

**PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF
SUPERMARKETS IN KISUMU COUNTY, KENYA**

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DECLARATION AND APPROVAL

Declaration

This thesis/project is my original work and has never been presented for any academic award in any institution.

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DEDICATION

I dedicate this work to my family, whose unwavering support and encouragement have been the driving force behind my pursuit of further studies.



ACKNOWLEDGEMENT

I would like to take this moment to express my sincere gratitude to all those who have contributed to the successful completion of this project. Their unwavering support, guidance, and encouragement have been invaluable throughout this journey. First and foremost, I extend my heartfelt appreciation to my supervisor, Dr. Oscar Sangoro, for his mentorship, expertise, and invaluable insights. His guidance has been instrumental in shaping this work and ensuring its quality.

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ABSTRACT

The study examined the impact of Promotional strategies on the performance of supermarkets in Kisumu County, Kenya. It aimed to investigate the effects of in-store marketing campaign strategy, social media advertising, personal selling, and sales promotion marketing campaign on the performance of supermarkets in the region. The study was guided by AIDAS theory of personal selling, Theory of DOGMAR and framing theory. Using a descriptive survey research design, data was collected from 21 supermarkets in Kisumu City, targeting operations managers, marketing managers, and line supervisors as respondents. A census approach was employed, ensuring the inclusion of all 63 respondents from the sampled supermarkets. Primary data was collected through a structured questionnaire designed to assess demographic characteristics, Promotional strategies, and supermarket performance. A pilot test was conducted to ensure the validity and reliability of the research instruments. Data analysis involved descriptive and inferential statistics using SPSS software. Pearson correlation coefficient and regression analysis was used to examine the effect of promotional strategies and supermarket performance. The hypothesis was tested using multiple linear regression with a significance level set at $P=0.05$. Data presentation was by frequency distribution tables and charts. The results revealed that promotional campaign strategies accounted for 65.8% significant variance in performance of supermarkets in Kakamega town, Kenya ($R^2 = .658, P=0.000$). It was revealed that a unit increase in in-store marketing campaign strategy

would result to significant increase in performance by 0.300 units (P=0.000). Similarly, a unit increase in sales promotion campaign would result to significant increase in performance by 0.212 units (P=0.005). A unit increase in personal selling marketing campaign would result to significant increase in performance by 0.245 units (P=0.002). Lastly, a unit increase in social media advertisement campaign would result to significant increase in performance by 0.263 units (P=0.000). The study concluded that promotional campaign strategies had a significant positive influence on performance of supermarkets in Kakamega town, Kenya. The study recommended that supermarkets need to have well-trained staff present during sampling to explain the product’s features and benefits, answer customer questions, and gather feedback. The study recommended that supermarket should refine the timing and duration of their sales promotions. The study recommended that supermarket need to ensure that their sales team possesses a deep understanding of the products and services offered, ongoing training and development programs should be implemented. The study recommended that supermarkets should regularly review and update their social media platform choices to ensure alignment with where their target audience.



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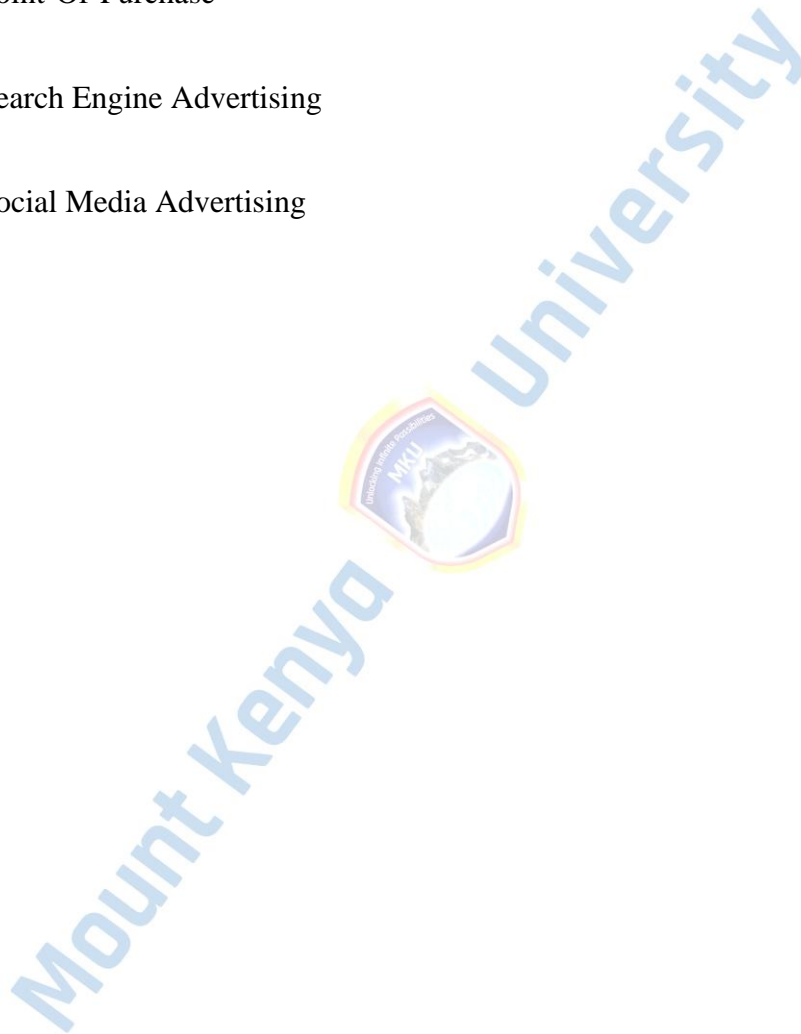
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ABBREVIATIONS AND ACRONYMS

