

Influence Of Promotional Tools On Sales Performance In Supermarkets In Tanzania: A Case Study Of Selected Supermarkets In Dar Es Salaam City.

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Abstract

This study examined the influence of promotional tools including advertising, sales promotion and public relations on sales performance for 3 big supermarkets in dar es salaam region namely choppies, tsn and village supermarkets. The data was analyzed using descriptive statistic and inferential statistics. The findings revealed that advertising, sales promotion, public relations have a statistically significant strong positive relationship on sales performance in choppies, tsn and village supermarkets. Furthermore, the univariate regression findings concluded that, a 1% change in advertising, sales promotion, public relations could increase sales performance of choppies, tsn and village supermarkets by 60.3%, 116% and 84.3% respectively. The findings showed that sales promotions aimed at increasing the quantities purchased by customers promoted business survival and growth of supermarkets as it led to more sales and increased revenue. Supermarkets are recommended to invest in new sales promotion practices with emergence of new technologies so as to meet this expectation. Also, they should engage constantly demand for greater transparency in the movements and engage through social charitable interventions as it improves corporate identity and image.

Keywords: *promotional tools, sales performance, supermarkets, dar es salaam region*

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I. Introduction

Competitive pressures in the globalized working environment have increased the significance of marketing management for sustainability and gaining of competitive advantage among businesses (Thoua, 2018). Today, marketing is seen as lifeblood for profitability and performance of the businesses. Marketing management helps in attracting and retaining customers and clients to the business that drive the revenue strategy and objective of the business (Vijaykumar, 2022). Since loyal customers are the most important assets of a company, companies have been giving attention to developing customer retention and loyalty programs as an essential for the survival of the company in highly competitive markets (Süphan Nasır, 2017).

The marketing communication system is the general framework in which promotion takes the form of the promotional mix, based on the four promotional tools: advertising, personal sales, promotion sales and public relations, aimed at presenting the organization, its products and services, at raising awareness of potential customers, and of course, at increasing sales to get more profit (Alexandrescu & Milandru, 2018). In the dynamic business environment emerging in supermarket industry, most supermarkets have been forced to develop effective promotional strategies in order to survive in the competitive business environment. Sales promotion have gained a lot of momentum lately also due to their advantages— attracting customers by offering something, maintaining loyalty, creating interest, attracting intermediaries, short-term effectiveness, flexibility. It also has some inconveniences—their effects are temporary, continuity sometimes lacks. In Africa, advertising is a promotion strategy used by Supermarkets to inform, remind and persuade customers to purchase a product (Adewale, 2020). Advertisement can create awareness about the goodness of a product, and allow the buyers to choose the best product to use from other competitive products of the same nature.

Supermarket business is one among the fastest growing businesses in Dar es Salaam today. The city is growing very fast with a lot of supermarkets but for companies to accumulate expected wealth through supermarkets, it depends on the way these supermarkets have invested in developing the promotion strategies (Official Report Census, 2022). By considering the empirical literature review (Riggan, 2022; Xiaoyan, 2018; Oyerinde (2019); Greenman & Jones, 2020), it's evident that a good number of similar research have been done, but there are no published documents that indicate that the same research has been done at supermarket industry Focus on these studies was to identify the marketing strategy that can be used by the company to increase sales revenues (Zubeir, 2020). Through previous studies, it has been able to classify how these organizations use marketing strategies to increase their sales performances in different industries and few studies are based in the supermarket industry. Therefore, paper seek to determine the influence of promotional tools including advertising,

sales promotion and public relations on sale performance three Supermarkets in Dar es Salaam Region namely CHOPPIES, TSN and VILLAGE supermarkets. To the best of our knowledge, no record has showed the similar study on the effect of various promotional tools on sale performance in the supermarket industry.

II. Literature Review

Theoretical Review

Promotional strategies

Promotional strategies are approaches that are used by the organization in making communications with its customers where the goal of these strategies is to provide information to customers regarding the presence of products and services that are offered by the company (Santhosh, 2018). Promotional strategies are used with the aim of helping an organization in the marketing of its products and services and also in response to the existing competition from other sellers of products and services (Alexandrescu & Milandru, 2018). This study will describe various promotion strategies including advertising, sales promotion, public relations, and public relations.

