

**PROMOTIONAL STRATEGIES, GOVERNMENT POLICIES AND SALES
PERFORMANCE OF STATE CORPORATIONS IN KENYA**

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METHODIST UNIVERSITY**

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DECLARATION

This thesis is my original work and has not been presented for a degree or any other award, in any other university .

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DEDICATION

This thesis is dedicated to my wife Caroline, my Children; Judith, Pauline and Elena for their moral support and continuous inspiration all through my study period.

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ABSTRACT

The promotion's goal is to boost demand for a company's goods or services. A promotional strategy is used to inform, persuade, or remind potential customers about a product. Making people aware, enticing people to try items, offering information, keeping loyal consumers, and product usage are all examples of promotional goals. Other aims include finding prospective clients and even training consumers about products and future services. This study aimed to determine the effects of promotional strategy on the sales performance of state corporations in Kenya and further explore whether government policy mediates that relationship. Specifically, the study sought to achieve the following research objectives: to investigate the influence of sales promotion, advertisement, public relations and personal selling on sales performance. Additionally the study established the moderating effect of government policy on the promotional strategy and sales performance relationship. The research embraced positivism research philosophy and a cross-sectional survey design. The population comprised three heads from sales, marketing and finance departments from 55 commercial state corporations in Kenya who were purposively selected. A questionnaire was utilized to collect data, and analysed through a social science statistical tool (SPSS) version 26. Descriptive and descriptive statistics were used in the analysis. The results indicated that at the bivariate level advertisement affected sales performance, public relations affected sales performance, sales promotion affected sales performance, and personal selling affected sales performance. The equation illustrates that Sales promotion shows ($F(1,4) = 28.998$, $P \text{ value} = 0.000$, $\text{Eta } \eta^2 = 0.751$), Public relations ($F(1,7) = 1163.464$, $P \text{ value} = 0.000$, $\text{Eta } \eta^2 = .994$), Advertisement ($F(1,8) = 31.784$, $P \text{ value} = 0.001$, $\text{Eta } \eta^2 = .882$), Personal selling ($F(1,5) = 9.582$, $P \text{ value} = 0.011$, $\text{Eta } \eta^2$), Government policy ($F(1,6) = 81.636$, $P \text{ value} = .000$, $\text{Eta } \eta^2 = 0.938$). However, in a combined set-up, that included public relations, sales promotion, personal selling and advertisement, it was established that only personal selling and advertisement were found to significantly affect the sales performance of state corporations in Kenya with advertisement being the most significant followed by personal selling. Moreover, the study established that government policy did not moderately affect the promotion strategies and sales performance association in the state corporations in Kenya. The study filled the existing research gap and concluded that promotional strategies under investigation affected sales performance of state corporations in Kenya. The research suggested that managers of the state corporations in Kenya should focus on advertisement and personal selling to increase sales performance. It was recommended that state corporations should use various channels in advertising relying on the usage of printed media including magazines, advertise their organization to persuade customers to use their services, control their advertising campaign to ensure effectiveness and ensure the advertising message is consistent throughout the various advertising channels. Concerning, sales promotion, state corporations should give free or sample goods to their customers. Concerning personal selling, the study recommends that state corporations should put customers into consideration by understanding their needs. Regarding public relation, the study recommends corporations to use themes of public interest to increase contact to the receivers, use public relations to build corporate image and lastly, use public relations to create and control brand news.

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
CE	Commodity Exchange
CSRP	Cereal Sector Reform Program
GOK	Government of Kenya
ICT	Information and Communication Technology
IMC	Intergrated Marketing Community
KeMu	Kenya Methonist University
MANOVA	Multivariate Analysis of Variance
NACOSTI	National Commission for Science,Technology & Innovation
NCPB	National Cereal and Produce Board
PE&PP	Public Enterprise and Privatization Programs
PR	Public Relations
SCAC	State Corporation & Advisory Committee
SFR	Strategic Food Reserves
SPSS	Statistical Package for the Social Sciences
WRS	Warehouse Receipting System

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The core objective of every institution, whether for profit or not, is to fulfill its goal. The goals cannot be met in a vacuum; administration must follow a well-defined strategy to attain them. In every corporation, sales promotion has become an important prime motivator in the marketing department. In order to increase output, production, firms are investing in promotional strategy to increase their sales performance. Lee and Charles (2021) highlighted that service organizations focus on output optimization to ensure that profit margins are always high because of market dominance and possessing a vast market base, with heterogeneity being a central feature of services. According to chen et al. (2015), to ensure the proper performance of the market at the first time and that the expectations of the consumers are met or even exceeded after the use of the organization's products or services, service organizations are hence implementing promotional strategies.

Promotion is crucial in marketing since it ensures sales and profits are realized by communicating its benefits to consumers (Dauda ,2015). Other motivations for promotion in businesses include establishing brand recognition, notifying and reassuring customers when a new product is launched, and protecting the firm's market share through advertising, thereby appropriately responding to competition campaigns. A customer is linked to the producer or seller by promotional strategy (Svetlana, 2014). Chen et al. (2020) explained that in order for the seller to reach the targeted views of the targeted population, the seller adopts different promotional techniques. Santini and Ladeira (2015)

explained that an and a state of adoption. Hence, it's essential to promote each product, meaning it needs to be drawn to the attention of the marketplace and its benefits stated.

Promotion is among the specific efforts of encouraging consumers to inform others about their products or services (Zeithaml, 2015). an essential factor in the mix of product marketing, which comprises specific advertising blends, that organizations employ to attain their marketing and advertising objectives Chen et al. (2020). The existing and innovative products are only of value when the product is known to consumers or those who can consume it and valueless to the community unless they are brought of the organization.

Singh and Venugopal (2015) explained that a promotion strategy is the only way an organization gains a competitive advantage in the market, and it's a direct way an organization aims to reach its potential customers. What customers like, what they purchase, and why they are buying, among others, are some of the factor's marketers need to establish among the identified potential customers. Oktaviyanti and Mulyo (2015) explained that one factor that matters a lot is getting the goods and services to the knowledge of potential customers. An organization might produce and package one of their best goods and skillfully distribute it among potential customers. However, still, people fail to notice the importance of all those efforts, including all the marketing skills.

Many public and private organizations use various forms of promotion. stimulate a response is referred to as promotion. Promotional strategies vary among various firms since the firms' objectives are also different, and eliciting action from the people or organizations of a target market is always the firm's goals. Davcik and Sharma (2016)

explained that the preferred action is for the customer to purchase the promoted item in any profit-oriented organization. An activity that aims to assist is known as a promotion strategy. It is essential since it helps increase sales and attract new customers and maintain the existing ones.

Adefulu (2015) highlighted that promotion influences consumers to purchase and use the marketer's products through methods such as; personal sales letter/ direct marketing, demonstrations and exhibitions, advertising campaigns, a free sampling campaign, and public relation activities. Hollensen (2019) observed that one of the critical marketing strategies that can be dated back to the era where people and firms recognize marketing is promotion. The extent to which people are knowledgeable about a firm and its activities has led to the success of many business organizations.

Despite many efforts, the marketing strategy has proved abortive though it was employed just to meet the consumers' demands, wants, and aspirations (Rogers & Nielsen, 2017). At the growth phase, an organization can decide to increase its share in the market or increase profit rates since this phase occurs when a product has done well in its introduction. It has begun to be noticed by buyers in the marketplace, and it's usually the boom time for any product. Lower unit costs are observed as a result of increased production. According to Wang and Miao (2015), advertising strategies target mass media populations instead of specified markets; hence sales momentum grows.

Each business firm and marketer strive for success since most of them realize that they are operating in highly competitive environments. Davcik and Sharma (2016) examined that performance increase in terms of ROI resulting from an expanded client base is

attained through promotional strategies since business organizations can attract and retain clients. Business organizations are being forced to employ effective promotional strategies to enhance growth beyond borders, hence creating awareness and increasing the rate of use of their goods and services to maintain competition and the ever-changing consumer needs and wants (Adefulu, 2015).

Sales performance is defined as the sales team's effectiveness (individually and as a group) in selling and achieving the sales goals of a state corporation (Rogers & Nielsen, 2017). The sales performance of state firms have changed dramatically for last decade. It was triggered by improvements to the buyer-seller interface. As per the research, salespersons and management accounts are the most important targets for sales performance programs. Other important stakeholders from various parts of the world have a role to play in this.

In addition to this, the global sales performance of state corporations has been stabling up until 2019. In the year 2020, sales dropped heavily globally due to factors like COVID-19, which is a global pandemic and the US-China trade war, among others (Donthu & Gustafsson, 2020). For instance, The Kawasaki Motor Company in Japan had a drop in their sales. It caused them to incur a loss of 25.8%, ending up with 475 000 units, which stood in 2015. This decline was caused by the market collapse that was exhibited in various ASEAN countries. The same company in India had a drop of 61% in their sales (Subramanian, 2020). However, this wasn't the case for the rest of the world as they exhibited slight or even more improvements in their sales. For Instance, North America improved by 9.7%, Europe by 3.9%, and the Pacific area (Australia and New Zealand) booming with a rapid increase of 51% (Jiao et al., 2020).

Additionally, the research states that sales have recently declined due to the Corona Virus. It is due to the decrease in the number of new deals created and the reduced response to every sales outreach. The weekly average number of created values declined by 17% at the peak of the virus (Donthu & Gustafsson, 2020). However, the number of sales made has increased rapidly due to the decline of the deadly virus spread. As several new infections continue to decline, there has been the withdrawal of various restrictions imposed by the different state governments to curb the spread of COVID-19. It has indeed brought a positive impact on international business as the sales performance of state corporations continues to improve tremendously.

Further various state research corporations are indeed trying to boost their sales by inventing a vaccine for COVID-19. For instance, in 2016, China's pharmaceutical market was worth \$123 billion. However, there has been rampant improvement in the market, and at this rate, a surge of \$573 billion is expected by 2022 (Cohen, 2020). India has not been left behind in improvement in sales performance. Currently, generic drugs manufactured in India contribute 20% of the global intake of generics, to add to the 40% contributed by the United States of America.

Africa is a developing continent with a promising future. However, there are usually many barriers to the development of state corporations. These barriers include insufficient funds, poor infrastructure, lack of electricity, few qualified personnel, among others. These shortcomings reduce sales performance a lot. In addition, COVID-19 managed to make matters worse in Africa (Gonzalez et al., 2022). Despite these

challenges, there are African State Corporations that are thriving with outstanding sales performance.

Also, major oil and gas companies in Africa have felt and are continuing to feel the effects of the global Coronavirus pandemic as they exhibit low sales performance since the year 2020. For instance, Nigerian oil companies like Seplat incurred a loss of \$233.5 million due to lower oil and crude oil prices and a decrease in their demand. The entire company also displayed a reduction in their revenue as they incurred a loss of \$537 million. However, oil companies like Ardova PLC (initially Forte Oil PLC) incurred 5.5% profits in 2020.

Further, the mining industry in South Africa is also experiencing many challenges leading to the inferior sales performance of the involved state corporations. For instance, the volume of gold mining in South Africa has been dwindling over the past six years. The volume reduced by 18.73% in 2016 (Seif, 2016). However, the sales performance the year increased by 7.8%. Unfortunately, with the low production of Gold in South Africa, there isn't a promising future for the mining of Gold. Other than less gold production, other underlying factors affect the mining of that particular mineral. They include; Lack of a stable power grid, deeper and more dangerous mines, lack of consistency at work due to constant strikes, and decline in demand internationally (Gonzalez et al., 2022).

Lastly, platinum mining companies in the North West have exhibited quite a good year with their increased production in Platinum production by over 20%. In comparison, an increase of 46% in their sales was also exhibited. Telecommunication companies received

a massive blow on their sales performance due to COVID-19. For instance, Safaricom in Kenya, which had a market cap of \$10 billion, and Nigeria's Paga was among the telecommunication companies that received a huge blow on their sales performance when they chose to remove fees on transfers of low values to move customers from using cash (Cohen, 2020).

Kenya Power is among the largest electricity-generating companies in Africa. It has connected power to over 7.5 million clients. The Kenyan company is struggling with operation costs. It has made the company incur losses that have continued to rise above 26%. It has led to a decline in profits from \$49 million in 2018 to \$3 million in 2020. KPLC was among the many globally affected by COVID-19 (Ingutia, 2020), as many companies and agencies that received power from the state corporation were shut down.

Corruption is one of the challenges that have been influencing the sales performance of state corporations. Some company leaders are driven by ulterior motives that have no regard for the public interest. The Corruption leaders misappropriate funds that have been set aside for either production of products or implementation of marketing strategies. It, in turn, creates a barrier that inhibits good sales performance (OGW et al., 2019).

OGW et al. (2019) further posit that corruption is manifested through unplanned, misdirected expenditure on projects, thus resulting in the company incurring huge losses. For instance, the Mumias Sugar Company is at its death bed due to corruption and other factors (Ariga, 2018). The company's sales performance has suffered due to a series of misdeeds by the company's management, employees, and suppliers. The company's

commercial department diverted ethanol intended for Tanzania and imported molasses that never arrived (Nyakwara et al., 2014).

According to Kakui and Gachunga (2016), the National Cereal and Produce Board is another state corporation struggling to meet its objectives due to various challenges such as lack of awareness about products they offer to the public to limited access to market information. It makes it difficult for the public to be aware of the premium changes made by the organization (Kamoni, & Rotich, 2018). The corporation also faces intense competition from private sectors, insufficient ICT infrastructures to aid in online marketing, and staff incompetence, thus limit their interactions with clients through social media. Insufficient business culture orientation, Negative publicity such as the maize scandal of 2008/9 .

The agriculture department has also been reported to acquire satellite fields that did not exist, paid ghost farmers in collaboration with the IT department .All these cases led to misuse of funds that could have been used to better the sales performance of that particular state corporation. Competition from private sectors is also another challenge affecting state corporations. Many private companies are emerging, thus posing a huge threat to the sales performance of state-owned companies. Competition is deemed to be healthy for the prosperity of any commercial sector (Edimon & kaukab,2020). Despite this, competition can lead to wasted efforts and increases expenditures in some cases.

It has been argued that competition-oriented objectives have been counterproductive in increasing revenues and profitability because they reduce the options of companies and their capability to develop innovative responses to the constant change in the current

market. For instance, the state-owned Media Company Kenya Broadcasting Corporation (KBC) has faced serious competition from private media houses like The Royal Media Services, The Nation Media Group, and The Standard. KBC was the pioneer media house in Kenya, and over time it has been losing its viewership to the private-owned media houses (Kiriba & Ishmail, 2017). Through having built a very strong brand over the years, the Royal media has managed to be the leading media house followed closely by the Nation Media group.

The number of companies seeking airtime for Advertisement and programs has reduced over time due to the stiff competition. It has indeed reduced the sales performance of this particular state corporation. Telecommunication companies received a huge blow on their sales performance due to COVID-19. For instance, Safaricom in Kenya had a market cap of \$10 billion. It is among the companies that had received a huge blow on their sales performance when they chose to remove fees on transfers of low values in order to move customers from using cash.

Kenya Pipeline Company is another state corporation that has been exhibiting poor sales performance recently. There was a rapid drop in fuel consumption due to travelling restrictions kept in place by the state government to curb the spread of the Coronavirus. It causes the company to incur Ksh.2.8 billion. These restrictions dampened the sales of petroleum and led to the reduction in the use of the pipeline to transport the commodity. It indeed has affected the sales performance of the Kenya Pipeline Commission (KPC).

The National cereals and produce Board had a reduction in their sales performance in the year 2019 due to a reduction in the maize supplying the market, and the delays of the

company are releasing the stocks that were already paid for by millers (Silali, 2019). During the same year, livestock farmers faced increased prices of animal feeds. It led to a further reduction of sales performance in the NCPB as more farmers started using organic feeds on their animals. If the NCPB only formulated better marketing strategies and got constant grain suppliers, such a decline in sales performance wouldn't be exhibited.

The promotional strategy was seen as a separate role to be handled by experts in a different specified department in the past (Yasa & Rahmayanti, 2020). Public relations and sales promotion were treated as a role of outside agencies or specialists while the sales department designed and managed its functions independently of the advertising departments. Chen et al. (2020) observed that in the current times, in order to provide a consistent message across all people, the concept of design market communications program plans all the promotional activities. promotion is concerned with establishing a communication relationship among a marketer and their target audience, and it's used in ensuring that customers are made aware of the products being offered by that business firm (Adefulu, 2015).

Promotional strategy is very dissimilar from mass communication since, in marketing promotions, a business firm would target a deliberately differentiated public for a commercial purpose and use procedures such as publicity, sales promotion, personal selling, advertising, and public relations. In contrast, mass communication a business firm addresses a huge undifferentiated mass audience for non-commercial purposes through methods like press editorials, television, and radio news (Rogers & Nielsen, 2017).

Promotion is among the four main aspects of the marketing mix, and it involves disseminating data about a product, product line, brand, or organization. The promotion strategy performs roles such as informing, reminding, and convincing consumers about the business firm and its products and is often used to assist a business firm in differentiating its products or services from its competitors (Dioneo-Adetayo, 2016). An inter-related series of promotion activities designed to achieve a specified target is known as a promotion campaign, and ensuring that each of the elements of the promotion mix works hand in hand to attain the firm's overall promotion activities is the main objective of promotion management.

A business firm adopts different processes or strategies, which are defined as promotion strategy to give more information about its product, product line, brand or organization. A process in which information about a business firm's product or services is embedded in a promotional message for customer delivery can be considered a promotional strategy. Business firms have a wide variety of alternative information delivery system present to them as a result of this which could be used in the construction of an effective promotional mix strategy and mainly what is included in this portfolio of alternative delivery mechanism (Onyejiaku et al., 2018).

Various researches have been conducted to find out if the promotional strategy has any impact on sales. According to Maina and Afande (2015), they concluded that there are no significant effects of promotional strategy on sales, while Chen and Paille (2015), in their investigation, found out that promotional strategy influences sales. Products that are on promotion always record a higher demand, according to Munyole (2015). Researchers need to investigate whether direct marketing promotional strategy can have effects on the

sales performance of state corporations since different conclusions can be made as a result of using different organizations and geographical differences.

One of the important economic roles and functions of the government is regulation. Various economic regulations can be adopted as a result of different reasons. Government policies explain why things should be done in a certain specified way and the reason for that. A rule or principle that guides better decision-making, leading to positive results that enhance the community or unit, is government policy. The government is usually equated with regulation (Aven & Renn, 2018).

Eniola and Entebang (2019) explained that the implementation of rules by government agencies supported by law is referred to as government or public regulation. Regulation can also be defined as the application of legal tools to achieve social and economic policy goals. According to the Organization for Economic Cooperation and Development (OECD,2016), the administration may opt to implement economic and social restrictions in order to achieve goals such as allocative efficiency, sustainability, and an equitable equitable distribution of income.

There are many reasons for government regulation, including the government sometimes putting some legal barriers to market entry, despite the arguments posed by traditional welfare economists. Examples of these barriers by the government for regulation include occupational licensure, patent, and public franchise. The process in which an individual gets permission from the government to enter a certain occupation or business is referred to as licensing (Bisin et al., 2015).

In some nations, before operating in some businesses like barbershop, taxi-cap, drugstore, and liquor store, the individual must get an operating license. Some of the government regulations in the sector of international trade include artificial trade barriers, which include taxes imposed on products called tariffs and limitations or prohibitions on imported products referred to as quotas and the major reason for these types of regulations according to Rogers and Nielsen (2017) is protectionism which is also defined as protecting local infant companies from competition from outside.

In any business firm, there is effectiveness in which there fit between the business firm and its environment, and its capabilities assist in achieving its objectives. At the same time, efficiency is the cost per unit of output which should be much less than the input. Hence, organizational performance is the efficiency and effectiveness of the business firm. March and Sutton (2018), cited in Wisker and Poulis (2015), explained that past profits, market share, debt ratios, productivity, and sales were used in assessing performance in the stock markets.

Organizational performance can be defined in various ways such as; satisfactory profit (sales) or return on investment (financial); the business firm's ability to satisfy its members like employees, managers, and partners; the business firm's ability to attain its current goals and the business firm's to continuously adapt to the changing environmental conditions. Sales performance is defined as the number of sales achieved in a specified timeframe compared to predetermined sales levels (Groza & Groza, 2018).

Techniques such as labour, machinery, raw materials, and semi-manufacturers are all inputs for a specific technique of production in manufacturing, according to Saleem et al.

(2019), and are thus the key determinants of the current volume and potential volume. What is known as sales performance is the value of the outcome of the price of a product or service removed from all the costs involved in the endeavour, such as supplies, materials, and human labour, among others. Since inputs include money and time while outputs include purchases and satisfaction, an effective retailer aims to minimize the inputs to generate higher outputs (Singh & Venugopal, 2015).

Financial performance is a subjective assessment of how far an organization utilizes its resources from its core business model to create profit. A marketing cost analysis, profitability analysis, and sales volume analysis can all be used to evaluate sales performance (Groza & Groza, 2018). A sales volume decision making concerning a detailed analysis of the company's revenue records as well as the loss statements of the line of the product, territories, and primary customers' accounts. All these are referred to as profitability analysis, while the analysis of expenses to establish the effectiveness of the segments is marketing cost investigation (Aven & Renn, 2018). The criteria which comprise of ten categories that are important for sales performance include; the volume of sales and ability to attain quotas, understanding of the firm and buyers, expense account management and clients contacts, goal setting and predicting future, product knowledge, and competitor understanding (Saleem et al., 2019).

The State Corporation Act Cap 446, which is described as the body constituted under an act of parliament, is the act of parliament that provides for the foundation of a state. The State Corporation Act Cap 446 gives powers to the president that he may or create a state corporation, and every of them must poses the required powers to undertake its functions.

To attain both commercial and social aims of the Nation, the Kenyan government creates state corporations (Njoroge et al., 2015).

According to Shale (2015), state corporations play a critical role in correcting the failure of markets, exploitative of political and socio-economic goals, literacy, wellbeing, development of marginal areas, and income redistribution. Since June 2005, according to Kamau et al. (2017), the state required both State Corporation directors to approve performance contracts (PC) with the government top managers to make a signatory contract of performance with their corresponding directorate. According to Datche (2015), all of this is targeted at revitalizing these firms by improving overall and long-term performance in terms of quality delivery of services.

Public Corporations are governed by SCAC, which is entrusted with advising the government on certain problems relating to the state corporation's administration and other government regulations. SCAC (2004), cited in Datche (2015), explains that public Corporations have no alternative to enhance performance according to the terms and conditions released through SCAC while the responsibility of initiating public procurement policy is tasked to the Public Procurement and oversight authority (PPOA).

In many developing nations, the public sector is still a necessary and continuing policy objective. According to Muchelule (2018), in Kenya, this is being done to reform its administrative processes both the government and the people, as well as improve public utility delivery in order to alleviate poverty, maintain good governance, and improve people's livelihoods. The Kenyan government is committed to reshaping government

service from process-oriented, government bureaucracy practices that are ineffective, empowering risk management groups to provide services quickly.

SCAC (2004), cited in Linyiru and Ketyenya (2017), explains that the Kenyan State Corporations are broadly divided into eight categories according to their mandate and functions, which include; Regulatory Corporations, Training and Research Corporations, Financial Corporations, Public Universities, Tertiary Education and Training Corporations, Commercial and Manufacturing Corporations, Regional Development Authorities and Service Corporations.

1.2 Statement of the Problem

Regardless of their significant contributions to the economy, commercial state enterprises have consistently performed poorly in the Kenyan market. National Bank, National Oil, Kenya Meat Commission, and Kenya Broadcasting Corporation, are example of state firms which have been overshadowed by private sector competition (Waithaka & Majeni, 2018). Even though most state firms have devised and personal selling to improve their sales performance, they are yet to bear any fruit (Mwithi, 2016). commercial state corporations for the financial year 2019/2020, majority (83.3%) of the commercial state corporations achievement were way below the target that is between 50% and 70% of the target. They had composite scores ranging between 3.0 and 4.0, only a few (16.3%) surpassed the performance target and qualified for performance incentives. They had composite mean score ranging between 3.00 and 3.60 (see appendix III). Njiru and Nyamute (2021) indicate that the situation presents a grave concern and should be

improved to enhance the achievement of Vision 2030, and improve the image of the state corporations.

In Nigeria, Aderemi (2015) looked into the effect of advertisement on pay-TV overall sales. He discovered that effective advertising necessitates the involvement of qualified employees, including a variety of specialists, in order to flourish in today's fast-paced and competitive corporate surroundings. The research was unable to determine if the advertisement has a strong influence on customer behavior. On another study, Adebisi (2016) looked into the fundamentals of marketing management in Nigeria's state corporations. The study revealed that personal selling made a contribution to corporation's overall goals; it must be efficiently managed. The study did not find a way to deal with salespeople's message inconsistencies.

In India, Goswami and Khan (2015) investigated the impact of advertisement on customer decision-making. Advertising is known for having a lengthy effect on the perception of consumers, according to the research. Because there is not enough specific information in regards to the advertisement message's influence, the study does not demonstrate how to quantify its sales performance. Studies on promotional strategy on performance has as well been done in Kenya. For instance, Magunga (2016) investigated the impact of marketing methods on insurance firm profitability. As per the findings, there is a link between promotion as a marketing technique and a performance of the insurance company. Irene (2017) investigated the influence of marketing communication efforts on the sales growth of Kenyan state-owned enterprises, with a focus on New KCC Limited. Marketing communication efforts were discovered to have a considerable influence on company sales performance, particularly among government owned firms.

Onditi (2015) investigated promotional strategy impacting organizational sales that focuses on both agricultural and non-agricultural commodities among the women groups. According to the findings, the majority of women groups use personal selling for marketing their farm produce, which has a greater influence on prices than other promotional aspects. Because the study was focused on farm commodities, it may not be applicable to other industries. The research failed, however, to indicate the relative amount at which each promotional tactic should be used to enhance sales performance. Many studies have been carried out in various industries to measure the influence of promotional strategy on sales performance, but none have been conducted on Kenya State owned firms (Onditi, 2015). It is this view that this study seeks to determine the effects of promotion strategies and sales performance in state corporations in kenya.

1.3 Objectives of the Study

1.3.1 General Objective

To determine the effects of promotion strategies and sales performance in state corporations in kenya.

1.3.2 Specific Objectives

The specific objectives of this study were:

- I. To investigate the relationship between sales promotion and sales performance of state corporations in Kenya.
- II. To establish the relationship between Advertisement and sales performance of state corporations in Kenya.
- III. To analyze the relationship between public relations and sales performance of state corporations in Kenya.

- IV. To find out the relationship between personal selling and sales performance of state corporations in Kenya.
- V. To assess the moderating effect of government policy on the relationship between promotional strategies and sales performance of state corporations in Kenya.

1.4 Research Hypotheses

The following null hypotheses guided the study:

H01 There is no significant relationship between sales promotions and sales performance of state corporations in Kenya.

H02 There is no significant relationship between advertisement and sales performance of state corporations in Kenya.

H03 There is no significant relationship between public relations and sales performance of state corporations in Kenya.

H04 There is no significant relationship between personal selling and sales performance of state corporations in Kenya.

H05 Government policy has no moderating effect on the relationship between promotional strategy and sales performance of state corporations in Kenya.

1.5 Significance of the Study

Because this study is conclusive, state companies will use the findings to make critical judgments and facts that the sales team can employ to increase sales success. The findings of this study will be utilized to carry out a comprehensive analysis of the firm's

strengths and weaknesses in comparison to its competitors, as well as to rectify their deficiencies. Commercial state corporations will be able to select the most effective promotional techniques based on the findings of this study. People who are aspiring to be managers, leaders, or entrepreneurs will benefit from this research. The marketing managers and entrepreneurs will as well benefit from this study since they will learn about promotional techniques, choose the best one for their company, and use them to obtain a competitive advantage. Future scholars working on a similar or related topic can profit from the discoveries by borrowing a leaf from the literature. The study will also assist the study in improving their knowledge and understanding of the variables as well as their analytical skills.

1.6 Justification of the Study

The study indicates that sales promotions, advertising, and personal selling are among the factors an organization can use to gain a competitive advantage in the market. According to OGW et al. (2019), corruption is one of the challenges that have been influencing the sales performance of state corporations. Some state company leaders are driven by ulterior motives that have no regard for the public interest. The corrupt leaders misappropriate funds that have been set aside for either the production of products or the implementation of marketing strategies. The Mumias Sugar Company for instance is on its death bed due to corruption. Its sales performance has suffered due to a series of misdeeds by the company's management, employees, and suppliers. The National Cereal and Produce Board is another state corporation struggling to meet its objectives due to various challenges, such as a lack of awareness about products they offer to the public and limited access to market information. This makes it difficult for the public to be

aware of the premium changes made by the organization. The state-owned media company, Kenya Broadcasting Corporation (KBC), has faced serious competition from private media houses like The Royal Media Services, The Nation Media Group, and The Standard. KBC was the pioneer media house in Kenya, and over time it has been losing its viewership to the private-owned media houses (Kiriba & Ishmail, 2017). Through having built a very strong brand over the years, the Royal Media has managed to be the leading media house, followed closely by the Nation Media Group.

1.7 Scope of the Study

The research's conceptual scope was to assess the promotional strategy and sales performance relationship. The study looked into the effect of sales promotion on state corporation sales performance in Kenya; the effect of advertising on state corporation sales performance in Kenya; the effect of public relations on state corporation sales performance in Kenya; and the effect of personal selling on state corporation sales performance in Kenya and lastly to assess the mediating influence of government policy on the relationship between promotional strategy on state corporation sales performance in Kenya. The 187 companies specified in the Presidential Task Force Report formed the study participants, with a purposive sample of 55 commercial state corporations being taken. The research took place in Nairobi, Machakos, Mombasa, Nyeri, Embu, Kiambu, Kajiado, Nakuru, Murang'a and Kajiado Counties at the head offices of the state corporations during the month of December 2021 through March 2022. The study took four months to accomplish.

1.8 Limitations of the Study

Fear that the information might be used against the respondents was overcome by the study seeking permission from the leadership of State Corporations in every branch countrywide before proceeding with the collection of the data. The study also assured confidentiality, by not revealing the identity of the respondents. Prior to the data collection exercise, the study sought an letter from the school of business and economics at KeMU and a research permit from NACOSTI and therefore assured the respondents that the data collected was solely for education purpose.

1.9 Assumptions of the study

Various assumptions were made to ensure we achieve the targets of the study. The information collected was assumed to be effective and reliable since the study assumes that all respondents understand all the questions they are being asked. The study also assumed that the decision to choose the Kenyan State Corporations as the target population among players in the marketing sector does not affect data quality due to biases in the collected information. Another assumption of this research is that the State Corporations in Kenya possess the targeted contingency factors.

1.10 Definition of Terms

Advertising

Advertising is the most effective way to get out to customers.

When consumers read commercials, they are appropriately educated about the brands available in the business and the variety of good products (Schultz, 2016).

Government Policy	It is an established plan to address meaningful and actual issues, driven by a vision and executed through initiatives as an action to take formulated or legislated, often by an administration, in response to societal challenges (Bisin et al., 2015).
Personal Selling	A situation where a firm uses personnel as the main salesmen to sell the intended product by consultation one on one with customers. These people are anticipated to endorse the product by presenting themselves, their appearance, attitude, and product knowledge. They should then convince the potential customers to either buy or at least try the product (Daniel, 2018).
Sales Promotion	Abraham (2019) defines promotion as any efforts aimed at communicating and promoting items or services to a potential customer.
Public Relations	Public relations is the maintenance of a desirable public image by a business firm. It also defines the state of public relations with consumers (Dzimunya, 2018).
Sales Performance	Effective sales with the achievement of company goals on the sale of products directly correlate with the frequency of customer purchases .

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section provides a summary of the research study's relevant literature materials. The part includes a theoretical overview, empirical review, a criticism of previous literature, a study gap, and a section summary. The section established the literature existing on the theme of the study.

2.2 Theoretical Review

Varpio et al. (2020) assert that a theoretical framework directs the writer to determine the study in clearly seeing the study's variables, gives a broad platform for data processing, and aids in the selection of a suitable design. The theories also underpin the factors of the research. These theories are the; Communication Theory, AIDA Theory, The Response Hierarchy Theory, and Combination Theory.

2.2.1 Combination Theory

The push and pull theories are the foundations of this theory. Push theory boost the company's profits by incentivizing wholesalers and retailers to sell more of the company's goods. According to Konur and Geunes (2016), wholesalers or retailers who buy in bulk are given discounts in this process. Whether the consumer or the company initiates the action determines whether it is a push or a pull. The notion of push and pull was founded in 1911 by Fredrick W. T. in his essay " according to Zmud (1984), quoted in Li et al.(2017). Businesses took his counsel to heart and began working to outperform their competitors. Granting them a discount encourages them to purchase more goods at lower

costs, thus increasing their earnings. As a result, they would *"push"* the corporation's goods to consumers since they will earn a higher return than on comparable products provided by rivals (Li et al.,2017).

The Pull concept involves marketing in order to increase demand for a company's goods. It is the most imperative strategy. Buyers would demand even more of your goods from their retailers, who will desire more of the products and service from the wholesalers, who will ask for more items from them, according to the theory. The *"push"* is utilized to bring goods into the possession of the retailers and the wholesalers, whereas the *"pull"* is used to get more customers to want to purchase the product through sales marketing dimensions and product tie-ins with other commodities. It is a popular strategy employed by grocery stores.

