

**INFLUENCE OF SALES PROMOTIONS ON CONSUMER BRAND PREFERENCE.
A CASE STUDY OF BONYEZA USHINDE PROMOTION BY SAFARICOM LTD**

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ABSTRACT

The primary objective of this study was to investigate the influence of sales promotion on consumer brand preference. The ever increasing competition in the market has prompted Safaricom to be determined and ensure satisfaction of customer needs and wants more effectively than their competitors. In other words for these company to succeed in this ever increasing competitive market, they employ a lot of different sales promotions tools to attract and retain their customers. Some of the most commonly used sales promotion tools include; samples, coupons, contest and sweepstakes, premiums and price offs which provides incentives to customers or to the distributor channel to stimulate demand for a product. This study was aimed at assessing the role of the sales promotion play in influencing the consumer brand preference of Safaricom customers as per the promotion of "Bonyeza ushinde na Safaricom". A non-probability sampling technique was used for the study and the sample was selected from a population of Safaricom service users resident in Mount Kenya University. A questionnaire was used in acquiring the respondent's information. The questionnaires were analyzed and the study indicated significant influence of sales promotion on consumer brand preference. The study found out that safaricom company uses sales promotion to draw attention of customers to their new products, it has encouraged sales of slow moving items, reduced piled up stocks, stimulated off-peak sales of selected items and increased profits. It also realized that most of the customers have stayed to safaricom due to their frequent, interesting sales promotional activities. The researcher recommends that Safaricom limited company need to undertake regularly sales promotion activities to ensure constant influence on their consumers. Also management ought to come out with more frequent but interesting promotions and these promotions ought to be attractive. They should also satisfy their clients or customers during sales promotions in a bid to make more profits and stay in active business Most business organizations the world over adopt many effective and efficient programmes with the aim of maximizing profits, staying in active business and more importantly reducing piled up stock. For this reason the Safaricom limited company adopt sales promotion tools and techniques to meet the above mentioned aims of business organizations. The research focused on the roles of sales promotions in increasing profits in the Safaricom limited company.