AIDAS	Attention, Interest, Desire, Action, and Satisfaction
DAGMAR	Defining Advertising Goals for Measured Advertising Results
NACOSTI	National Commission for Science, Technology And Innovation
POP	Point-Of-Purchase
SEA	Search Engine Advertising
SMA	Social Media Advertising



CHAPTER ONE: INTRODUCTION

1.1 Background of the study

In today's increasingly competitive business landscape, firms are relentlessly pursuing their objectives, aiming to enhance performance, which ultimately translates into achieving greater sales and profits (Piton, Briand & Guillet, 2019). Consequently, a growing number of companies in contemporary society are turning to promotional strategies as a means to bolster their performance. These strategies encompass a diverse array of incentive tools, typically designed for short-term use, with the primary aim of stimulating increased purchase of specific products or services by consumers (Hamze, 2020).

To stay ahead in the competitive arena and cater to evolving consumer needs, firms are compelled to adopt effective promotional strategies to foster growth across various dimensions. This proactive approach not only raises awareness but also drives up the utilization rates of their products and services. By employing promotional strategies, firms can attract and retain customers, thereby experiencing heightened growth and an expanded client base, ultimately leading to enhanced returns on investments (Kang, He & Ma, 2022). The emphasis on promotional efforts and the development of marketing strategies poses ongoing challenges for many firms globally. Yet, given the growth of the manufacturing sector, it has become imperative for organizations to prioritize the promotion of their products to thrive in the everchanging business environment (Frick & Kaimann, 2020).

However, it is crucial to recognize that promotional strategies, while powerful, should not solely dictate market performance. As observed by Fama and Eugene (1970), it is the integration of these promotional techniques into the broader fabric of market operations that enables a company to extract the most value from its market performance. Firms that seamlessly weave these strategies into their market operations stand the best chance of optimizing their market objectives and expanding their customer base. Therefore, the optimal approach for achieving better market performance lies in fully integrating all promotional strategies and market operations into a cohesive and interconnected set of processes.

In a global context, Seldon and Doroodian (2019) demonstrated that promotional strategies contribute to increased demand for cigarettes in the US, despite efforts to reduce consumption through health warnings. Interestingly, the tobacco industry responded to health warnings by

intensifying its advertising efforts. Sousa and Lengler (2019) suggested that the degree of international marketing strategy adaptation is influenced by managers' perception of psychic distance toward foreign markets of industrial firms in Brazil. Product and promotion adaptation positively impacted export performance, while surprisingly, distribution and price adaptation also influenced export performance. Yasa, Setini, and Rahmayanti (2020) indicated that promotional strategies positively and significantly influenced competitive advantage, suggesting that effective promotional strategies can greatly enhance competitive positioning and marketing performance of the Tenun Ikat industry in Bali, Indonesia.

At the regional level, Faluyi and Omosile (2019) found that personal selling was the most adopted promotional strategy by hotels, but it was ineffective in improving sales performance of selected hotels in Ghana. On the other hand, advertising emerged as the second most adopted strategy and had a significant positive effect on hotel sales performance. Girma (2018) revealed that Walia beer's brand reputation for quality and affordability contributed to customer satisfaction and growth for Walia beer in Ethiopia. The company utilized various promotional channels, including flyers, brochures, websites, newspapers, television, radio, public relations, personal selling, and direct marketing, all of which positively influenced customer growth. Ngendahayo (2019) found that store design and attractive stimuli like music positively influenced consumer purchases and sales volume, while geographic location significantly influenced profitability, advertising, and direct marketing, leading to increased sales volume of manufacturing firms in Uganda, focusing on Tembo Steels Uganda Limited.

In Kenya, Promotional strategies are influenced by a variety of factors that include technological advancements, cultural diversity, and economic conditions. One of the most significant trends is the leveraging of digital platforms. Social media channels such as Facebook, Twitter, and Instagram have become crucial for reaching a wide audience due to the high internet penetration in Kenya. The Communications Authority of Kenya reports a continuous increase in internet usage, highlighting the importance of digital marketing (Communications Authority of Kenya, 2023). Mobile marketing is also effective, as mobile phones are ubiquitous. Services like M-Pesa, a widely used mobile money platform, have become integral to promotional strategies, facilitating direct consumer engagement and transactions (World Bank, 2021).