2.2.3 Communication Theory

Communication theory was proposed in 1980 by Joseph Scudder. According to Scudder, each living species in this universe communicates, but the way they communicate varies significantly. According to Ruben (2016), communication includes a deliberate exchange of planned communication involving the sender and receiver through specified communication channels for feedback generation and creation of the desired response. In order to create an impact and desirable response to the increasing enrolment of students, a combination of Marketing Communication (MC) tools is important to create effectiveness.

For the determination of each of a group's communication needs, the feedback is needed from each group and the appropriate Promotional strategy tools to use its important for a

university to analyze its targeted market and public (Ruben, 2016). The sender always has some intentions of influencing the receiver; hence communication should be seen as a persuading process, henceforth the assumption that messages have an impact. One of the weaknesses of the communication model is that responses are never mentioned hence ignoring noise possibility. Still, its strength is that it is simple hence easy implementation in many communication processes, and it has been proved to be an effective theory (Deng et al., 2015).

Communication theory can be used in achieving effective customer services despite newer models promoting feedback and "*noise*" in communication. In publics, like prospective students, they are critical in that several promotional tools will be used when recruiting them since different publics require different elements. MC involves a systematic relationship between a market and the business, which includes all the plans, tactics, and events involved in ensuring the intended messages reach the targeted markets (Metcalf, 2019).

Sales promotion, direct mail, advertising, and public relations are part of the MC tools mix. Information and consultation that are critical in value addition to products or services are some of the important Promotional strategy elements. An organization's relationship with its customers is defined through marketing communication, which also emphasizes the relevance of such communication and its impact on buyers. According to Gulbrandsen and Just (2016), though communication models perform like future trends guide, it's critical to consider the consumer's nature of being autonomous and unpredictable.

The ability of customers to timely and adequately get information about a product makes them have a feeling of purchasing the product or service, which includes information such as components of the product or service, its price, and how it can be obtained, enabling the consumer to make an informed decision when buying. Wills et al., (2015) consumers to have confidence in your choice over other competitors, a good and effective communication channel is important (Nagy & Neff, 2015).

Universities are forced to use a holistic approach in marketing for effective interaction with consumers by the nature of the education service industry and the problems faced by education institutions. According to Rueben (2016), promotional strategy tools help in the in-service setting. To influence value perception and behaviour changes through directed communication are the primary goals of MC, which has also created importance to change objectives and strategies to the unpredictable marketing and communication realities in institutions of finance (Nagy & Neff, 2015).

Metcalfe (2019) stated that only strategically oriented MC could help businesses prosper in the fast-changing competitive world. Personal communications and non-personal communications are the groups of MC tools whereby personal communication tools include two or more people communicating with another through word of mouth or any other media of communication. In contrast, non-personal communication tools communicate through other media other than person to person (Ruben, 2016).

Newspapers, magazines, television, and satellites are some examples of non-personal communication. Posters are placed in different types of environments, including roadside

billboards. Also, different competitively priced promotional options are offered by radio. This theory underpins the study and instigates the research first hypothesis.

2.2.4 Awareness, Interest, Desire and Action (AIDA) Theory

The AIDA concept was invented in 1898 by E. St. Elmo Lewis. The primary purpose was to improve sales calls, particularly the product interaction between the salesperson and the consumer. This theory suggests that winning attention or creating awareness should be the first step of marketers to create interest, inspire the design and then acquisition in the forecasts to adopt its products by consumers. The AIDA model is an acronym that comprises elements of attention, interest, desire, and action on all-important in advertising and consumer behaviour relationship. The whole process of advertising affects consumer behaviour and purchase decisions produced by the AIDA model (Hassan et al., 2015).

According to Metcalfe (2019), the AIDA model explains personal selling and shows a set of processes that entail the procedures leading to purchases by consumers. Hence the model is simple and initiatory. Attention, which is the first element, defines the stage where consumers gain the attention of the brand through advertisement, which depends since it can be either positive, negative, or no consideration at all. From the promoter's view, the primary case is only favorable since positive attention is paid to the advertisement and the brand by the consumer.

According to Rouxel and Watt (2015), organizations using effective communication channels to reach a wide market through attention creation, interest, and desire and product attraction stimulate the existing and new product's demand. By adopting the

theory by organizations, there is tremendous growth in terms of client base, and revenue is observed. According to Lee and Hoffman (2015), in general, though the amounts or names of sub-stages are not the same, they are basically three in stages in common; the action of the buyer (behavioural stage), receiver's feelings, or affective level (effective stage) and what the receiver perceives or knows (cognitive stage). The first aim is to grab attention which hugely depends on the product; options include huge advertising campaigns, and sponsorships.

By promoting goods qualities and benefits, the product offers the next goal of holding the people's interest is achieved. According to Wijaya (2015), offering the consumer information is usually the goal of this phase. Marketers hope that clients' interest in their items lead to an intent to buy them at the third stage. In order to reduce the desire for alternative products by consumers, a distinctive selling point is important.

According to Metcalfe (2019), purchase or action, which is the last stage, is when consumers purchase the products of a firm when it has been successful with the AIDA strategy. This stage ensures easy purchase action. By beginning by capturing the audience's attention, secondly creating interest to enable you to get information on the product that brings out the desire to purchase the product. Finally, the audience's positive steps should come out (Hassan et al., 2015). According to Hassan et al. (2015), attention, interest, and desire towards a product are brought about by public relations strategies and direct marketing. This theory instigates the research hypothesis that advertising, sales promotion, and personal selling strategies have no association with sales performance .

2.2.5 Relationship Marketing Theory

However, before Berry used the word "relationship marketing" in 1983, it was not widely used as a term in the 1970s. For the first time in 1983, Berry defined relationship marketing as a tool for recruiting, keeping, and growing relations with clients: relationship marketing is a method for obtaining, sustaining, and growing client relationships (Gummesson, 2017). As per relationship marketing theory, whenever a company gives benefit to its consumers, the quality of its relationship with customers increases, which leads to increased customer loyalty. The theory is concerned with developing a plan and methodology which result in customer retention (Brodie, 2017).

According to Gronroos (2017), relationship marketing as a practice is not the same as other forms of marketing since it enhances the adoption of of promoting sales. There is continued to growth of relationship marketing since technological advancements bring more collaborative and social communication channels with the continued growth of mobile platforms and the internet. Adebisi (2016) stated that short-term arrangements in which the buyer and the seller have interests in the provision of a satisfaction exchange are involved in relationship marketing.

Relationship marketing, as per Gronroos (2017), goes beyond the ordinary post-buy-exchange course with a consumer to create more honest and richer interaction by giving a more rounded, individualized procurement and developing strong links via experience.

Relationship marketing is based on communicating with existing clients and gathering

their needs in a mutual benefit exchange involving clients' contact authorization via a "opt-in" method. According to Gronroos (2017), the relative price and quality of products by a company and consumer service decide the sales volume comparative to those of competitors with specific relevance to customers' satisfaction.

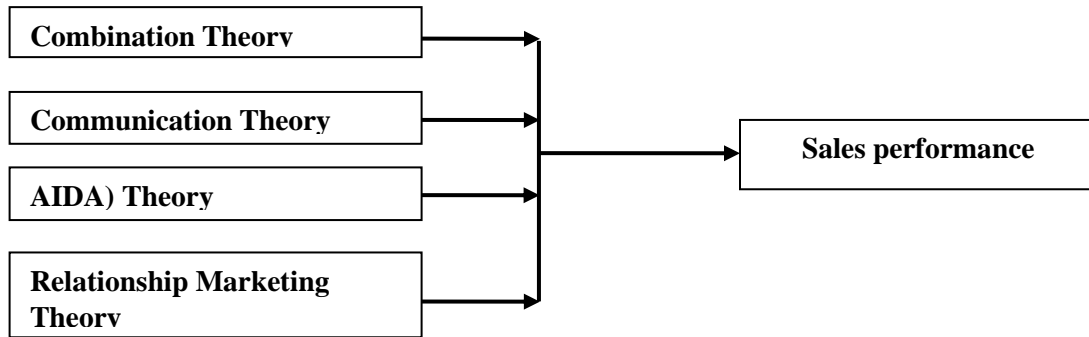
According to Kozlenkova (2019), the primary concepts of relationship marketing include keeping clients through various ways and techniques to continue repeating business with pre-existing clients by fulfilling their demands beyond those of rivals over a jointly valuable affiliation. According to Gronroos (2017), once various aspects of establishing a relationship with a customer have been formed, improved profitability connected to customer retention initiatives occurs. Theories on classic marketing major on customer attraction and creating instead of maintaining transactions, as its importance is being more recognizable .

2.3 Theoretical framework

According to Braidotti (2019), a theoretical framework helps the study determine which statistical variables should be measured. According to Braidotti (2019),the theoretical framework helps the study comprehend the study's variables more clearly, encompasses a comprehensive framework for analyzing data, and identifies a good research design. The variables in the study are supported by the theories that have been evaluated.

Figure 2.1.

Theoretical Framework



2.4 Empirical Literature Review

The section presented research results from other studies related to the study objectives. In particular, the study related to advertising, sales promotion, personal selling, public relations, and policies and how they affected the sales performance of organizations.

2.4.1 Sales Promotion and Sales Performance

The ability of sales promotions is to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

The sales team requires a lengthy engagement than advertisements that could be flicked on and off, although it's pretty tricky to modify the size of a sales force. Personal selling is perhaps the costliest form of marketing for businesses, costing them a great deal of money (Dibb, 2015). For instance, bank sales staff require a vehicle and time to visit a customer. Daniel (2018) therefore revealed that businesses that successfully participate in personal selling improve their success by-product sales.

There has been a tremendous interest in the promotion effects on different categories like consumer' price perceptions, brand switching behaviour, choice of brand, brand affects perception, and brand equity evaluation. According to Kotler (2017) and Cazeaux (2017), to elicit a direct impact on the consumers' purchase behaviour is one of the objectives of consumer promotion. Daniel (2018) stated that short-term sales are positively affected by sales promotions. Though there are researches that have suggested that promotion determine brand perception, Akambi and Ajagbe (2018) explained that sales aggregate, stockpiling, and purchase acceleration are widely affected by sale promotions. Sales promotions have a long-term effect on brand equity among the components of the marketing mix.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers'suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of

increasing sales. Since personal selling is not considered as sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

Special purchase incentives are provided to both consumers and retailers, which are usually based on the promotion. According to Daniel (2018), to gain business support through trade promotion or consumer promotion, promotion is used as a tool. Promotion is tactical since it's made to achieve objectives in the not long - term, sometimes in restricted or specified outlets. Sales promotion is a critical part of the promotion mix, especially in businesses involving sports organizations .

In the studies of marketing and sales management, the ability of sales promotions to influence sales and customer patronage was recorged.

Sales promotions, according to Datche (2015), lost its effectiveness when they are undertaken on a regular basis. Is issued or when making a purchase. When it comes to sales promotion, companies , or consumer-oriented sales promotion, help sustain rebates and personal selling (Datche, 2015).

Organizations, on either hand, can target traders such as wholesalers, retailers, and distributors with their sales promotions. Allowances and discounts can be given to traders to achieve this. They may as well use cooperative rebates, ends up paying a reimbursements costs in exchange for rebates on the manufacturer's items, and they can educate supplier sales personnel to improve their effectiveness (Ferguson, 2018).

Sales promotion, according to Datche (2015), is defined as promotional strategy other rebates, personal selling, and publicity which boost customer purchasing and merchant efficiency, including display, showcases and expositions.

There are several orders to categorize sales promotions, as per Daniel (2018); the most plain is to divide them into consumer and trade promotions. Promotion as per Daniel (2018), is a strategy in marketing utilized to persuade clienteles to buy a commodity. Campaigns as such are probably confined in duration and serve a specific aim, like gaining market share and launching new products in the market. Free trials, special pricing, free gifts, Samples and contests, are examples of consumer promotional methods.

Price control is among the most significant aspects of sales promotion. Scholars state that price promotions, discounts, and coupons are critical in determining the financial benefits of product purchases. Apart from sweepstakes, discount coupons, corporate incentives and t-shirt giveaways, promotions are not long-term methods to increase sales and income in sports institutions (Ferguson, 2018).

Organizations engage in sales marketing to encourage the purchase or trial of a product (Ferguson, 2018). It works as a competitive weapon by giving the potential customers an additional reason to buy or promote one product over the other. It's especially good at persuading people to try new products and buy things they didn't plan to buy (Gębarowski, 2015). Customers are enticed to buy sales deals that last only a few days. They're also actions that alter a product's price and value connection in the eyes of the potential customers, with the goal of driving prompt sales. It's feasible that a sales campaign will change the brand's long-term worth by making a high-priced efficient and cheaper (Hollensen, 2019).

Sales promotions are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang, & Ma, 2018).

According to Furguson (2018), sales promotion offers buyers a discount or incentives to motivate purchasing and selling particular sports products, present new products to targeted buyers, bring back old customers, and encourage loyalty to disinterested customers for them to experience the consequences. In order to achieve marketing objectives and sales, campaign uses techniques together with the incentives which increase the value of products or services.

According to Fernando and Greg (2017.) sales promotion has two different qualities, one if carelessly and more frequently, they might lead to questioning if services are dependable or sensibly priced hence creating insecurity among customers. Secondly, sales promotion offers a bargaining chance since many of its tools gain quality attention which communicates an offer which though appealing to many consumers, many in the long run are less loyal to the brand. Short-term incentives in sales promotions motivate the purchase or sale of a product, including any activity to boost sales temporarily (Singh & Venugopal, 2015).

Compelling product interest, trial, or purchase are the main goals of these efforts, which also include creating loyalty and boosting quick sales. Examples include providing

coupons, money-off promotions, introductory offers, competitions, and the 'Buy One Get One Free' promotion. Pricing and comparing each sales promotion with the next best alternative should be carefully made (Helm & Gritsch, 2014).

Coupons, superior offers, and other price manipulation practices are the most common sales promotion (Joshi, 2016). Healthcare organizations must make their decision from relevance and importance of sales promotion and cost-effectiveness because of the contradicting ideas regarding the benefits of sales promotion. Healthcare service markets find it difficult and dangerous to use price-based promotions because consumers usually see fewer prices resulting from low quality. The price-setting of healthcare service is already a complex process (Ariga, 2018).

Departments of public relations separate from marketing departments are no longer appropriate in this age of consumerism because customers aggregate all communications from a company before determining whether or not to connect with it. In order to address the expanding level of customer awareness, every company's communication is increasingly integrating marketing communications. Integration occurs at the customer level, allowing the company to appropriately integrate communications (Jiang & Ma, 2018).

Retailers can predict buyers' expenditure and price elasticity using the shopping frequency data to predict demographic information (Davicik & Sharma, 2016). When determining the relative relevance of placing sales promotion throughout the entire marketing mix, a company should consider the type of rivals, the nature of the product,

marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

They examined the impacts of shopping continuity on sales performance regarding the price paid among consumers and generalized how buying regularity and store diversity represent behaviour variance (Santini & Ladeira, 2015). Due to the unavailability of the data set, non-food purchases receive intermittent attention from researchers; hence most consumer studies focused on grocery purchases only. It is shown from a recent survey of food and non-food purchases that the ability and actual saving those consumers realize from different shopping choices (Jin et al., 2015).

The study discovered that the relationships between shopping frequency and demographics in the United Kingdom are entirely different from those seen in the United States, using over 30 million scanner data points (Larasati et al., 2019). In research conducted in the United States, it was discovered that older customers who pay lower prices shop more frequently, attend the same warehouse very often, but do not visit a more significant number of retailers. It is a piece of crucial information for UK retailers since it allows them to recognize the considerable gaps between nations, and it allows

them to reassess the value of attracting existing clients not just to return to their shops but to return more frequently (Hsu et al., 2020).

The ability of sales promotions to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

The sales team requires a lengthy engagement than advertisements that could be flicked on and off, although it's pretty tricky to modify the size of a sales force. Personal selling is perhaps the costliest form of marketing for businesses, costing them a great deal of money (Dibb, 2015). For instance, bank sales staff require a vehicle and time to visit a customer. Daniel (2018) therefore revealed that businesses that successfully participate in personal selling improve their success by-product sales.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers'suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of increasing sales. Since personal selling is not considered sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

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Organizations, on either hand, can target traders such as wholesalers, retailers, and distributors with their sales promotions. Allowances and discounts can be given to traders to achieve this. They may as well use cooperative rebates, ends up paying a reimbursements costs in exchange for rebates on the manufacturer's items, and they can educate supplier sales personnel to improve their effectiveness (Ferguson, 2018).

Sales promotion, according to Nwankwo (2016), is defined as promotional strategy other rebates, personal selling, and publicity which boost customer purchasing and merchant efficiency, including display, showcases and expositions.

Organizations engage in sales marketing to encourage the purchase or trial of a product (Ferguson, 2018). It works as a competitive weapon by giving the potential customers an additional reason to buy or promote one product over the other. It's especially good at persuading people to try new products and buy things they didn't plan to buy

(Gębarowski, 2015). Customers are enticed to buy by sales deals that last only a few days. They're also actions that alter a product's price and value connection in the eyes of the potential customers, with the goal of driving prompt sales. It's feasible that a sales campaign will change the brand's long-term worth by making a high-priced efficient and cheaper (Hollensen, 2019).

Sales promos are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang, & Ma, 2018).

Retailers can predict buyers' expenditure and price elasticity using the shopping frequency data to predict demographic information (Davicik & Sharma, 2016). When determining the relative relevance of placing sales promotion throughout the entire marketing mix, a company should consider the type of rivals, the nature of the product, marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items

whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

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Given the expanding relevance of sales promotion, a considerable amount of work has been conducted on how it influences brand equity evaluation, customers' price choices, brand preferences, brand switching behavior, brand perception and brand preferences. The goals of consumer promotion are to directly affect a company's consumers' purchasing behaviour (Shrestha, 2015). According to research, sales promotions positively impact

short-term sales (Pelet, & Wegmann, 2018). Sales volume, stockpiling, and purchase acceleration are all affected by promotions significantly (Agu, 2020). Nevertheless, some research suggests that sales promotions affect the perception of brand perception.

Shresthe (2015) also highlighted that sales promotion includes without hesitating sparks that ensure buying or offering items or organizations. A study on the factors affecting promotion practices on maintenance of consumers concluded that firms that are doing promotion rehearse clearly so that they can hold on to their customers; be that as it may, their standards of living may improve to a higher stage as a result of this training (Agu, 2020).

Deal promotions are used in centering individuals and notwithstanding customers who are outrageous and are used together with publicity or an individual offering. There are two types of incentives that are separated and organized with various significant differences, such as monetary and non-cash associated incentives (Santini & Ladeira, 2015). Non-cash promotions are related to deferred compensation and are partnership-centred; examples include unrestricted gifts, sweepstakes, and dedication initiatives; financial promotions are based on value and aim to provide consumers with immediate rewards; examples include refunds, coupons, rebates, and value packs.

The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on

advertising, promotion, and additional integrated marketing issues by Santini et al. (2015).

Sales promotion boosts many brands' profitability and growth in the long-run, which is estimated as not essential. Consumers are encouraged to make appropriate buys as a result of sales promotions, which has a beneficial effect on consumer buying levels. As a result, we can infer that a sales promotion is a marketing tactic used to entice buyers to do actions such as purchasing in order to generate a sense of urgency for a prolonged length of time. With the exception of advertising, public relations, direct marketing, personal selling as well as sales promotion is another promotional activity that motivates attention, test, or buy by the end customer (Agu, 2020).

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Crespo-Almendros and Del (2016) also argue that consumers' price-value equation can be eroded if they depend too much on promotions. Free samples, discounts additional packages, and displays are related to item trial rendering to a study on reactions on the behaviour of clients to promotion and the character fear plays of losing facade assessed

the impact of offers like vouchers, free sample, reward pack and in-store show on the trial of items and the customer behaviour on the repurchase (Hsu et al., 2020). Vouchers do not significantly influence the goods under the test.

According to Agu (2020), the risk of losing coordinates affects the interaction between stored commodities that are being tested. Apart from interfering in the connection between repurchase and bargain progressions, the test affects repurchase. Sales promotion is a technique used by businesses to increase sales by inducing trials, promoting repeat purchases, enforcing customer loyalty, increasing product usage, generating curiosity, and raising brand awareness (Shrestha, 2015).

Sales promotions, which act as both media and non-media marketing pushes delivered to distinct targeted audiences for pre-determined time frames, are used to encourage trial, build consumer demand, and enhance the sustainability of items by retailers, customers, and wholesalers (Shrestha, 2015).

Retailers and manufacturers can use sales promotion techniques to entice more customers and persuade people to use company products to accomplish their goals (Hsu et al., 2020). Sales promotion is an essential part of marketing campaigns, and it includes a variety of tools like sweepstake, coupons, samples, and rebates, all of which are used in a short-term strategy to encourage customers to buy specific items or services more quickly or for a higher price (Santini & Ladeira, 2015). Various researches have been done on sales promotion. In his study on the influence of sales promotion in the dairy sector, Shrestha (2015) observed that though some people argued that promotion decreases the firm's income, the promotion has positively affected the sales of many firms.

Shrestha (2015) also highlighted that sales promotion includes without hesitating sparks that ensure buying or offering items or organizations. A study on the factors affecting promotion practices on maintenance of consumers concluded that firms that are doing promotion rehearse clearly so that they can hold on to their customers; be that as it may, their standards of living may improve to a higher stage as a result of this training (Agu, 2020).

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According to Santini and Ladeira (2015), a study on the impact of sales promotion on organizational performance with Guinness Breweries Limited as the case study found a favourable and substantial relationship between sales performance and sales promotion. Research on the impacts of sales promotion on the efficiency of the Ghanaian automobile industry concluded that sales performance has a substantial influence on the business's company performance .

As shown in a survey performed by Shrestha (2015) on the sales promotion techniques effect on the performance of listed organizations in the Auto-Mobile companies in

Ghana, promotion strategies such as bonuses, price, and sweepstakes were established to have a major and favourable impact on company outcomes. The research examined the influence of sales promotions on corporate financial performance and perception by consumers in Afganistan and found that promotions have a positive and significant effect on loyalty in the brand, increasing the organization's financial performance (Ketron et al., 2016).

According to Pelet and Wegmann (2018), their study examines the effects of a favourable and robust link with the organisation's performance and sales volume. A study on the influence of promotions on revenue turnover in the airline sector found that promotions have a positive and substantial influence on the turnover of sales in the carrier sector (2016).

Ketron et al. (2016), studied sales influence of promotion on the organizational performance and the firm's level of volume of sales, found that Advertising has a significant outcome on corporate profitability as per the research done by Shrestha (2015) on the effects of advertising on the profitability of an organization.

From a management standpoint, sales promotions have a considerable impact on PHC firm performance, and the majority of respondents feel that sales promotions create additional incentives to buy and motivates resellers' demand and effectiveness. Data collected on effects of promotion related strategies on firm performance regarding Maiduguri, the Borno State Niger was subjected to methods of descriptive statistics like percentage analysis to enable regression analysis used for testing hypothesis and analyze data (Stephen et al., 2017). The findings confirmed that promotion related affected the

organization. Is a reward that encourages industry players to achieve their desired business outcomes .With the exception of pushing the sales team to actively market the commodities, sales promotion can also relate to any inducement utilized by manufacturers or merchants to induce business with other stores or distribution partners, or with customer to purchase brands .

Santini and Ladeira (2015) claim that promotion is any motivational force by a manufacturer or merchant to stimulate trade with the other merchants, distribution channels, or buyers to buy items in his research on promotion, advertising, and additional features of combined marketing. In his research on assessing Sales Promotion and How to Profit.Cacciolatti and Lee (2016) define promotion as "all sort of marketing efforts and techniques provided to initiate sales." It entails sending messages to specific clients to increase brand awareness, create good brand mentalities, dominate the business, incentivise purchase, strengthen brand loyalty, and increase sales.

The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues (Santini, & Ladeira 2015).

Organizations use sales marketing to enhance product or service sales, usage, or trial (Aderemi, 2015). Sales promotion is described as the delivery of rewards to consumers or

the distribution channels to increase product demand. It is an central part of an industry's general promotion strategy, alongside public relations, advertising, among others.

Sales promotion is a great strategy because it provides an ideal opportunity for intended consumers to buy or promote one brand over the other. It's especially good at encouraging product tries and accidental purchases (Aderemi, 2015). Many companies fail to recognize that they can't survive without marketing strategy. This is due to the fact that they were operating in a monopolistic market. This indicates that there was no stiff rivalry from other businesses. However, given the dynamic nature of the market and the fact that consumer tastes vary on a daily basis, it has become necessary for businesses to examine and revise their plans if they hope to stay in business.

The act of convincing a potential consumer to purchase a product is referred to as sales promotion. It's intended to be a one-time sales boost. Long-term client loyalty is rarely built through sales promotions. Manufacturers and merchants both use sales promotion to sell their products. Sale promotion, according to Aderemi (2015), is typically short events performed in conjunction with media, with the majority of them involving the collection of either from goods, manufactured, or services supplied through advertising or publicized in press. As a result, advertising can be utilized to tell potential consumers about the incentives available for sales promotions, and personal selling can also involve communication with potential buyers.

However, in terms of approach and strategies, sales promotion distinguishes from advertising and personal selling. Moreau et al. (2018), as cited in Crespo-Almendros and Del (2016), investigated in the United States to examine the producer and retailer's

perspectives on customers' perceptions of promotional activities. They discovered that manufacturers and retailers have similar but misleading perceptions of customer industry knowledge. The main goals of sales promotion are to launch new commodity to the market, attract new customers, encourage existing customers to buy more, keep a company focused, and establish deals during the off-season, amongst many other things. Deal's development provides an urgent call to action by providing additional value above what is included with the product at its normal cost. This limited-time deal is delivered conveniently and time for the customer (Mussol et al, 2019).

Manufacturers utilize a variety of business promotional methods, according to Peterson and Donnelly (2007), as cited in Aschemann-Witzel (2018). They including display allowance, free goods, price reductions, advertising, and point-of-display materials. Interestingly, trade promotion instruments receive a larger share of the promotion budget than consumer promotion, with media advertising accounting for the remaining 25% of the expenditure. Manufacturing companies give money to the business to urge retailers and wholesalers to carry the brand, convince intermediaries to perform additional units beyond normal, and incentivize shops to promote the product by showcasing, exhibiting, and lowering prices.

Through Meta-examination, Yang et al. (2016) revealed the findings of a study that demonstrated the impact of offers on consumer decisions. The findings of 51 cases were aggregated to show that the offers did not affect future buying. There's been proof, however, that the incentives may boost or reduce brand preference. According to a study on consumers' behavioural reactions to sales promotions and the role of fear of losing

face, in-store showcases, discounts, extra packs, and free samples are strongly correlated with item trials.

Sales promotions, according to Kotler (2017), lose their effectiveness if they are carried out on a regular basis. Consumers start to wait till a discount is issued or until the item's worth is interrogated beforehand making a purchase. When it comes to sales promotion, corporations might target it at the end users, or consumer-oriented sales promotion, to complement their advertising and personal selling efforts.

Personal selling, according to Kotler (2017), is a good way to communicate with current and prospective customers. It is a two-way exchange of messages between both purchaser and the vendor, frequently in a face-to-face contact, with the goal of influencing a person's or party's purchasing choice. Considering the use of technology, personal selling can now be communicated to the customer, via video conferencing, as well as through interactive computer connections involving buyer and seller.

Personal selling, according to Kotler (2017), is a good way to communicate with current and prospective customers. It is the interactive process between consumers and producers, normally in individual, with the intention of influencing a person's or group's purchase decision. Despite the use of technology, personal selling can now be done over the phone, via videoconference, and via computer - based connections between buyer and seller.

According to Aderemi (2015), the immediacy of individual sales is more important in sales marketing. It is an intervention promotional event with the purpose of significant influences on the performance of the company's stakeholders. Manufacturers and

merchants can create three types of sales promotional events or activities. Manufacturers commonly use consumer marketing (such as coupons, samples, contests, sweepstakes, and bundles) to encourage end-user sales

Vouchers do not affect the products that are being tested. The fear of losing face generally coordinates the relationship between in-store products and products under test. Apart from the intervenes in the relationship between repurchase and bargain progressions, the test influences the repurchase. A conclusion was made that there are both immediate and cross-advertising effects, i.e., the buyer's assumption and targets towards a particular brand is affected by the proximity of a coupon for a focal brand according to an investigation by Using fast-food outlets in China, Chen and Paillé (2015) investigated the impact of coupons on the customer's brand and decision-making process.

With the help of fast-food businesses in China, Chen et al. (2020) investigated the impact of coupons on consumer brand and decision-making. The findings imply that there are both immediate and cross-advertising impacts, i.e., the closeness of a coupon for such a particular product affects consumers' attitudes and goals for this kind of brand.

Moon et al. (2020) devised a method for estimating the impact of a changing steadfastness initiative and more traditional temporary marketing techniques in a synchronized manner. They concluded that the initiatives under investigation successfully changed leads and increased loyalty. Consumers' buying decisions are influenced by email-based promotions, delivery costs, and general pricing levels.

Nwielaghi and Ogwo (2017) investigated the effects of promotion methods on performance in the Nigerian soft-drink sectors. Researchers discovered that trade

promotion tactics such as trade allowances and trade contests impact marketing performance. The major methods employed in the promotion of sales include; price completion, price-off deals, premiums, sweepstakes bonus packs as well as coupons which largely contributed to the organizations which were under study, according to research by Irene (2017) on the impact of promotion practices on performance [sales] in Nairobi's fast-moving consumer goods manufacturers.

Based on the current research, it was established that sales promotion strategies had encouraging impact on sales productivity amongst Fast-moving consumer goods producers in Nairobi, Kenya. Pembi et al. (2017) did a case study on the influence of promotion on firm performance at Sunshine Plastic Company and found that many respondents agreed that sales promotion affects an organization's sales volumes and performance.

Dzimunya (2018) discovered that branding of product and promotion impacted firm growth in their research about the influence of promotion and branding on firm performance. Branding of products and promotion of sales influence organizational growth according to research on the effects of promotion and branding on organization outcome (Murithi ,2015).

In view of three large-scale sample analyses on things that endure a long time sold through a general postal mail list. Anderson et al. (2016) evaluated the influence of future purchasing by first-time and existing consumers. The revelations demonstrate contradictory impacts for both new and existing clients. In more considerable reductions in the present, allocation prolonged coming consumptions by potential consumers

(anencouraging long-run outcome) nonetheless reduced upcoming buyers by existing clients (aundesirable long-run outcome).

Abraham (2019) presented the outcomes of his research on the impact of vastly efficacious consumer goods marketing. The study pursued to investigate whether this vast promotion had a long-term impact on the value of the brand as well as a short-term influence on sales during the promotion period. The investigation revealed that while production progress had little impact on the brand (good or bad), but does increase the overall quantity for the merchant by a small percentage. Out of the three units investigated, the volume of sales of one of the contending retailers at the season of promotion somehow reduced.

2.4.2 Advertisement

In today's society, mass media and internet marketing have taken over. As per a study by Shrestha (2015) on the function of advertising in consumer judgement, advertising is a form of correspondence that is intentional to encourage a section of target clients to purchase or take actionor . As shown in a study by Pelet and Wegmann (2018), advertising is favoured over all other promotional tactics since it has a significantly more significant impact on the audience by influencing the thinking of a prospective customer to make a possible purchase decision.

In the research on online advertising and social media marketing, Lee and Charles (2021) claims that very persistent difficulties for companies in previous centuries has been decisive in what way consumers will respond to numerous substances utilized to attain their final objectives. The examination of consumer behaviour became a source of

concern for advertisers. They discovered how buyers chose their products and ventures forced them to solve several matters, which influenced their decision. Companies have been drawn to advertising, particularly online advertising, for this purpose.

Those in marketing have significantly amplified their usage of marketing resources, tools and tactics in recent years, as per Kamoni and Rotich (2018) investigation. Then, in 2019, Blattberg and Neslin acknowledged that, through emphasizing on the persuasive event, sales promotion has an impact on customer buying behavior. As revealed by Kundu and Sheu (2019) customers accept promotions based on out-of-store and in-store sales. Lee and Charles (2021) went on to say that sales promotions have a direct influence on customer behavior.

Other factors besides price savings, according to Maina and Afande (2015), can impact customer purchasing behavior. Malakasuka (2018) claimed that sampling is a useful strategy that is both inexpensive and successful in attracting clients. According to Metcalfe, (2019), the tools used in promotion significantly impact on customer purchasing throughout somewhat rivalry; consequently, a reduced price is part of the implements that impacts customer decisions.

Lewis (2015) report that, sales promotion may lead to higher sales volume but lower profit. Some agreed that with the findings that sales promotions attempt to sway customer purchasing behavior through presenting innovative products to persons who are yet to use them (Musibau et al., 2014). Nevertheless, Munyole (2015) discovered that psychosocial factors had a substantial association with sales promotion, hence authors inferred that thoughtless behavior and promotion have no significant association.

In their analysis of global advertising methodologies of multinational companies in the Middle East. Foskett (2015) assert that market analysis has revealed that the message should be evident and crucial to the client; if the client doesn't comprehend the message, it will not have the intended effect. Advertising tries to persuade people to buy things and communicate information to encourage people to respond to views, services, or products. The ability of sales promotions is to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

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member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues by Santini et al. (2015).

Advertising messages are delivered through many media like radios, television, billboards, and publications. An advertising strategy is any paid non-personal communication conducted across various channels to a specified population to market a present good or service (Altberg et al., 2018). Advertising is distinguished from other promotional techniques by its impersonal nature, which allows it to communicate with a massive target client through paid media.

