressuring customers. Frequency of purchases ought to determine the overall success of personal selling, personal selling ought to ensure customers’ post purchase satisfaction and creative skills ought to help sellers to consider customer opinions as valuable.

5.5.1.4 Public Relations and Sales Performance

The study recommends that through charitable involvement the company ought to improve publicity, organization ought to create stronger relationships with key suppliers and public relations ought to enable the creation of corporate identity and image. Public trust ought to connect independent relationships to form reliable family-like relationships. Public relations ought to enhance the organization’s presence. Public recognition ought to attract the loyalty of consumers and publicity ought to be more effective than advertising as it provides a wide range of opportunities for the company. Public trust ought to be the foundation of any successful human relationship.

5.5.1.5 Recommendation for Further Studies

The current study was done using primary data and therefore future scholars should carry out similar studies using either secondary or primary data. The current study established that $R^2$ of 81.8%, an indication that there are other factors affecting sales performance of FMCGs (that were not covered in the current study) which future scholars should focus on. As the future study was carried on FMCGs future studies should be done in other organization. The current study was done using primary data through questionnaires, future scholars should use both primary and secondary data. FMCGs was the area of concern in the current study, future studies should be done among companies apart from the FMCGs for example the financial sector like commercial banks, insurance and real estate sector. Through this, more information shall be availed to make informed decisions and regulatory purposes.
REFERENCES


APPENDICES

APPENDIX I: Questionnaire

INFLUENCE OF PROMOTIONAL MIX STRATEGIES ON SALES PERFORMANCE AMONG FAST MOVING CONSUMER GOODS IN NAIROBI COUNTY

You are requested to fill in this questionnaire as accurate as you can. Kindly note that the information you will give will be treated with utmost confidentiality and it will only be used for academic purpose. Do NOT write your name on this questionnaire.

SECTION A: GENERAL INFORMATION

1. Indicate your gender

Male ( ) Female ( )

2. What is your age?

20-30 Years ( ) 31-40 Years ( ) 41-50 Years ( ) Above 50 Years ( )

3. How many years have you worked in the FMCG industry?

Less than 3 Years ( ) 3-4 Years ( ) Above 4 Years ( )

4. What is your highest academic qualification?

Certificate ( ) Diploma ( ) Degree ( ) Masters and above ( )

SECTION B: SALES PROMOTIONS ON SALES PERFORMANCE

Below are several statements on how sales promotion affects sales performance of FMCG in Nairobi. Kindly indicate the extent of your agreement with each of these statements using a Likert scale of 1-5 where 1 = No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Sales promotions lead aims at increasing the quantities purchased by customers</td>
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</tbody>
</table>
Sales promotions are organized frequently by the Company.
The Company charge reduced prices in times of sales promotion.
Older shoppers have more time available to make grocery shopping.
Sales promotion tends to promote unplanned purchases among customers.
Signs on stores around the city inform customers of our offerings.
Sales promotion are used to persuading retailers to sale more of our products.
Shopping frequency increases the likelihood of spontaneous purchase.
Shopping frequency indicates price sensitivity among customers.
Involvement of customers in sale promotion reflects customer loyalty.
Sales promotion works best on simple items whose features can be judged at the point of purchase.
Older consumers pay lower prices and shop more often in times of sales promotion.

SECTION C: ADVERTISING ON SALES PERFORMANCE

Below are several statements on how advertising affects sales performance of FMCG in Nairobi. Kindly indicate the extent of your agreement with each of these statements using a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

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<tr>
<th>Statement</th>
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<tbody>
<tr>
<td>Advertising is often considered powerful in the overall marketing mix design.</td>
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<tr>
<td>Advertising is impersonal.</td>
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<tr>
<td>Advertising function is of recent origin</td>
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<tr>
<td>Informing customers of the availability of supplies is highly important.</td>
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<td>The institutional advertising puts emphasis on the specific firm’s name organization</td>
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<td>Firms use impressions to build awareness.</td>
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<td>Advertising consistently helps to achieve differentiation</td>
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<td>Firms may use advertising for both short-term and long-term objectives</td>
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<td>Rising the total spend of a firm attracts new customers</td>
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<td>High total spend helps to increase market share</td>
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SECTION D: PERSONAL SELLING ON SALES PERFORMANCE

Below are several statements on how personal selling affects sales performance of FMCG in Nairobi. Kindly indicate the extent of your agreement with each of these statements using a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.
### SECTION E: PUBLIC RELATIONS ON SALES PERFORMANCE

Below are several statements on how public relation affects sales performance of FMCG in Nairobi. Kindly indicate the extent of your agreement with each of these statements using a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

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<td>Public relations enable the creation of corporate identity and image;</td>
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<td>Through charitable involvement, an organization improves publicity</td>
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<td>Organization may create stronger relationships with key suppliers</td>
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<td>Public relations enhance the organization’s presence</td>
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<td>The public is constantly demanding for greater transparency in the</td>
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<td>movements.</td>
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<td>Publicity is more effective than advertising as it provides a wide range</td>
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<td>of opportunities for the company.</td>
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<td>Public trust is the foundation of any successful human relationship</td>
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<td>Public trust connects independent relationships to form reliable family-</td>
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<td>like relationships</td>
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<td>Public recognition attracted the loyalty of consumers</td>
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### SECTION F: SALES PERFORMANCE

How does promotional mix strategies in your organization affect sales performance based on the following indicators; Use a Likert scale of 1-5 where 1= No Extent, 2 = Little Extent, 3 = Moderate Extent, 4 = Great Extent and 5 = Very Great Extent.

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<td>Personal selling ensures customers’ post purchase satisfaction</td>
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<td>Personal selling establishes long-term buyer-seller relationship</td>
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<td>Personal selling is the most important element in the communication press.</td>
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<td>Increased competition has led to comprehensive relationship with their</td>
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<td>customers.</td>
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<td>Salespeople can get more attention than an advertisement or a display.</td>
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<td>For many products a more formalized format is necessary compared to</td>
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<td>stimulus response</td>
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<td>Frequency of purchases determine the overall success of personal selling</td>
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<td>Presentation creates a desire for the product into a customer</td>
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<td>Presentation demonstrates an exceptional product without pressuring</td>
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<tr>
<td>customers</td>
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<td>Creative skills help sellers to consider customer opinions as valuable</td>
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<tr>
<td>Effective promotional mix strategies increases customer loyalty</td>
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<td>Shopping frequency depicts the rate of sales of performance</td>
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<td>Customer participation in promotion helps to improve sales performance</td>
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<td>Consistency of buying consumables affects firms’ sales performance</td>
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<td>Advertising reflects the sales performance of a firm</td>
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<td>Impressions create the trend for sales performance</td>
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<td>Public relations attract customers to a product or service</td>
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<td>Personal selling is directly proportional to sales performance of a firm</td>
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<td>Repetitive purchases shows customer satisfaction</td>
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<td>Frequency of purchases shows the rate of sales performance</td>
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END

THANK YOU