Sales performance

Sales performance has become an important research area in business and sales fields due its significant role played by direct selling in business marketing (Itani, Kalra, & Riley, 2022; Javalgi, Hall, & Cavusgil, 2014). Consequently, studies show increased call of research on sales performance from a seller's perspective in business for they are likely to influence motivation (Koponen, Julkunen, & Asai, 2019; Rodríguez et al., 2024). The development of the role of the salesperson and customer, knowledge has emerged as a critical factor in determining sales performance (Abeysekera & Wickramasinghe, 2013; Verbeke, Dietz, & Verwaal, 2010). It has evolved from implementing the selling function to become a core value creator for customers and sales organizations. In addition, sales organizations require their salespeople to deal with increasingly complex sales situations, persuade buyers within increasingly competitive environments, build trust and achieve overall organizational sales goals (Herjanto & Franklin, 2021). Generally, salespeople can create, use, share, and apply knowledge, while adding value to information and presenting it in a persuasive manner (Bonney, Beeler, Johnson, & Hochstein, 2022).

Mental Accounting Theory

Mental accounting theory is a theory was first stated by Richard Thaler (Thaler, 1985). In this theory of, he described about the psychology of how people think of value in relative rather than absolute terms. In the sense that people derive pleasures not only for the value of the objects but also for the quality that the object will have. The use of this theory in this study is because the goal of the theory is to identify the psychology of people in the use of objects where they have the goal of having a quality object that will match the value of that object, but this study also evaluates the way in which promotion strategies of an organization that can create customer awareness on products and services and the basis of any promotion strategy is to give the audience information related to the presence of quality products that are offered by the relevant business (Simon, 2022).

In relation to the strength of this theory, it explains the existence of a balance between what we buy and what we use, which leads to the presence of pleasures in using the product and to get rid of the pain caused by the purchase of products or services. Weakness of mental accounting theory is that this theory is based more on giving value to money without what is obtained from the use of money (Zubeir, 2020). But the theory has failed to recognize that sometimes money is nothing because the creation of value is not the way customers can be treated, it can be one of the good foundations in providing the value of the object. This involves being honest with customers as well as providing them with appropriate services that will make customers satisfied and use their services and the products of the business (Shehu, 2019).

This theory is very relevant to this study because the goal of the promotion strategy is to attract customers to buy the company's services and products, so all the variables involved in the study have been supported by the Mental Accounting Theory (Chiang, 2022).

Empirical Review

Effect of Sales Promotion on Sales Performance

Odunlami (2021) studied the effect of sales promotion as a tool on organizational performance. Focusing on a plastic company, they noted that sales promotion is a tactical and strategic marketing technique with mostly short-term incentives, which are to add value to the product or service, to achieve specific sales or marketing objectives. Anjela (2021) found that sales promotion is an activity that is mostly based on short-term goals and specific to known targets. It, however, aims at gaining long-term benefits such as customer loyalty. There is positive relationship between sales promotion and customer loyalty. More importantly, it was discovered that non-loyal customers are more prone to switch to competing products as a result of sales promotion than loyal

customers (Omotayo, 2011; Shamout, 2016). Yusuf, (2020) pointed out the ethical implications of sales promotion that focused in Ghana. He noted that due to conflicting ideas concerning the benefits of sales promotions, sensitive sectors such as healthcare organizations must base their decisions on the relevance and usefulness of sales promotion as well as cost-effectiveness. Yusuf proceeds to explain that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. As a result, price-based promotions are difficult and probably dangerous to use for healthcare service markets. This is because the price setting of healthcare services is already a difficult process, and that consumers often see lower prices as a result of lower quality.

Effect of Advertising on Sales Performance

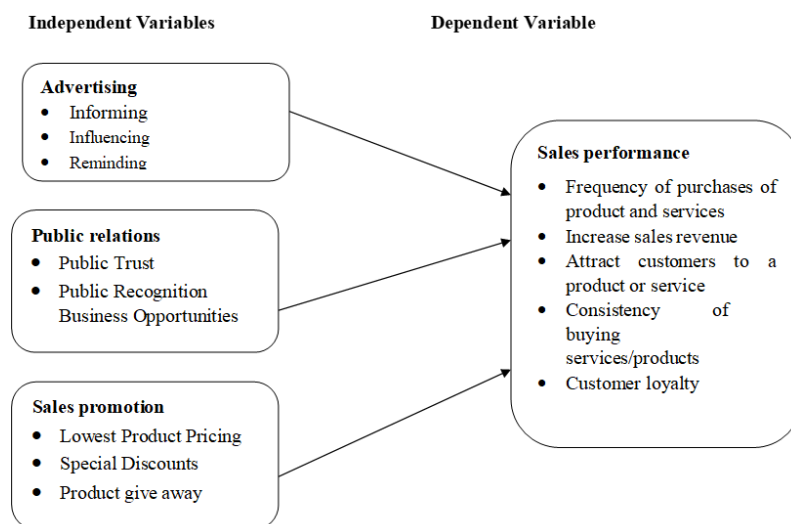
Advertising has been ranked as one of the major tools of promotion in creating awareness among a set market clientele (Daosue & Wanarat, 2019). A study revealed that the advertising media tools used by NHIF to improve the sales volume of its new product Toto Afya Card was effective. The study discovered that consistent advertising helps in improving the rate of consumption by the intended consumers. A study of Oyerinde (2019) found that advertising is positive correlated with sale performance because through advertising, customers get information about the services and products that are sold by the respective company.