Advertising is impersonal; hence, communicating with a large audience through paid media differentiates it from other promotional tools (Altberg et al., 2018). Advertising can either be used for long-term or short-term goals by service organizations. In a bid to create long-term relationships, healthcare organizations should use institutional advertising in building up their name. In contrast, laboratory services should use advertising policy in promoting their brand name and differentiating services. According to Lee et al. (2017), advertising is used by sports marketers when targeting a large audience using standardized messages, or if face-to-face mechanisms are needed, personal selling strategies are used.

Ketron et al. (2016) explained that advertising is critical in sports marketing since it makes consumption of a top-of-mind behaviour. Ketron stated that sports marketers who have large amounts of budgets with huge amounts of money to spend often prefer advertising as an effective and efficient method of communication of the promotional

mix. Shrestha (2015) stated that visual images and headlines to connect with customers are relied upon by sports advertising.

According to Shrestha (2015), social media has been the most used marketing strategy by most organizations recently since it simultaneously handles many marketing campaigns, obtains important information about existing and potential consumers, and emotionally connects with them. Santini and Ladeira (2015) explained that currently, social media is an effective information transmission tool, connecting and convincing customers of the sports organizations to purchase and use their products.

According to Malakasuka (2018), social media is more effective in reaching specific clients who are not sensitized by information and advertisement overload caused by twenty four hours news broadcast and salable series on television, radio and the net. Institutional advertising is the promotion of a company's overall image as well as the products it offers, with an emphasis on the company's name (Shrestha, 2015).

According to Meidan (2016), through marketing communications, organizations seek to impress consumers and create awareness in customers searching for the best health care services as a result of the previous perception of laboratory services being impersonal hence no interest with customers as people. Institutional advertising has become more important and of healthcare services as abstract and similar.

According to a study by Kimani (2018) on Safaricom's advertising strategies for marketing Mpesa services, the most important factor in creating an advertisement piece is determining how much information buyers require about a particular item. Clients might want a large amount of data for a few specialized products and may need to expend

considerable effort in managing data. Kimani says that, *let's be honest*, and consumers can differ in terms of how much data they may use for a similar product. As a result, the sponsor must determine how much data various buyers need to determine what more data to include in a notice and suggest the best medium for delivering the message.

The retail industry makes up a large share of radio's clients and revenue globally, but only a tiny portion in other nations. Digital advertising is the most recent form of promotion that utilizes internet information and the World Wide Web to convey marketing information to internet users. Online advertising includes advertising networks, banner ads, Rich Media ads, search engine result pages, online classified advertisements, blogs, email marketing, social network advertising, and interstitial ads, according to Crespo-Almendros and Del (2016).

Web-connected advertising has many websites to market to target a niche audience and focus its attention on a certain group (Santini & Ladeira, 2015). Advertisers have found that the growth of the internet has been a useful tool in reaching out to customers. Online advertisements are more comprehensive than traditional forms of advertising because they allow for the immediate publication of information and material without regard to time or location. Consumers can have control over the product since the advertisements are interactive (Shrestha, 2015).

According to Jiang and Ma (2018), online advertisements are beneficial since they are efficient in advertiser's investment and also are attractive to customers since they offer various forms of animation. One of the greatest contributors to media development is print. The use of banners, Direct mail marketing, news releases, flyers, billboards, as well as handbills is all examples of unpopular print media.

In their research on whether being near the client develops a relationship, Kim-Soon and Shy (2016) seek to comprehend how digital and social networking advertisements have transformed the ways customers and advertisers interact. The ability to intelligently store large volumes of data in different computer-generated areas, access to efficient and low-cost strategies, and the ability to deliver information on demand for specific things are all aspects of this style of advertising. The fundamental advantage of online advertising is the ability of companies to reach out to their entire client base, allowing clients to investigate, select, and buy goods and services from companies across the globe (Malakasuka, 2018).

In food products and cellular services, creative layouts are being examined and tested in the print media to attract customers other than the traditional layouts (Malakasuka, 2018). National advertisers and local businesses presently use newspapers since they are still the primary medium for advertisement for many advertisers and revenue. Reaching out to specific audiences' magazines is a critical and highly specialized medium (Proboyo & Kusuma, 2019). Although the target market for niche print publications is an advantage for organizations trying to attract those readers, different print publications have different types of readers with diverse characters reading their publications (Malakasuka, 2018).

Billboards are considered as major mediums for expressing and exploring ideas behind critical movements in the past in large outdoor printed or projected signs. By following communication principles for effectiveness, billboards are critical in communication (Malakasuka, 2018). Postmodern concerns about the difference between reality and representation, defending rights of minorities like gays and women or others, institutional

critique, socio-political critique, appropriation and authorship issues, conceptualism, and dematerialization are the main focuses of billboards (Kim-Soon & Shy, 2016).

Billboards need to be easy to read and clutter-free since they get very little customer attention. The message needs to be easily understood; hence, they need to have a concise message, clear visual appearance, and attractive illustrations (Kim-Soon & Shy, 2016). It is difficult to determine how effective and valuable a billboard is. According to Ward III, Shrestha (2015), though they have been used in evaluating effectiveness, methodologies are weak in showing validity.

Newspaper ads and direct mail campaigns are advertising methods that produce results easy to evaluate. Since billboards are exposed to the masses, it is difficult to tell how many absorb the message. One of the benefits of billboard is the possibility of placing the advertisement next to the target market, assuring a high frequency of exposure to regular commuters (Daniel, 2018). Local advertisers can attain market prosperity by lowering manufacturing costs per unit per thousand exposures because to geographic flexibility. The 24-hour presence of billboards makes them efficient.

In advertisements, in order to create high brand awareness, visual effects from advertisement size and creativity in messages are critical. The limit in the number of words in the message to short exposure to the advertisement is some disadvantages of billboards. Meidan (2016) explained that brand advertising of individual campaigns should have tone compatibility and presentation, and through its institutional advertising, it should match the laboratory services organizations have created. One of the most significant components of advertising is to solidify the service in the consumer's mind by

minimizing the risk perceptions and clearly describing what the service comprises (Meidan, 2016).

Using faxes, mobile phones, web and internet business, globalization and movement of world economies have expanded the competition no matter how you look at it. It is ceaselessly creating considering the overall trade changing conditions. As per Pelet and Wegmann (2018), the stimulating example is a delayed consequence of the overall purchaser solace in culture, social, monetary, measurement characteristics, and penchants. The above-the-line and under-the-line channels are the two types appropriate for advertising (Meidan, 2016). Television, radio, posters, newspapers, and magazines are channels of communication in above-the-line advertising. In contrast, a large part of organizational activities is contained in the under-the-line advertising. To support the selling of a specific service, the use of invisible advertising of the firm such as explanatory guides, leaflets, pamphlets, manuals, and guides can be important.

At Essar Telecom Kenya, Murithi (2015) investigated the promotional strategies associated with driving intensity. The purpose of this analysis was to distinguish between Essar Telecom Kenya Limited's promotional tactics for driving aggression. A contextual analysis outline was provided for the examination. The investigator utilized both necessary and optional data. The necessary data was acquired using a discussion guide that included open-ended questions. Estimated substance analyses were used to deconstruct the information because the research was contextual. The research discovered that the company had used both a draw and a push approach as a promotional technique. Promotional strategies such as personal selling, coordinated marketing, and

sales promotions are just a few examples. The impact of advertising on company market performance was not investigated in this study.

According to Ketron et al. (2016), the study could not prove the impact of advertising on a company's firm profitability. Personal selling, Sales promotions, and coordinated marketing are just a few of the strategies involved. According to a research on the relationship between advertising and the number of sales in Nigerian Bottling Company Plc Akanbi, there is a significant association between advertising and the sales of a business. Advertising is essential for informing the target customers about an unknown or proposed product in the market, maintaining sales, attracting new clients, introducing new packages, and gaining a competitive advantage over competitors (Noushini & Taylor, 2020).

Kimani (2018) researched the determinants of advertising on organization sales performance and found a substantial relationship between advertisement and organizational profitability. Oktaviyanti and Mulyo (2018) investigated the influence of advertising on company performance in the Malaysian food and beverage sector using empirical analysis. The study discovered that advertisement and company performance had a strong association.

According to the investigation, advertising aims to provide an enduring and good impression of the firm and create good corporate respect. The investigation found out that personal selling has a good significant influence on customers despite the expenses incurred in contacting an individual, and it's always for one or few individuals. The research also concluded that it is critical to educate the customers of that specified market on the best ways to use the unified items.

According to Santini and Ladeira (2015), advertisers employ deal promotion to boost the effectiveness of other marketing strategy components, such as advertising and personal selling. In his analysis examines the impact of advertising on organizational performance, Njawa (2015) employed a specific example of Tigo Communications Network Junior. As per the results, advertising has an influence that was significant on firm outcome. In Tanzania, Musa (2003) looked at the advertising and organizational efficiency relationship. He confirmed that advertising had a strong association with a company's overall financial performance.

Dauda (2015) looked into the influence of advertising on the company sales performance of several Nigerian food and beverage firms. The study discovered that advertisement and organization profitability had a favourable and significant relationship. Nonetheless, the findings also indicated that the absence of a statistically significant link between advertisement expenses and company sales revenue. The study suggested that to boost sales income and organizational profitability. The organization needs to utilize sales publicity and advertising, promotion, and personal selling.

Jin et al, analysed the effect of advertising on the productivity of Kenyan cosmeceutical manufacturing companies in 2015. Advertising, according to the research, can assist a company is gaining exposure and attractiveness. Moreover, advertisements have an influence on the productivity of a product. It enables a business to increase its sales profit. Santini and Ladeira (2015) on the influence of advertisement on sales in Somalia's telecommunication providers and discovered that advertisement had a considerable effect on sales amount.

Liban (2015) on advertisement effects on sales in telecommunication firms in Somalia, advertising has had numerous effects on the volume of sales. The findings revealed a strong and significant association between sales promotion and advertisement and firms' sales volume, according to an investigation by Agu (2020) on the influence of promotional strategy on the performance of sales of Ghana Telecom. The study found a significant and positive relationship between advertising and sales promotion on the performance of sales, according to research by Ajmera (2020) on the effect of advertising and expenses in promotion of sales on the performance of sales of Indian Telecommunication Companies.

Mwale and Phiri (2018) used a case study of Parmalat Zambia Limited to examine advertisement costs and sales volume for dairy products. The analysis aimed to see if spending money on advertisements leads to an increase in revenue. This paper employed a descriptive survey research design. According to the findings, there was insufficient data to show a statistical relationship between advertisement expenses and sales volume. The idea is that a higher quantity of adverts does not automatically guarantee a higher revenue. Because the subject has been over-researched in international settings with the very little local empirical examination, the investigation has flaws in terms of background.

In their research on the function of advertising on customer's decision-making, Adefulu (2015) defines advertising as a form of communication intended to persuade a group of people to buy or take action on certain products or ideas. Today's world is immersed in media as well as online marketing. Advertising is regarded as having the most influence on the target audience of all the promotion techniques because its influence is

significantly wider by causing a prospective customer's thinking to make a possible purchasing decision. In Dar Es Salaam Tanzania, research on the influence of promotional strategy tools on soft drink companies' sales performance by Dauda (2015) revealed a negative insignificant statistical effect on sales performance. In Nigeria capital city Lagos State, research on Coca-Cola and 7up Company on promotional strategy and its effects on sales performance by Adefulu (2015) revealed that sales performance was affected by advertising, sales promotion, and publicity, and according to the study, which included market share and profitability as characteristics of sales performance.

In Nyeri County, Kenya, Nzioka and Waithaka (2021) looked into commercial bank ads and sales results. Advertising as a promotional strategy technique was found to have a positive and statistically relevant impact on the growth of sales, according to the findings of the regression analysis. Advertising has a clear positive and statistically relevant association with sales efficiency, according to the findings of a Pearson correlation study.

Advertising provides a small amount of useful knowledge to both the advertised firm and its customers by training new applications for current goods and so requesting customers to support that brand. Effective advertising, according to Njawa (2015), aids in altering consumer perceptions and other opinions of a commodity, resulting in increased sales performance. Advertisement has been a vital technique for linking people that want to trade goods with individuals who can afford to buy them.

Advertisement can boost a company's earnings by increasing product sales. Consumers and other prospects are informed about the many products accessible to them through advertising. This stimulates competition by allowing consumers to compare and choose

among products. In order to retain customers and clients, organizations are encouraged to be more price and quality conscious (Foskett, 2015). Advertising interacts with a variety of other factors to determine how much of a role it plays in a buyer's purchasing decision. Trademarks in diverse markets can adequately tell individuals in the business that a commodity is designed just for them because of advertising or even other means of promotion. The purpose of advertising is to inform clients that a well-known brand exists and that it has particular traits, uses, and incentives.

The ability of sales promotions is to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

The sales team requires a lengthy engagement than advertisements that could be flicked on and off, although it's pretty tricky to modify the size of a sales force. Personal selling is perhaps the costliest form of marketing for businesses, costing them a great deal of money (Dibb, 2015). For instance, bank sales staff require a vehicle and time to visit a customer. Daniel (2018) therefore revealed that businesses that successfully participate in personal selling improve their success by-product sales.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers'suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of increasing sales. Since personal selling is not considered sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

Sales promotions, according to Datche (2015), lost its effectiveness when they are undertaken on a regular basis. Is issued or when making a purchase. When it comes to sales promotion, companies , or consumer-oriented sales promotion, to help sustain rebates and personal selling (Datche, 2015).

Organizations, on either hand, can target traders such as wholesalers, retailers, and distributors with their sales promotions. Allowances and discounts can be given to traders to achieve this. They may as well use cooperative rebates, ends up paying a reimbursements costs in exchange for rebates on the manufacturer's items, and they can educate supplier sales personnel to improve their effectiveness (Ferguson, 2018). Sales promotion, according to Nwankwo (2016), is defined as promotional strategy other rebates, personal selling, and publicity which boost customer purchasing and merchant efficiency, including display, showcases and expositions.

Organizations engage in sales marketing to encourage the purchase or trial of a product (Ferguson, 2018). It works as a competitive weapon by giving the potential customers an additional reason to buy or promote one product over the other. It's especially good at persuading people to try new products and buy things they didn't plan to buy (Gębarowski, 2015). Customers are enticed to buy by sales deals that last only a few days. They're also actions that alter a product's price and value connection in the eyes of the potential customers, with the goal of driving prompt sales. It's feasible that a sales campaign will change the brand's long-term worth by making a high-priced efficient and cheaper (Hollensen, 2019).

Sales promos are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang, & Ma, 2018).

Retailers can predict buyers' expenditure and price elasticity using the shopping frequency data to predict demographic information (Davicik & Sharma, 2016). When determining the relative relevance of placing sales promotion throughout the entire marketing mix, a company should consider the type of rivals, the nature of the product, marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

They examined the impacts of shopping continuity on sales performance regarding the price paid among consumers and generalized how buying regularity and store diversity represent behaviour variance (Santini & Ladeira, 2015). Due to the unavailability of the data set, non-food purchases receive intermittent attention from researchers; hence most consumer studies focused on grocery purchases only. It is shown from a recent survey of food and non-food purchases that the ability and actual saving those consumers realize from different shopping choices (Jin et al., 2015).

The study discovered that the relationships between shopping frequency and demographics in the United Kingdom are entirely different from those seen in the United States, using over 30 million scanner data points (Larasati et al., 2019). In research conducted in the United States, it was discovered that older customers who pay lower prices shop more frequently, attend the same warehouse very often, but do not visit a more significant number of retailers. It is a piece of crucial information for UK retailers since it allows them to recognize the considerable gaps between nations, and it allows them to reassess the value of attracting existing clients not just to return to their shops but to return more frequently (Hsu et al., 2020).

Given the expanding relevance of sales promotion, a considerable of work has been conducted on how it influences brand equity evaluation, customers' price choices, brand preferences, brand switching behavior, brand perception and brand preferences. The goals of consumer promotion are to directly affect a company's consumers' purchasing behaviour (Shrestha, 2015). According to research, sales promotions positively impact short-term sales (Pelet, & Wegmann, 2018). Sales volume, stockpiling, and purchase acceleration are all affected by promotions significantly (Agu, 2020). Nevertheless, some research suggests that sales promotions affect the perception of brand perception.

Shrestha (2015) also highlighted that sales promotion includes without hesitating sparks that ensure buying or offering items or organizations. A study on the factors affecting promotion practices on maintenance of consumers concluded that firms that are doing promotion rehearse clearly so that they can hold on to their customers; be that as it may, their standards of living may improve to a higher stage as a result of this training (Agu, 2020).

Deal promotions are used in centering individuals and notwithstanding customers who are outrageous and are used together with publicity or an individual offering. There are two types of incentives that are separated and organized with various significant differences, such as monetary and non-cash associated incentives (Santini & Ladeira, 2015). Non-cash promotions are related to deferred compensation and are partnership-centred; examples include unrestricted gifts, sweepstakes, and dedication initiatives; financial promotions are based on value and aim to provide consumers with immediate rewards; examples include refunds, coupons, rebates, and value packs.

The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues (Santini et al.,2015).

Advertising is well-known for having a large influence on customers. It has an even greater impact when it influences a potential customer's thoughts to make a possible purchase selection amongst the promotion tools. In the most recent times and decades, one of the main concerns in companies is knowing how the consumer's reaction to various items that will be useful in attaining the targets of the company, according to Lee and Charles (2021) in their research on online advertising and social media marketing. Organizations were attracted to advertising, specifically online advertising, since the investigation of consumer conduct becomes a challenge to advertisers as they tried to find out how buyers picked their merchandise and ventures needed to address various issues.

Among the most ubiquitous and prevalent mediums of expression is advertising. Advertising is all about capturing large numbers person's attention as possible in purpose of selling them something. Advertisers try to sell their products in as many diverse ways as they can. Advertising has become part of our everyday lives. One of the most essential aspects of advertising would be to make a company visible in the minds of the target market in terms of reducing potential risk and create a clear picture of what the service entails (Meidan, 2016).

According to Foskett (2015), in their research on international advertising strategies of multinational ventures in the Middle East, the message should be clear and valuable to the client; if the customer doesn't somehow understand the message, it will not have the desired benefit. According to a study by Kimani (2018) on advertising tactics used mostly in promoting Mpesa services by the Safaricom Company, the most critical challenge in constructing an advertisement piece is determining how the number of data customers requires for a particular product.

Buyers may require more information and may want to apply a lot of exertion in handling the information for few specialized things. Customers may vary according to the measures of information they can take for similar products, according to Kimani (2018), who insisted that truth needs to be told a hence through this way a sponsor should look at various data buyers' want to know how much information to put in consideration and in the same way propose the suitable media for relaying the information.

In order to demonstrate how the internet and social media advertisements have altered how customers and marketers communicate, according to Kumar and Gupta (2016) in his research on if being close to the consumer really create an association, he argues that this method of advertisement has a distinct feature which includes the ability to provide data on request about a specified product, accessibility to appropriate and affordable techniques and the ability for storing large amounts of data at different computer-generated spaces. With the target that customers can examine, choose and purchase a product and services for trade around the globe, the main preferred standpoint of web promotion is that it empowers companies to attain the overall customer populace.

Since a large segment of the population owns one or both of the mass media like radios and televisions, advertising has a stronger potential for increasing people's awareness and thus attaining a special affinity in the market share. This fact makes the marketed company known to a large number of people. Advertising frequently drives demand, which in turn stimulates sales. The complete market mix must be seen by the client as the proper one for advertising to provide a strong link with sales revenue. Companies use advertising to assist people become more familiar with or confident in an item. When a commodity is merely released publicly, it is critical to let people know about it.

Advertising signifies a commitment to compete in a new and aggressive manner in the marketplace. As a result, the supplier will never rely entirely on human salesmanship to obtain distribution. Rather, he suggests that he is willing and intends to talk directly to consumers in other nations.

Lulit (2017) analyses the influence of marketing on sales efficiency at St. Gorge Brewery. As per investigations, advertising not only help marketers raise client awareness of company's goods, but they as well act as an important tool for increasing the brand image of products sold to prospective clients. Advertising has an impact on sales outcome because it allows a company to increase purchase of the firms goods purchases, increase sales volume, increase profitability, and strengthens customers relationships.

The high-quality corporation reduced advertising expenditures and increase price based on their distinct vast knowledge levels. The argument behind this is that a high-quality company may not be able to leverage on its benefits when knowledge is insufficient. A corporation will want to invest little on promotion when there are substantial rewards.

Advertising as a form of information. Consumers have a larger marginal profit for research items than experienced items, therefore experienced goods makers can improve demand by actively marketing, decreasing costs, and raising productivity. In the pharmaceutical industry, small primary demand affects of comprehensive and direct-to-consumer advertising have been observed. For the saltine crackers category, creates a dynamic system in which producers choose costs and advertising intensity, with advertisement expanding demand. Whenever it comes to advertising and major demand in the tobacco and auto sectors, studies have produced mixed outcomes. The fundamental source of this mismatch is inelastic demand for the commodity. Erdem and Sun (2019) discovered that increased advertising reduces anxiety among category members for the advertised brand, based on data from individual scanner panels. Balachander and Ghose (2016) show how advertising spillovers to enlarged brands can be seen in the consumer goods category.

A study conducted in Uganda by Linus (2018) on the effects of advertisement on organization performance of Mukwano Industry revealed that levels of the company's sales were decreasing despite many advertisements though the company used different forms of advertising media to broadcast most of its products. The study shows ($r = 0.9$) which is a strong relationship between sales performance and advertising was observed.

A study by Liban (2015) determines the influences of advertisements on designated telecommunication companies' sales performance in Somalia's capital city (Mogadishu). The author revealed that there were high advertisement levels which result in high sales performance. The study also revealed that the level of sales volume widely differed from the level of advertisement in Mogadishu among telecommunication companies.

Through the use of secondary research on the impact of sales incentives and advertising on the profits and revenue of Grameenphone and bKash done by Madhobi and Tiasha (2018) in Bangladesh revealed an existing negative relationship between financial performances and advertising but revealed a positive relationship between sales incentives with revenue and profit. Ashkan (2016) examined the role of advertisement in increasing insurance sales in Hamadan Province, Iran. Following an analysis of the research results, it was determined that advertisement has an effect on sales growth. The amount of sales increase is influenced by audio, visual, spoken, traditional, and modern advertising.

Dauda (2015) investigated the impact of advertisement and sales promotion on sales performance in Tanzanian businesses. Advertisement and sales promotion were found to be very successful in influencing sales and motivating customers to purchase more Azam items, according to the findings of the report. As a result of the implementation of product promotion and advertisement, sales growth has been triggered in such a way that liquidity and profitability have improved over time. It was also discovered that without advertisement and sales promotion, sales in Azam Tanzania would have declined.

2.4.3 Public Relations and Sales Performance

Looking at the nature and quality of relationships between a firm and its various publics and coming up with a mutual agreement is the importance of public relations. Activities such as charity events which include community initiatives and sponsorships, media relations for the spread of good news, crisis management like damage limitation, and

creating and maintaining corporate identity and image are all covered in public relations (Kinoti et al., 2019).

The general definition of marketing activities that increase the public's interest in a product, certain issue, or individual is Public Relations (PR). An activity that fosters goodwill among the firm and its numerous publics is known as public relations (Santini & Vieira, 2015). Long-term and planning for eventualities are one of the features of successful strategies. PR is not free, but it's relatively not expensive. Promotional budgets have significantly risen recently, according to various concluded research. Positive word of mouth among consumers, which has led to an increased number of subscribers of state corporations, has resulted from good public relations among state corporations (Malakasuka, 2018).

To create stronger relationships with the main producers and consumers and enhance the organisation's presence and reputation within the market, a firm must attend trade exhibition. Research by Dibb (2015) on qualitative research methods in public relations and marketing communications concluded that public relations get publicity through magazines. Publicity is usually negative from the viewpoint of health care firms, and it's also contrary to quality press. In various healthcare journals, publicity in the so-called quality of the press is seen in healthcare services.

Sales and public relations can be made by different or the same people (Malakasuka, 2018). Both sales and public relations require attention; both have relationships that are important in the running of the firm; public relations in a firm create and maintain a hospitable environment. It means that the other failure may offset success in one of the

two. Some organizations don't have marketing departments but have public relations; an example is the Red Cross Society, a non-profit organization.

According to a poll conducted by the Public Relations Society of Kenya [PRSK], public relations have risen dramatically in Kenya and worldwide, as demonstrated by an increasing number of employments, consultancies, and academic institutions providing public relations with a curriculum. Approximately forty public relations companies are registered in Kenya, which operate at various scales and offer a broad array of services to Kenya and the entire East Africa countries. Professional experts that give public relations services to businesses are also represented (Pelet & Wegmann, 2018).

The ability of sales promotions is to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

The sales team requires a lengthy engagement than advertisements that could be flicked on and off, although it's pretty tricky to modify the size of a sales force. Personal selling is perhaps the costliest form of marketing for businesses, costing them a great deal of money (Dibb, 2015). For instance, bank sales staff require a vehicle and time to visit a

customer. Daniel (2018) therefore revealed that businesses that successfully participate in personal selling improve their success by-product sales.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers'suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of increasing sales. Since personal selling is not considered sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

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Sales promos are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang, & Ma, 2018).

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marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

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The study discovered that the relationships between shopping frequency and demographics in the United Kingdom are entirely different from those seen in the United States, using over 30 million scanner data points (Larasati et al., 2019). In research conducted in the United States, it was discovered that older customers who pay lower prices shop more frequently, attend the same warehouse very often, but do not visit a more significant number of retailers. It is a piece of crucial information for UK retailers since it allows them to recognize the considerable gaps between nations, and it allows

them to reassess the value of attracting existing clients not just to return to their shops but to return more frequently (Hsu et al., 2020).

Given the expanding relevance of sales promotion, a considerable of work has been conducted on how it influences brand equity evaluation, customers' price choices, brand preferences, brand switching behavior, brand perception and brand preferences. The goals of consumer promotion are to directly affect a company's consumers' purchasing behaviour (Shrestha, 2015). According to research, sales promotions positively impact short-term sales (Pelet, & Wegmann, 2018). Sales volume, stockpiling, and purchase acceleration are all affected by promotions significantly (Agu, 2020). Nevertheless, some research suggests that sales promotions affect the perception of brand perception.

Shrestha (2015) also highlighted that sales promotion includes without hesitating sparks that ensure buying or offering items or organizations. A study on the factors affecting promotion practices on maintenance of consumers concluded that firms that are doing promotion rehearse clearly so that they can hold on to their customers; be that as it may, their standards of living may improve to a higher stage as a result of this training (Agu, 2020).

Deal promotions are used in centering individuals and notwithstanding customers who are outrageous and are used together with publicity or an individual offering. There are two types of incentives that are separated and organized with various significant differences, such as monetary and non-cash associated incentives (Santini & Ladeira, 2015). Non-cash promotions are related to deferred compensation and are partnership-centred; examples include unrestricted gifts, sweepstakes, and dedication initiatives;

financial promotions are based on value and aim to provide consumers with immediate rewards; examples include refunds, coupons, rebates, and value packs.

The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues (Santini et al.,2015).

In their review of the Training Program on Public Relations, Palaniappan and Ramachandraia (2015) contend that the standardized routine for what is now known as advertising dates back to the mid-twentieth century. Public relations have been marked by shifting roles and creative progression in the relatively short period that has led up to this point. It's a concerted effort to maintain a level of understanding between a company and its various stakeholders. In recent years, public relations have emerged as one of the most visible problems a company has been addressing (Shrestha, 2015).

The motivation of practising PR is usually not different from the one for taking part in sales activities. The interferences and similarities between sales and PR are related since both works for the common good of the firm's image, identity, and reputation. Any human relationship or system of relationship is built and maintained through foundations of trust.

A combination of interpersonal relationships based on trust, whether it involves accepting worthless paper pieces in return for clothes or food, constitutes modern civilization.

People come up with laws that govern them for the mutual good of all who have agreed hence able to stay together. There is no important institution apart from the family where trust is more critical than in the public sector, and trust is the bond keeping many independent relationships together (Austin & Pinkleton, 2015). Trust involves two related dimensions, which include: one involves trust in the public sector, the faith departments have between themselves for the efficient provision of services to the people, and the other involves communal trust, which is the extent the government is trusted to act in the best interest of the people, the government performs the ways in functions of the public service.

Ethical business practices, taking appropriate steps in addressing an issue, transparency in business practices, good employee treatment, and good customer service are important areas under integrity and engagement. Though publicity is not free, the main expenditure is basically on phone calls and mailings to the media, and also, it has longevity greater than advertisements.

According to Odunlami and Ogunsiji (2016), a business article is far longer remembered than an advertisement. Advertisement reaches a less audience compared to publicity since when national media do your story, it spreads countrywide. Publicity has more credibility than advertisement since readers feel that one must be doing something great if they feature in a magazine, newspaper, or radio reporter. The presentation follows a natural result once the needs and problems of the consumer have been identified.

What is to be presented is first addressed, hence enabling the salesperson to meet the customer's needs and choose the appropriate product. The salesperson then identifies

which product benefits to stress since he knows what the customer needs. Different customers place different priorities on products though some products may have a range of potential features that offer customers benefits. The presentation allows retailers to persuade the consumer that they can offer the solution since they have already identified the needs and problems of the buyer (Ebisa, 2017). Attending trade exhibitions to create strong bonds with main suppliers and consumers and enhance the firm's presence and reputation in the market is very important for an organization. Publicity gained through magazines is one of the parts of public relations . As compared to quality press, publicity is often negative from the viewpoint of healthcare organizations in the popular newspaper.

Muthengi (2015) looked into the influence of different promotional techniques on pharmaceutical manufacturing enterpris in Kenyan neighborhoods sales performance. The goal of this research was to look at the different promotional techniques employed by local pharmaceutical production firms in Kenya and determine how well the aspects of such strategies effect sales performance. An important source of data was obtained via a semi-organized survey that the study used. According to the findings, marketing managers must determine the combination of promotional elements resulting in effective promotional programs for particular ethical products. An effective promotional mix is an essential component of every marketing strategy.

Various essential decisions must be made while putting together an appropriate promotional mix. The image necessity, nature of data, nature of appropriation, and other methods of measuring the sufficiency of the promotional strategies on sales include the speed of profitability for marketing, interest in connection to essential destinations, and

many more. A client value assessment must also be performed to discover the advantages a client in a certain market sector needs, as well as how clients perceive the relative relevance of competitors' products. Nonetheless, the analysis focused on the influence of personal selling on corporate sells performance instead of on personal selling as a promotional strategy.

Onditi (2015) investigated the marketing tactics used by insurance providers in Kenya to monitor client benefit quality. The research included a comprehensive overview. The survey's target audience consisted of employees from the marketing departments of Kenya's forty one insurance providers. The investigation looked at all of the employees in the marketing divisions of 41 insurance companies. A survey was employed to collect data for this investigation. With the use of SPSS, the information acquired was examined using engaging measurements. The study discovered that a substantial insurers use strategies to a limited degree owing to challenges in the corporate ecosystem, such as inadequate strategies, insufficient staff training on service [customer related] dealings by companies, and high costs associated with marketing protection items or administrations defined by the Association of Kenya Insurers.

In Nairobi City County, Kenya, Simon (2018) investigated strategic public relations and the success of major motor vehicle dealers. The results of the study showed that using strategic public relations tactics increased firm efficiency for the majority of Nairobi's large motor vehicle dealers. The relationship between public relations and brand management is investigated by Moon and Ruan (2020). Public relations, according to the report, is an effective method for implementing brand strategy. In the five stages of implementing a brand plan, public relations play a critical role.

Ferguson (2018), described public relations as the various methods that an organization employs to disseminate information in regards to a particular product, service, or idea in order to create a positive company identity among all of its core business associates, such as general public, suppliers, staff members, the customer as well as any other potential buyer among the audience. The main purpose of PR is to create a favourable and positive image to the public, and news releases, press conferences, public speaking, and corporate social responsibility are the common type of tools used for PR.

According to the Public Relations Society of Kenya (PRSK ,2015) study, public relations has grown dramatically in Kenya and globally, as seen by the increased number of jobs, consultancy firms, and educational institutions offering Public Relations as a subject. Kenya has over 40 registered public relations businesses that operate at different levels of the project and provide a diverse range of services to consumers in Kenya as well as the entire East African nation. Additionally, there is a large number of independent advisors that provide Public Relations services to organizations.

Public relations, is a type of communication management is intended to impact an organization's image, as well as its products and services. The majority of public relations efforts are aimed at promoting the good aspects of a company. This involves a company employing publicity tools like a public statement to inform a newspaper, radio station, or other media outlet about a fantasy story. The company can also hold a media briefing whereby all members of the press are engaged to an information summit and early content documents are supplied. Non-profit groups rely significantly on Public Service Announcements (PSAs), that are free space or time supplied by the media, according to Kotler (2017).

Non-profit institutions also employ high-profile persons as public relations tools to promote their brands, commodities, as well as themselves. Official announcements, seminars, advertisements, charitable contributions, volunteer activity endorsements, as well as any initiatives that have an influence on public impressions are all organized as part of the publicity operations. The essence of public relations, as per Daniel (2018), is to control the true essence of the company's connections with its multiple publics, as well as to develop a cooperative attitude.

Palaniappan and Ramachandraia (2015) determine the influence of a company's public relations efforts on its market share. As a result, the survey is reliable. Advertising, a company's image, after-sales support, and product market share are all related, according to the report. Utilizing multiple regressions to find out the connection between net sales and advertising and sales activities, the study on the influence of advertisement and sales promotion costs on Indian Telecommunication Companies sales performance and discovered an existing relationship between sales promotion spends and the company's advertising spending .