Cultural relevance is another key aspect of successful promotional campaigns in Kenya. Marketers who incorporate local languages and cultural nuances into their campaigns tend to see better engagement. Using Swahili, for example, can significantly enhance a brand's relatability. Understanding regional dialects and cultural practices helps create more impactful and resonant messages (Marketing Kenya, 2022). Furthermore, partnering with local influencers has proven effective in Kenya. Influencers with strong followings in various sectors, such as lifestyle, fashion, and technology, play a critical role in shaping consumer opinions and boosting brand visibility (Techweez, 2023).

1.1.1 Promotional strategies

A promotional campaign forms an integral part of a business's comprehensive marketing strategy, aimed at bringing attention to a product launch, service expansion, or brand initiative (Fry, 2018). It often involves offering incentives to engage the target audience. This strategy is a crucial component of the overall marketing plan, designed to engage existing customers while attracting new ones. Promotion facilitates communication between an organization and its customers, occurring throughout various stages, including pre-selling, selling, consuming, and post-consuming (Karunanithy and Sivesan, 2018). Key elements of promotion include sales promotion, advertising, sales force, public relations, and direct selling.

A promotional campaign encompasses a blend of communication tools, such as advertising, the internet, sales promotion, event sponsorship, direct marketing, and personal selling, utilized by a firm to conduct the promotion process and directly communicate with target markets (Chen, Thomas & Kohli, 2018). Promotion serves as a direct means through which an organization attempts to reach its audience, impacting customer behavior by encouraging them to test and consume a brand (Pourdehghan, 2020). According to Brassington and Pettitt (2000), the promotion strategy is the direct communication of a product or service to its target audiences.

Personal selling, as defined by Kotler, Keller, Tan, and Leong (2018), involves business-tobusiness trade, where salespeople may influence purchasing decisions without offering bribes or disparaging competitors. Personal selling plays a crucial role in building strong customer relationships, increasing sales volume, retaining customers, and catering to their needs and preferences. It also provides information about products/services to reduce purchasing risks and stimulate demand.

Advertising, according to Kotler (2020), refers to any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It is a cost-effective means of reaching a large audience and stimulating demand. Advertising serves multiple functions beyond encouraging purchases, such as audience engagement and action. However, its effectiveness is influenced by cultural, religious, and racial factors (Chang, 2018). The measurement of advertising effectiveness lies in its ability to achieve objectives relative to its cost (Katare and Anute, 2021).

Sales promotion involves offering short-term incentives to arouse interest in buying a product or service (Fam et al., 2018). It encompasses marketing activities beyond personal selling, advertising, and public relations, aimed at stimulating customer purchases and improving product availability (Panigyrakis & Theodoridis, 2020). Sales promotion tools include coupons, free samples, demonstrations, and premiums, which serve as incentives to stimulate sales (Carrillat & Ilicic, 2019).

1.1.2 Organizational performance

A key indicator of a company's operational efficacy is its market performance, which evaluates its gains and losses over a given time frame. Strategy, market positioning, service quality, and innovation are some of the aspects that affect it (Roylance, 2021). Businesses must provide excellent products at low production costs, improve customer satisfaction, streamline operational procedures, and eventually increase revenues in order to maximize performance and create wealth. Effective market competition is also essential and is based on the connections between stakeholders, shareholders, employees, and customers (Hitt, Ireland, & Hoskisson, 2018). In addition to assessing the degree of target achievement, performance assessment informs the design of staff incentive programs and offers insights into a company's future profit potential (Chang, 2018). Liquidity and profitability are important measures of market performance.

As Frick and Kaymann (2020) found, revenue growth is an important indicator of market performance. Revenue growth increases profit margins and returns for investors, making the company more attractive to both customers and investors. Kotler (2019) developed an index to measure market performance that covers indicators such as new customers, one-time customers, repeat customers, word-of-mouth supporters, and brand awareness compared to competitors. Revenue growth also plays an important role, as it reflects the company's

market share and position (Evans, Bratton, and McKee, 2021). Marketing professionals have made remarkable progress in connecting marketing efforts to business outcomes. However, there are still challenges in measuring and tracking the success of media advertising campaigns relative to marketing budgets. Despite these challenges, advances in marketing analytics and metrics are continually improving our understanding of how marketing impacts market performance.

1.1.3 Supermarkets in Kisumu City

Supermarkets have emerged as integral components of the retail landscape in Kenya, offering a diverse array of groceries and household products organized into convenient sections. These self-selection outlets have transformed shopping experiences for moderate families across the country, with supermarkets becoming commonplace in urban and peri-urban areas. The proliferation of supermarkets reflects the retail sector's robust growth in Kenya, attracting significant investments from both local entrepreneurs and international retail chains.

However, the performance of the retail sector witnessed a decline in yield by an average of 4.1% in 2020 compared to 2019 figures, as reported by Cytonn Research (2020). This downturn was primarily attributed to reduced consumer spending amid the challenging economic conditions exacerbated by the Covid-19 pandemic. Consequently, manufacturers experienced decreased earnings from Key Accounts, necessitating a strategic focus on in-store marketing activities to capture additional market share from competitors.