Effect of Public relations on Sales Performance

The impact of public relations on sales performance at seed potato co-op. Findings revealed that there was a weak relationship between public relations, and sales performance. This is due to lack of formal marketing plan, lack of customer data base lack of market budget and poor communication (Makasi, Govender, & Madzorera, 2014). Hiroki (2020) conducted a research on use of public relations strategies by farmers and their impact on farm business income. Findings revealed that public relations do not have an impact on farm business income. Chiang, Chhajed and Hess (2022) researched on public relations and indirect profits. It was revealed that use of public relations increases the flow of profit through retailers and it also helps manufacturers improve their profitability. However, a researched done by Arnold and Tapp (2021) on research on the effects of public relations techniques on performance indicated that public relations has an effect on performance

Conceptual Framework

Conceptual framework is an assembled set of research concepts cum variables together with their logical relationships to examine a given phenomenon as well as a comprehensive understanding of a research problem (Riggan, 2022). The conceptual framework was established from previous theoretical and empirical studies. The study hypothesis that independent variables sales promotion advertising and public relations has a strong positive effect on sales performance as the dependent variable.



Source: Researcher’s Own Construction (2023)

Figure 1: Conceptual framework of the study

III. Methodology

This chapter contains the methodology through which the study objectives was achieved. It covers the research approach and design, study area, population, sample and sampling techniques, data collection, data processing and analysis methods, and ethical consideration. This study was conducted using a quantitative

descriptive research design to determine the effect of sales promotion on sales performance in supermarkets. According to Yusta (2020), descriptive research design is used to describe systematically the facts and characteristics of a given population accurately. This method is preferred because it will allow for careful comparison of the research findings through data collection and processing of the frequencies on the research variables. The study was conducted on three selected supermarkets (CHOPPIES, TSN and VILLAGE supermarkets) in Dar es Salaam, Tanzania, targeting the Managers/Directors, Accountants, Cashiers, Attendants and customers. The total population (of employees) was 263 from CHOPPIES, TSN and VILLAGE supermarket. Study area is rich in diversity and maturity in business functions especially supermarkets which are our target (ZamZam, 2019). The sample size was determined using the following formula as adopted by Miller and Brewer (2015) as given below:

$$n = \frac{N}{1 + N \times (e)^2}$$

Where n = sample size, N = population size, e = sampling error (5%) which is satisfactory in social science research. The actual sample is calculated as below:

$$n = \frac{263}{1 + 263 \times (0.05)^2} = 159$$

A total sample of 159 respondents were involved in the study after applying the formula. The study recorded a response rate of 76.7% representing a total of 122 respondents filled in questionnaire. In selecting the sample size, a convenience sampling as non-probability sampling used whereby the respondents were selected based on accessibility (Yusta, 2020). Customers for respective supermarkets selected through convenience sampling technique while on supermarket premises the researcher contacted several customers who came to shop on the respective supermarkets and she questioned them. The technique was adopted because of the difficulties in identification and accessing supermarket customers.

Data collection

The study used primary data collected in the field using a structured questionnaire. The questionnaires included closed-ended questions which were provided to all respondents. The vital reason for applying a questionnaire in the study was to enable the researcher to get more data in a short time. The items on the questionnaire were measured on 5-point Likert scale questions ranging from 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree. The questionnaire is in two sections; section A covers demographics of respondents and section B covers 3 main parts of promotion strategies and sale performances tools including advertising (6 items), public relations (8 items), sales promotion (6 items) and sales performance as the dependent variable (7 items). The promotion strategies and sale performances tools were adapted from the literature and previous studies.