The formal routine considering what currently is referred to as publicity, dates back to the mid-twentieth century, according to Palaniappan and Ramachandraia (2015) in their investigation on Training Program on Public Relations. Public relations have been comprised of different roles and innovative progression in the moderate short time frame making the way to date. PR is a planned push to maintain comprehension among the company and its several public, and it has turned out to be among the most noticeable things that a firm has been tending to.

Public relations refers to a distinct type of business job that builds and maintains proper communication channels, validation, awareness, and support between a group and its constituents; incorporates the corporation in concerns; keeps the management up to date on the surrounding environment; defines and commits on the commitment of the company to extraordinarily serving the public; empowers the company to commit and be continuously informed regarding and effectively using change, anticipating future market trends and provide early measures and employ research, sound and affective correspondence as its major instruments according to research on the Integrated Marketing Communications and the dialect of Marketing Development done (Daniel ,2018).

Publicity Relations plays an important part in many enterprises, labour organizations, public offices, religious foundations, health centers, intentional associations, and establishments. PR is an important correspondence procedure that brings together useful connections between a relationship and its public (Shamsan & Otieno, 2015). These establishments must establish powerful relationships with their stakeholders like employees, customers, producers, investors, and the general public in order to achieve their targets. Every employee works harmoniously together with his/her subordinates with the target of attaining the objectives of the firm and not self-centred objectives in any perfect relationship.

Publicity Relations is generally incredibly important in a fast-moving sector, according to Konje's (2016) research on Publicity Relations theory and practice. Since Publicity Relations motivates the organization to relate with the partners in its surroundings to

attain its main target and to move on in a socially dependable way, it should be a required piece of the administration of each relationship.

2.4.4 Personal Selling and Sales Performance

Personal selling entails providing an informative speech to one or even more possible customers in the context of a dialogue with the motive of achieving a sale. (Cummins, et al., 2016). Personal selling is the interchange between a seller and a buyer to convince the buyer to take a specified action or accept a particular point of view. Personal selling is an important factor in ensuring customers' post-purchase satisfaction and creating relationships based on trust and understanding, resulting in good long-term relations (Yi et al., 2021). Personal selling is a communication tool between two people involving an individual/group and a representative from the firm to convince them to take necessary action (Paesbrugghe & Syam, 2018).

Football clubs strive to build good bonds with customers to enhance and maintain sales cycles to maximize customer satisfaction. It also convinces potentials through one-to-one communication such as face-to-face conversations, mobile phone conversations, and the world wide web and social networking sites. Zikiene and Kalmakhelidze (2016) asserts that, results of the direct seller to buyer partnership, personal selling is regarded as one of the most effective means of attaining promotional and organizational objectives. Although it is one of the more time-consuming and costly aspects of the advertising mix, it necessitates hiring additional personnel with specific personality and communication abilities (Bhasin, 2017). Selecting the ideal platform or communication channel to satisfy the firm's and its numerous clients' specific aims and demands could be the deciding element if the promotional strategy achieves the projected result.

Investing in comprehensive consumption patterns and market analysis to effectively understand customers' preventative measures or inspiration in buying services provided, as well as taking into consideration providing an appropriate answer for learning opportunities regarding customers' inquiries and concerns which could help improve customers' loyalty and help better promotional marketing and incentive campaigns, is extremely important. Direct communication increasingly has become the foundation of service marketing businesses that engage in personal selling, which is perhaps the most effective method of promotion because it entails engaging with potential clients (Paesbrugghe & Syam, 2018).

Rodriguez et al. (2015) Personal selling is having face-to-face talks with a single or many potential customers in order to obtain orders exchange ideas about the products and respond to queries. Personal selling allows interactions between buyer and seller, unlike other tools of the communication mix. According to Philip and Kotler (2005), as cited in Muthengi (2015), because communication is two-way, the seller can understand the buyer's individual needs and difficulties and tailor the sales presentation accordingly. Heavy promotional activities such as personal selling, where firms meet consumers and exchange ideas on their products, are what state corporations are involved in.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers' suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of increasing sales. Since personal selling is not considered sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

Sales promotions, according to Datche (2015), lost its effectiveness when they are undertaken on a regular basis. Is issued or when making a purchase. When it comes to sales promotion, companies , or consumer-oriented sales promotion, to help sustain rebates and personal selling (Datche, 2015).

Organizations, on either hand, can target traders such as wholesalers, retailers, and distributors with their sales promotions. Allowances and discounts can be given to traders to achieve this. They may as well use cooperative rebates, ends up paying a reimbursements costs in exchange for rebates on the manufacturer's items, and they can educate supplier sales personnel to improve their effectiveness (Ferguson, 2018).

Sales promotion, according to Nwankwo (2016), is defined as promotional strategy other rebates, personal selling, and publicity which boost customer purchasing and merchant efficiency, including display, showcases and expositions.

Organizations engage in sales marketing to encourage the purchase or trial of a product (Ferguson, 2018). It works as a competitive weapon by giving the potential customers an additional reason to buy or promote one product over the other. It's especially good at persuading people to try new products and buy things they didn't plan to buy

(Gębarowski, 2015). Customers are enticed to buy by sales deals that last only a few days. They're also actions that alter a product's price and value connection in the eyes of the potential customers, with the goal of driving prompt sales. It's feasible that a sales campaign will change the brand's long-term worth by making a high-priced efficient and cheaper (Hollensen, 2019).

Sales promos are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang & Ma, 2018).

Retailers can predict buyers' expenditure and price elasticity using the shopping frequency data to predict demographic information (Davicik & Sharma, 2016). When determining the relative relevance of placing sales promotion throughout the entire marketing mix, a company should consider the type of rivals, the nature of the product, marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items

whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

They examined the impacts of shopping continuity on sales performance regarding the price paid among consumers and generalized how buying regularity and store diversity represent behaviour variance (Santini & Ladeira, 2015). Due to the unavailability of the data set, non-food purchases receive intermittent attention from researchers; hence most consumer studies focused on grocery purchases only. It is shown from a recent survey of food and non-food purchases that the ability and actual saving those consumers realize from different shopping choices (Jin et al., 2015).

The study discovered that the relationships between shopping frequency and demographics in the United Kingdom are entirely different from those seen in the United States, using over 30 million scanner data points (Larasati et al., 2019). In research conducted in the United States, it was discovered that older customers who pay lower prices shop more frequently, attend the same warehouse very often, but do not visit a more significant number of retailers. It is a piece of crucial information for UK retailers since it allows them to recognize the considerable gaps between nations, and it allows them to reassess the value of attracting existing clients not just to return to their shops but to return more frequently (Hsu et al., 2020).

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The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues (Santini et al.,2015).

High rates of an existing competitive rivalry within a dynamic environment of companies' operations have forced various firms to create and sustain positive client relationships (Kusniadji, 2018). For a retail company to have a competitive advantage, long-term personal relationships are essential. Once a customer has decided on a laboratory service provider, it is unlikely that he will switch (Peterson, 2020). The one-on-one interaction method in personal selling involves money in any amount equal to or greater than the object being sold. Effective selling necessitates a system approach, at the very least incorporating roles that sell, facilitate selling, and develop sales capacities.

According to Kotler (2017) Personal selling is a one-on-one conversation between a buyer and a seller with the goal of persuading the customer to embrace a viewpoint or undertake a particular action. Personal selling is viewed as a direct personal communication or oral interaction, interpersonal, or between the seller and a potential buyer of services, goods or ideas. It is concerned with direct contact between people (Nebo & Moguluwa, 2016).

The major difference between advertising and personal selling is that advertising messages pass through the mass media such as radio, television, billboard, sign posts and newspapers to the intended audiences while personal selling uses a person either via a telephone, internet systems or in a face-to-face situation to communicate the intended messages to another person(s). It is at the point of personal selling that a sale is made and revenue realized by the firm and the consumer takes possession of the firm's output. Only

personal selling is unique in the aspect of physical exchange or transfer of title for goods and services when compared with other marketing communications tools.

Personal selling is far more recommended than any promotional strategy; it is far more essential and suited for industrial product marketing than for consumers product marketing. Because of the high technical and sophisticated nature of before and after sales services, which can only be provided by salespeople, there is a need for practical demonstration. It is usual for sales representatives to visit and check the plants and equipment of industrial purchasers. This perspective can lead to the discovery of more cost-effective and advanced manufacturing methods. Personal selling concepts are transaction-oriented, with the goal of assisting salesmen in closing a specific deal with potential buyers. However, in many cases, the corporation is looking for more than just a sale: it has identified significant industrial customers that it wants to win and keep. The company wants to demonstrate that it has the capacity to service industrial customers in a long-term, mutually beneficial relationship.

Competitive pressure in the fast-changing medical care market has prompted healthcare professionals to cultivate and maintain comprehensive relationships with their customers .Since companies invest in consumer advertising with limited sales replies, personal selling can be done face to face or through technical tools such as the internet. For firms' marketing, the association between the sales representative and the customer is critical (Wills et al., 2015). The sales force in the healthcare industry needsto be aware of all services available and what each service offers and be trained in the art of selling.

According to Lee et al. (2017), salespeople must start engaging and collaborate with clients, attempting to solve problems other than persuading them to buy products or services. Because customers' needs and motivations have always been complicated, and they can evaluate possible solutions without expert help is probably limited. Personal selling helps to ensure that certain components of marketing strategy are carried out in a systematic, straightforward, and structured way, according to a theoretical point of view.

Personal selling has been defined as a technique that seeks to create and fulfil satisfying exchanges between organizations and consumers by focusing on the necessary elements. The key to personal selling is defining a target market and building a market mix that satisfies the needs of the targeted group. Personal selling management is critical to a company's growth and performance. Personal selling has evolved greatly from its inception as a separate commercial and management phenomenon during the first and second world wars (Kamau et al., 2017).

According to Cacciolatti and Lee (2016), the promotional mix is the core of many great concepts ever developed for business executives. The four Ps have become the fundamental paradigm in academic research, the validity of which was granted according to market researchers. Personal selling is beneficial to most companies. Salespeople get more attention than an advertisement or display, especially with face-to-face prospects, since they can say or do consider the customers' behaviour and culture by asking questions to find out the customer's specific interests (Lee & Hoffman, 2015).

The salesperson is present to ask for an order when the customer is ready to purchase since it stays in line with the customers' response and adjusts the presentation as they

move along. According to Brodie (2017), building buyer-seller relationships is difficult since it involves selling and getting orders. The personal selling procedure involve six stages which include; Prospecting, pre-approach, presentation, close, and follow-up are the six stages of the personal selling process. Although the salesperson's customer encounter is crucial to personal selling (Daniel, 2018), much of a salesperson's job occurs before the meeting and continues afterward.

Prospecting, which is the first stage of personal selling, involves the search for qualified potential customers. Continual prospecting in order to maintain sales is important, especially for one-time purchase products like encyclopedias. Three types of prospects do exist. The name of a person who could be a possible customer is called a lead. A consumer who needs the product is called a prospect. A qualified prospect is a consumer who needs the product, can afford it and is the final decision maker (Daniel, 2018).

Many sources can generate leads and prospects. The salesperson initiative is indispensable though the enterprise can supply its sales force with different sources. Consulting different sources like professional press magazines and internet sites are some of the firm's salesperson initiative. Multilevel marketing or structural trade is a specific form of personal selling which is widely spread. Direct selling through independent distributors who sell, add, and train new member sellers entail multilevel marketing (Budge, & Laver, 2016).

Cost savings and differences between retail and wholesale prices have made distributors have attractive incomes. Amway Corporation is one of the companies using multilevel marketing in the Czech Republic. The nature and classification of multilevel marketing

have some ambiguity to some formats of marketing communication since it is sometimes considered a part of direct marketing. Personal selling comprises a comprehensive presentation of the product, including functionality demonstration and practical use of provided information, besides the flexibility mentioned above and efficiency of the communication (Cazeaux, 2017).

Personal selling represents an example of marketing communication complexity since it underlines the importance of the customer and the uniqueness of a product. The potential buyer should not feel trapped at the seller's mercy; hence presentation should be considerate and sensitive. The seller should act knowledgeably by providing information, explaining and demonstrating exceptional products by showing interest in customers' opinions and caring about their reactions, and most importantly, avoiding pressuring the customer. Product presentation and approach to sales underline the products' uniqueness (Datche, 2015).

According to Wilcox (2015), it is not compulsory to see advertisements or products. It is dangerous and difficult for organization service markets to use price-based promotions because price settling of healthcare is already complex; hence, buyers see low prices resulting from low quality. Sales promotions in healthcare services seem to be effective when combined with advertising (Meidan, 2016). The company's key goals within the company are to attract new consumers, increase market share, and minimize the cost of acquiring new clients by deliberately avoiding price competition with other healthcare organizations. Personal selling is considered the most prominent feature of the financial services industry's communication press (Daniel, 2018).

Personal selling can be done by the person or through improved technology such as the internet. For the marketing of health organizations, the relationship between a salesman and a consumer is quite important. Salespeople in the service sector must be knowledgeable of all available services and explain what each one delivers; therefore, they must not simply be trained in the art of selling. Consumers' requirements and motivations are expected to be complicated, and their capacity to evaluate alternatives without expert assistance is likely to decrease, according to Meidan (2016). It is critical for salespeople to engage and work cooperatively with clients, attempting to solve their problems rather than just convincing them to buy the product.

Kimani (2018) sought to determine the impact of promotional strategies on the fast-moving consumer products firm's performance in the Kenya Capital City. To shorten the data, means, standard deviation, and frequencies were used to show it in various study configurations. In order to determine the measures of focal propensity, like the mean scores and scattering measures like the fluctuation and standard deviation, engaging insights were employed. The relapsing and Pearson linkage analysis was carried out in order to link the free and ward variables.

Despite the high costs of some promotion techniques, such as local newspapers such as diaries, daily papers, and magazines, the study uncovered that firms that focus on fast-moving goods in the country were eager to adopt the concept of direct marketing, public relations, advertising, sales promotions, and personal selling, methodologies in order to gain a competitive advantage. In order to establish the relationship between the factors, a relapse investigation strategy was employed (Davcik & Sharma, 2016).

The independent variables including personal selling, advertising, direct marketing, sales promotion, sales promotion public relations, and Performance of FMCG Kenyan Firms, which was the dependent variable, were confirmed to have a relationship (positive)effect.

The independent variables such as direct marketing, sales promotion, advertising, sales promotion, personal selling, public relations, and organizational performance of the firms in Kenya, the dependent variable, were established to have a positive correlation.

Personal selling is the most favoured. This study established that all agrochemical companies in Kenya employ all the promotional mix elements (Irene, 2017). To acquire information, increment new records, and instruct customers were the main targets of personal selling. Sales promotion was used mostly to build customers since a larger part of the organization used advertising to advise. A large part of the firms thought of accessing purchasers as the most important objective with coordinate marketing. In being mindful and increasing sales volume, publicity and public relations were also considered (Joshi, 2016).

According to the findings of a study on the impact of selling strategies on a company's sales performance, managers' perceptions of selling strategy adoption are linked to specific of specific behaviour adoption such as adaptive selling, relational strategy, and customer-oriented selling all of which can lead to the creation of long-lasting, strong relationships. According to Arli et al. (2018) research on selling and developing partnerships, personal selling is a relational strategy in that a merchant seeks to expose and meet the wants of the purchaser in a equally long-term cooperativemanner that is beneficial to the two parties.

Personal selling is the most costly advancement method since it involves establishing relationships through communication with the goal of creating a commercial transaction. The process's accomplishment is determined by better ways the contracting groups reach a mutual understanding via social relationships. Individual selling is communication between buyers and sellers, according to Keller (2016) in his research on mastering the marketing communication mix. The behaviour of the seller influences the buyer's view in terms of value, and hence what happens in these co-operations is very critical and also, considering the behaviour of the salespeople, the buyer's quality assessments are constructed altogether.

Selling should be managed to add to a company's general targets, according to Adebisi (2016) in his research on Essentials of Marketing Management. By being close to the buyer, agents can come up with inventive responses for customer issues, and hence representatives can convince a buyer to an incentive from different perspectives. Macharia (2016) establishes the influence of the strategies and the performance of firms in the pharmaceutical sector Nairobi County. The findings revealed that pharmaceutical companies were utilizing personal selling strategies in advertising their products, which has improved the volume level of their sale, higher profit margins, quicker drug movement, pharmaceutical company education, event sponsorship, and enhanced their financial performance.

In Nigeria, a study by Nebo and Moguluwa (2016) on the impact of sales promotions, personal selling, and advertising, on the sales force performance of the banks. Hypotheses were tested using Multiple Linear Regressions and the Independent Sample T-test. The study found that; advertisement and sales promotion have mediating

effects on the impact of bank salespeople's personal selling efforts, personal selling has a major effect on the sales performance and sales promotion has a greater impact on sales performance than the advertisement.

Personal selling is a relational effect process that involves a business promotional presentation directed to an individual buyer, according to research by Dibb (2015) on Performance Auditing of Integrated Marketing Communication. By reacting to buyers' queries and questions about the organization, personal selling has the ability and chance of convincing people who can go to the offices of the firm with foundation information about the administration.

Personal selling is also the most effective promotional approach for establishing connections with potential clients due to its participatory character. Personal selling can be an effective communication strategy at different phases of the purchasing process, particularly when it comes to determining customers' first selections, assurance, and procedures. This is incredibly significant in a service sector such as education, which is especially important in developing and poor nations (Armstrong, 2018).

In order to formally gather and investigate information, make an informed decision on the appropriate match between the needs of the buyer and business products or advantages, and effectively convey this information by trying to persuade the buyer to make an order, personal offering undertakings incorporate creating a relationship with the buyer. Another benefit of personal offering is that it enables the relationship to demonstrate a lot of minds boggling or specialized information about its product, procedures, administrations, and field encounters (Siderra, 2017).

The idea of personal offering makes it the best limited-time strategy for creating relationships with customers; in these perspectives, individual selling is the highly valued specialized instrument at specific stages of the purchasing procedure, particularly in creating buyers' first decisions, sureness, and methodologies according to a study by Taecharungroj (2017) on marketing communications and interactivity of communities. In developing nations, it's the most basic way of making a profit for firms. Personal selling is an immediate correspondence between the seller and the buyer trying to persuade each other in buying situation (Longnecker, 2016). Personal pitching alludes to personal correspondence whereby a seller, in an unselfish manner, persuades the customer to buy a product. In working up buyer's inclination, emotions, and activities, personal selling is the best instrument at a certain stage of purchasing procedure.

The ability of sales promotions is to influence sales and consumer patronage has been noted. According to Aghara and Ifeanyichukwu (2018), a sales promotion is a brief offer of quality intended to entice people to buy products/services. It is given to both customers and intermediaries in order to keep them aware of the discounts, the rebates, giveaways, and prizes. According to Foskett (2015), the primary criteria for a campaign since benefits are always seasonal and sales drop off after the offer expires, so advertising is frequently used to turn the consumer who purchased the product due to a massive sales promotion into a long-lasting customer.

The sales team requires a lengthy engagement than advertisements that could be flicked on and off, although it's pretty tricky to modify the size of a sales force. Personal selling is perhaps the costliest form of marketing for businesses, costing them a great deal of money (Dibb, 2015). For instance, bank sales staff require a vehicle and time to visit a

customer. Daniel (2018) therefore revealed that businesses that successfully participate in personal selling improve their success by-product sales.

Due to their favourable effects on brand image structures, financial as well as non-financial promotions are significant in brand equity generation as per the samples of 167 buyers'suggestions (Mariola & Elena, 2015). In sales promotion, which is usually the central feature in promotional programs, some form of enticement giving an additional chance to purchase is always present.

Sales promotion is indeed a deliberate enticement to distributors, consumers, or suppliers to offer more excellent value or incentives for the commodity, with the primary goal of increasing sales. Since personal selling is not considered sales promotion, sales promotion is defined as the marketing technique of giving non-permanently improved value for money (Osunbiyi, 2018). Advertising or personal selling does not include sales promotion since it is a miscellaneous selling tool and a non-routine sales process.

Sales promotions, according to Datche (2015), lost its effectiveness when they are undertaken on a regular basis. Is issued or when making a purchase. When it comes to sales promotion, companies , or consumer-oriented sales promotion, to help sustain rebates and personal selling (Datche, 2015).

Organizations, on either hand, can target traders such as wholesalers, retailers, and distributors with their sales promotions. Allowances and discounts can be given to traders to achieve this. They may as well use cooperative rebates, ends up paying a reimbursements costs in exchange for rebates on the manufacturer's items, and they can educate supplier sales personnel to improve their effectiveness (Ferguson, 2018).

Sales promotion, according to Nwankwo (2016), is defined as promotional strategy other rebates, personal selling, and publicity which boost customer purchasing and merchant efficiency, including display, showcases and expositions.

Organizations engage in sales marketing to encourage the purchase or trial of a product (Ferguson, 2018). It works as a competitive weapon by giving the potential customers an additional reason to buy or promote one product over the other. It's especially good at persuading people to try new products and buy things they didn't plan to buy (Gębarowski, 2015). Customers are enticed to buy by sales deals that last only a few days. They're also actions that alter a product's price and value connection in the eyes of the potential customers, with the goal of driving prompt sales. It's feasible that a sales campaign will change the brand's long-term worth by making a high-priced efficient and cheaper (Hollensen, 2019).

Sales promos are usually limited-time offers that require the consumer to participate by making an instant purchase or doing some other action (Irene, 2017). The operational, strategic, and ultimate aims of sales promotion are most important. The tactical objectives are to counter a rival's growth in market share, counter additional rivals' promotional efforts, and shift brands that are decreasing, overstocked, damaged, or not selling quickly enough. A sales promotion's ultimate purpose is to increase sales, earnings, and market share (Jiang & Ma, 2018).

Retailers can predict buyers' expenditure and price elasticity using the shopping frequency data to predict demographic information (Davicik & Sharma, 2016). When determining the relative relevance of placing sales promotion throughout the entire marketing mix, a company should consider the type of rivals, the nature of the product,

marketing expenses, the target market, the stage of the development in the life cycle. Sales promotion, for example, is usually appealing when there is a limited budget.

In an extremely competitive economy, when persuading clients to try a new product is the goal or prefer it over one of the competitors, sales promotion is a very effective tool (Grönroos, 2017). Sugiono et al. (2021) define sales promotion as "communication actions which provide added benefit or rewards to end customer, suppliers, merchants, or other company's clients." Sales marketing works better when used on impulsive items whose characteristics are appraised when purchasing rather than sophisticated, pricey things that require human demonstration.

They examined the impacts of shopping continuity on sales performance regarding the price paid among consumers and generalized how buying regularity and store diversity represent behaviour variance (Santini & Ladeira, 2015). Due to the unavailability of the data set, non-food purchases receive intermittent attention from researchers; hence most consumer studies focused on grocery purchases only. It is shown from a recent survey of food and non-food purchases that the ability and actual saving those consumers realize from different shopping choices (Jin et al., 2015).

The study discovered that the relationships between shopping frequency and demographics in the United Kingdom are entirely different from those seen in the United States, using over 30 million scanner data points (Larasati et al., 2019). In research conducted in the United States, it was discovered that older customers who pay lower prices shop more frequently, attend the same warehouse very often, but do not visit a more significant number of retailers. It is a piece of crucial information for UK retailers since it allows them to recognize the considerable gaps between nations, and it allows

them to reassess the value of attracting existing clients not just to return to their shops but to return more frequently (Hsu et al., 2020).

Given the expanding relevance of sales promotion, a considerable of work has been conducted on how it influences brand equity evaluation, customers' price choices, brand preferences, brand switching behavior, brand perception and brand preferences. The goals of consumer promotion are to directly affect a company's consumers' purchasing behaviour (Shrestha, 2015). According to research, sales promotions positively impact short-term sales (Pelet, & Wegmann, 2018). Sales volume, stockpiling, and purchase acceleration are all affected by promotions significantly (Agu, 2020). Nevertheless, some research suggests that sales promotions affect the perception of brand perception.

Shrestha (2015) also highlighted that sales promotion includes without hesitating sparks that ensure buying or offering items or organizations. A study on the factors affecting promotion practices on maintenance of consumers concluded that firms that are doing promotion rehearse clearly so that they can hold on to their customers; be that as it may, their standards of living may improve to a higher stage as a result of this training (Agu, 2020).

Deal promotions are used in centering individuals and notwithstanding customers who are outrageous and are used together with publicity or an individual offering. There are two types of incentives that are separated and organized with various significant differences, such as monetary and non-cash associated incentives (Santini & Ladeira, 2015). Non-cash promotions are related to deferred compensation and are partnership-centred; examples include unrestricted gifts, sweepstakes, and dedication initiatives;

financial promotions are based on value and aim to provide consumers with immediate rewards; examples include refunds, coupons, rebates, and value packs.

The ideal development system is a technique that attempts to increase the number of things and brands available for purchase. In most cases, they benefit the client in the near term, influencing the users' behaviour accordingly. Promotion is any form of motivation used by producer or retailer to stimulate exchange with another retailer or another member of that channel or with customers to purchase the item according to research on advertising, promotion, and additional integrated marketing issues (Santini et al., 2015).

A caution is given that information given by the salespeople should be defined through regulations and time spent with potential buyers limited to avoid misusing the process of communicating according to Ružić, et al (2018) on their research on consequences of the behaviour of sales management and compensation. In Jamil Motors Port Harcourt, Selamawit (2015) investigated the connection between personal selling and capital equipment sales results. Face-to-face contact, mutual relationships, and direct mailing are all linked to capital equipment sales success at Jamil Motors in Port Harcourt, according to the findings. Based on the study's results, we suggest that businesses use personal selling to promote their goods because it has a greater impact on sales revenue and market share and improves consumer loyalty.

2.4.5 Government policy

Government policies can affect taxation rates, parking fines, pensions, status and laws on immigration, and where you attend school since they define an action course hence creating a starting point for change. These policies are not law but can lead to the creation

of laws. They can also affect only a specified group of individuals though they are supposed to be non-discriminatory. The government has considerable influence on daily business activities, including revenue collected, costs, and the net income of the particular business (Kundu & Sheu, 2019).

Organizations are levied by the state to acknowledge their use of essential services and to increase revenue to finance operations undertaken by the government. Public policy and the government establish the systems and the specific norms under which enterprises function (Adigun & Adesina, 2015). Businesses entail government creations which are legal entities under government laws. Through specific policies, regulations, judicial orders, government expenditure, and taxes government affects the market economy of which they are ever changing and create the turbulent operating ecosystem for all organizations (Wu, 2017).

All businesses in the United States and other countries are impacted by public policies addressing energy use and climate change, but businesses focused on sustainability are particularly affected (Kundu & Sheu, 2019). According to Adam Smith, the best champions of capitalism emphasized and acknowledged the government's important role in the private market economy. In 1776, Smith wrote about the Wealth of Nations, during which he emphasized the importance of government in the establishment of legal frameworks, which therefore help us understand the laws and regulations for contract enforcement, business transactions, and the granting of copyright protections to encourage new products, services, and inventions (Li et al., 2019).

The government main role is to perform in the delivery of utilities and infrastructure needed by firms is also explained by Smith, who also includes government funding to build common physical infrastructure such as bridges and roads (Duangdai & Likasiri, 2017). Other public goods are used by society and businesses, such as clean water, air, soil, and an environment that industries rely on apart from the common public goods (Haldar & Sethi, 2020). If the existence of most public goods depended on private markets and individual businesses, then they would not be available since, for example, constructing an interstate highway for goods transportation or building and maintaining internet or being responsible for protecting the natural environment would be very costly for any business to undertake (Li et al., 2019).

Government policy, for example, can play an entrepreneurial role in influencing the establishment of long-term market conditions. It may also play an entrepreneurial part in influencing the development of land infrastructure to support the enterprise (Nguyen et al. 2019). According to the findings of previous research, countries in transition (such as Iraq) required to take special initiatives to encourage entrepreneurial activity and for businesses to generate possibilities to expand in all areas of the economy. According to the findings of Mohd Shariff's study, in the absence of strong market forces in these nations' transitional economies, the government needs to take urgent action to establish those prerequisites.

Existing empirical research on the link between government policy and performance has primarily focused on major corporations. The research gives compelling evidence that implies government policies are linked to large-firm performance. Although the majority of empirical researches have focused on large corporations, a growing number of

researchers found that government policy has an impact on organizational performance. Government policy, for instance, can play an entrepreneurial role in influencing the establishment of long-term market conditions. Government policies that assist corporate growth are vital in both developed and developing countries (Nguyen et al. 2019). Despite the importance of government policies, little researchers have looked at them in the aspect of businesses.

2.4.6 Sales Performance

According to Kamoni and Rotich (2018), the volume of completed offers during a specified period compared with a predetermined sales level is known as sales performance. Both results and behavioural measurements are included in sales performance. Since it affects explicitly vital execution pointers, the most critical part of sales pioneers is accomplishing more noteworthy sale execution. According to Kangure (2015), the pressure for sales of organizations to raise the ever-high targets of revenue is high since as businesses grow, they are more optimistic about growth opportunities.

In attempt to improve sales growth in an economy, a much more thorough and data-driven strategy to basic sales activities, including as strategic planning, territory allocation, compensation programming, and resource planning, is necessary. Tactical selling methods do not work in these times of intensifying competition and fierce negotiations with buyers. The degree of actual work accomplished by a people or the quantity of real work exhibited by a person, as per Wang and Miao (2015), is the performance.

They create the value that the buyer is not considering when purchasing is the main reason for success in sales. A positive relationship exists between the commitment of the job involvement component and sales performance. At the same time, performance-oriented people have always perceived the outcome of sales as a reason for their behavioural performance.

According to Todorova (2015), salespeople who are committed are supposed to increase efforts on their job by having a direct job performance effect. Sales Performance is the quantum of sales by a salesperson in a specified time which measurement is by sales value, amount of unit sales and salesperson quality which depends on the working experience in a given particular environment is seen to excellent at the knowledge of products, understanding needs of the clients in the firm, contact networks and the overall knowledge which leads to the firm's increased rate of production (Liban, 2015).

Understanding, lead and improve our firm's performance measures are important. For us to analyze how well we are doing, if our target goals are being achieved, if customer satisfaction is achieved, if statistical control is well achieved, and to identify where improvements are required, effective measures are helping is a lot. Performance measures the important signs of a firm, which are important in 'quantifying' activities within a processor outputs of a process to achieve the desired target (Singh & Venugopal, 2015).

With the help of fast-food businesses in China, Wang and Miao (2015) investigated the impact of coupons on consumer brand and decision-making. The findings imply that there could be both rapid and cross-advertising impacts, meaning that the closeness of a coupon for a target brand influences buyers' perceptions and goals toward that brand.

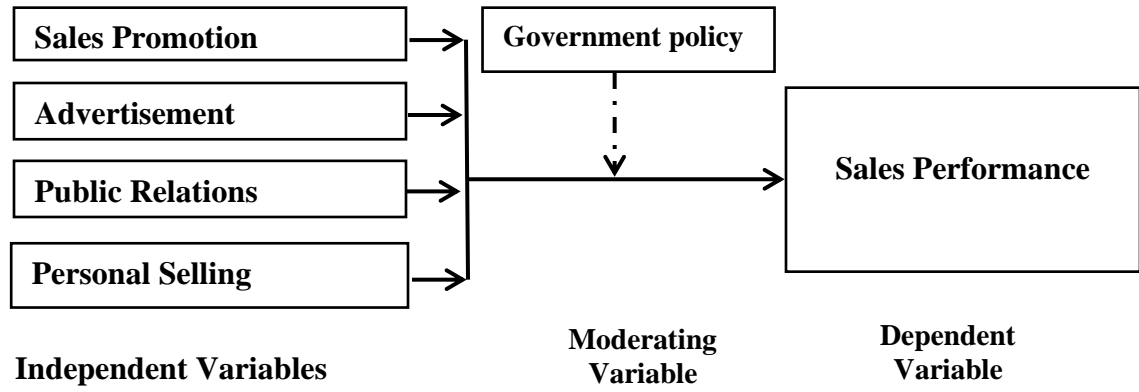
Todorova (2015) devised a method for calculating the impact of a dynamic steadfastness strategy and more traditional transitory marketing techniques in real-time. They concluded that the initiatives under investigation successfully changed leads and increased loyalty. Customers' buying decisions are influenced by email-based promotions, delivery costs, and overall pricing (Sunil & Nobuyuki, 2017).

2.5 Conceptual Framework

Thadani and Todaro (2019) explained that an abstract or general idea obtained from specific occasions is a concept. According to Thadani and Todaro a concept needs not be understood through discussion. According to Ovaskaine et al.(2017), a conceptual framework is a technique that organizes empirical observations into a logical structure. When well described, a conceptual framework can assist a researcher in gaining relevant future findings. A conceptual framework must be included in the program for negotiation to be analyzed, tested, evaluated, and changed due to the study and to describe the possible variances between the variables. According to Wolf and De Groot (2020), a diagram highlighting the relationship between the outcome and predictor variables is a conceptual framework,as shown in Figure 2.1.