Several supermarket brands have established themselves as household names in Kenya, boasting extensive branch networks and offering a wide variety of products to enhance the shopping experience. Notable supermarket chains include Naivas, QuickMart, FoodPlus Chandarana, Eastmatt, Mulleys Supermarket, Cleanshelf Supermarket, Carrefour, and Game. These supermarkets are synonymous with quality products and spacious shopping environments, catering to the diverse needs of consumers across the country.

In Kisumu, major supermarket chains such as Naivas, Quickmart, Carrefour, Game, Foodplus Chandarana, Shivling, and Khetia's dominate the retail landscape. These supermarkets contribute significantly to the local economy and provide residents with access to a comprehensive range of goods and services. With their regional dominance and commitment

to customer satisfaction, these supermarket chains play a vital role in shaping the retail sector's dynamics in Kisumu County.

1.2 Statement of the Problem

Promotional strategies would have a profoundly positive impact on the performance. Firms effectively utilize a range of promotional tools, such as advertising, sales promotions, public relations, and personal selling, to create a strong brand image, drive sales, and build customer loyalty (Ogunmuyiw, 2022; Shah, 2020). However, Kenyan retail sector is projected to grow by 10.2% annually until 2025 (Cytonn, 2022). A 2022 report by the Kenya National Bureau of Statistics (KNBS) indicates that 11.7% of retail businesses, potentially including supermarkets, reported a decline in sales (KNBS, 2022). This has resulted to some supermarket exiting market, other reducing the number of outlets and others collapsing. Shoprite, the South African retail giant exited in 2020 after struggling to turn a profit, citing factors low consumer spending. Another South African chain, Game Stores, closed its doors by December 2022. Stiff competition and difficulty adapting to the local market were cited as reasons for their exit. While not a complete exit, Uchumi closed most outlets by 2019 but are still operating in a limited capacity. A dominant player for many years, Nakumatt collapsed around 2020. Tuskys has faced financial difficulties in recent years and has closed some stores. Ebrahim's closed its last outlet in 2019. Ukwala was acquired by Choppies, which itself is facing challenges.

Supermarkets in Kisumu County face stiff competition from both local and international chains, making it imperative for them to adopt effective promotional strategies to remain competitive. Consumer behavior in Kisumu County presents a unique opportunity. Research by Okayo (2019) suggests that a high percentage of Kisumu residents (72%) rely on traditional media like radio for information. This indicated a potential gap in utilizing a wider range of promotional channels to reach a broader customer base. Therefore, this study was crucial because it investigates the effectiveness of various Promotional strategies in influencing supermarket performance within the specific context of Kisumu County.

1.3 Purpose of the Study

The purpose of the study was to examine the influence of Promotional strategies on performance of supermarkets in Kisumu County, Kenya.

1.4 Objectives of the Study

- i. To investigate the effect of sales promotion campaign on performance of supermarkets in Kisumu County, Kenya
- ii. To determine the effect of social media advertisement campaign on performance of supermarkets in Kisumu County, Kenya
- iii. To establish the effect of personal selling marketing campaign on performance of supermarkets in Kisumu County, Kenya
- iv. To determine the effect of in-store marketing campaign strategy on performance of supermarkets in Kisumu County, Kenya

1.5 Study Hypotheses

H₀₁: There is no significant effect of sales promotion marketing campaign on performance of supermarkets in Kisumu County, Kenya

H₀₂: There is no significant effect of social media advertising on performance of supermarkets in Kisumu County, Kenya.

H₀₃: There is no significant effect of personal selling marketing campaign on performance of supermarkets in Kisumu County, Kenya.

H₀₄: There is no significant effect of in-store marketing campaign on performance of supermarkets in Kisumu County, Kenya

1.6 Significance of the Study

The findings of this study would have significant implications for various stakeholders, particularly in guiding investment decisions towards effective promotional strategies to enhance marketing performance. Manufacturing firms stand to benefit from the study by gaining insights into the effectiveness of their current promotional strategies, enabling top management to assess their impact and formulate appropriate policies.

Additionally, the government would gain valuable insights into how retail industry such as supermarket chains utilize promotional strategies to gain a competitive edge in the face of intense competition from local and foreign firms. This understanding would inform the formulation of policies aimed at increasing productivity and safeguarding the interests of these

firms through quality checks. Development partners invested in the prosperity of retail industry would also benefit from the study's findings. By understanding the various factors hindering these firms' sustainability and the extent to which these factors affect their operations, development partners can tailor their support initiatives more effectively.

Moreover, the study aims to fill a gap in scholarly research on the subject matter, particularly concerning the relationship between promotional strategies and performance, especially within the context of Kenya. By contributing to the scholarly database, this study would serve as a valuable resource for future research and reference, enabling further exploration of this topic. Marketing students and practitioners would also find the findings of this study useful for expanding their knowledge base and developing research projects. The study would lay the groundwork for further research by the researcher, exploring the relationship between variables in greater depth and developing a framework applicable to the Kenyan context. Ultimately, the study's outcomes have the potential to inform strategic decision-making and contribute to the advancement of knowledge in the field of marketing.