Data processing and analysis methods

The researcher processed data using SPSS window 26.0. The descriptive statistical analysis conducted to analyze the quantitative data through frequencies and percentages to provide meaningful information for presentation of findings and recommendations. In order to determine the relationship between independent and dependent variables, the researcher conducted correlation analysis and multiple regression analysis. Correlation analysis is the method of data analysis that is used to determine the direction and strength of the existing relationship between independent and dependent variables (Pallant, 2020). The purpose of undertaking correlation analysis is to determine variable relationship, determine existence of relationship and determine regression equation which is used to predict population. The study used univariate linear regression analysis to establish the relationship between variables. The univariate linear regression model is expressed as follows:

$$\text{Model 1: } SP = \beta_0 + \beta_1 \text{ ADV} + \mu$$

$$\text{Model 2: } SP = \beta_0 + \beta_1 \text{ SPM} + \mu$$

$$\text{Model 3: } SP = \beta_0 + \beta_1 \text{ DMK} + \mu$$

Where SP = Sales Performance, ADV = Advertising, DMK = Public relations, SPM = Sales promotion. β_0 , β_1 are coefficient of variables μ is error term.

Before performing the various analysis, the reliability of the data collection instrument using the Cronbach's Coefficient Alpha was performed to ensure that internal consistency in a test or scale of all the data collected under study.

Ethical consideration

During research conducting ethics considered perpendicularly, some ethics that were considered are privacy and confidentiality so as to get accurate and rich data and also there was fairness and equity to all respondent hence they should not discriminate and least but not last researchers will be informed about the research purposes.

IV. Results And Discussions

Reliability of the data collection instrument

In Table 1, results indicate that, the sales promotion had Cronbach’s alpha coefficient (α) of 0.718, advertising had 0.732, public relations had 0.914 and sales performance had 0.882. Cronbach’s coefficients of above 0.7 indicates reliable scales. In this regard therefore, the scale used in the current study was reliable and therefore, accurate results were sought.

Table 1: Reliability Test

Variables	Number of items	Cronbach's Alpha
Advertising	6	0.732
Public relations	8	0.941
Sales promotion	6	0.718
Sales performance	7	0.882

Source: Researcher (2023)

Characteristics of the Respondents

The study investigated different aspects of the respondents including gender, age, highest level of education, work experience. The findings on these aspects are presented in Table 2.

Table 2: Demographic Characteristic of the Respondents (n=122)

Gender	Frequency	Percent
Male	86	70.5
Female	36	29.5
Age		
18 – 25 years	25	20.4
26 – 35 years	58	47.5
36 – 45 years	30	24.6
46 years old and above	9	7.2
Education		
PhD	6	4.9
Masters	15	12.3
Bachelor Degree	62	50.8
Diploma	36	29.5
Experience		
1-5 years	60	32.8
6-10 years	158	58.2
Above 10 years	11	9.1

Source: Field data, 2023

Results in table 2 showed that 70.5% of respondents were male as compared to 29.5% of female respondents. For the age distribution, majority (47.5%) of respondents fall within 36-45 years of age, followed by respondents 46 years and above with 24.6% and 20.4% of respondents fall within 18-25 years of age. This implies that most of the respondents are in the youth category which is helpful for the study. On education levels, results indicated that majority (50.8%) of respondents had a master's degree, 29.5% of respondents had a diploma, 12.3% of respondents had a Bachelor degree and 4.9% of respondents had a PhD. Moreover, 58.2% have between 6 to 10 years’ experience working or operating supermarkets, 32.8% respondents with 1-5 years of experience and 9.1% of respondents with above 10 years’ experience. This implies that most of the respondents had a reasonable level of education as well as considerable experience of working. Having respondents with different gender, age categories, educational level and work experience helped a study to collect different opinion on the effect of promotion strategies on sales performance in supermarket sector in Tanzania.

Correlation analysis results

In this section, Karl Pearson’s correlation coefficient were obtained and used to establish the effect of sales promotions, advertising and public relation on the sales performance in supermarkets sector in Tanzania.