Figure 2.1

Conceptual framework

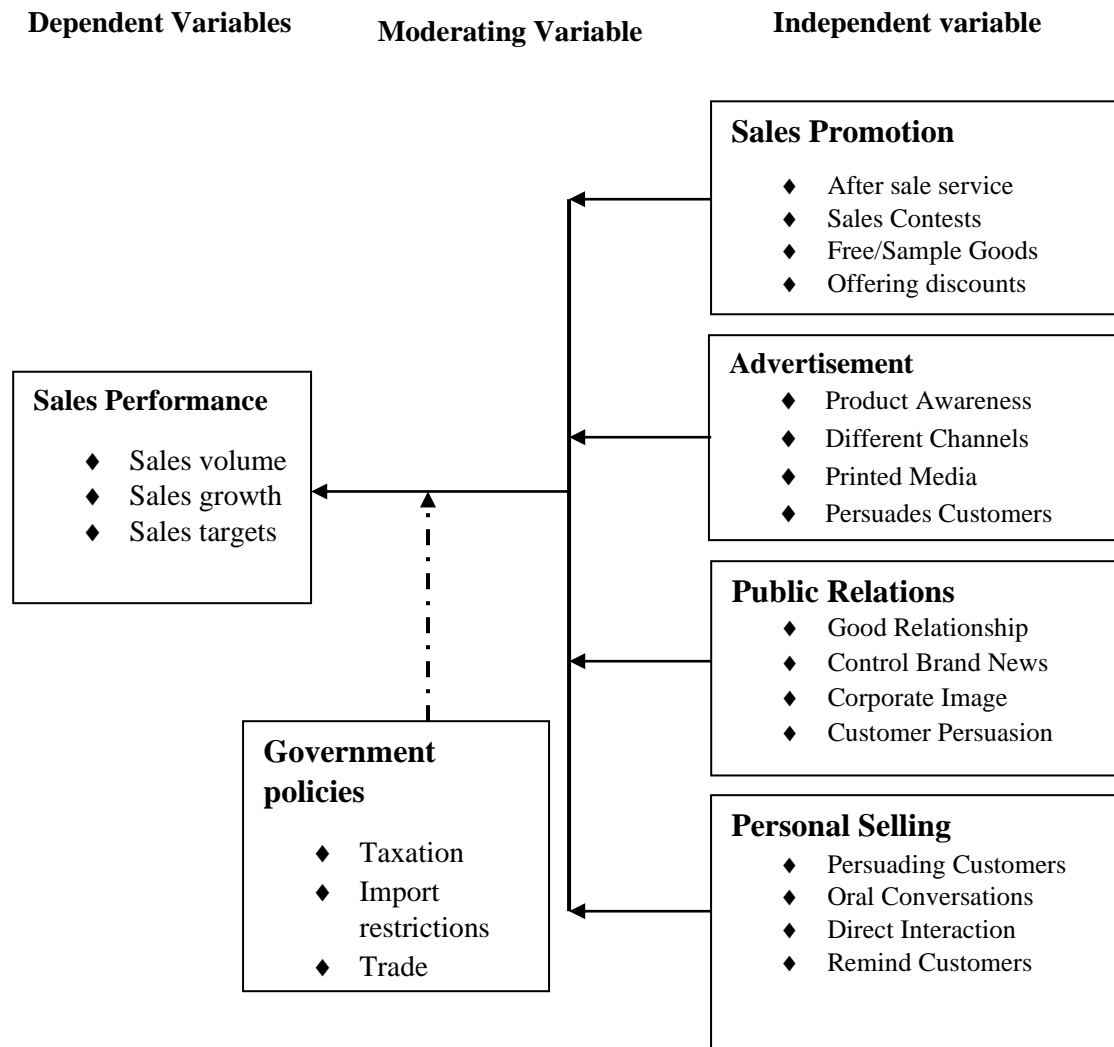


Source: Author (2022)

2.6 Operational Framework

Figure 2.2

Operational Framework



Source: Author (2022)

2.7 Explanation of Variables

2.7.1 Sales Promotion

To attract leads, reward loyal customers, and increase rates of purchase by frequent users', sellers mostly use incentive-type promotions. Brand switchers who are mainly looking for low prices, premiums, or good value are usually attracted by sales promotion, and they are not likely to turn into loyal customers.

Marketing activities that stimulate consumer purchasing and the effectiveness of the dealer are the features of sales promotion. Sales promotion can permanently affect market share in markets of high brand dissimilarity. According to Daniel (2018), marketing activities such as trade shows, displays, coupons, contests, samples, product demonstrations, premiums, and other selling methods used work together with other promotional forms to create emphasis, supplement, assist and ensure the achievement of the promotional program goals.

2.7.2 Advertisement

The use of consumer-direct marketing channels, that comprise direct mail, interactive television, telemarketing, mobile devices, to spread and bring products to customers without using marketing middlemen is called direct marketing. It involves connecting directly with targeted customers to build up lasting customer relationships and obtain immediate responses. Since it can operate from the homes and browse mail catalogues or business websites, direct marketing is easy and convenient to use. Marketers in today's economy target small groups and individual buyers and offer personalized offers; hence direct marketing is powerful in building customer relationships in the market.

Advertising affects buyers' decisions through convincing and educating buyers' acceptability of the product offerings since advertising publicly informs people about a product or service. Advertising informs and persuades customers to purchase advertised goods or services by creating awareness about the good or service, and it must be paid for. Advertising has positively led to the growth of many industries by positively affecting customers' decisions and increasing the sales volume of the products.

2.7.3 Public Relations

According to Palaniappan and Ramachandraiah (2015), public relations is a task of distinctive management which helps in creating and upholding common communication lines, cooperation, accepting and understanding between firms and their customers; helps the managers keep on and responsive to customers outcry; involves dealing with challenges; defines and creates emphasis to in the management roles in serving the public interest; use research and ethical communication as main tools and helps management in effectively utilizing change hence able to predict future trends.

Public relations (PR) are the umbrella word for marketing strategies that raise public awareness about a product, an individual, or a problem. Many institutions like businesses, government agencies, trade unions, foundations, voluntary associations, hospitals, and religious institutions use public relations (PR) since it mutually builds a beneficial relationship between the public and the institution. Institutions must come up with effective relationships with their audience, employees, customers, suppliers, shareholders, and the community for them to achieve their set objectives. Kotler and Armstrong (2017) explained that all employees work harmoniously with the employees under them for the achievement of the set goals in an ideal organization.

2.7.4 Personal Selling

As far as ancient Greece, personal selling was in use since it was motivated by the manufacturing revolution, which started in the 18th century in Great Britain (Kotler & Armstrong, 2017). During the first part of the 20th-century modern personal selling started being used. In the times of the industrial revolution, local economies were not self-sufficient; hence sales persons began to travel. The main way of providing paid personal communication to consumers is through salespeople. Salespeople in the 21st century learn prospects know needs and are honest in recommending a product or service solution since the affiliation-oriented consultative style to personal selling has gained favour.

2.7.5 Government Policy

The control of interest rates or the money supply by the state government in an effort to manage the economy as well as economic factors such as productivity, inflation, and the balance of trade is known as monetary policy. For instance, whenever Kenya's government introduced the women's fund and the youth fund, the economy expanded since they were offered help to finance their businesses and attract more loans from banks, and as a result, the bank received more new customers, increasing sales volume and ensuring that most customers remained loyal to the banks.

2.8 Research Gaps

In the context of Iranian steel private enterprises, Abed and Vesalian (2017) examine the association between promotional strategy and sales performance. The findings revealed that promotional strategy has a significant impact on sales performance. The research

could not find any evidence of a causal link between promotional strategy tactics and sales results. The research did not look into all aspects of promotional strategy tactics.

In India, Goswami and Khan (2015) investigate the impact of advertisement on customer decision-making. Advertising is known for having a lengthy effect on the perception of consumers, according to the research. Because there is no enough specific information in regards to the advertisement message's influence, the study does not demonstrate how to quantify its performance.

Influence of promotional strategy on international firm sales performance with specific focus on Proctor and Gamble, “revealed a strong link between promotional strategy and sales performance. The study further revealed that promotional strategy such as direct marketing, sales promotion, advertisement and public relations assist businesses in reaching out to potential customers by persuading clients to buy their products.

Daniel (2018) conducted research in the Iranian steel private enterprises to determine the relationship between advertising and sales performance. The findings revealed that advertising had a significant impact on sales results. The study's methodology used only 12 private organizations as a sample rather than all steel companies and customers, which was a limitation. More studies need to be done into alternative types of advertising that can increase sales success. The research could not find any evidence of a causal association between advertising methods and sales results. The research didn't even look into all aspects of advertising. The present investigation aims to fill such gaps by determining the impact of advertising on private-sector sales performance in the Inyange industries.

Lee and Charles (2021) looked into India's social media and digital advertising. Due to the ability of new gadgets like mobile TV and smartphones to provide extra internet service, the research found that advertising has become a major marketing platform. Because of the increased amount of advertisement, it is impossible for any advertisement to be adequately delivered to the targeted audience.

Safaricom's advertising strategy for promoting Mpesa products/services in Kenya 2018 came to a conclusion that while the most crucial aspect of creating a marketing advert is determining the number of information customers needed about a particular item. The absence of a unique look in advertisements causes it to be less effective, according to the research.

In Nigeria, Aderemi (2015) looked into the effect of advertisement on pay-TV overall sales. He discovered that effective advertising necessitates the involvement of qualified employees, including a variety of specialists, in order to flourish in today's fast-paced and competitive corporate surroundings. The research was unable to determine if the advertisement has a strong influence on customer behaviour.

Foskett (2015) investigate multinational corporations' Middle Eastern worldwide advertisement techniques. The research discovered that an advertisement's content should be obvious and relevant to the customer, or it would fail to have the desired effect. The research did not mention how people are dealing with misleading versions of reality, such as those found in advertisements.

In the United States, Jiang and Ma (2018) examine sales promotion as well as its profit. They discovered the sales promotion must aim to enhance product and brand sales in a

shorter time period since it acts as an advantage to the buyer, affecting their behaviour. The research does not address the way to handle the estimated risk in sales promotion when there is a mismatch between what is delivered as well as what is advertised.

Brooks and Wohlforth (2016) investigate the United States' shift to 21st century marketing communication. The study revealed that the marketing of consumer-packaged products through sales promotion was by far the most common method. The investigation of the effects of sales promotions on brand preference after the promotions have ended after received relatively less academic attention.

Buyers' behavioural pattern of responses to the sales promotion according to the research about Fear of Losing Face in Asia were researched by Adebsi (2016). The survey revealed that in the marketing of consumer-packaged products, sales promotion is becoming the most common method. The analysis of the effects of sales promotions on the preferences of products brand after the promotions had ceased since it has received very little attention from researchers.

Gong et al. (2015) investigated the impact of a highly effective price campaign in a customer products category. The analysis revealed that while a very effective promotion had no long-term impact on the brand of the product, though did extend the retailer's overall category, although it is only temporary. Sales promotion can generate the perception that the company would not be able to control its sales, which is a concern that has not been addressed under this research.

Anderson et al. (2016) looked at the way level of an existing price promotion influences first-time and recurring clients' future purchases in the United States. It was revealed that

cost discounts depth within the current quarter enhanced purchasing decisions by first-time consumers but decreased future buying of the existing clients, according to the research. The study did not figure out the way to handle the negative consequences on the company's long-term future produced by sales promotion's short-term perspective.

Palaniappan and Ramachandrail (2015) looked at the way public relations training courses in England works. The analysis revealed that maintaining an understanding of amongst company and its diverse publics necessitates a concerted effort. Because public relations have the potential to fail to complete the communication process, additional research needs to be done.

In the United States, Stent (2015) performed research on selling and forming partnerships. Personal selling is perhaps the highest expensive kind of promotion strategy, according to the report, because it entails developing a relationship through conversation in order to close a deal. Because the research cannot guarantee findings, it may lead to low ROI capital. Keller (2016) discusses the marketing communication mix and how to master it. The research reveals that salespeople's actions have an influence on a buyer's opinion of quality. In addition, the research is needed to determine how to integrate customer care abilities using personal selling methods, as salespeople are mostly educated on consumer acquisition and lack abilities for consumer retention. In Nigeria, Adebisi (2016) looked into the fundamentals of marketing management. The analysis revealed that selling is to make a contribution to a company's overall goals; it must be efficiently managed. The research did not find a way to deal with salespeople's message inconsistencies.

In Australia, Dibb (2015) investigates the effectiveness of the integrated promotional strategy. Personal selling was revealed to have the ability and chance to persuade clients to buy by gathering and analyzing data and using it to discover the optimum fit between the consumer's wants and the company's offerings, according to the research. Customers may be hesitant to share personal details, rendering data collection on a specific client challenging. This limitation needs to be addressed in this research.

In Scotland, Wang et al. (2016) investigates community marketing communication and interactivity. According to them, personal selling was found to be the most effective communication strategy for establishing relationships at many phases of the buying process, notably in establishing customer's first selections, confidence, and processes, according to the study. Most salespeople consider themselves superior independent of the company, and as a result, they develop their own sales strategies, which is a concern not discussed in this research.

At the Homa-Bay county in Kenya, Onditi (2015) investigated promotional strategy impacting organizational sales that focuses on both agricultural and non-agricultural commodities among the women groups. According to the findings, the majority of women's groups use personal selling for marketing their farm produce, which has a greater influence on prices than other promotional aspects. Because the research was focused on farm commodities, it may not be applicable to other industries. Other characteristics which can influence small-scale manufacturers' performance, such as level of expertise and utilization of ideas in promotion activities, were not considered in this research analysis.

Okyere et al. (2016) investigate the impact of promotional strategies on Ghana telecom's sales performance. The findings revealed a positive correlation among advertising budgets, sales promotions, and total sales, but that there is an inverse association between Television advertising and sales performance as well as sponsorship cost and overall sales. Some other promotional strategy, like publicity and direct marketing, show no clear proof of an association. Peterson (2020) investigated the impact of promotion strategy on cosmetics and beauty item sales growth. The most significant aspect in increasing cosmetics as well as the personal care commodity sales was found to be the marketing strategy such as personal selling, advertising, and sales promotion. Direct marketing, on the other hand, had a minor impact on product sales. The research was conducted in the cosmetics business and may not be applicable to other industries like fast-moving consumer products or household appliances. Other promotional strategy variables such as publicity and direct marketing were not taken into account in this study. Furthermore, the research did not take into account the economic and social aspects of various markets.

Public relations is a non-personal mode of communication that attempts to influence an organization's overall picture. This research is important since reputable businesses have an effect on repeat purchases of goods and services. According to Peterson (2020), the use of the internet for buying many goods has improved in direct marketing. Ultimately according to Daniel (2018) personal selling is well-defined as direct communication between a sales professional and one potential customer in an intended to convince someone in a purchasing situation.

Table 2. 1

Summary of Research Gaps

No.	Study	Methodology	Findings	Research Gaps	Focus on the Current Study
1.	Advertisement and Firms' Performance: An empirical analysis of Indian Companies (Gupta, 2008).	Descriptive	Established a significant positive relationship between advertisement intensity and sales performance but a statistically significant adverse effect on Profitability performance.	Contextual gap in that the study was conducted in India, a foreign setting. It is worth noting that very few local studies on this area have been done locally. Empirical gap in that advertisement has been over researched on as an aspect of market penetration strategy leaving other elements unaddressed. Conceptual gap on the lack of academic consensus on the relationship between advertising and market share.	Contextual gap will be filled by conducting a local study. Empirical and conceptual gaps will be filled by expanding both the framework of growth strategies considered and framework of theories and models relied upon.
2.	Public relations strategy and financial performance: A meta- analytic	Descriptive research	The application of the Meta-analytic analysis revealed that	The authors, drawing from the research findings contend the traditional	Conceptual gap will be filled by embarking on an empirical study on

evidence on
causality and
construct
multidimensionalit
y in Germany

(Bausch & Pils,
2009).

strategies of
both related
and unrelated
diversification
strategies are
significantly
associated with
concurrent
performance of
the entities
under study.
The study
however could
not relate
diversification,
either
concentric or
conglomerate
with
subsequent
accounting-
and market-
based
measures of
performance

arguments of
contemporary
diversification
theorists and
conclude that
there is indeed
no such thing
as a generally
valid nature of
the
diversification
strategy–
performance
linkage.

This leads to a
conceptual gap
on the need to
explore and
probe the
concept of
diversification
further.

Contextual gap
in that, the
study, like
most other
studies on this
area was
conducted in a
foreign
country.

Empirical Gap
on the need to
consider more
growth
strategies.

diversification
- market share
relationship.

Contextual
gap will be
filed by
conducting a
local study
targeting tea
packaging
and blending
firms in
Kenya.

Empirical gap
will be filled
by
considering
more growth
strategies.

3. Personal selling
and its effect on
Firm performance:
An empirical
review of Nigerian
Firms. (Ojo, 2009)

Quantitative
research

The study
established a
significant
positive
relationship
between the
level of
diversification
and

The study
established a
significant
positive
relationship
between the
level of
diversification
and

Gaps will be
filled by
conducting a
local study
targeting

Tea
packaging
and blending

			performance of Nigerian companies.	performance of Nigerian companies. Contextual and empirical gaps on the need to consider more growth strategies as well as conducting a local study.	firms and collecting empirical evidence on expanded variables to satisfy the knowledge gap.
4.	Effects of Sales promotion strategy on Corporate Financial Performance and Growth in Nigeria. (Oyedijo, 2012)	Descriptive	Results indicated a high and positive correlation between financial performance and related diversification strategy. As such, it was established related diversifiers had a relatively higher level of financial performance than unrelated and mixed diversifiers.	Contextual gap on the need to consider embarking on a local study. It is worth noting that most past studies are international in setting and the results may not necessarily be locally applicable. Empirical gap on the need to consider more growth strategies.	Empirical gap will be filled by considering an expanded framework of variables as contained in the AIDA theory. Contextual gap will be filled by conducting a local industry oriented study targeting Tea packaging and blending firms sub sector.
5.	Effects of advertisement on Customer Attraction by Saccos in Baringo County of Kenya. (Njeru, 2013)	Cross sectional study	The study findings indicated that most Sacco's had poor product development policy. The marketing strategies used by SACCOs	Contextual gap on the need to consider embarking on a different sector. Empirical gap on the need to consider more growth strategies.	Conceptual gap will be filled by considering also other growth strategies in relation to market share. Empirical gap

			were also found to be poor.		to be filled by expanding the framework of variables considered.
6.	Effect of personal selling Strategy on Performance in Sugar Industry in Kenya (Mbithi, Muturi, and Rambo, 2015).	Exploratory research	The study established that market development leads to increased market share which then influences profitability.	Empirical gap on the need to consider an expanded framework of variables under the AIDA theory. Contextual gap on the need to shift focus to other key sectors of the economy.	Empirical gap on the need to consider an expanded framework of variables under the Ansoff Matrix. Contextual gap on the need to shift focus to other key sectors of the economy.
7.	Promotional strategies and Outreach Performance of Tanzania Based Savings and Credit Cooperative Societies. (Jeje, 2015)	Descriptive survey	Promotional strategies and Outreach Performance of Tanzania Based Savings and Credit Cooperative Societies.	This researcher assessed the contribution product development as well as market development as intensive corporate growth strategies on performance. This condition exposes an empirical gap on the need to consider an expanded framework of promotional strategies used as presented in the AIDA	This study will use market share and not outreach performance Empirical gaps filled by expanding the growth strategies subjected to assessment. A local study will fill the contextual gaps.

theory.

The study was particularly interested in outreach performance indicated by the number of SACCOs' membership over time.

The researcher exposes a methodological gap on the need to consider other measures of performance other than just outreach performance.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The section discussed the approach that was followed to achieve the study objectives. It covered the study design, the targeted population, sample frame, the sample design and procedure, research tool, data gathering process, piloting , reliability and validity of data, and the analysis of data and the presentation.

3.2 Research Philosophy

According to Cazeaux (2017), research philosophy is a notion concerning how data concerning a situation must be obtained, processed, and applied. The assumptions and beliefs that determine how we interpret the world are referred to as research philosophy. According to Kazdin (2021), is the foundation of knowledge, and the nature of it involves crucial premises regarding the worldviews. Positivism, interpretivism, realism, and pragmatism are examples of research philosophies. These ideologies contain a set of assumptions in common, and these shared assumptions distinguish them as instances of broader philosophies.

The research philosophy choice is determined by the research hypothesis to be tested, as described before. The research utilized a positivism research philosophy in this regard. According to Kazdin (2021), positivism reflects the concept that truth is solid and could be observed and described objectively without tampering with occurrences. The positivist approach was used because the research is objective, the investigator is autonomous of the research population, and the study's outcome was not influenced by the study's

personal opinions to determine the actual scenarios of the impact of promotion strategy on state corporation sales performance in Kenya.

The philosophy used in this study was effective and appropriate since the research aimed at using quantifiable figures in a regression model in order to back up the results. The quantifiable figures in this research were used in making research analysis hence justifying the approach applied in this research. Dougherty et al. (2019) explained that positivism believes in real stability, and it can be examined from an objective focus by posing the argument that separation of the phenomena can occur and the observations can be reproduced and hence according to Meyers et al. (2016), it involves manipulation of reality with changes in predictor variable so as to report changes and develop connections between the specific factors.

3.3 Research Design

The general plan on the methods the study employed when answering research questions is the research design. It is an elaborate and major plan for collecting and analyzing data that is useful in answering the research questions. A cross-sectional survey research design was used in this research study. Xie (2016) observed that cross-sectional survey design states the sources where the study is going to collect information from, analyze, and measurement of the data. In order to produce data that is useful to policymakers even in the business world, cross-sectional survey design is useful since various authors have recommended the use of descriptive design (Orodho, 2004 as cited in Lewis 2015). This would include collecting data through interviewing a sample of individuals and administering questionnaires.

A research design provides a framework that investigators use to carry out their studies (Meyers et al, 2016) which includes the procedures and the step-by-step framework required to get and obtain information that is useful in structuring and solving a research problem. According to Lewis (2015), study design is the development of circumstances for data gathering in such a way that the significance of the study objective is balanced with procedural economy. cross-sectional survey is aimed at defining the current situation, the current belief of the people, the current activities of the population, and so many other activities. According to an observation by Lewis (2015), the main purpose of descriptive survey research design is the definition of the current affairs as they exist at the present moment.

The research design was chosen to explain the current status of promotional strategy as a method for enhancing commercial state company sales performance in Kenya. It helped in answering the what, which and when questions. The study design was in tandem with the positivist philosophy, which stresses the need to develop hypotheses to be tested statistical methodologies.

3.4 Target Population

All members of an actual or imaginary group of people, events, or things from which the study wants to extrapolate the study's findings are described as target population (Dahabreh & Hernán, 2019). The population of the study is the group where a researcher wishes to apply the research's findings (Toshkov, 2016). The target population is the specified group of individuals, events, or objects possessing some related noticeable features, that the research hopes to take a broad view of the outcome of the research (Dahabreh & Hernan, 2019). The population is made up of all the components

under examination for which data is collected and analyzed, and it infers all conceivable examples that are relevant to the investigation (Toshkov, 2016). A population is a collection of people, elements, or objects out of which studies were conducted. It also refers to the entire demographic or components who share similar characteristic .

The target population for this study constituted 55 commercial state corporations in Kenya, according to the Presidential Taskforce on Parastatal Reforms (2013) (see Appendix, III).The respondents were Marketing managers, Sales Manager and Finance Officers from the 55 commercial state corporation in Kenya. The choice of these respondents from the three departments was due to their role in sales operation. They also involved in the day-to-day business operation of the commercial state corporation, and thus the study believed they were well conversant with the information sought to be attained by the study. Therefore, a total of 3 heads were targeted from each commercial state corporations making the total target to be 165 heads.

Table 3.1***Target Population***

Categories	No. of firms	No. of Staffs
Agriculture, Livestock and fisheries	14	42
East Africa Affairs Commerce and Tourism	7	21
Education, Science and Technology	7	21
Energy and Petroleum	6	18
Environment, Water and Natural Resources	1	3
Industrialization and Enterprise Development	6	18
Information Communication Technology	2	6
Lands, Housing and Urban Development	2	6
National Treasury	6	18
Transport and Infrastructure	4	12
Total	55	165

Sources: Presidential Taskforce on Parastatal Reforms (2013)

3.5 Sampling Frame

De Mello et al. (2015) discussed how much sampling frame results in the establishment of a sampling unit, which relates to one person or group of objects being investigated which is the random variable's material source. An item belonging to a bigger collection of factors being studied like a single individual, animal, plant, or manufactured item are some of the examples of a unit. The sampling frame for the target population in this research was the list of all 55 commercial State Corporations as shown in the presidential taskforce report of 2013 on the Kenyan State Corporations (see Appendix III).

3.6 Sampling Technique and Sample Size

The sampling procedure is a process for obtaining the smaller sample that is representative target population that is thought to have the population's characteristics. Sampling is the process by which the study collects people, places, or items to examine (Westreich & Stuart, 2019). It also known as the process of picking a section of the people or things from a population with qualities that are representation of the total people. Das et al. (2016) defined sample as a group of cases possessing a part of the targeted population carefully chosen by the study for analysis to determine facts about that particular population.

According to Das et al. (2016) sample is a collection of instances drawn from a subset of the population being studied picks with consideration for study in order to learn more about that population. For economic reasons, sample size is crucial; an oversized study can consume more resources than necessary, whereas an under-sized research can be a wasteful due to its inability to yield valuable data. In research, a complete enumeration of all the subjects may not be possible due to time or cost constraints. The sample size is crucial for financial purposes, according to Westreich and Stuart, (2019). An undersized investigation is a waste of time and resources since it lacks the capacity to achieve valuable results, whereas oversized research consumes more resources than is required. A sampling, according to Kothari (2004), is a collection of data from a group or small group of the available population. When the cost of conducting a census is prohibitively high, there is insufficient time to reach the entire population, or the entire population is inaccessible, sampling is used. This study however will conduct a census on all the commercial state corporations without adopting a sampling technique. Because the

sample size for sampling will be insufficient, the census approach will be used. Further, there is also a requirement for the respondents to provide an in-depth opinion. For a population of less than 100, Kothari (2004) claims that a census approach can be used. It is often preferable to perform a census for accuracy rather than taking a survey when the population is limited and the costs, time, and accessibility are within the study's control. The study targeted three (3) respondents from each of the 55 commercial state corporation of Kenya.

Table 3.2*Sampling Table*

Categories	No. of firms	No. of Staffs
Agriculture, Livestock and fisheries	14	42
East Africa Affairs Commerce and Tourism	7	21
Education, Science and Technology	7	21
Energy and Petroleum	6	18
Environment, Water and Natural Resources	1	3
Industrialization and Enterprise Development	6	18
Information Communication Technology	2	6
Lands, Housing and Urban Development	2	6
National Treasury	6	18
Transport and Infrastructure	4	12
Total	55	165

3.7 Methods of Data Collection

In this research, both primary and secondary data will be gathered. The study will also utilize both qualitative and quantitative data. Schwab (2005), as cited in Mkandawire (2019), explains that there are two approaches of research, qualitative and quantitative. Data collection is defined by Zheng et al. (2018) as the exact, methodical data gathering relevant to the study challenges. After obtaining a letter from the university, a research permit was applied for and obtained from NACOSTI after four weeks. The research permit was attached to the questionnaires and distributed to the target respondents. Data were collected using the drop and pick method. The list of commercial state corporations and their contacts were obtained from the internet, and each corporation was called to book an appointment with the managers.

Upon obtaining an appointment, the study proceeded to the specific commercial state corporation with the questionnaires and the approvals for research (Introduction letter and NACOSTI permit). During the meeting with the organization manager, the study introduced himself and the purpose of the research and requested the manager to help in filling up the questionnaires by distributing them to the relevant staff in the relevant sections (Marketing managers, Sales Manager, and Finance managers). Survey questions were dropped and picked up at a later date to grant the respondents an ample time to answer the questions.

The respondents were given two weeks to respond to the questionnaire. Where they failed to complete the questionnaires within the two weeks given, the study added them another whole week. The study used drop and pick technique to increase the study's response rate, therefore it was suited for this investigation (Guerra-Santin & Tweed, 2015). Data were collected at every commercial state corporations in Kenya. For questionnaires that were not returned, the study did a strict follow-up to ensure they were all returned, filled, or not filled.

3.8 Instrumentation

According to Bunaciu et al. (2015), there are many types of data collection instruments such as questionnaires, interview schedules, and observational forms though the study used questionnaires in conducting this research. Administering of questionnaires was done by the study or an expert or can be self-administered in either to a group or individual and usually includes many items reflecting the target of the research. One main

structured questionnaire which highlights various study variables were used in the collection of primary data.

Webster and Ere (2018) cited that questionnaire can be administered in various forms such as in paper format then sent to respondents, administered through a program on the internet or through emails, or providing both methods then let the respondent choose the one which is appropriate and easy to use to him/her. Cappa et al.(2015) explained that questionnaires involve demographic questions apart from valid and reliable research questions which articulate the target of the study.

Moyo (2017) highlighted that if you apply a combination of approaches of survey administration, they can assist in creating better coverage of the sample; hence the coverage error is reduced. By using questionnaires in collecting information, a researcher is able to extract specific information for their own study and give extra suggestions that could not have been available.

According to Kusano and Gabler (2015), the merits of using questionnaires are as follows; use of open-ended questions enables them to obtain qualitative data; they represent a larger and wide population; they access a large number of respondents; they provide a platform for comparisons; they provide standardized quantifiable empirical information and provide anonymity and confidentiality. Mkandawire (2019) explained that the demerits of using questionnaires also exist, and they are as follows; they consume a lot of time to formulate and administer; they are expensive; it's difficult to sample; sometimes they don't go as planned, and they are sometimes difficult to get right.

3.9 Pilot Test

Piloting is an important process since it makes sure that the measurements used are reliable and valid. Administering of the questionnaires was to 17 managers randomly selected in any three commercial state firms located in Nairobi, and to adjust any form of ambiguity in the questionnaire, the results from piloting will be used for the Likert type of items. In order to give early warning on where the study project could fail, where study protocols may not be considered, or whether the methods proposed or instruments are not appropriate or are too complex, piloting in this research is very important (Lowe, 2019)).

3.9.1 Reliability

Reliability is the continuous repeat, stability, or the internal consistency of a questionnaire. In order to test the reliability of the measures used in the questionnaire, Cronbach's alpha was used since it is the most useful in multi-item scales at the interval level of measurement, it does not require multiple administration and gives a very unique, quantitative estimation of a scale's internal consistency (Heale & Twycross, 2015).

The sample size which was used for piloting testing always tends to be at least 10% of the main survey though it usually varies depending on costs, time, and practicality (Sharma, 2016). When examining the validity and reliability of the instruments in piloting, the respondents in a pilot test do not have to be selected statistically. In this research, in order to ensure that the data instrument used, which is a questionnaire used, is relevant and effective, it was tested on 10% of the sample questionnaires.

Questionnaires fully filled by seventeen randomly selected respondents from five state corporations was useful in testing the reliability in which in order to control biasness in responses, these respondents were not be included in the final study sample. The

statistical package for social sciences (SPSS) was used for keeping the questionnaire responses, and in order to assess reliability, the Cronbach's alpha coefficient were generated which; according to Sharma (2016), the internal consistency reliability is high when the Cronbach's alpha coefficient is closer to one. Cronbach Alpha value of 0.7 and above was recommended for this study.

3.9.2 Validity

According to Moyo (2017), validity is if a questionnaire is measuring what it intends to measure. Heale and Twycross (2015) highlighted that validity is the degree of congruence between two factors; one, the phenomena explanations and two, the world's realities and while absolute validity is difficult to establish, showing the validity of a developing measure is very critical in the research. The questionnaire was broken into numerous sections for construct validity to assure that each section assesses information for a specific aim and that each component is closely connected to the study's conceptual framework.

The questionnaire was thoroughly examined by two managers who will be chosen at random to confirm its content validity. They were asked to assess the relevancy of the assertions in the questionnaire, as well as if they're clear, meaningful, and objectionable. The instrument was changed accordingly based on the results of the assessment before being used for the final gathering of data exercise. Their feedback was used to improve the content's validity.

3.10 Data Analysis and Presentation

3.10.1 Prerequisite Test

Prediction models explain how the outcome and predictor variables relate to one another. They are dependent on specific presumptions regarding the variables utilized in the analysis, and when these assumptions are violated, the findings can be incorrect (Osborne & Waters, 2002). Linear relationship, normalcy, multi-collinearity, and homogeneity of variance were the multivariate regression presumptions that were examined in this research.

3.10.2 Normality

The premise of normality is that the variables exhibit normality assumption (Osborne & Waters, 2002). As a result, a plotting of the residuals will resemble a normal distribution curve and the deviations will be regularly dispersed. Correlation coefficients with other measurements are lessened when values on variables are biased. If the variables are not distributed normally then can alter either Type one or Type two errors as well as the general correctness of results. They can also affect correlations and test of significance. The normalcy of the distribution of scores was assessed using the graphical approach and the Kolmogorov-Smirnov test.

3.10.3 Durbin–Watson statistic Test for Auto-correlation

Residual independence was tested by employing the Durbin–Watson statistic. Which is a statistical test applied to estimate the existence of serial correlation in prediction error or residuals from the regression analysis. The test was carried out to evaluate the null hypothesis that states the errors were not mutually independent. The Durbin-Watson statistic value ranges between 0.0 and 4.0 and 1.50-2.50 for an appropriate scope with a significant value of somewhere around 0.050.

3.10.4 Multicollinearity

Multicollinearity, as per Hair et al. (2010), is a circumstance wherein a predictor variables is typically a mixture. Through the use of tolerance and variance inflation factor (VIF) values, multi - collinearity was evaluated. Hair claims that tolerance quantifies how a predictor variable affects all other predictor variables. The author goes on to say that VIF is a measure of how much the variability of every estimated coefficients increases when compared to that with predictor variables that are not connected. Typically, a tolerance value of less than 0.01 is recommended.