1.7 Scope of the Study

The general objective of the study was to examine the influence of Promotional strategies on performance of supermarkets in Kisumu County, Kenya. The Promotional strategies included in-store marketing campaign strategy, Personal selling, social media marketing advertising campaign and sales promotion campaign. Geographically, the study was carried out among supermarkets in Kisumu City. Methodologically, the study population comprised of operations managers, marketing managers and line supervisors from which primary data was collected using structured questionnaire from 21 supermarkets in Kisumu County. The research was carried out between January 2024 and December 2024.

1.8 Limitation of the Study

The study encountered difficulties in obtaining responses from sampled respondents due to the sensitive nature of performance issues at the supermarket level. To address this, the researcher reassured respondents of anonymity and confidentiality, ensuring their feedback will not be traced back to them individually and emphasizing that it will solely serve the study's purpose. Additionally, the researcher encountered challenges with time resource management, particularly in instances where respondents delayed returning the questionnaires. To mitigate

this, the researcher proactively followed up with institutions and respondents, reminding them of the study's importance and the need for timely completion of the questionnaires. These efforts aimed to build trust and encourage participation while ensuring data collection remained on schedule. By prioritizing respondent confidentiality, transparency, and effective communication, the researcher overcame barriers to data collection and uphold the validity and reliability of the study findings.

1.9 Delimitation of the Study

The study focused specifically on supermarkets located within Kisumu County, Kenya. Other regions or counties within Kenya were not considered, limiting the generalizability of findings to supermarkets outside of Kisumu County. Delimiting the study to specific performance metrics, such as market share, sales turnover and brand awareness, helped maintain focus but may overlook other aspects of performance that could be impacted by promotional campaigns especial accounting metrics. Lastly, the research limited its scope to certain types of supermarkets, tier one supermarket. This restriction helped to ensure homogeneity within the sample but excluded valuable insights from smaller or independent supermarkets.

1.10 Assumptions of the Study

The study assumed the following

- i. The assumption that the supermarkets within Kisumu County share similar characteristics in terms of customer demographics, competitive landscape, and economic conditions, which allows for meaningful comparisons regarding the effects of Promotional strategies.
- ii. The assumption that promotional campaigns implemented by supermarkets have a discernible impact on their performance metrics, such as sales turnover, brand awareness, and market share.
- iii. The assumption that customer behavior within Kisumu County remains relatively consistent over the study period, with preferences and responses to promotional activities remaining stable enough to draw meaningful conclusions.

- iv. The assumption that the data collected from supermarkets regarding promotional activities and performance metrics are accurate, reliable, and reflective of actual business operations.
- v. The assumption that any observed correlations between Promotional strategies and supermarket performance metrics imply a causal relationship, wherein the promotional efforts directly influence the performance outcomes.



1.11 Operational definitions of key terms

Promotion Strategies	□	refers to the process of communicating the features, advantages, and benefits of a product or service to potential buyers.
Sales promotion	□	is a marketing technique that provides incentives to encourage immediate buying behavior. Its primary objective is to attract attention, trigger trials, reward loyal customers, clear inventory, and ultimately, increase revenue.
Social media Advertising:		A strategic marketing plan that aims to promote a product, service, or brand through various social media platforms. It involves the creation and distribution of targeted advertising designed to reach specific audience segments based on demographics, interests, behavior, or other criteria.
Personal Selling:		This is direct correspondence between a business representative and a potential buyer who attempt to influence each other in a purchasing situation.
Performance:		The end result of a promotional strategy is a mutual connection. Selling price and production efficiency, cost, Methodology advancement, production volume, and product volume
Instore Marketing campaign		refers to a promotional strategy implemented within a physical retail environment to attract and engage customers, drive sales, and enhance brand awareness.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This research conducts a thorough examination of the relevant academic literature, offering a succinct summary of the current understanding and identifying any gaps that have not been sufficiently explored. In addition, the study explores the theoretical principles that form the basis of the research, conducting a thorough analysis and discussion. The conversations in this chapter are organized based on certain topics.

2.2 Theoretical Framework

The researcher's exhibition of a theoretical framework demonstrated their comprehension of the relevant theories and models related to the central subject of the investigation, as well as the wider field to which the research were linked. Researchers must possess a comprehensive comprehension of the theories relevant to their areas of study, since theories give a complete explanation of the phenomena being investigated.

2.2.1 AIDAS Theory of Personal Selling

The AIDAS (Attention, Interest, Desire, Action, and Satisfaction) theory of personal selling, introduced by Elmo Lewis in the late 19th century, outlines the sequential stages a potential customer typically goes through during the sales process. The acronym AIDAS stands for Attention, Interest, Desire, Action, and Satisfaction. This model serves as a framework for sales professionals to understand and effectively guide customers through the buying journey (Lewis, 1908). The first stage of the AIDAS model is Attention, where the salesperson aims to capture the prospect's interest and draw them into the sales conversation. This can be achieved through various attention-grabbing techniques such as eye-catching advertisements, compelling marketing messages, or engaging introductory conversations (Czinkota & Ronkainen, 2018).