Table 3: Correlation between sales promotions, advertising, public relation and sales performance

	Sales Performance	
Sales Promotions	Pearson Correlation	.721**
	Sig. (2-tailed)	.000
	N	122
Advertising	Pearson Correlation	.763**
	Sig. (2-tailed)	.000
	N	122
Public Relations	Pearson Correlation	.724**
	Sig. (2-tailed)	.000
	N	122

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

In table 3, results from Karl Pearson’s correlation coefficient was found to be 0.724, a strong statistically significant positive association which implies that, the sales performance in CHOPPIES, TSN and VILLAGE supermarkets is more likely to improve with the improvement of sales promotions. For advertising, results indicate a statically significant positive association between advertising and sales performance in CHOPPIES, TSN and VILLAGE supermarkets with Karl Pearson’s correlation coefficient of 0.763. The results further established a statistically significant strong positive relationship between public relations and sales performance in CHOPPIES, TSN and VILLAGE supermarkets with Karl Pearson’s correlation coefficient of 0.724. The results support the findings of Odunlami (2021), Oyerinde (2019) and Arnold and Tapp (2021) that concluded that sales promotions, advertising, public relation have statistically significant positive relationship with sale performance respectively.

Regression analysis

Based on the correlation analysis, the study further proceeded to establish how sales promotion, advertising and public relation can be used to predict the Sales Performance of CHOPPIES, TSN and VILLAGE supermarkets in Tanzania by developing a univariate linear regression model.

Table 4: Regression Model Summary (Sales Promotions)

Regression Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.721	0.519	0.515	7.034		
2	0.763	0.582	0.578	6.563		
3	0.724	0.525	0.520	6.995		
ANOVA						
	Model ^a	Sum of Squares	Degrees of freedom	Mean Square	F	Sig.
1	Regression	5987.580	1	5987.580	121.015	0.000
	Residual	5541.551	112	49.478		
	Total	11529.132	113			
2	Regression	6705.047	1	6705.047	155.670	0.000
	Residual	4824.084	112	43.072		
	Total	11529.132	113			
3	Regression	6049.368	1	6049.368	123.642	0.000
	Residual	5479.763	112	48.926		
	Total	11529.132	113			
Coefficients of Regression Equation						
Model ^a		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.433	6.070		1.224	0.003
	SP	1.161	0.106	0.721	11.001	0.000
2	(Constant)	22.158	4.186		5.294	0.000
	ADV	0.603	0.048	0.763	12.477	0.000
3	(Constant)	11.080	5.680		1.951	0.004
	PR	0.843	0.076	0.724	11.119	0.000
Dependent variable; Sale performance; predictors; SP=Sales promotions (1); predictors; ADV=Advertising (2); predictors; PR=Public relation (3)						

Table 4 shows the model summary analysis for our three univariate linear regression models. In model 1, 51.9% percentage variation in sale performance is being explained by the changes in sales promotion while the remaining 48.1% is accounted for by other factors. In model 2, advertising accounted for 58.2% of the variation in Sales Performance, while the remaining 41.8% is accounted for by other factors. For model 3, public relation explained 52.5% of the observed change in sales performance while the remaining 47.5% is accounted for by

other factors.

The fitted model 1, 2 and 3 were diagnosed and found that the regression models are statistically significant at 5% level of significance. This showed that sales promotions, advertising and public relation were a statistically significant predictor of sales performance.

In model 1, the coefficients of the univariate regression model that give adequate to explain to how sales promotions predict sales performance was statistically significant ($B=1.161$, $t=11.001$, $p\text{-value}=0.000$). From the findings, a 1% change in sales promotions results in a 116% increase in sales performance. The regression model explained the results as shown; $Y=7.433 + 1.161$ sales promotions. In model 2, advertising was statistically significant ($B=0.603$, $t=11.001$, $p\text{-value}=0.000$). From the findings, a 1% change in advertising results in a 60.3% increase in sales performance. The regression model explained the results as shown in the table below; $Y=22.158+ 0.603$ sales promotions. Public relation was statistically significant ($B=0.843$, $t=11.119$, $p\text{-value}=0.000$). From the findings, a 1% change in public relations results in a 84.3% increase in sales performance. The regression model explained the results as shown in the table below; $Y=11.08+ 0.843$ sales promotions.

V. Discussion

The study established that sales promotions is positive correlated with sale performance. Majority of the respondents agreed that sales promotions lead aimed at increasing the quantities purchased by customers. Similarly, Henningsen, Heuke & Clement (2021) argued that sales promotions are mainly focused on the ultimate consumer of products and services with the aim of influencing their purchase behavior. Additionally, Hampson (2018) found that sales promotion intends to influence the loyalty of consumers in the long run though performed in the short term. Sales promotions are mainly used as activities directed at inducing customers, resellers, and other businessmen in the distribution channel to purchase a certain quantity of a particular brand. CHOPPIES, TSN and VILLAGE supermarkets enticed reluctant customers by giving away services and helped supermarkets product to be well known therefore creating new clients. The sales promotion could either be of the push or pull form within the distribution channel. Older customers had more time available to make grocery shopping. The findings indicated that effective implementation of sales promotions led to increased sales volume and invariably higher profits. The perception of low price created positive emotions in consumer and induced the feeling of making a good deal by purchasing more products (Adefulu, 2022). According to Jackson, Stoel and Brantley (2021) engaging consumers in sales promotion activities is an important component of any organization's overall marketing strategy along with advertising, public relations, and personal selling.