3.10.4 Linearity

The predictor variables is described by linearity as a function of the predictor variables (Hair et al., 2010). Thus, the premise of linearity of association in regression analysis indicates the strength of the association between the predicated variable's disparity and the predictor variables. All estimates, particularly coefficient of determination, standard errors, and statistically significant tests, may well be distorted if linearity is disregarded (Hair et al., 2010). Using analysis of variance (ANOVA) and the measurements of

correlation Eta-squared (2) for both linearity and deviations from the linearity, the research evaluated the linear relationship of the associated interactions.

3.10.5 Heteroscedasticity

The presence of unobserved heterogeneity, or the disregarding of homoscedasticity, occurs when the size of the erroneous expression varies depending on the values of an explanatory variable . The dataset is not suitable for an ANOVA assessment of variances if the heteroskedasticity criterion is not fulfilled .This is so that accurate inferences about the value of the regression coefficients may be drawn. The standard error is essential to performing significance tests and establishing confidence intervals. Moreover, when homoscedasticity is evident, it can affect the results, negatively affect the entire analysis, and reduce statistical significance, increasing the likelihood of Type one error and incorrect interpretations.

To assess for heteroscedasticity in the research, a standard P-P graph and scatter diagram were employed. It was verified visually by looking at a graph of the regression's standardised expected value against the standardised residuals. When such residuals are not uniformly distributed around the straight axis, heteroscedasticity is present.

3.10.6 Regression Analysis

The following models were used in the study:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \dots\dots\dots \text{Model for hypothesis 1}$$

$$Y = \beta_0 + \beta_2 X_2 + \varepsilon \dots\dots\dots \text{Model for hypothesis 2}$$

$$Y = \beta_0 + \beta_3 X_3 + \varepsilon \dots\dots\dots \text{Model for hypothesis 3}$$

$$Y = \beta_0 + \beta_4 X_4 + \varepsilon \dots\dots\dots \text{Model for hypothesis 4}$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Model test for moderation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 M + M(\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4) + \varepsilon$$

Where:

Y = Sales performance (Sales volume, sales growth and sales revenue)

M = Government policies as the moderator

3.10.7 Statistical Model

The hypotheses were tested using regression analysis. The regression equation depicts the association between the dependent factor (Y) and the independent factor (Xs) also as linear function of the predictor (Xs), using indicating the error term;

$$Y = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

Where;

Y= Sales Performance, β_0 = Constant, X₁= Sales promotion, X₄ = Personal selling, X₂= Advertisement, X₃= Public Relations, e= error term

β_0 = When the independent variable is 0, the dependent variable's value is known as the constant of regression.in order to determine the link between promotion approach and sales performance, the multiple regression Model will be used. The model will be used to either delete or keep factors that had an influence on the performance or are insignificant (Mugenda, & Mugenda, 2003).

3.11 Ethical Considerations

A study must take ethical considerations into account while conducting a study in order to protect the informants. According to Cooper and Schindler (2014), the aim of research ethics is to make sure that no one is hurt or experiences negative effects as a result of the study activities. The research recognized the value of ethical considerations in research by stressing the necessity to uphold respondents' privacy and confidentiality, authenticity,

honesty, and free expression when providing information. Consequently, letters were sent to the targeted respondents at the sampled public water companies inquiring about their consent to participate in the study. Potential volunteers were approached one by one and informed of the study's objectives (which were strictly academic) and data gathering procedure. They had plenty of time to express any worries they had regarding the data gathering as well as ask questions. It was emphasized that because their involvement was voluntary, rejecting to take part would not have any negative effects on their employment with the respective businesses.

Therefore, consent for participation in this research was only gained after a detailed description of the research methodology. The responders received assurances that their identities would not be revealed. As a result, it was requested that the respondents not include their identities on the surveys. Therefore, the respondents' privacy and confidentiality were protected by withholding their names and identities during the data collection, analysis, and publishing of the study results. During information gathering, privacy and confidentiality of the interview setting were rigorously protected.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter is concerned with the display of the obtained data's outcomes. The data analysis was carried out in accordance with the goals, with patterns being studied, evaluated, and conclusions formed. The findings of descriptive and inferential analysis are reported. This chapter also includes a discussion of the research 's findings.

4.2 Response Rate

There were 165 questionnaires distributed to all responders. A total of 143 surveys were correctly completed and returned by participants. Table 4.1 displays the results, which show that each commercial state corporation provided at least one response.

Table 4.1

Response Rate

Response rate	Frequency	Percent
Returned	143	86.67
Unreturned	22	13.33
Total	165	100.00

Source: Research data 2022

According to Table 4.1, a return rate of 86.67 percent was obtained. A return rate of 50percent or more is sufficient. Babbie (2004) stated that rates of return of 50percent are satisfactory for analysis and reporting, 60percent is good, and 70percent is excellent. As a result, the study approved the response rate as suitable for future investigation.

4.3 Reliability and Validity of Data Collection Instrument

Prior to being utilized for collection of data, the data collecting instrument was evaluated for reliability and validity.

4.3.1 Reliability of the Research Instrument

A reliability analysis was performed. Cronbach's Alpha was used as an internal consistency approach. The alpha value goes from 0 to 1, with rising value enhancing dependability. Cronbach's Alpha coefficients of 0.6-0.7 are a frequently recognized rule of thumb that suggest adequate reliability, while 0.8 or higher imply strong reliability. Cronbach's Alpha of 0.7 was judged satisfactory in this study. Table 4.2 summarizes the findings for all items.

Table 4.2

Reliability Results

Variables	Cronbach's Alpha	No. of Items	Verdict
Sales promotion	0.798	7	Accepted
Advertisement	0.736	8	Accepted
Public relations	0.808	7	Accepted
Personal selling	0.762	8	Accepted
Government policy	0.761	4	
Sales performance	0.735	7	Accepted

Source: Research data 2022

Table 4.3 shows this. Cronbach alpha values for the instrument's dependability were as follows: sales promotion: 0.798, advertisement: 0.736, public relations: 0.808, personal selling: 0.762, government policy: 0.761, and sales performance: 0.735.

Table 4.3

Pilot Test Cronbach's Alpha Reliability Statistics

Cronbach's Alpha	N of Items
0.897	41

Source: Research data 2022

According to the research, 41 items were examined, and the reliability Cronbach's Alpha was 0.897.

4.3.2 Validity of the Research Instrument

The constructs' validity was tested using factor analysis. Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity are two regularly used tests of sample adequacy. In this research, these two tests were employed to determine the significance of the association between the predictors and the outcome variable. The tests are employed in most social scientific research to determine sample adequacy, therefore these tests were utilized.

A KMO appropriate value for a factor to be said to be significant must range between 0 and 1, and greater than 0.5 is considered excellent. The Bartlett's Test of Sphericity is concerned with the research's relevance in terms of the validity and applicability of the elements for a specific investigation. The accepted index for the Bartlett's Test of Sphericity must be less than 0.05. Table 4.4 displays the outcomes.

The KMO measure of sample adequacy was determined to be 0.878 in Table 4.4, which is more than 0.5 but less than 1.0, making it an acceptable index. On the other hand, Bartlett's Sphericity test yielded a p-value of .000, which is less than 0.05. According to the results of the Bartlett's Test of Sphericity, the factor was valid and acceptable since it was substantial and there would be a very significant correlation between the variables in the research. This finding provided justification for proceeding with the investigation.

4.4 Respondents Characteristics

This subsection contains biographical information on the participants who took part in the survey.

4.4.1 Gender Distribution

The research included participants of both genders. The findings show that gender involvement in the research was well balanced. Kothari (2004) indicated that a ratio of 1:2 in either gender representation in the study is enough. According to the statistics in Table 4.4, the majority of participants (53.9 percent) were male, while 46.1 percent were female. This is a nice distribution with a reasonable female representation. Because the bulk of the replies for this research are based on the respondents' perceptual measurements, this gender distribution is intended to incorporate thoughts and perspectives from both sides of the gender gap. Nonetheless, female representation in state enterprises provides evidence of gender balance in sales performance opinions. This illustrates that state enterprises are committed to implementing gender balance as specified in the Constitution, and that participants supplied a balanced opinion across all genders.

Table 4.4***Gender Distribution***

Gender	Frequency	Percentage
Male	77	53.9%
Female	66	46.1%
Total	143	100.0%

Source: Research data 2022

4.4.2 Age Distribution

The study determined the age of the participants; the outcome in Table 4.5 show that the majority of participants (39 percent) were within the 40 – 49 age bracket, implying that the majority of the employees in the State Corporations were of the older population.

Table 4.5***Age Distribution***

Age	Frequency	Percentage
Below 30 years	17	11.8%
31 – 39 years	44	30.8%
40 – 49 years	56	39.0%
50 years & above	26	18.2%
Total	143	100.0%

4.4.3 Job Categories of the Respondents

The research intended to determine the participants' position in their individual organizations in order to determine if they have appropriate knowledge and expertise on promotional techniques and sales performance. According to the study's findings, the bulk (67.6 percent) of respondents were Support, 19.6 percent were in low management

levels, 9.8 percent were middle level, and a minority 3.0 percent were senior. This is due to the habit of having very few people in top management compared to those in lower level management, who make up the bulk of employees in firms. This profile distribution was critical since the research attempted to capture the perspectives of all organizational cadres as a unit of observation.

Table 4.6
Job Categories of the Respondents

Designation	Frequency	Percentage
Senior	4	3.00%
Middle level	14	9.80%
Lower level	27	19.60%
Support	97	67.60%
Total	143	100.00%

Source: Research data 2022

4.4.4 Working Experience of the Respondents

The study examined the participants' professional experience to determine the degree to which their replies could be depended on to draw inferences about the research problem based on their work experience. Participants in the research had worked for their various organisations for a variety of years. According to the data in Table 4.8, the majority of respondents (48.7 percent) reported that they had 6-10 years of work experience, 20.1 percent had less than Five years of work experience, 16.2 percent had 11-15 years of work experience, and 14.9 percent had 16 years or more of work experience. According to Siderra (2017), participants with a high level of professional experience help provide trustworthy data on the research topic since they have technical knowledge of the

problem under investigation. This suggests that half of the participants had worked in their particular company for a long time and so knew technical concerns about the influence of promotional methods on sales performance in Kenyan state corporations.

Table 4.7

Working Experience of the Respondents

Years	Frequency	Percentage %
6 -10 years	70	48.70%
Less than 5 years	29	20.10%
11 - 15 years	23	16.20%
16 years and above	21	14.90%
Total	143	100.00%

Source: Research data 2022

4.4.5 Education Level of the Respondents

It was critical to determine the education level of the study participants in order to determine whether they possessed necessary knowledge and skills on promotional methods on sales performance. Table 4.8 reveals that the majority of participants (65.6 percent) had a college education, 24.7 percent had a university degree, 3.2 percent had a postgraduate education, 5.2 percent had a secondary education, and 1.3 percent had professional credentials.

Table 4.8***Education Level of the Respondents***

Education Level	Frequency (F)	Percentage (%)
College Education	94	65.60%
Bachelor's degree	35	24.70%
Post graduate degree	5	3.20%
professional qualifications	9	6.50%
Total	143	100.00%

Source: Research data 2022

4.5 Analytical Model Diagnostic Tests on Collected Data

Before doing inference, it is critical to check whether all of the essential model assumptions are true before fitting a regression model. If any breaches occur, following inferential techniques might well be invalid, leading in incorrect results. Prior to starting statistical tests, it is critical to run suitable model diagnostics. The study performed the following tests in this study: normalcy test, homoscedasticity test, multicollinearity test, linearity test, and auto-correlation test.

4.5.1 Test for Normality

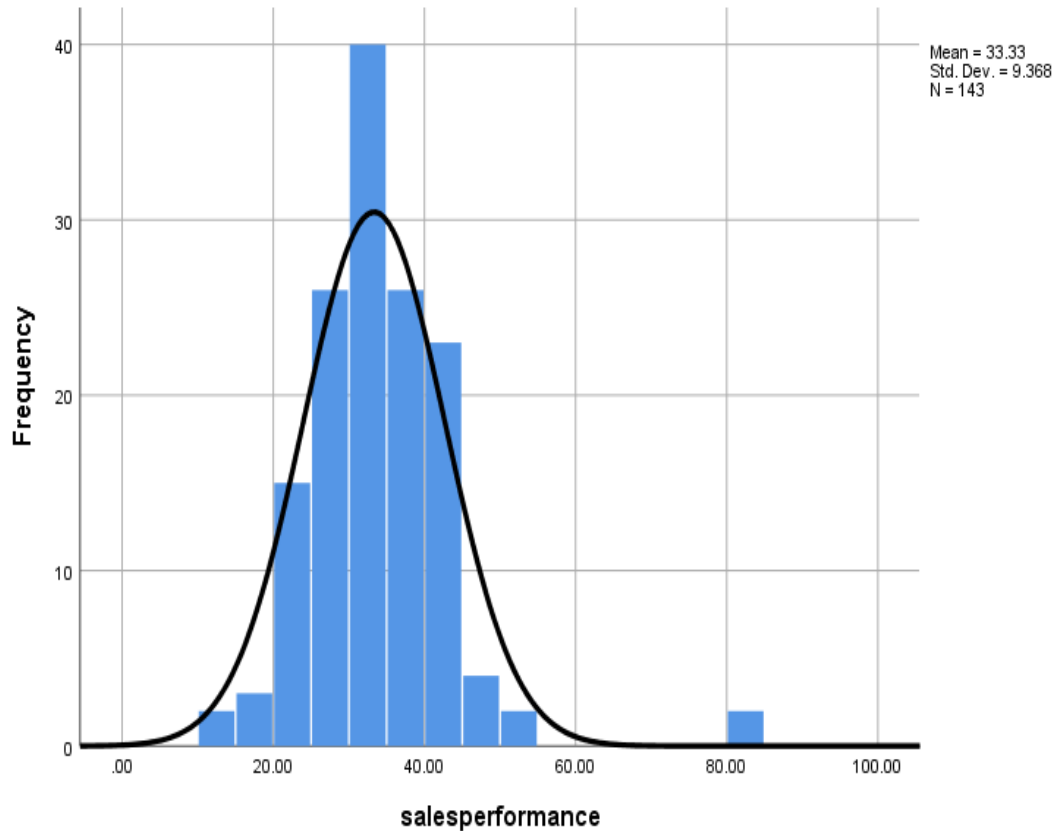
The essential premise in linear regression is the normality of the residuals in the outcome variable to extend the scope of a study beyond the sample size (Siderra, 2017). To determine if sales performance data were normally spread, the Kolmogorov-Smirnov test and graphically approach were used to check for normality of the variable.

The following are the null and alternative hypotheses: H_0 indicates that the data is uniformly distributed, whereas H_1 indicates that the data is not normally distributed. Given that $\alpha = 0.05$, the rule is that if the p value is larger than 0.05, H_1 is approved;

otherwise, H_0 is rejected and H_1 is accepted. The Kolmogorov-Smirnov Z statistic is 0.106 (p value=0.001), according to the data in Table 4.10. The null hypothesis was rejected, and the alternative hypothesis was accepted, since the p value was less than 0.05. As a result, it was determined that the research's data was normally and suitable for linear regression analysis.

Figure 4.1

Test for Normality



Source: Research data 2022

4.5.2 Auto-correlation Test

Serial correlation was tested using the Durbin–Watson statistic. The Durbin–Watson statistic is a statistical approach for evaluating the degree of autocorrelation among residuals in a particular regression study. The basic rule in the Durbin–Watson statistic is that values between 1.5 and 2.5 imply that there is no autocorrelation in the data. In this investigation, the Durbin–Watson statistic was 1.513. Because the number is between 1.5 and 2.5, it indicates that the data does not auto correlate. As a result, the data has no serial auto correlation.

Table 4.9

Autocorrelation Test

Model	Durbin Watson
1	1.513

Source: Research data(2022)

4.5.3 Multi-collinearity Test

Because of the nature of the independent variables under consideration, multicollinearity was expected. According to Hair (2018), multicollinearity is an issue that occurs when two or more predictor (independent) variables in a multiple regression are closely connected. The tolerance values and variance inflation factors were used to test the multicollinearity problem prior to completing the multivariate analysis (VIF).

According to Hair et al. (2018) when the VIF is more than 10 (tolerance 0.20), the regression coefficients are inadequately assessed. The variance inflation factors (VIFs) and the degree of tolerance were used to test for the presence of multicollinearity among

the predictor factors. Table 4.10 summarizes the results of the multicollinearity test utilizing VIFs and the level of tolerance values. According to the data in Table, the VIFs for the explanatory variables varied between 4.191 and 7.679. The tolerance scores ranged from 0.130 to 0.239, as per the results. As a result, both the VIFs and the tolerance values suggest a lack of multi-collinearity.

Table 4.10

Collinearity Statistics

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.315	.682		.462	.652		
Advertisement	.071	.033	.112	2.169	.051	.239	4.191
Public relations	.735	.035	1.123	20.935	.000	.221	4.531
Sales promotion	.232	.079	.207	2.958	.012	.130	7.679
Personal selling	-.577	.066	-.530	-8.766	.000	.173	5.765

a. Dependent Variable: Sales performance

Source: Research data (2022)

4.5.4 Linearity Tests Results

The paired interactions linearity was examined using ANOVA with the measures of associations.

Table 4.11

Linearity Tests Results

			Sum of	Mean	Eta			
			Squares	df	Square	F	Sig.	Squared
Sales performance	Between Groups	(Combined)	311.000	5	62.200	.751	.004	0.751
		Linearity	271.523	1	271.523	28.998	.000	
		Deviation from	39.477	4	9.869	1.054	.424	
		Linearity						
	Within Groups		103.000	11	9.364			
	Total		414.000	16				
Sales performance	Between Groups	(Combined)	365.000	9	40.556	5.794	.015	.882
		Linearity	222.488	1	222.488	31.784	.001	
		Deviation from	142.512	8	17.814	2.545	.118	
		Linearity						
	Within Groups		49.000	7	7.000			
	Total		414.000	16				
Sales	Between	(Combined)	411.333	8	51.417	154.250	.000	.994

performance	Groups	Linearity	387.821	1	387.821	1163.464	.000	
*Public relations		Deviation	from23.512	7	3.359	10.077	.002	
		Linearity						
	Within Groups		2.667	8	.333			
	Total		414.000	16				
<hr/>								
Sales	Between	(Combined)	232.333	6	38.722	2.131	.139	.561
performance	*Groups	Linearity	174.077	1	174.077	9.582	.011	
Personal selling		Deviation	from58.256	5	11.651	.641	.674	
		Linearity						
	Within Groups		181.667	10	18.167			
	Total		414.000	16				
<hr/>								
Sales	Between	(Combined)	388.167	7	55.452	.561	.000	0.938
performance	*Groups	Linearity	234.327	1	234.327	81.636	.000	
Government		Deviation	from153.840	6	25.640	8.933	.002	
policy		Linearity						
	Within Groups		25.833	9	2.870			
	Total		414.000	16				
<hr/>								

Source : Research Data 2022

Table 4.11, shows that sales performance * Sales promotion ($F(1,4) = 28.998$, P value = 0.000, $\text{Eta } \eta^2 = 0.751$), sales performance * Advertisement ($F(1,8) = 31.784$, P value = 0.001, $\text{Eta } \eta^2 = .882$), sales performance * Public relations ($F(1,7) = 1163.464$, P value = 0.000, $\text{Eta } \eta^2 = .994$), sales performance * Personal selling ($F(1,5) = 9.582$, P value = 0.011, $\text{Eta } \eta^2 = .561$), and sales performance * Government policy ($F(1,6) = 81.636$, P value = .000, $\text{Eta } \eta^2 = 0.938$).

4.5.5 Heteroscedasticity of the Residuals of Dependent Variable

Heteroscedasticity is discovered when the dimensions of an error term varies among independent variable values, contradicting the statistical premise that variance of the error term are constant. It can falsify statistical tests in regression analysis that require that the modeling errors are uncorrelated, spread uniformly, and their variances do not fluctuate with the effects being modelled.

Figure 4.1

Heteroscedasticity_ Normal P-P plot

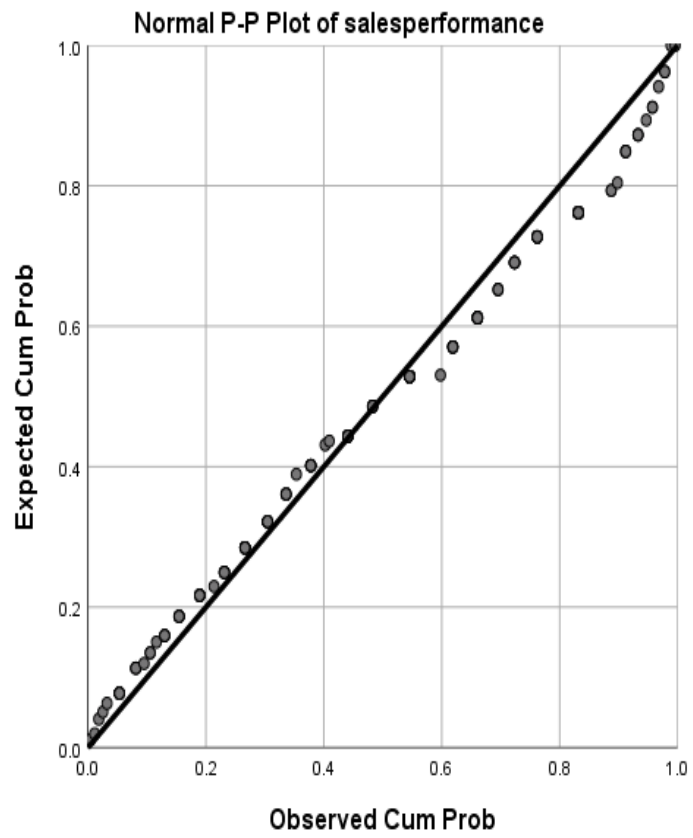
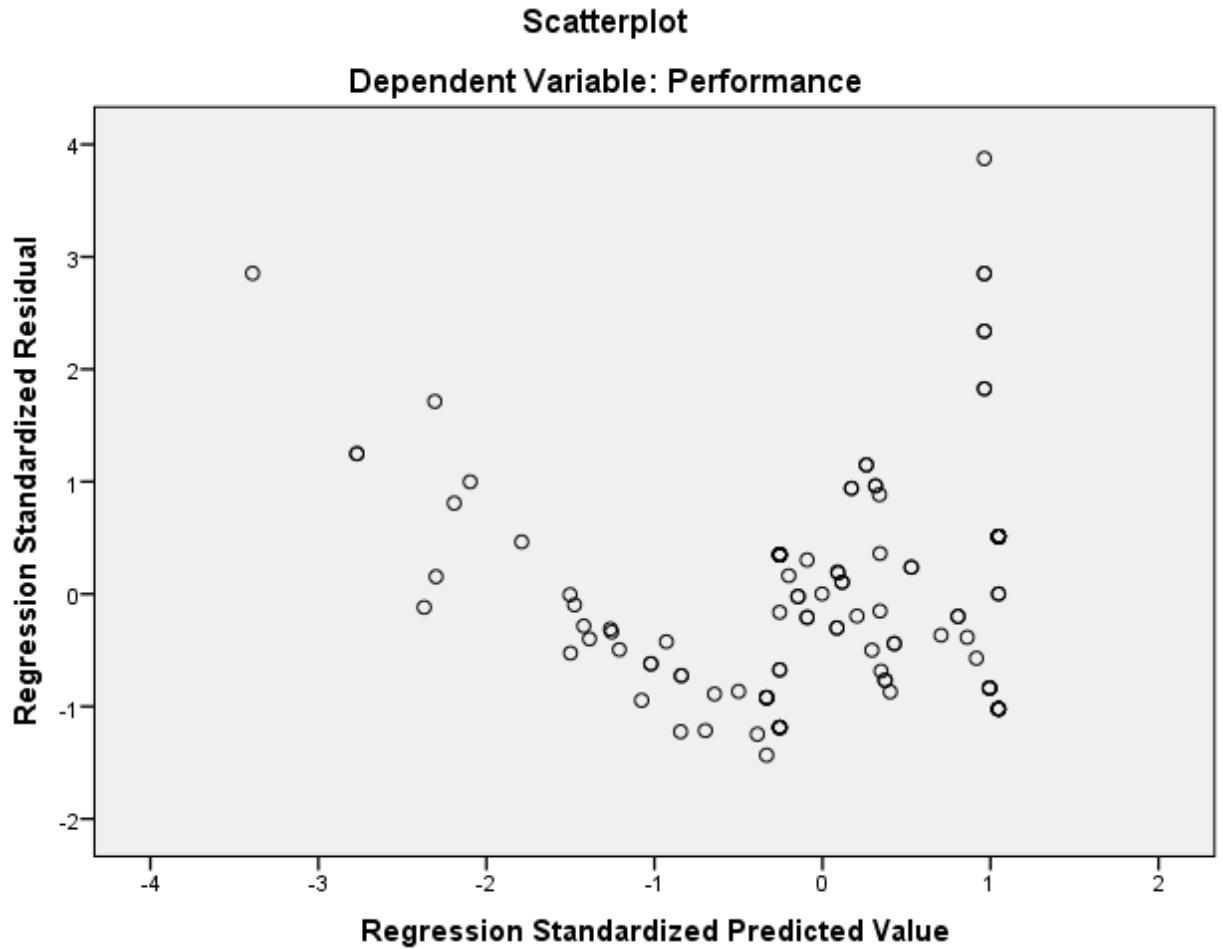


Figure 4.2

Heteroscedasticity_Scatterplot



4.6 Advertisement Analysis Results

The very first predictor in this research is advertisement. In this part, variables were identified, descriptive and inferential statistics were presented.

4.6.1 Descriptive Results for Advertisement

The participants were asked to evaluate the influence of advertising on their company's sales performance.

Table 4.12

Descriptive Results for Advertisement

Statements	SD	D	N	A	SA	M	STD
Customers become more aware of the product thanks to advertising.	6 (4.0%)	39 (27.5%)	27 (18.7%)	36 (25.3%)	28 (19.4%)	3.3	1.20
In accordance with the chosen recipients, our company uses a variety of methods for advertising.	24 (16.5%)	40 (27.8%)	25 (17.6%)	33 (23.1%)	14 (9.5%)	2.8	1.27
To connect its consumers, our organization employs printed media like periodicals.	10 (7.3%)	20 (14.3%)	26 (18.7%)	48 (33.3%)	29 (20.5%)	3.4	1.21
Customers are persuaded to use our services through advertising in our business.	13 (9.2%)	17 (12.1%)	28 (19.8%)	45 (31.1%)	32 (22.2%)	3.5	1.25
The presence of alternate media for advertising has increased our organizations' marketing efforts.	19 (13.6%)	31 (22.0%)	27 (18.7%)	33 (23.1%)	23 (15.8%)	3.1	1.32
In our company, advertising is a successful way to sell our services.	23 (15.8%)	32 (22.3%)	26 (18.3%)	33 (23.1%)	21 (14.7%)	3.0	1.34
Average Mean						3.4	1.50

Table 4.12 shows that one of the items had a standard deviation of less than 1.0. With a standard deviation of 0.99, the item "Advertising increases customer awareness of the product" had the lowest standard deviation. According to the statistics, 1.4 percent and 9.2 percent of participants scored highly disagree and disagree, accordingly, whereas 40.7 percent and 28.9 percent scored agreeing and strongly agree. This demonstrates that the two things did not have any extremes and hence constitute a good measure. Seven entries, however, had a standard deviation greater than 1.0. This indicates that the replies were evenly distributed between the positive and negative, resulting in the large standard deviation. The item "Advertising is an effective means of selling our services in our firm" had the greatest standard deviation of 3.38, indicating extremes. According to the statistics, 16.5 percent and 27.8% of respondents said they strongly disagree and disagree, respectively, while 40.7 percent and 28.9% said they strongly agree and agree, respectively. This demonstrates extremes. The results do not represent where the respondents are since they looked at the objects from various perspectives.

Furthermore, an overwhelming majority of 69.6 percent agreed that advertising increases client awareness about the product, 44.7 percent agreed that their corporation utilizes various channels in advertising based on the chosen recipients, 32.6 percent agreed that their corporation uses print publications such as magazines to reach its recipients, 53.8 percent agreed that advertising in their institution tries to persuade clients to use their services, 53.3 percent agreed that advertising in our organization tries to persuade clients for using their services, 37.8 percent agreed that their corporation 's advertising message is constant across all advertising platforms, and 38.9% agreed that their organization oversees its advertising strategy to guarantee effectiveness.

In addition, the highest average was 3.9, while the lowest was 2.8. This demonstrates that the participants adopted a favorable stance (above 3.0). Except for one item, which had a mean of 2.8, all of the items had a mean of more than 3.0. This demonstrates that the majority of the respondents agreed with the things. According to the results of this section, the majority of participants agreed that advertising was a crucial factor of state company sales performance in Kenya. Advertising's purpose is to enhance sales income and so improve sales performance. Advertising interacts with a variety of other factors to determine how much of a role it plays in a buyer's purchasing decision. Brands in various market segments may successfully convince individuals in the marketplace that a product is meant just for them through advertising or other means of promotion. The purpose of advertising is to inform clients that a well-known brand exists and that it has particular traits, applications, and benefits. Successful advertising may boost the sales of an advertiser's items and, as a result, the advertiser's profit. Advertisement informs consumers and other prospects about the many items that are accessible to them. This stimulates competition by allowing consumers to compare and select between items. To retain consumers and clients, organizations are encouraged to be more price and quality careful. (Cambridge International College, 2018).

Advertising means a commitment to compete in a fresh and aggressive manner in the market. This means that the supplier will no longer rely entirely on personal selling to obtain distribution. Instead, he suggests that he is willing and intends to talk directly to consumers in a wide range of nations. The choice to market also aids in the product's development. According to (Dunn 1968), market requirements and conditions are always changing, necessitating the use of inventiveness in marketing. This will inform the

corporation what to manufacture in order to meet the users' requirements. When a company produces a product and advertises it, a large reaction in consumption occurs automatically, demonstrating the link between advertising and sales performance. The conclusions of this study are similar to those of Jama (2014), Ngetich (2009), and Adamu (2017).

4.6.2 Correlations Results for Advertisement on Sales Performance

The research aimed to assess the association between advertisement and sales performance. The results were tabulated in Table 4.13.

Table 4.13

Correlation Analyses for advertisement versus sales performance

		Advertisement	Sales Performance
Advertisement	R	1	.640**
	Sig. value		.000
Sales performance	R	.640**	1
	Sig. value	.000	

** . Correlation is significant at the 0.01 level (2-tailed). N = 143

Source: Research data 2022

Table 4.13 shows that there was a statistically significant association between advertisement and sales performance ($r = 0.640$, $p < 0.05$).

4.6.3 Regression analysis for Advertisement on Sales Performance

The research 's primary goal illustrated the impact of advertising on state company sales performance in Kenya. The statistical significance of the predictor variables

(advertisement) on the response variable (sales performance) was tested using a linear regression model. The first hypothesis, expressed in null form, was as follows:

H1: Advertisement has no significant effect on Sales Performance of state corporations in Kenya.

Objective 1 sought to establish whether advertisement affected sales performance of state corporations in Kenya. The hypothesis was tested and guided by the following equation:

$$Y = \beta_{10} + \beta_{10}X_{10} + \varepsilon$$

Where X represented advertisement and Y denoted sales performance.

The outcome are indicated in Tables 4.14, 4.15, 4.16. In Table 4.14, R Square is 0.410, the adjusted R squared is 0.405. It is indicated that advertisement brings forth 40.5 percent variation in sales performance.

Table 4.14*Model Summary*

	R	Adjusted R	Std. Error of the	Durbin-Watson
Model	R	Square	Square	Estimate
1	.640 ^a	.410	.405	7.22330

a. Predictors: (Constant), Advertisement

This means 40.5% of the sales performance is predicted by advertisement. Confirming a significant association between sales performance and advertisement.

Table 4.15 shows that the ANOVA for advertisement

Table 4.15*ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5104.739	1	5104.739	97.837	.000 ^b
	Residual	7356.820	141	52.176		
	Total	12461.559	142			

The F-Calculated (1, 141) = 97.837 which is greater than F-Critical (1, 141) = 3.96 at 95 percent level of confidence. The findings further confirm that the model is significant and is supported by $F = 97.837$, $p = 0.000 < 0.05$.

Table 4.16 shows the coefficient for advertisement

Table 4.16
Coefficients

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.956	1.858		8.589	.000
	Advertisement	.694	.070	.640	9.891	.000

a. Dependent Variable: Sales Performance

Findings presented in Table 4.16 show that when the advertisement is maintained constant, sales performance will be 15.956. Also an increment in advertisement by a unit will lead to sales performance increase by 0.694 units ($0.000 < 0.05$). The research null hypothesis was rejected and conclusion made that advertisement affected sales performance. This was summarized by the following model:

$$SP = 15.956 + .694AD$$

Where SP = Sales Performance, AD = Advertisement

4.7 Sales Promotion Analysis Results

The second independent variable was sales promotion. In this part, descriptive and inferential statistics were performed.

4.7.1 Descriptive Results for Sales promotion

The participants were requested to rate their organization's sales campaign on a five-point Likert scale, The outcome are tabulated on Table 4.17.