Once attention has been obtained, the next stage is Interest. Here, the salesperson seeks to deepen the prospect's engagement by highlighting the unique features and benefits of their product or service. This involves demonstrating how the offering can address the prospect's specific needs or challenges, thereby generating interest and curiosity (Spiro et al., 2018). The third stage is Desire, where the salesperson aims to cultivate a strong desire or longing for the product or service in the prospect's mind. This is achieved by emphasizing the value proposition and showcasing the positive outcomes that the prospect can expect from making a

purchase. Effective storytelling, testimonials, and product demonstrations can help to evoke emotions and strengthen the prospect's desire to buy (Lamb et al., 2020).

Following Desire is Action, where the prospect makes the decision to purchase. The salesperson facilitates this transition by providing clear instructions on how to proceed with the purchase, addressing any remaining concerns, and offering incentives to encourage immediate action (Ingram et al., 2020). Finally, the Satisfaction stage focuses on ensuring that the customer is satisfied with their purchase. The salesperson delivers on any promises made during the sales process, provides ongoing support, and solicits feedback to identify areas for improvement (Anderson & Oliver, 2021). This leads to long-term customer loyalty and repeat business.

The AIDAS Theory of Personal Selling provides a framework for understanding how personal selling influences performance. Attention and interest stages capture customer engagement, leading to desire and action, ultimately resulting in satisfaction. Research links effective personal selling to increased sales revenue, customer satisfaction, loyalty, and market penetration (Karam et al., 2018; Singh & Verma, 2020; Chang & Buttle, 2019; Sousa & Lengler, 2019). By aligning personal selling efforts with the AIDAS model, organizations can enhance their competitive advantage and drive improved performance outcomes.

2.2.2 Theory of Dagmar

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) model, developed by Russell Colley in 1961, provides a structured approach for setting advertising objectives and evaluating advertising effectiveness. The model outlines a series of stages that consumers typically progress through in response to advertising, guiding marketers in designing campaigns that elicit desired consumer responses (Colley, 2018).

According to the DAGMAR model, the primary objective of advertising is to move consumers through a series of cognitive stages: awareness, comprehension, conviction, and action. In the awareness stage, advertising aims to create brand awareness and draw attention to the product or service. Subsequently, in the comprehension stage, the goal is to ensure that consumers understand the features, benefits, and value proposition of the offering. The conviction stage involves persuading consumers of the desirability and superiority of the product or service,

while the action stage encourages consumers to take a specific action, such as making a purchase or requesting more information (Russell, 2018).

The DAGMAR model provides a framework for assessing the effectiveness of advertising campaigns by establishing clear and measurable objectives at each stage of the consumer response hierarchy. By setting specific goals for advertising outcomes, such as increases in brand awareness, message comprehension, or purchase intent, marketers can track performance metrics and evaluate the return on investment of their advertising efforts (Kotler et al., 2018).

Linking the DAGMAR model to the effect of social media advertising on performance, research has demonstrated that well-executed advertising campaigns can positively impact various performance metrics, including sales revenue, market share, brand equity, and customer loyalty (Tellis, 2018). Effective advertising campaigns that successfully move consumers through the stages outlined in the DAGMAR model can generate increased brand awareness, stimulate demand, and ultimately drive sales and profitability for businesses (Moriarty et al., 2018).

2.2.3 Framing Theory

Framing theory, proposed by Erving Goffman in 1961, examines how individuals interpret information based on the way it is presented or "framed." According to this theory, the way information is framed can influence people's perceptions, attitudes, and decision-making processes (Goffman, 1961). In the context of sales promotion strategies, framing theory suggests that the way promotional offers are presented to consumers can impact their responses and behavior. For example, framing a sales promotion as a limited-time offer or using scarcity tactics can create a sense of urgency and encourage immediate action from consumers (Lee & Yoon, 2020). Alternatively, framing a promotion as a value-added opportunity or emphasizing the benefits of the product/service can appeal to consumers' desire for savings and value (Deb & Das, 2018).

The effect of sales promotion on performance can be linked to framing theory through its influence on consumer behavior and decision-making. Research has shown that framing promotional messages in a way that aligns with consumers' motivations, preferences, and cognitive biases can lead to increased sales, customer engagement, and brand loyalty (Niemi et al., 2018). For instance, framing a promotion as a limited-time opportunity may create a

sense of urgency and drive immediate purchases, while framing it as a value-added offer may attract price-sensitive consumers and encourage repeat purchases.

Furthermore, framing theory suggests that the framing of promotional messages can affect consumers' perceptions of product quality, brand image, and overall value proposition (Lee & Yoon, 2020). By strategically framing sales promotions to highlight key product attributes or unique selling points, marketers can influence consumers' perceptions and enhance the effectiveness of their promotional campaigns. Framing theory provides insights into how the presentation of sales promotions can impact consumer perceptions, attitudes, and behaviors, ultimately influencing the performance outcomes of promotional campaigns.