The findings revealed that advertising had positive relationship to sales performance. Peter and Donnelly (2022) argued that organizations employ public relations with essence of building a positive corporate image, being a good citizen as well as building good relationship with its key stakeholders. The findings indicated that firms used advertising for both short-term and long-term objectives. Advertising was often considered powerful in the overall marketing mix design. This agrees with Buil, Chernatony and Martínez (2018) who established that advertising has been ranked as one of the major tools of promotion in creating awareness among a set market clientele (Ogutu & Samuel, 2022). Diverse advertising methods are used in delivering advertisement messages: billboards, banners, internet websites, magazines, printouts on clothes, newspapers, radio, television commercials among others (Bruce, Peters & Naik, 2022). The institutional advertising emphasized on the specific firm's name due to lots of competition and in order to protect the firm's goods and services. Organization's consumer promotions aimed at enticing consumers of a given brand to try a new product launched by a company (Chang et al., 2021). This is done through luring of customers away from competitor brands thereby increasing the proportion of loyal customers and regular purchasers of the brand (Odunlami & Ogunsiji, 2019). Advertising consistently emphasized the firm's name in order to increase awareness in the market and increase clients.

The findings revealed that a public relation has strong and positive relationship with sales performance. Through charitable involvement, an organization improves publicity. Organization may create stronger relationships with key suppliers. From the findings public relations enable the creation of corporate identity and image. Public trust connects independent relationships to form reliable family-like relationships. This agrees with Bin & Yusuf (2020) who established that trust and outreach events also helped in venturing into new markets by reaching the reluctant clients. Organization created stronger relationships with key suppliers due to the increase in the demand of their products. Customers increases the urge of increase in supply of goods and services as the equilibrium law states. The study established that CHOPPIES, TNS and VILLAGE supermarkets embraced more market due public recognition high demand of goods and services that led to more supply in order to maintain the demand level of its clients, subsequently led to more revenue hence more supplies. This is supported by Smith (2020) who investigated the socially distributing public relational issues and concluded that public recognition attracted the loyalty of consumers.

VI. Conclusion and Recommendation

In respect to the findings, it can be concluded that sales promotion, advertising and public relation had significant improvement on sales performance of CHOPPIES, TSN and VILLAGE supermarkets in Dar-es-Salaam. Sales promotion had the most significant impact in terms of its influence to increase sales performance greatly. Public relation had greater impact on sales performance than the advertising at CHOPPIES, TSN and VILLAGE supermarkets in Dar-es-Salaam.

The following recommendations are made based on the findings. With regards to the ever-increasing desire to have better sales performance among the supermarkets in Tanzania, there is need to invest in new sales promotion practices with emergence of new technologies so as to meet this expectation, as it was found that there was a positive relationship between sales promotion practice and sales performance among supermarkets in Tanzania. There is need for CHOPPIES, TSN and VILLAGE supermarkets in Dar es Salaam, Tanzania should invest in market survey as this will help them in coming up with promotion practices that are acceptable, accessible, ethically sound, have a positive perceived impact, relevant, appropriate, innovative, efficient, sustainable and replicable.

The study also established the vital role of public relation on sales performance, CHOPPIES, TSN and VILLAGE supermarkets should engage constantly demand for greater transparency in the movements and engage through social charitable interventions. Organization may create stronger relationships with key suppliers. Public relations enable the creation of corporate identity and image.

Advertising is one of the main significant promotional tools to improve sales performance. Advertising is impersonal and CHOPPIES, TSN and VILLAGE supermarkets may use advertising for both short-term and long-term objectives to attract new customers.

Recommendations for Further Studies

The current study was done using primary data through questionnaires, future scholars should include interviews. Supermarkets were the area of concern in the current study, future studies should be done among companies apart from supermarkets for example the financial sector like commercial banks, insurance and real estate sector. Through this, more information shall be available to make informed decisions and regulatory purposes.

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