Table 4.17***Descriptive Results for Sales Promotion***

	SD	D	N	A	SA	M	STD
We fasten our selling processes to encourage customers to instant purchases.	42 (29.7%)	33 (23.1%)	20 (14.3%)	24 (17.2%)	12 (8.1%)	2.5	1.34
We stress on creating customer relationship through sales contests	30 (21.2%)	27 (19.0%)	24 (16.8%)	33 (23.1%)	17 (11.7%)	2.8	1.37
We provide coupons, discounts, and price packs to the consumer	17 (12.1%)	20 (14.3%)	26 (18.7%)	44 (31.1%)	23 (16.1%)	3.3	1.29
We provide after sales services to our customs	13 (8.8%)	15 (10.3%)	24 (16.8%)	47 (33.0%)	35 (24.5%)	3.6	1.25
We stimulate purchases through trade shows, conventions, and sales contests	32 (22.3%)	26 (18.3%)	24 (16.5%)	31 (22.0%)	20 (13.9%)	2.9	1.41
We give free or sample goods to our customers	23 (15.8%)	33 (23.4%)	26 (17.9%)	34 (24.2%)	17 (12.1%)	2.9	1.31
Average Mean						3.1	1.58

Table 4.17 shows that all of the items had a standard deviation greater than 1.0. With a standard deviation of 1.25, the item "Our organization provides after-sales services to our customers" had the lowest standard deviation. The standard deviations on all of the items were more than 1.0. This indicates that the replies were evenly distributed between the positive and negative, resulting in the large standard deviation. The item "Our Company's

brand loyalty has improved as a result of sales promotions" had the largest standard deviation of 3.1, indicating extremes.

According to the statistics, 8.8 percent and 10.3 percent of participants scored highly disagree and disagree, respectively, whereas 38.5 percent and 24.5 percent scored agreeing and strongly agree. This demonstrates that the two things did not have any extremes and hence constitute a good measure. Furthermore, 25.3 percent agreed that their organization shortens the selling process to encourage customers to make immediate purchases, 34.8 percent agreed that their sales promotion activities emphasize building customer relationships through sales contests, 47.2 percent agreed that their organization offers discounts, coupons, and price packs to their customers, 57.5 percent agreed that their corporation provides after-sales services to customers, and 59.0 percent agreed that their organization provides after-sales services to customers, 35.9% said that their company encourages customers to buy through conventions, trade exhibitions, and sales contests, and 36.3 percent indicated that their company provides customers free or sample items.

In addition, the highest average was 3.8, while the lowest was 2.8. This demonstrates that the participants adopted a favorable stance (above 3.0). All of the items had a mean of more than 3.0. This demonstrates that the majority of the participants agreed with the things. According to the results of this section, the majority of participants agreed that sales promotion was a crucial factor of state corporate sales performance in Kenya.

Iqbal et al. (2018), Nwielaghi and Ogwo (2018), and Yousefi (2018) all came to similar conclusions . In today's worldwide competitive climate, sales promotion has changed into

a reliable marketing method that assists businesses to grow stronger. Oyedapo et al. (2012), describe sales promotion as an important marketing strategies components that facilitates the achievement of goals. Sales promotion as a marketing tactic leads to an increase in production as well as the growth of a product's market or the launch of a new product.

Correlations Results for Sales Promotion on Sales Performance

The research aimed to assess the sales promotion and sales performance relationship. The outcome were tabulated in Table 4.18.

Table 4.18

Correlation Analyses for Sales Promotion versus Sales Performance

		Sales promotion	Sales performance
Sales promotion	r	1	.546**
	Sig. value		.000
Sales performance	r	.546**	1
	Sig. value	.000	

** . Correlation is significant at the 0.01 level (2-tailed). N = 273

Source: Research data 2022

Table 4.18 shows that there was a statistically significant association between sales promotion and sales performance ($r = 0.546$, $p < 0.05$).

4.7.2 Regression Analysis for Sales promotion on Sales Performance

The study's second objective was to describe the sales promotion effect on state corporate sales performance. The statistical significance of the predictor variables (sales promotion) on the dependent variable (sales performance) of state businesses in Kenya was tested using a simple regression model. The null version of the second hypothesis is as follows:

H2: Sales promotion has no significant effect on sales performance in state corporations in Kenya.

Hypothesis 2 intended to determine the impact of sales promotion on state corporation sales performance in Kenya. This hypothesis was tested by using the equation to regress sales promotion and sales performance:

$$Y = \beta_{20} + \beta_{20}X_{20} + \varepsilon$$

Where X represented sales promotion and Y denoted sales performance.

The results in Tables 4.19, 4.20, 4.21. As presented in Table 4.25, R² is 0.298, the adjusted R squared is 0.293. The model confirms that sales promotion explains 29.3% of the variation in sales performance.

Table 4.19*Model Summary*

Model	R	R Square	Adjusted R	
			Square	Std. Error of the Estimate
1	.546 ^a	.298	.293	7.87743

a. Predictors: (Constant), Sales promotion

Source: Research data 2022

This suggests that sales promotion affects 29.3 percent of sales performance. This suggests that in Kenya, there is a significant association between sales promotion and state corporation sales performance. The ANOVA for sales performance is shown in Table 4.20.

Table 4.20*ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3711.960	1	3711.960	59.818	.000 ^b
	Residual	8749.599	141	62.054		
	Total	12461.559	142			

Source: Research data 2022

At a 95 percentage confidence level, F-Calculated (1, 141) = 59.818 is larger than F-Critical (1, 141) = 3.96. The results also show that the regression model of sales performance on sales promotion is significant, as F= 59.818, p = 0.000 0.05 demonstrates. The coefficient for sales promotion is shown in Table 4.21.

Table 4.21
Coefficients

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.028	2.582		5.434	.000
	Sales promotion	.971	.126	.546	7.734	.000

a. Dependent Variable: Sales Performance

Source: Research data 2022

Findings presented in Table 4.21 show that when sales promotion is held constant, Sales performance will be at 14.028. An increase in sales promotion by a unit will lead to sales performance increase by 0.971 ($0.000 < 0.05$). The research therefore rejected the null hypothesis and confirmed that sales promotion and sales performance were significantly related. This was summarized as follows:

$$SP = 14.028 + 0.971SPr$$

Where SP = Sales Performance, SPr = Sales promotion

4.8 Public Relations Analysis Results

The third predictor variable in this study is public relations. In this part, variables were identified, descriptive and inferential statistics were presented.

4.8.1 Descriptive Results for public relations

The participants were required to rate the influence of public relations on their company's sales performance Table 4.22 tabulates the results.

Table 4.22***Descriptive Results for public relations***

Statements	SD	D	N	A	SA	M	STD
Our organization participates in games to promote our brand	30 (20.9%)	29 (20.5%)	21 (14.7%)	33 (22.7%)	20 (13.9%)	2.9	1.40
Our organization sponsors games .	18 (12.5%)	38 (26.7%)	20 (13.9%)	34 (24.2%)	23 (16.1%)	3.1	1.33
We participate in exhibitions to build customers loyalty	21 (14.7%)	46 (31.9%)	22 (15.4%)	24 (16.5%)	19 (13.6%)	2.8	1.31
Our organization participates in public forums to explain our organisation and products	22 (15.4%)	34 (24.2%)	26 (18.3%)	33 (23.4%)	15 (11.0%)	2.9	1.29
We use both print and electronic media to communicate with our target customers	25 (17.6%)	39 (27.1%)	23 (15.8%)	31 (21.6%)	15 (10.3%)	2.8	1.30
We engage celebrities to promote our products	23 (16.1%)	35 (24.9%)	21 (15.0%)	33 (23.4%)	19 (13.2%)	2.9	1.34
Average Mean						2.9	1.33

Table 4.22 shows that all of the items had a standard deviation greater than 1.0. The item "We share information with our target clients through both print and broadcast media" had the lowest standard deviation of 1.30. The standard deviations on all of the items were more than 1.0. This indicates that the replies were evenly distributed between the

positive and negative, resulting in the large standard deviation. The most severe item was "Our organization participates in games to boost our brand," which had a standard deviation of 1.40.

According to the statistics, 12.5 percent and 20.5 percent of participants scored highly disagree and disagree, respectfully, while 24.2 percent and 16.1 percent scored agreeing and strongly agree. This demonstrates that the two things did not have any extremes and hence constitute a good measure. Furthermore, 36.6 percent agreed that their company engages in games to promote our brand, 40.3 percent felt that public relations improves consumer loyalty, and 30.1 percent agreed that their company supports games. To get visibility to the beneficiaries, our organisation leverages themes of public interest, 34.4 percent said that their companies participate in public forums to explain their businesses and goods, 31.9 percent agreed that they utilized both different forms of media to interact with their target consumers, and 36.6 percent agreed that famous people were employed to market their products.

In addition, the highest average was 3.1, while the lowest was 2.8. This demonstrates that the participants adopted a favorable stance (above 2.9). This demonstrates that the participants' overall attitude toward the items was indifferent. The majority of respondents were impartial in this question, indicating that public relations was a critical factor of state - owned company sales success in Kenya.

As a result, public relations performs a significant part in many governmental, quasi - governmental, and private enterprises, whether for profit or charitable. Public relations, as per Kinoti et al. (2019), occurs in every firm and institution, whether or not the company or institution wants it to. In the minds of an institution's publics, activities such

as phone calls, newsletters, and public letters, as well as ordinary encounters with the public, establish a perspective and an image. The public's perception of an organization is determined by how it has represented itself to public. According to Malakasuka (2018), when a company's projected identity does not match the public's perception of it, it can harm the business image and company's reputation, as well as the management of the entire organization.

4.8.2 Correlations Results for Public Relation and Sales Performance

The goal of the study was to determine the association between public relations and sales success. Table 4.23 summarizes the findings.

Table 4.23

Correlation Analyses for Public Relation versus Sales Performance

		Public relations	Sales Performance
Public relations	r	1	-.433**
	Sig. value		.000
Sales performance	r	-.433**	1
	Sig. value	.000	

** . Correlation is significant at the 0.01 level (2-tailed). N = 273

Source: Research data 2022

Table 4.23 shows that there was a statistically significant association between public relations and sales performance ($r = -.433$, $p < 0.05$).

4.8.3 Regression Analysis for Public relation on Sales Performance

The third objective determined the public relations influence on sales performance. The statistical significance of the predictor variables (Public relations) on the response variable (Sales Performance) was tested using a simple linear regression model. The related hypothesis was that:

H3: Public relations has no significant effect on sales performance in state corporations in Kenya.

Objective 3 sought to establish the effect of public relation on sales performance. This hypothesis was tested by regressing public relations and sales performance guided by the equation: $Y = \beta_{30} + \beta_{30}X_{30} + \varepsilon$

Where X represented public relations and Y denoted sales performance.

Tables 4.24, 4.25, 4.26 presented the outcome. In Table 4.24, R2 is 0.188, the adjusted R2 is 0.182. The model confirmed that public relations brought about 18.2% of the changes in sales performance.

Table 4.24

Model Summary

	R	Adjusted R	Std. Error of the	Durbin Watson
Model	R Square	Square	Estimate	
1	.433 ^a	.188	8.47218	1.744

a. Predictors: (Constant), Public Relations

Source: Research data 2022

This suggests that public relations affects 18.2 percent of sales performance. This suggests that in Kenya, there is a positive substantial association between public relations

and state corporation sales performance. The ANOVA for public relations is shown in Table 4.25.

Table 4.25

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2340.895	1	2340.895	32.613	.000 ^b
	Residual	10120.664	141	71.778		
	Total	12461.559	142			

a. dependent variable: Sales Performance

b. Predictors: (Constant), Public relations

Source: Research data 2022

At a 95 percent confidence level, F-Calculated (1, 141) = 32.613 is larger than F-Critical (1, 141) = 3.96. The results also indicate the significance of the regression model of sales performance on public relations, which is supported by F= 32.613, p = 0.000 0.05. The coefficient for Public Relations is shown in Table 4.27.

Table 4.27

Coefficients

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	45.287	2.210		20.494	.000
	Public relations	-.782	.137	-.433	-5.711	.000

a. Dependent Variable: Sales Performance

Source: Research data 2022

Table 4.27 shows that if the public relation is maintained constant, Sales Performance will continue at 45.287. At the very same time, a one-unit rise in public relations causes a 0.782-unit drop in sales performance, with a p-value = 0.000

As a result, the study rejected the null hypothesis and endorsed the alternative hypothesis that public relations had an impact on state corporation sales performance in Kenya. The below model summarizes this:

$$FP = 45.287 - 0.782PR$$

Where SP = Sales Performance, PR = Public relations

4.9 Personal Selling Analysis Results

4.9.1 Descriptive Analysis Results for Personal selling

The respondents were asked to rate the impact of personal selling on their company's sales success Table 4.28 tabulates the results.

Table 4.28***Personal selling Descriptive Results***

Statements	SD	D	N	A	SA	M	STD
We use personal selling to persuade customers to purchase our products	14 (9.5%)	24 (16.8%)	24 (16.8%)	49 (34.4%)	22 (15.4%)	3.3	1.24
Prospective customers and our business have verbal discussions about sales.	7 (5.1%)	14 (9.9%)	14 (9.9%)	65 (45.1%)	33 (23.4%)	3.8	1.11
We put customers into consideration by understanding their needs	11 (7.7%)	25 (17.2%)	33 (23.4%)	44 (30.4%)	20 (13.6%)	3.3	1.17
We collect feedback from our customers through personal selling	8 (5.9%)	12 (8.1%)	23 (16.1%)	60 (41.8%)	30 (20.9%)	3.7	1.11
We demonstrate the use of products to our customers	7 (5.1%)	17 (12.1%)	29 (20.1%)	56 (39.2%)	22 (15.4%)	3.5	1.09
Seller personally identify the specific needs and problems of the customers	14 (9.5%)	30 (21.6%)	35 (24.5%)	36 (24.9%)	17 (12.1%)	3.2	3.68
We directly interact with our buyers through personal selling	14 (9.9%)	28 (19.4%)	36 (25.3%)	40 (28.2%)	13 (9.2%)	3.1	1.16
Average mean						3.4	1.22

Source: Research data 2022

Table 4.28 shows that all of the items had a standard deviation greater than 1.0. The item with the lowest standard deviation, 1.09, was "In our organization, we demonstrate the

usage of items to our clients." This indicates that the replies were evenly distributed between the positive and negative, resulting in the large standard deviation. The item "Through personal selling, a salesperson may recognize individual consumer demands and difficulties" had the largest standard deviation of 3.68, indicating extremes. According to the statistics, 5.1 percent and 8.1 percent of participants scored highly disagree and disagree, respectfully, while 45.1 percent and 23.4 percent scored agreeing and strongly agree. This demonstrates that the two things did not have any extremes and hence constitute a good measure.

Furthermore, 49.8% agreed that personal selling is successful in convincing consumers to purchase their products, 68.5 percent agreed that their company has verbal dialogue with customers with potential clients, 44.0 percent agreed that their company takes customers into account by addressing their needs, 54.6 percent agreed that their company shows customers how to use products, and 37.0 percent agreed it all through personal selling they can persuade customers to acquire products.

Human selling, in contradiction to advertising and promoting, which employ impersonal techniques of communication to influence target customers or organizational purchasers, uses direct personal communications. Personal selling is a unique form of marketing that involves giving an oral presentation in interaction with current and future organisational buyers in order to close a deal. It is one of the oldest strategies of promoting a business.

Personal selling is a dynamic contact between a salesman and particular industrial customers with the goal of achieving sales and purchases. Personal selling may also be described as face-to-face interpersonal connection with the goal of establishing, changing, exploiting, or sustaining a mutually advantageous exchange relationship with

others (Daniel, 2018). It is a sales promotion approach that entails a convincing face-to-face dialogue between sales staff and potential buyers with the goal of closing sales. Personal selling is, without a question, the most convincing and successful form of all promotional systems when compared to other kinds of communication. It also gets the greatest portion of the communication promotion expenditure, as good as it is. This is due to the fact that the cost of contacting one person using personal selling is higher than the cost of reaching one person through other promotional methods, particularly advertising. Despite the higher cost, personal selling is preferred above other forms of advertising.

It is much more efficient, particularly when the target market is a small group of people. It provides for a hands-on presentation or demonstration of the company's goods, as well as immediate feedback from potential customers. Although advertising and other promotional methods raise awareness of a company's goods, they might not be sufficient to inspire sales, necessitating the use of personal selling (Ashkan, 2016). Salespeople aid in educating and persuading industrial buyers to service existing accounts and acquire new ones. Personal selling is a flexible approach that allows buyers and sellers to have one-on-one communication. It Identify particular sales opportunities Prospecting, or discovering qualified potential industrial buyers, is the first stage in the selling process. It's critical to approach the correct potential industrial buyers if you want to sell your business.

The results of this research are similar to those of Aliata et al (2012). Promotional tactics in numerous businesses and regions are the focus of the research mentioned above. The banking business has been studied by Kumar and Gupta (2016) and Aliata et al. (2012), whereas the insurance industry has been studied by Olumoko et al (2012). Except in

Aliata et al. (2012), wherein combined promotional spending positively corresponds to performance and not personal selling as an isolated mix, personal selling approach has been found to be effective in all investigations.

4.9.2 Correlations Results for Personal selling and Sales Performance

The research aimed to assess the relationship between Personal selling and Sales Performance. The results were tabulated in Table 4.29.

Table 4.29

Correlation Analyses for Personal Selling versus Sales Performance

		Personal selling	Sales Performance
Personal selling	r	1	.578**
	Sig. value		.000
Sales performance	r	.578**	1
	Sig. value	.000	

** . Correlation is significant at the 0.01 level (2-tailed). N = 143

Source: Research data 2022

Table 4.29 shows that there was a statistically significant association between personal selling and Sales Performance ($r = .578, p < 0.05$).

4.9.3 Regression Analysis _ Personal selling and Sales Performance

The fourth objective was to investigate the influence of personal selling on state corporate sales performance in Kenya. The statistical significance of the predictor variables (personal selling) on the response variable (Sales Performance) of state businesses in Kenya was tested using a simple regression model. The null version of the fourth hypothesis is as follows:

H4: Personal selling has no significant effect on Sales Performance of state corporations in Kenya.

Hypothesis four sought to establish the effect of personal selling on sales Performance of state corporations in Kenya. This hypothesis was tested by regressing personal selling and sales performance guided by the equation:

$$Y = \beta_{40} + \beta_{40}X_{40} + \varepsilon$$

Where X represented Personal selling and Y denoted Sales Performance.

The results are presented in Tables 4.30, 4.31, 4.32 R² is 0.334, the adjusted R squared is 0.329 indicating that personal selling accounts for 32.9% of the variation in sales performance .

Table 4.3018

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Personal selling
1	.578 ^a	.334	.329	7.67433	1.747

a. Predictors: (Constant), personal selling

Source: Research data 2022

Table 4.31 shows the ANOVA results.

Table 4.3119*ANOVA^a*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4157.322	1	4157.322	70.588	.000 ^b
	Residual	8304.237	141	58.895		
	Total	12461.559	142			

a. dependent variable: Sales Performance

b. Predictors: (Constant), personal selling

At a 95 percent confidence level, F-Calculated (1, 141) = 70.588 is larger than F-Critical (1, 141) = 3.96. The results also show that the regression model of personal selling success is significant, as evidenced by F= 70.588, p = 0.000 0.05. The coefficient for personal selling is shown in Table 4.32.

Table 4.32*Coefficients*

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.448	2.683		4.267	.000
	Personal selling	.894	.106	.578	8.402	.000

a. Dependent Variable: Sales Performance

Source: Research data 2022

When personal selling is maintained constant, sales performance will maintain at 11.448, according to Table 4.32. At the same time, a one-unit improvement in personal selling leads to a 0.894-unit improvement in sales performance, with a p-value = 0.0000.05. As a result, the research rejected the null hypothesis and endorsed the alternative hypothesis

that personal selling had an influence on the current corporation sales performance in Kenya. The following model encapsulates this:

$$SP = 11.448 + 0.894PS$$

Where SP = Sales Performance, PS = personal selling

4.10 Government policy Analysis Results

The moderating variable in this study is government policy. In this area, factors and factor analysis were used to determine sample adequacy for government policy. After that, descriptive and inferential statistics are presented.

4.10.1 Descriptive Analysis Results for Government Policies

The participants were requested to rate their government's policies on state corporation sales performance in Kenya Table 4.33 shows the results

Table 4.33***Government policies Descriptive Results***

Statements	SD	D	N	A	SA	M	STD
Government policy is supportive business operations	16 (11.4%)	17 (12.1%)	27 (18.7%)	46 (31.9%)	24 (16.8%)	3.3	1.27
There are clear rules to guide business conduct	19 (13.2%)	35 (24.2%)	24 (16.8%)	36 (24.9%)	16 (11.4%)	3.0	1.28
Government taxes of businesses to reflectare at appropriate levels for the business	10 (7.0%)	15 (10.3%)	19 (13.2%)	59 (41.0%)	27 (19.0%)	3.7	1.69
The existing legal framework provides sufficient safeguard to our businesses	9 (6.6%)	12 (8.4%)	16 (11.0%)	62 (43.6%)	30 (21.2%)	3.7	1.14

Source: Research data 2022

Table 4.33 shows that all of the items had a standard deviation greater than 1.0. The statement with the lowest standard deviation, 1.14, was "Government exerts great impact on the activities that corporations conduct." This indicates that the replies were evenly distributed between the positive and negative, resulting in the large standard deviation. The most extreme item was "Government taxes companies to represent firms' usage of public services and to generate income to finance government operations," which had a standard deviation of 2.40. According to the statistics, 6.6 percent and 8.4 percent of participants scored highly disagree and disagree, respectfully, while 43.6 percent and

21.2 percent scored for agreeing and strongly agree. This demonstrates that the two things did not have any extremes and hence constitute a good measure.

Furthermore, 48.7 percent agreed that the government has a significant impact on the operations that businesses engage in, and 36.3 percent said that the legal framework and the precise laws under which our firms operate are established by governments and public policy. 64.8 percent agreed that govt exerts significant influence on the operations that organisations perform, 48.0 percent agreed that government and public policies create the judicial process and also the particular rules within which our companies operate, 60 percent agreed that government taxes organizations to reflect organisations' use of government services and to gather income to finance government functions, 60 percent agreed that government can tax organizations to represent businesses' the use public sector services and to obtain income to finance government operational activities, 60 percent agreed that government taxes organisations to represent businesses' the use public services and to obtain income to finance government operational activities, 20.9 percent agreed that government taxes businesses to reflect businesses' use of public services and to collect revenue to fund government operations, 29.3 percent agreed that technology adoption has had no effect on their Sales Performance, 46.2 percent agreed that relatively stable procedures made possible by their total revenue have led to enhanced Overall Sales, and 20.9 percent agreed that government taxes organizations to represent organizations' use of government services and to obtain revenue to fund government functions.

4.11 Sales Performance Analysis Results

4.11.1 Sales Performance of state corporations

The respondents were asked to rate the sales performance, Table 4.23 summarizes the results.

Table 4.34

Descriptive Results for Sales Performance

Statements	SD	D	N	A	SA	M	SD
Other media's presence boosts sales performance.	8 (5.9%)	13 (9.2%)	24 (16.8%)	63 (44.0%)	22 (15.4%)	3.6	1.08
Our favored method of product promotion has increased sales.	14 (9.5%)	27 (18.7%)	22 (15.8%)	52 (36.3%)	15 (11.0%)	3.2	1.08
Our institution's sales performance has grown thanks to sporting and charitable events.	12 (8.4%)	33 (23.4%)	32 (22.3%)	41 (28.9%)	11 (7.7%)	3.0	1.14
Customer service actions result in our organization's increase in sales and the maximization of earnings from our items.	15 (11.0%)	28 (19.8%)	19 (13.6%)	55 (38.1%)	12 (8.4%)	3.1	1.22
The share of the market of our organization and its products has increased as a result of our marketing approach.	17 (12.1%)	33 (23.4%)	20 (13.9%)	44 (31.1%)	15 (10.3%)	3.0	1.26
Average mean						3.2	

Source: Research data 2022

The findings in Table 4.34 show that all of the items had a standard deviation greater than 1.0. The two responses with the lowest standard deviations were "Existence of alternative media results in increase in sales performance" and "Our chosen style of exposure for our

products has resulted in sales growth." This demonstrates that the answers were evenly distributed between the positive and negative, resulting in the significant standard deviation observed. The item "Market size, number of rivals, accessibility to distribution channels, and market expansion are the primary markers of our institution's sales performance" had the largest standard deviation of 1.26, indicating extremes. According to the statistics, 5.9 percent and 9.2 percent of participants scored highly disagree and disagree, respectfully, while 44.0 percent and 15.4 percent scored agreeing and strongly agree. This demonstrates that the two things have no extremes and hence constitute an acceptable measure.

Furthermore, 59.4 percent agreed that the existence of different media outcomes in an uplift in sales performance, 47.3 percent agreed that our favoured method of publicity for our products has contributed in sales growth, and 36.6 percent agreed that sports and charity events have enhanced our overall organisational sales performance, 46.5 percent agreed that customer support activities lead in organisation sales revenue and profit improvement of our product lines, as indicated by 41.4 percent of the respondents.

4.11.2 Correlation analysis

The relationship between variables was determined and the results are presented in Table 4.35.

Table 4.35***Correlation analysis Outcome***

		SPr	AD	PR	PSL	GP	SP
SPr	r	1					
	Sig. (2-tailed)						
AD	r	.590**	1				
	Sig. (2-tailed)	.000					
PR	r	-.402**	-	1			
			.507**				
	Sig. (2-tailed)	.000	.000				
PSL	r	.625**	.579**	-.330**	1		
	Sig. (2-tailed)	.000	.000	.000			
GP	r	.559**	.598**	-.458**	.539*	1	
					*		
	Sig. (2-tailed)	.000	.000	.000	.000		
SP	r	.546**	.640**	-.433**	.578*	.675*	1
					*	*	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

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

Key: **SPr**= Sales promotion; **AD** = Advertisement; **PR** = Public relations; **PSI** = Personal selling; **GP** = Government policies and **SP** = Sales Performance

Source: Research data 2022

The Pearson product-moment correlation coefficient, which is an indicator of the magnitude of the linear connection between the two variables, is shown in Table 4.35.

The findings show that the association between advertising and sales performance is considerable and favorably connected, with $r(AD, OP) = 0.640, p=0.000$. This suggests that any improvement in advertising resulted in greater sales performance. The findings show that there is a substantial and positively linked association between sales promotion and sales performance ($r(SPr, SP) = 0.546, p=0.000$). This suggests that any improvement in sales marketing resulted in greater sales performance. The findings are consistent with those of Amusat et al. (2018), Shrestha (2015), Iqbal et al., 2018; Michael & Ogwo, 2018) have all published comparable findings.

The findings show that the association between public relations and sales performance is substantial and adversely connected, with $r(PR, SP) = -0.433, p=0.000$. This suggests that any improvement in public relations resulted in a drop in sales performance. The findings are consistent with those of Zura (2016) and Otieno and Shamsan (2015). According to the findings, the association between personal selling and sales performance is substantial and strongly connected ($r(SP, PSL) = 0.578, p=0.000$). This suggests that any improvement in personal selling resulted in greater sales performance. Mbugua (2014) and Siddera (2014) found similar results

4.12 Multiple Linear Regression Model

Regression analysis was used to examine the effect of promotional strategies [Advertisement, public relations, sales promotion, personal selling] on the Sales Performance of state corporations in Kenya.

Table 4.36

Summary of all the four independent variables and Sales Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.481	6.74710

a. Predictors: (Constant), Advertisement, Public relations, sales promotion, personal selling

Source: Research data 2022

Table 4.36, the R² for the relationship between promotional strategies and sales performance is 0.496. According to the adj. R squared = 0.481, promotional methods can only explain 48.1 percent of the variation in sales performance. Other factors connected to sales success can explain the remaining 51.9 percent of the difference. The R² is an essential measure of the equation's prediction accuracy. These data show that strategic resource mobilization is important in the Sales Performance of Kenyan state enterprises. The model's goodness of fit indicates a favorable and significant effect on sales success.

4.12.1 ANOVA

In this research, ANOVA was employed to determine whether the model was significant.

Table 4.3720

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6179.343	4	1544.836	33.935	.000 ^b
	Residual	6282.216	138	45.523		
	Total	12461.559	142			

Source: Research data 2022

Table 4.37 shows a p-value of 0.000, confirming model significance in predicting the dependent variable. According to the ANOVA findings, the model's F-critical (4,138) was 3.94, but the F-calculated was 33.935. This demonstrates that F-calculated is more than F-critical, indicating a positive significant linear connection in predicting the dependent variable.

Table 4.38*Coefficients*

Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	12.693	4.026		3.153	.002
Sales promotion	.234	.149	.131	1.569	.119
Advertisement	.390	.092	.359	4.237	.000
Public relations	-.209	.128	-.116	-1.637	.104
Personal selling	.386	.127	.249	3.032	.003

a. Dependent Variable: Sales Performance

Source: Research data 2022

4.12.2 Regression coefficient

Table 4.38 shows that when all other variables are held constant, the sales performance of Kenyan state firms is 12.693. Keeping all variables fixed, a unit increase in advertising results in a 0.390-unit rise in the sales performance of Kenyan state businesses. Furthermore, assuming all other variables remain equal, a unit increase in personal selling results in a 0.386-unit rise in state corporate sales performance in Kenya. The regression equation showing the association between promotional techniques and sales performance of Kenyan state businesses is provided below:

$$Y = 12.693 + 0.234X_1 + 0.390X_2 - 0.209X_3 + 0.386X_4 + \varepsilon$$

Where: X_1 = Advertisement, X_2 = Public Relations, X_3 = Sales Promotion and X_4 = Personal selling

4.13 Multiple Linear Regression Model - Moderation Analysis

The fifth study specific objective investigated whether government policy had a moderating effect on the relationship between promotion strategy and sales performance .

The related hypothesis stated that;

H5: Government policies have no significant moderating effect on the relationship between promotional strategies and Sales Performance of state corporations in Kenya.

To achieve the study objective, three steps as stipulated by Baron and Kenny (1986) were followed. Step one tested the influence of promotional strategies on sales performance. Step two tested the influence of promotional strategies and government policies on Sales Performance. Then in step three, the interaction term was introduced in the equation and its significance was evaluated when controlling for promotional strategies and government policies.

4.13.1 Regression Results of the Moderation effect

In the first step [Model 1], examined the effect of promotional strategies on the sales performance. In the second step [Model 2], examined the effect of promotional strategies on Sales Performance after the inclusion of government policies. The third step [Model 3], examined the effect of promotion strategies , government policies, and the interaction terms on Sales Performance .

Table 4.39

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.481	6.74710
2	.755 ^b	.570	.554	6.25363
3	.757 ^c	.573	.544	6.32708

Source: Research data 2022

Table 4.39 [Model 1], the R² showing the association between promotional strategies [Advertisement, sales promotion, Public relations, personal selling] and performance in sales is 0.496 and the adjusted R squared is 0.481, indicating promotional strategies brings about 48.1 percent changes in the sales performance. The difference of 51.9% of the variation can be explained by other factors related to sales performance.

Table 4.39 [Model 2], the R-squared showing how promotional strategies and government policies and sales performance is 0.570, the adjusted R² is 0.554 indicating promotional strategies and government policies brings about 55.4% of the changes in sales performance. The difference 44.6% is as a result of other factors related to sales performance. Table 4.39 [Model 3], the R² is 0.573, the adjusted R² is 0.544 meaning promotional strategies, government policies, and the interaction terms brings about 54.4% of the variation in sales performance.

4.13.2 ANOVA for Moderation Effect

Analysis of variance (ANOVA) confirmed the models were significant in predicting sales performance (p = 000)

Table 4.40*ANOVA for Moderation Effect*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6179.343	4	1544.836	33.935	.000 ^b
	Residual	6282.216	138	45.523		
	Total	12461.559	142			
2	Regression	7103.775	5	1420.755	36.329	.000 ^c
	Residual	5357.784	137	39.108		
	Total	12461.559	142			
3	Regression	7137.307	9	793.034	19.810	.000 ^d
	Residual	5324.252	133	40.032		
	Total	12461.559	142			

Source: Research data 2022

The F-Calculated (4, 138) = 33.935) which is greater than F-Critical (1, 138) = 3.96 at 95 percent level of confidence, confirming model 1 is significant (F= 33.935, p < 0.05). The F-Calculated (5, 137) = 36.329 which is greater than F-Critical (1, 137) = 3.96 at 95 percent level of confidence confirming Model 2 is significant (F= 36.329, p = < 0.05). The F-Calculated (9, 133) = 19.810, the F-Critical (1, 133) = 3.96 at 95 percent level of confidence confirming Model is significant (F= 19.810, p = 0.000 < 0.05).

Table 4.41*Coefficients*

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.693	4.026		3.153	.002
	Salespromotion	.234	.149	.131	1.569	.119
	Advertisement	.390	.092	.359	4.237	.000
	Publicrelations	-.209	.128	-.116	-1.637	.104
	Personalselling	.386	.127	.249	3.032	.003
2	(Constant)	6.730	3.928		1.713	.089
	Salespromotion	.097	.141	.055	.691	.491
	Advertisement	.277	.088	.256	3.140	.002
	Publicrelations	-.095	.121	-.053	-.786	.433
	Personalselling	.275	.120	.178	2.290	.024
	Governmentpolicy	.364	.075	.372	4.862	.000
3	(Constant)	9.818	10.480		.937	.351

Salespromotion	-.021	.546	-.012	-.039	.969
Advertisement	.473	.333	.436	1.421	.158
Publicrelations	-.076	.385	-.042	-.197	.844
Personalselling	.011	.420	.007	.027	.978
Government policy	.247	.273	.253	.905	.367
Government	-.006	.008	-.408	-.712	.478
policies* Sales promotion					
Government	.003	.014	.122	.217	.829
policies* Advertisement					
Government	.000	.011	-.004	-.016	.987
policies* Public relations					
Government	.009	.013	.417	.706	.482
policies* Personal selling					

a. Dependent Variable: salesperformance

Source: Research data 2022

Table 4.41 show that interaction terms had an insignificant effect (P values < 0.05). Promotional strategies (Predictors) and government policies (moderator) are insignificant, implying that moderation did not occur.