2.3 Empirical Review

2.3.1 Sales promotion Marketing campaign and Performance

An investigation of the relevance of sales marketing in Nigeria was carried out by Ogunmuyiw (2022). The research design that was used for this study was a survey research design, and the sampling approach that was chosen was a simple random sample technique. Based on the replies obtained from the structured questionnaire's Likert rating scale, which has five points, the Chi-square approach is used in order to evaluate the hypothesis. Based on the results, it is clear that publicity and sales promotion are vital instruments for accomplishing organizational marketing objectives in an environment that is highly competitive in terms of marketing. The fact that the research only employed one variable, however, meant that it was unable to provide any indication of how sales promotion influenced performance. This is a gap that this study wishes to remedy.

A study titled "Effect of sales promotion on organizational performance" was conducted by Korubo and Onuoha in the year 2020. Specifically, the survey design was used for the study. Primary sources of information were used throughout the length of the research investigation. Stratified sampling was the approach that was used for the sample process that was employed for this study endeavor. The sample size totals 139 individuals that are employed by Nigeria Bottling Company Plc in Ijora, which is located in Lagos. According to the results, sales promotion is an essential component of marketing campaigns. It is comprised of a wide variety of incentive tools, the most of which are meant to be short-term and are intended to encourage customers to make their purchases or purchases of services more quickly or in bigger

quantities. No information on the collection of primary data was provided in the research. Given that the research was a case study, it is challenging to generalize the results of the investigation.

The research conducted by Mugisha (2020) focuses on the efficiency of sales promotion tactics in relation to the performance of telecommunications firms, with a particular emphasis on MTN Rwanda. According to the findings of the study, descriptive statistics and correlation statistics were used, and the researcher employed both qualitative and quantitative methods. In the research, primary data were collected via the use of questionnaires, while secondary data were gathered through the use of documentary material. The results of the study showed that 74.1% of the respondents strongly agreed with the impacts of contests and sweepstakes on profitability (average revenue per user (ARPU) at MTN Rwanda, various most favored sales promotional techniques in raising customers buying). This was indicated by the findings of the research. As a result, the use of all feasible sales promotional methods in conjunction with one another continued to have an impact on and gradually enhance the performance of telecommunications firms. Additionally, descriptive statistics were the primary emphasis of the investigation, despite the fact that correlation statistics were used. In addition, the research did not provide any information on the methods used to gather, evaluate, and present qualitative data.

An investigation on the impact that sales promotion has on the overall performance of Guinness Ghana Brewery Ltd. was the objective of Festus (2018). An approach known as descriptive research was used for the investigation. There were a total of 865 people that were considered to be part of the study's population, which included management, staff, and important distributors. The main data consisted of a sample of 160 individuals. Both primary and secondary sources were the primary sources of information. The main data was collected via the use of questionnaires, and the secondary data was obtained from the financial records of GGBL from the years 1985 to 2018. In order to conduct the analysis, STATA 13 was used. According to the findings of the research, there is a positive and substantial connection between increased sales and increased profitability. Therefore, there was a correlation between a one percent increase in sales promotion and a fourteen-point four percent increase in sales turnover. On the other hand, there was no statistically significant connection between sales promotion and success in areas other than finances.

With particular attention paid to Tel One Zimbabwe, the research that was carried out by Dangaiso (2018) came to the conclusion that sales promotion methods have a significant impact on the performance of companies. The Lucy model, which is used to determine sample size, was used in order to figure out the sample size. A total of 160 individuals, including workers, managers, and important customers (subscribers) from the Gweru market, were included in the target audience. In order to collect samples from the demographic that was being targeted, stratified random sampling was used. A number of significant discoveries were made, including the fact that Tel One often utilized contests and sweepstakes as the primary promotional activities to drive their profitability, that bonuses improved sales volume, and that price cuts significantly benefited market share gain. It was also discovered that there is a very significant positive association between sales promotion activities and the success of the firm, which was assessed in relation to the development of the company's market share, sales volume, and profitability.

Oyenyi (2020) carried out research to investigate the influence that sales promotion has on the overall performance of a business. In this particular investigation, the approach of surveying was used in order to collect information from the respondents. In order to pick a sample size of 310 from a total population of one thousand one hundred twenty-five (1,125), a simple random selection method was used. Descriptive and inferential statistical analyses were carried out with the assistance of SPSS software. According to the findings of the research, there is a good connection between sales promotion and the maintenance of client loyalty. More crucially, it was shown that consumers who are not loyal to a brand are more likely to move to competitor items as a consequence of a sales offer than customers who are devoted to the brand. On the other hand, the loyalty of customers was used to evaluate the success of the company.