4.14 Discussion of the Findings

This section discussed and interpreted the inferential test findings for the five null hypotheses. The conclusions are based on descriptive statistics, correlations, and regression analysis. The survey's introduction was provided by descriptive analysis, while the size and direction of the variable connections were provided by correlation and

regression analysis, respectively. The study's major goal was to analyze the link between promotional techniques, government policies, and the sales performance of Kenyan state enterprises. The overarching goal was operationalized through five distinct objectives, each of which was evaluated using a different null hypothesis. This section discusses the hypothesis test findings in chronological sequence, beginning with the first and ending with the fifth particular aim. After every discussion, there is a table summarizing every study specific objective, hypothesis, and findings.

4.14.1 Advertisement and Sales Performance

The first study objective set to assess the impact of advertising on the sales performance . The related null hypothesis (H1), stated there there was no significant association between advertisement and state company sales performance in Kenya. The research rejected the null hypothesis (H1) and confirmed association between sales performance and advertisement of the organizations under study Advertisement and sales performance were related, implying that organizations with more advertisement have better sales performance than those with less advertisement.

This meant that for every additional unit of advertisement, sales performance improved. Advertisement persuades buyers to make an immediate purchase, hence boosting the sales.(David et al, 1988). Advertising interacts with a variety of other factors to determine how much of a role it plays in a buyer's purchasing decision. The purpose of advertising is to inform clients that a well-known brand exists and that it has particular traits, uses, and benefits. Advertisers may boost their earnings by increasing sales of their items through effective advertising. Advertisement informs customers and other possibilities

regarding the many products that are accessible to them. This stimulates competition by allowing consumers to compare and select between items. Companies are encouraged to be more price and quality aware in order to retain consumers and clients as a result of competition. The choice to promote also aids the marketer in increasing his market share. Advertisement aids in the growth and extension of the market, as well as the acceptance of the product by consumers.

This study's findings were in line with those of Daniel (2018), who found a link between advertising and company sales success. Siong (2010) and Hackley (2010) are two other research that found comparable outcomes (2005). Table 4.55 shows a summary of the hypothesis testing linked to the hypothesis one (H1).

Table 4.42

First Objective Results Summary

First Objective	First hypothesis	Test results	Findings
To establish the effect of advertisement on sales performance of state corporations in Kenya	Null hypothesis (H1) H1: Advertisement has no significant effect on sales performance of state corporations in Kenya.	Ref: Tables (4.20) Significant ($\beta \neq 0$, $p < .05$), H1: Rejected	Advertisement significantly affects sales performance

Source: Research data 2022

4.14.2 Public Relations and Sales Performance

The second specific objective was to assess the effect of public relations on state corporation sales performance in Kenya and to test the second null hypothesis (H2), which suggested that there was no significant association between public relations and state corporation sales performance in Kenya. The research rejected the null hypothesis (H2) and established that there was a significant relationship between public relations and sales performance of state firms in Kenya since the statistical values were all substantially different from zero ($< 0, p.05$) at the bivariate level. As a result of this research, it was shown that public relations is positively related to sales performance, implying that companies with good public relations do better in sales than organizations with poor public relations.

This meant that with every additional unit of public relations, sales performance improved. Public relations, according to Zura (2016), is the official spokespersons of any organizations who develop relationships with numerous entities such as clients, consumers, shareholders, workers, and others. Its functions are more extensive than merely raising awareness about an organization; they include checking and monitoring the reactions to its operations (Ahluwalia et al., 2018). The main goal is to create a communications channel between an entity and its clients. It is a method to spot, create and maintain partnerships among the institutions.

The business world is associated with severe rivalry, and enterprises must differentiate themselves from the competitors in order to acquire new consumers and keep existing ones. They must, however, establish and maintain a favorable public image. By speaking on their behalf and presenting their goods, services, and general business in the best light

possible, a PR expert or agency may help them build and maintain a positive reputation among the media and consumers. A favorable public image aids in the development of strong customer relationships, which leads to increased sales.

The findings of this research backed with prior research that demonstrated a link between public relations and sales performance.

Table 4.43 shows an overview of the hypothesis testing connected to the hypothesis (H2).

Table 4.43
Second Objective Results Summary

Second Objective	Hypothesis	Test results	Findings
To establish the effect of public relations on Sales Performance of state corporations in Kenya	Null hypothesis (H2) <hr/> H2: The public relations has no significant effect on sales performance of state corporations in Kenya.	Ref: Tables (4.34) <hr/> Significant ($\beta \neq 0$, $p < .05$), H2: Rejected	Public relations significantly affects Sales Performance

Source: Research data 2022

4.14.3 Sales promotion and Sales Performance

The third objective assessed the how sales promotion affected the state corporate sales performance in Kenya. The objective was to test the third null hypothesis (H3), which confirmed there was no association between the sales promotion and performance in sales. The study rejected the hypothesis (H0₃) and confirmed there was a significant association since the significance value was less than 0.05. As a result, this

research showed that sales promotion is positively related to sales performance, implying that corporations with aggressive sales promotion have better sales performance than those with less aggressive sales promotion.

This meant that for every additional unit of sales promotion, sales performance increased. A sales promotion's objective is to persuade buyers to make an immediate purchase, hence boosting the sales. When properly implemented, sales promotions frequently result in an increase in short-term sales figures. This explains why businesses are willing to spend a significant portion of their budget on various sales marketing initiatives. Nevertheless, the impacts of sales promotion vary depending on the appeal of the brand in question. Sales promotions are valuable techniques that work as demand boosters while avoiding the risks involved with new items.

This demonstrates that while the influence of sales promotion on the value of a business is not long-term, it has a beneficial impact on the firm's profitability in the near term. Amusat et al. (2018), Michael and Ogwo, (2018) and Iqbal et al. (2018) are some of the other research with comparable findings. Table 4.44 shows an overview of the hypothesis testing connected to the third hypothesis (H3).

Table 4.44

Summary of the Test Results Relating to the Third Objective

Third Objective	Third hypothesis	Test results	Findings
To establish the effect of sales promotion on sales performance of state corporations in Kenya	Null hypothesis (H3) H3: The Sales promotion has no significant effect on Sales Performance of state corporations in Kenya.	Ref: Tables (4.27) Significant ($\beta \neq 0$, $p < .05$), H3: Rejected	Sales promotion significantly affects Sales Performance

Source: Research data 2022

4.14.4 Personal Selling and Sales Performance

The fourth particular goal was to assess the impact of cost leadership techniques on state corporation sales performance in Kenya. The goal of this study was to examine the fourth null hypothesis (H4), which indicated that there was no significant association between personal selling and state corporate sales performance in Kenya. The null hypothesis (H4) was rejected since the statistical values were all substantially different from zero ($0, p.05$), indicating that there was a significant association between personal selling and state corporate sales performance in Kenya. As a result, this research showed that personal selling is positively related to sales performance, implying that organizations with high personal selling do better in sales than those with low personal selling. This meant that for every additional unit of personal selling, sales performance improved.

Personal selling is a marketing approach that involves a convincing face-to-face dialogue between sales staff and potential buyers with the goal of closing sales. Personal selling is, without a question, the most convincing and successful mode of all promotional systems when compared to other kinds of communication. It also gets the greatest portion of the communication promotion expenditure, as good as it is. This is attributable to the premise that the cost of contacting one person using personal selling is greater than the cost of contacting one person through other promotional methods, particularly advertising. Despite its high cost, personal selling is preferred above other forms of advertising. It is more efficient, particularly when the market segment is a small group of people.

The findings of this research backed with prior research that established a link between personal selling and sales performance (Mbugua, 2014; Siddera, 2017). Table 4.45 shows an overview of the hypothesis testing connected to the hypothesis (H4).

Table 4.45

Summary of the Test Results Relating to the Fourth Objective

Fourth Objective	Fourth hypothesis	Test results	Findings
To establish the effect of personal selling on sales performance of state corporations in Kenya	Null hypothesis (H4) <hr/> H4: The personal selling have no significant effect on Sales Performance of state corporations in Kenya.	Ref: Tables (4.41) <hr/> Significant ($\beta \neq 0, p < .05$), H4: Rejected	Personal selling significantly affects sales performance

Source: Research data 2022

4.14. 5 Promotional Strategies, Government Policies, and Sales Performance

The fifth goal looked on the role of government policies in moderating the link between promotional methods and state corporation sales performance in Kenya. This aim was met by testing the null hypothesis (H5) that asserted government policies had no substantial moderating influence on the link between promotional techniques and state corporation sales performance in Kenya.

The regression results found a positive and insignificant relationship between government policies* sales promotion and sales performance ($\beta = -.006$; P value = 0.478), a positive and insignificant relationship between sales promotion and sales performance, government policies* advertisement($\beta = .003$; P value = 0.829), a positive and significant relationship between government policies* public relations and sales performance($\beta = 0.000$; P value = 0.987), a positive and insignificant relationship between government

policies* personal selling and sales performance($\beta = .009$; P value = 0.482).The insignificance of the interactive term showed that there was no notable change in in the inferential statistics and as such, the moderation effect of government policies never occurred.

The lack of significance of the interaction terms revealed that there was no discernible change in the inferential statistics, implying that no moderating occurred. Promotional techniques, government policies, and sales success have never been addressed together as thoroughly as they have been in this research. Previous research (Amusat et al., 2018; Iqbal et al., 2018; Michael and Ogwo, 2018; Mbugua, 2014) focused on just two factors at a time, neglecting the moderating influence of government policies on the link between promotional techniques and sales success. Table 4.46 shows an overview of the hypothesis testing connected to the hypothesis (H5).

Table 4.46

Summary of the Test Results Relating to the Fifth Objective

Fifth Objective	Fifth hypothesis	Baron’s Steps	Findings
To establish the moderating effect of government policies on the relationship between promotional strategies and sales performance of state corporations in Kenya.	Null hypothesis (H5)	Step 3 (Ref: Tables 4.54)	
	H5: government policies have no significant moderating effect on the relationship between promotional strategies and sales performance of state corporations in Kenya.	Insignificant $\beta_1 \dots \beta_9$ ($\beta \neq 0, p > .05$), Verdict: Violated	Government policies do not moderate the relationship between promotional strategies and Sales Performance
			Moderation effect not confirmed

Source: Research data 2022

4.14.6 Promotional strategies, and Sales Performance

The overall objective was to look into the impact of promotional methods on state corporate sales performance in Kenya. The regression findings revealed a positive and significant association between advertising and sales performance ($\beta = 0.390$; P value = 0.000), as well as a positive and significant relationship between sales performance and personal selling ($\beta = 0.386$; P value = 0.000). When paired with advertising and personal selling, sales promotion and public relations have no meaningful impact on sales success. Promotional methods and sales performance have never been addressed together as thoroughly as they have been in this research. Previous studies (Aliata et al., 2011; Samu

et al., 1999; Thackeray et al., 2008) have looked at a single strategy [Advertisement, Public relations, sales promotion, or personal selling] against sales performance at a time and thereby ignoring the moderating effect of government policies on the relationship between promotional strategies and sales performance. The summary related to the general objective was as provided in Table 4.47.

Table 4.47

Summary of the Test Results Relating to the General Objective

Fifth Objective	Findings	
To establish the relationship between promotional strategies and sales performance of state corporations in Kenya.	(Ref: Tables 4.51) Significant $\beta_1, \beta_2, \beta_3$ and β_4 $(\beta \neq 0, p < .05),$	There exist as significant relationship between promotional strategies [advertisement and personal selling], and sales performance]

Source: Research data 2022

4.15 Contribution to Body of Knowledge

The study created a conceptual framework for future study where direct marketing was involved for further studies to evaluate the influence of promotional methods on the sales performance of Kenyan state firms businesses. The hypothesis relating to the initial conceptual framework defined in chapter two was developed to test in the investigation.

4.16 Theoretical Contribution

According to research results, prospective conceptual frameworks should concentrate on all four promotional strategies (advertising, public relations, sales promotion, and personal selling) without ignoring the moderating influence of government laws. The research also aided in the structure and priority of promotional strategy parts (organizational promotion, public relations, sales promotion, and cost personal selling). According to the research, organizational promotion was the most important factor influencing sales performance of state businesses in Kenya at the bivariate level, followed by sales promotion, followed by cost personal selling. The strategic collaboration had a detrimental impact on sales performance. Nonetheless, in the combined setting (multivariate level), sales promotion was the most important variable influencing sales performance of Kenyan state businesses, followed by organizational promotion and cost personal selling. The public relations effort had a detrimental impact on sales success.

The research 's findings may be related to communication theory, which states that data and discussion, which are vital in adding value to products or services, are significant promotional strategy factors. Marketing communication defines an organization's interaction with its consumers while also emphasizing the importance of such communication and its influence on purchasers. The theory shows that the potential of customers to acquire information regarding a product in an adequate and timely manner causes them to have a desire to purchase the product or service, which contains information like the product components or service, its price, and how it could be obtained, allowing the consumer to decide when purchasing. The research findings

indicated that a good and effective communication channel is vital for adding value to a business's product or service so that customers have trust in their decision over other rivals.

4.17 Contribution to Literature

The study aimed to express a significant observation in the current literature on the link between marketing techniques and sales performance of state firms in Kenya, modulated by government regulations. This research adds to the knowledge on promotional methods by investigating how several elements enhance sales success. The research analyzed sales performance results in relation to the components centered on the balance scorecard according to the organization's objectives, planning processes, and background performance in this research model. The paper contends that in an unpredictable global business climate, promotional strategies influences sales performance. To the best of the study 's understanding, no prior studies has evaluated the effect of promotional methods on sales performance as modulated by government policy structures.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

The study's summary, results, suggestions, and important implications are presented in this chapter. The study looked at the influence of Kenyan's state corporations' promotional strategies on their sales performance. The summarization is centered on primary data obtained from Kenyan state corporation management, study aims and hypotheses, and also theoretical and empirical literature. Inferences, major implications taken from the research, suggestions, and considerations for future research round up the chapter.

5.2 Summary of the Findings

5.2.1 Advertisement and Sales Performance

The data show that factor analysis was used to scale back advertisement items to a practical and relevant size, with all eight factors scoring over 0.4 and so being selected for statistical analysis. Descriptive analysis showed that the respondents agreed while others disagreed with statements related to advertisement at their organizations. \this was shown by an average mean of 3.4. The findings revealed that at the bivariate level, the performance in sales and advertisement were positively related ($r = 0.640$; $P < 0.05$). Following linear regression analysis, the findings revealed that advertisement influenced the sales performance ($r = 0.640$; $R^2 = 0.410$ and adjusted $R^2 = 0.405$, $\beta =$

0.694, $P < 0.05$). Advertisement was found to effect sales performance when other strategies were considered(= 0.390, $P < 0.05$).

5.2.2 Public Relations and Sales Performance

The results show that factor analysis was used to reduce public relations items to a manageable and relevant size, with all eight factors registering thresholds over 0.4 and so being eligible for further statistical analysis. Descriptive analysis results indicated that the participants agreed and disagreed with various statements related to public relations at their organizations. Public relations and sales performance were negatively correlated ($r = 0.433$; $P = 0.05$). Linear regression analysis results confirmed that public relations affected sales performance ($r = 0.433$; $R^2 = 0.188$ and adjusted. $R^2 = 0.182$, $\beta = -0.782$, $P < 0.05$). Public relations did not affect sales performance when other strategies were included.

5.2.3 Sales Promotion and Sales Performance

The results show that factor analysis was used to scale back sales promotion items to a manageable and relevant size, with all eight components registering thresholds over 0.4 and so being evaluated for further statistical study. Descriptive analysis results showed that some respondents agreed while others disagreed with statements related sales promotion at their respective organisations. The correlation analysis findings indicated that sales promotion and sales performance were positively related ($r = 0.545$ P -value 0.05). Linear regression analysis, confirmed that sales promotion affected sales performance ($r = 0.55$; $R^2 = 0.298$ and adjusted $R^2 = 0.293$, sig. value = 0.971 greater than 0.05). Sales promotion was confirmed to have no effect on sales performance in a

combined set-up with other strategies under investigation namely advertisement, public relations, and personal selling ($P > 0.05$).

5.2.4 Personal Selling and Sales Performance

The results show that factor analysis was used to decrease personal selling items to a manageable and relevant size, with all seven components registering thresholds over 0.4 and so being eligible for further statistical study. Descriptive analysis results showed that participants somehow agreed with statements concerning personal selling at their organizations.

Personal selling and sales performance were positively related ($r = 0.578$; P -value 0.05). Following the completion of the linear regression analysis, the study found that personal selling had an effect on the sales performance of state businesses in Kenya ($r = 0.578$; $R^2 = 0.334$ and $\text{adj. } R^2 = 0.329$, $F = 0.894$, $P = 0.05$). Personal selling was found to effect sales performance of state corporations in Kenya ($r = 0.386$, $P = 0.05$) in a combined setting with other factors like advertisement, public relations, and sales promotion.

5.2.5 Government policies, promotion strategies and sales performance

The results show that factor analysis was used to scale back government policy items to a manageable and relevant size, with all ten factors registering thresholds over 0.4 and so being evaluated for further statistical analysis. The findings showed that government policies had no moderate effect on the association between promotional methods and sales performance of Kenyan state enterprises (P -value > 0.05).

5.3 Conclusion

In conclusion, this research afforded a distinctive point of view on promotional strategy concepts by examining aspects of advertisement, public relations, sales promotion, and personal selling. It also provided new understanding into how government policies moderated the interaction of promotional strategies with the sales performance . The investigation bridged the contextual and conceptual gaps mentioned in section 1.2 of Chapter One. The study was founded on several theories, including Communication Theory, AIDA Theory, The Response Hierarchy Theory, and Combination Theory, and it offered a solid foundation for constructing a conceptual model to illustrate why and how promotional strategies significantly influence the sales performance . The research demonstrated that government policies had no influence on the effect of promotional methods on the sales performance of Kenyan state enterprises.

With regard to findings, the research indicates that, at the bivariate level, personal selling, public relations, advertising, and sales promotion, influenced the sales performance of Kenyan state businesses. Nevertheless, in a combined analysis that involved personal selling, sales promotion, public relations, , and advertisement, only personal selling and advertisement were found to have a significant influence on the sales performance, with advertisement being one of the most significant, followed by personal selling. Furthermore, while the variable public relation has been found to contribute favorably to sales promotion, the present study reveals that the variable had a negative impact on the sales performance of state firms in Kenya at the bivariate level.

The research finds that, whereas past studies have proven the moderating influence of government policy on state corporation performance, this analysis confirmed that government policy did not moderate the association between promotion strategies and sales performance. Promotion strategies under investigation described 48.1 percent [adj. R squared = 0.481] of the variations in sales performance . The other variables not incorporated in the study model explained 51.9 percent of variance in sales performance.

5.4 Recommendations

The research suggestions are consistent with the research's objectives, results, and conclusions.

Managerial Implications

According to the research, state corporations should be using different advertising streams depending on the identified customers, utilize printed media like publications to reach their recipients, promote their entity to convince customers to be using their services, regulate their advert to ensure efficiency, and make sure the advertising message is clear across all advertising mediums.

Concerning, sales promotion, state corporations should expedite the sales process to entice clients to make immediate acquisitions, provide clients with discounts, vouchers, and price incentives, should stimulate purchases through conventions, trade shows and sales contests and give free or sample goods to their customers. Concerning personal selling, the study recommends that state corporations should put customers into consideration by understanding their needs. In terms of sales promotion, state

corporations should accelerate the sale process to incentivise customers to make immediate purchases, offer a discount, vouchers, and discount coupons to their customer base, encourage purchases through conferences, trade fairs, and sales competitions, and provide free or sample products to the customers. Regarding personal selling, the research revealed that state businesses regard their consumers' demands through understanding them. Concerning public relations, the research suggests that state corporations should utilize public interest subjects to acquire exposure to receivers, utilize public relations to establish company image, and finally, use public relations to produce and control corporate news.

5.4.1 Policy Implications

According to the research, managers should regard advertisement, personal selling, and sales promotion to be highly essential when setting strategic goals since they impact the sales performance in their corporations.

5.5 Areas for Further Research

While this research convincingly proves how promotional strategies influenced the sales performance of SCC, it does leave gaps that need be resolved in future research. Further research may be conducted to investigate the influence of the promotional strategies on the Sales performance among state enterprises in East Africa and elsewhere, and if the results can be replicated. According to the findings, promotional methods accounted for 48.1 percent [adj. R squared = 0.481] of the variation in sales performance. Furthermore, a research might be conducted to determine other characteristics that influence sales success among Kenyan state enterprises. A research is needed to explain why public

relations had an adverse relationship with sales performance of the organizations under study. According to the research, four promotional strategies have been researched; that is sales promotion, advertisement, public relations and personal selling. These though used as traditional strategies, there is need to investigate on direct marketing that is coming up in digital marketing era. This may assist firms to perform more better.

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APPENDICES

Appendix I: Application for Research Letter

Peterson N. Njeru

P.O. Box 30586 – 00100,

Nairobi, Kenya.

To the Marketing Managers,

Kenya Commercial State Corporations,

P.O. BOX.....

NAIROBI

Dear Sir/madam.

RE: Request to Participate in a Study

I am a male student at Kenya Methodist University, currently studying Doctorate of Philosophy in Business Administration. As part of the requirement for the award of PhD. degree, I am carrying out a research thesis entitled: “*Promotional Strategy, Government Policy and Sales Performance of State Corporations in Kenya*”.

I am kindly requesting for your assistance and permission to carry out the research study using commercial state-owned corporation as a case study. All information is guaranteed to remain confidential and will be used specifically for academic purposes by the study. No study firm or respondents will be named in the study, its findings or recommendation. The study will have direct benefit to the study firms and the study is will share the findings and recommendation to the firm that will wish to read the final report. Yours Faithfully

.....

Peterson N. Njeru

Researcher: Email:petersonnjeru70@gmail.com. Tel. +254 726726576.

Appendix II: Research Questionnaire

Instructions

This questionnaire is divided into seven parts. Part one requires general information while the other parts seek information on the research variables. Kindly do not write your name anywhere in this study. Please respond to questions by ticking (✓) against the appropriate information and writing appropriate answer in blank spaces.

Section A: Background Information

1. What is the name of your Institution (Optional).....?
2. Gender
 - Male
 - Female
3. Age:
 - Below 30 years
 - 31 – 39 years
 - 40 – 49 years
 - 50 years &Above
4. Job category
 - Finance manager
 - Marketing manager
 - Sales manager
5. Working Experience
 - 6 -10 years
 - Less than 5 years
 - 11 - 15 years
 - 16 years and above

SECTION B: PROMOTIONAL STRATEGY

Part B: Sales Promotion (SP)

5. Please use the point scale below to indicate your level of agreement by ticking (✓)each one of the given statements where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
SP1	We fasten our selling processes to encourage customers to instant purchases.					
SP2	We place emphasis on building customer relationship through sales contests					
SP3	We offer discounts, coupons and price packs to our customers					
SP4	We provide after sales services to our customs					
SP5	We stimulate purchases through conventions, trade shows and sales contests.					
SP6	We give free or sample goods to our customers					

7. How else do sales promotional affect sales performance of your organization.....

Part B: Advertisement (A)

8. Please use the point scale below to indicate your level of agreement by ticking (✓)each one of the given statement where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
--	----------------	---	---	---	---	---

AD1	Advertising increase awareness of the product to the customers.					
AD2	Our organization uses different channels in advertising depending on the selected recipients.					
AD3	Our organization uses printed media such as magazines to reach to its recipients					
AD4	Advertising in our organization persuades customers to use our services					
AD5	Presence of alternative media for advertisement has resulted to boost in the marketing effort of our organizations					
AD6	In our organization advertising is an effective method of marketing our services					

10. How else do advertisement affect sales performance of your organization?.....

.....

Part C: Public Relations (PR)

11. Please use the point scale below to indicate your level of agreement by ticking (✓) each one of the given statements where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
PR1	Our organization participates in games to promote our brand					
PR2	Our organization sponsors games Our organization uses topics of public interest to gain exposure to the recipients.					
PR3	We participate in exhibitions to build customers loyalty					
PR4	Our organization participates in public forums to explain our organisation and products					
PR5	We use both print and electronic media to communicate with our target customers					
PR6	We engage celebrities to promote our products					

13.How else do public relations affect sales performance of your organization?.....

.....

Part D: Personal Selling(PS)

13. Please use the point scale below to indicate your level of agreement by ticking (✓)each one of the given statements where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
PS 1	Personal selling is effective in persuading customers to purchase our products					
PS 2	Our organization has oral conversations with prospective clients on sales					
PS 3	In our organization, we put customers into consideration by Understanding their					
PS 5	In our organization personal selling allows for feedback from the customers					
PS 6	In our organization we demonstrating the use of products to our customers					
PS 7	Through personal selling, a seller can identify the specific needs and problems of the customers					
PS 8	Personal selling permits a direct interaction between buyers and sellers					

15.How else do advertisement affect sales performance of your organization?.....

.....

Part E: Government Policy (GP)

16. Please use the point scale below to indicate your level of agreement by ticking(✓) each one of the given statements where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
GP 1	Government policy is supportive business operations					
GP 2	There are clear rules to guide business conduct					
GP 3	Government taxes of businesses to reflect at appropriate levels for the business					
GP 4	The existing legal framework provides sufficient safeguard to our businesses					

18. How else do government policy affect sales performance of your organization?.....

.....

Part F: Sales Performance (SP)

20. Please use the point scale below to indicate your level of agreement by ticking(✓) each one of the given statements where 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5= Strongly Disagree.

	Opinion	1	2	3	4	5
SP 1	Presence of alternative media results to boost in sales performance					
SP 2	Our preferred mode of publicity for our products has resulted to sales growth					
SP 3	Sports and charity events have increased our organizational sales performance					
SP 4	Our organizational sales growth and profits maximization of our products is the outcome of customer care activities					
SP 5	Market size, number of competitors, accessibility to marketing					

	channels and market expansion are the main indicators of sales performance of our organization				
SP 6	Our market promotional strategy has definitely led to the increase in market share of our organizational products				
SP 7	The frequency of advertising of our organization has led to increase in the attainment of sales calls per day targets				

Thank you for your assistance

Appendix III: List of Commercial State Corporations

No.	Company	Sector	Composite score
1	Agro-Chemical and Food Company	Agriculture, Livestock & Fisheries	3.6172
2	Kenya Meat Commission	Agriculture, Livestock & Fisheries	3.1198
3	Muhoroni Sugar Company Ltd	Agriculture, Livestock & Fisheries	3.6393
4	Nyayo Tea Zones Development Corporation	Agriculture, Livestock & Fisheries	3.6451
5	South Nyanza Sugar Company Limited	Agriculture, Livestock & Fisheries	3.6564
6	Chemilil Sugar Company Ltd	Agriculture, Livestock & Fisheries	3.6646
7	Nzoia Sugar Company Ltd	Agriculture, Livestock & Fisheries	3.6657
8	Simlaw Seeds Kenya	Agriculture, Livestock & Fisheries	3.6753
11	Kenya National Trading (KNTC)	East African Affairs, Commerce & Tourism	3.1800
12	Kenya Safari Lodges and Hotels Ltd	East African Affairs, Commerce & Tourism	3.6883
13	Golf Hotel Kakamega	East African Affairs, Commerce & Tourism	3.6890
14	Kabarnet Hotel Limited	East African Affairs, Commerce & Tourism	3.6899
15	Mt. Elgon Lodge	East African Affairs, Commerce & Tourism	3.6901
16	Sunset Hotel Kisumu	East African Affairs, Commerce & Tourism	3.7044

17	Jomo Kenyatta Foundation	Education, Science & Technology	3.1225
18	Jomo Kenyatta University Enterprises Ltd	Education, Science & Technology	3.7317
19	Kenya Literature Bureau (KLB)	Education, Science & Technology	3.1446
20	Rivatex (East Africa) Ltd	Education, Science & Technology	3.7582
21	School Equipment Production Unit	Education, Science & Technology	3.7672
22	University of Nairobi Enterprises Ltd	Education, Science & Technology	3.8007
23	University of Nairobi Press (UONP)	Education, Science & Technology	3.8216
24	Development Bank of Kenya Ltd	Industrialization & Enterprises Development	3.8251
25	Kenya Wine Agencies Ltd (KWAL)	Industrialization & Enterprises Development	3.8612
26	KWA Holdings	Industrialization & Enterprises Development	3.8629
27	New Kenya Co-operative Creameries	Industrialization & Enterprises Development	3.1633
28	Yatta Vineyards Ltd	Industrialization & Enterprises Development	3.8956
29	National Housing Corporation	Lands, Housing & Urban Development	3.9010
30	Research Development Unit Company Ltd	Lands, Housing & Urban Development	3.2239
31	Consolidated Bank of Kenya	National Treasury	3.6265
32	Kenya National Assurance Co.	National Treasury	3.6315

	(2014) Ltd		
33	Kenya Reinsurance Corporation Ltd	National Treasury	3.6364
34	Kenya National Shipping Line	Transport & Infrastructure	3.6534
35	Kenya Animal Genetics Resource Centre	Agriculture, livestock & Fisheries	3.6546
36	Kenya Seed Company (KSC)	Agriculture, livestock & Fisheries	3.6584
37	Kenya Veterinary Vaccine Production Institute	Agriculture, livestock & Fisheries	3.6593
38	National cereal & Produce Board (NCPB)	Agriculture, livestock & Fisheries	3.6606
39	Kenyatta International Convention Centre	East African Affairs, Commerce & Tourism	3.6679
40	Geothermal Development Company (GDC)	Energy & Petroleum	3.2934
41	Kenya Electricity generating Company (KENGEN)	Energy & Petroleum	3.6999
42	Kenya Electricity Transmission Company (KETRACO)	Energy & Petroleum	3.6009
43	Kenya Pipeline Company (KPC)	Energy & Petroleum	3.2239
44	Kenya Power and Lighting Company (KPLC)	Energy & Petroleum	3.6265
45	National Oil Corporation of Kenya	Energy & Petroleum	3.1315
46	National Water Conservation and Pipeline Corporation	Environment, Water & Natural Resources	3.6364
47	Numerical Machining complex	Industrialization & Enterprise Development	3.6534
48	Kenya Broadcasting Corporation	Information,	3.6546

		Communication & Technology	
49	Postal Corporation of Kenya	Information, Communication & Technology	3.6584
50	Kenya Development Bank (After merger of TFC, ICDC, KIE, IDB, AFC)	National Treasury	3.6593
51	Kenya EXIM Bank	National Treasury	3.6606
52	Kenya Post Office Savings Bank	National Treasury	3.6679
53	Kenya Airports Authority (KAA)	Transport & Infrastructure	3.6023
54	Kenya Ports Authority (KPA)	Transport & Infrastructure	3.6067
55	Kenya Railways Corporation (KRC)	Transport & Infrastructure	3.6156

Source: Presidential Taskforce on Parastatal Reforms (2020)

The five Performance Grades fall on a 5-point scale of between a Raw/Composite Score of 1.00 and 5.00 as shown in Table 1 below where a score of 1.00 is the best while 5.00 is the worst.

Performance Grades and Composite Scores

Performance Grade	Raw /Composite Score		
	<i>Upper Score</i>		<i>Lower Score</i>
Excellent	1.00	–	2.40
Very good	2.40	–	3.00
Good	3.00	–	3.60
Fair	3.60	–	4.00
Poor	4.00	–	5.00

Appendix IV: Kemu Authorization letter



KENYA METHODIST UNIVERSITY

P. O. Box 267 Meru 60200, Kenya
Tel: 254-064-30301/31229/30367/31171

Fax: 254-64-34162
Email: info@kemu.ac.ke

Our ref: NAC/PHD/1/2021/6

6th DECEMBER 2021

Commission Secretary,
National Commission for Science, Technology and Innovations,
P.O. Box 30623-00100,
NAIROBI.

Dear Sir/ Madam,

RE: PETERSON NYAGA NJERU (BUS-4- 0720-2/2019)

This is to confirm that the above named is a bona fide student of Kenya Methodist University undertaking a **PhD in BUSINESS ADMINISTRATION**. He is conducting a research titled : **PROMOTION STRATEGY, GOVERNMENT POLICY AND SALES PERFORMANCE OF STATE CORPORATIONS IN KENYA.**

We confirm that his thesis proposal has been defended and approved by the university.

In this regard, we are requesting your office to issue a permit to enable him collect data for his PhD. dissertation.

Any assistance accorded to him will be appreciated.

Yours faithfully,


Prof. Evangeline Gichunge PhD.


ASS DIRECTOR, RESEARCH DEVELOPMENT AND POSTGRADUATE STUDIES



Encl.


Appendix V: Nacosti Research Permit


REPUBLIC OF KENYA


**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION**

RefNo: **963808** Date of Issue: **14/December/2021**


RESEARCH LICENSE




This is to Certify that Mr.. Peterson Njeru Nyaga of Kenya Methodist University, has been licensed to conduct research in Bomet, Bungoma, Busia, Embu, Homabay, Kakamega, Kiambu, Kisumu, Kitui, Kwale, Machakos, Mombasa, Nairobi, Nakuru, Narok, Nyeri, Siaya, Taita-Taveta, Transzoia, Uasin-Gishu on the topic: PROMOTIONAL STRATEGY, GOVERNMENT POLICY AND SALES PERFORMANCE OF STATE CORPORATIONS IN KENYA for the period ending : 14/December/2022.

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