Using a total of four hundred respondents, Michael and Ogwo (2018) conducted an investigation on the link between the trade, sales promotion, and marketing performance of two soft drink manufacturing businesses (NBC and 7-Up Bottling) and their certified centers in Abuja, Port Harcourt, and Lagos. Quantitative information was gathered by means of a questionnaire similar to the Likert scale, which included five points. The research findings shown that the use of trade allowances and trade competitions are two of the trade sales promotion tactics that have an effect on marketing performance. The correlational coefficient was 0.776, and the amount of sales promotion contribution to market performance was 60.2%. It was stated that the association was of considerable importance. According to the findings of

the research, the companies are not performing at their ideal levels in terms of both their marketing performance and their sales promotion tactics. As a result, it is advised that the companies reach their optimal levels.

An investigation of the influence that sales promotional methods have on the organizational performance of Flour Mills Maiduguri, which is located in Borno State, Nigeria, was carried out by Pembi et al. (2020). The collection of data was carried out using both primary and secondary sources, and questionnaires were sent to twenty (20) members of staff using approaches that included random sampling. Based on the findings, it was determined that sales promotional methods have a good and substantial impact on the performance of the company. From the results of the regression analysis, it was determined that sales promotion had a considerable impact on the performance of the organization. No information was provided in the research on the sources from which secondary data was acquired or the manner in which it was used in conjunction with primary data sources.

Tandoh and Sarpong (2020) investigate the influence that sales promotion has on the overall performance of organizations operating in the automobile and mobile phone sector in Ghana. The research was carried out in the Retail Outlet of PHC Motors Ghana, which is located in Accra, Ghana. The descriptive research technique was used for the investigation. The selection of thirty (30) respondents was accomplished via the use of both purposive and random sampling methods in order to accomplish this purpose. As a result of the study, it was discovered that the influence of sales promotion on the performance of the organization in PHC is significant. Additionally, from the point of view of management, the majority of respondents are in agreement that sale advertising offers additional incentives to buy, in addition to increasing the demand and effectiveness of resellers. The majority of sales promotions provide additional incentives to make purchases, in addition to fueling the demand and effectiveness of resellers, according to the findings of the research that was conducted to determine the link between sale promotion and the performance of the organization. It was discovered that successful sales marketing leads to an increase in sales. Due to the fact that the research was carried out in a single location in Ghana, there is a vacuum in the background that this study aims to address.

2.3.2 Social Media Advertising Marketing Campaign and Performance

Shah (2020) examined the conditional relationship between advertising expenditure and firm performance, considering market conditions. Researchers analyzed data from a multi-industry sample in the USA. They employed statistical models to assess the impact of advertising on financial performance measures like market value added, while considering factors like economic growth and industry competition. The study found that advertising productivity (the effectiveness of advertising in generating performance) has a positive impact on capital market performance, particularly in favorable market conditions like economic growth. This suggests that advertising can be more impactful during economic upturns.

Srinivasan et al. (2018) investigated the long-term effects of advertising on brand equity (customer perception and loyalty) and its subsequent impact on firm value (stock market performance). Researchers used a longitudinal approach, analyzing data from multiple brands over an extended period. They employed statistical techniques to assess the relationship between advertising expenditures, brand equity metrics (e.g., brand awareness), and firm value. The study revealed a positive long-term relationship between advertising, brand equity, and firm value. Consistent advertising efforts that build brand equity can lead to increased customer loyalty and ultimately, higher stock market valuations.

Verhoef et al., (2020) explored how brand strength moderates the relationship between advertising expenditures and sales. Researchers analyzed data from various consumer product categories. Statistical models were used to assess the interaction effect of brand strength (established vs. new brands) and advertising on sales performance. The study found that advertising had a stronger positive impact on sales for established brands with existing brand strength. For new brands, advertising effectiveness was lower, suggesting the importance of building brand recognition before significant advertising investments.

Chaffey et al., (2018) investigated the synergistic effect of combining social media marketing with traditional advertising on various performance metrics. Researchers conducted a metaanalysis, analyzing data from multiple studies that examined the combined effects of social media and traditional advertising. The study revealed a synergistic effect between social media marketing and traditional advertising. When used together, these strategies can be more effective in driving brand awareness, website traffic, and ultimately, sales compared to using either strategy alone.

Rust and Chung (2018) analyzed the challenges of measuring advertising return on investment (ROI) and proposed a framework for effective evaluation. Researchers conducted a literature review of existing studies on advertising ROI measurement. They identified key challenges and proposed a framework that considers multiple metrics like sales, brand awareness, and customer lifetime value to assess advertising effectiveness. The study highlighted the complexities of measuring advertising ROI. It emphasized the need for a comprehensive framework that considers both short-term sales and long-term brand-building effects.

Chen et al. (2021) examined the influence of online advertising, specifically search engine advertising (SEA) and social media advertising (SMA), on brand performance metrics. Researchers analyzed online advertising data and brand performance metrics (e.g., website traffic, conversion rates) for various companies. They employed statistical models to assess the relationship between different online advertising strategies and brand performance. The study found that both SEA and SMA can positively impact brand performance, but in different ways. SEA was more effective in driving immediate website traffic and conversions, while SMA was more effective in building brand awareness and customer engagement.

2.3.3 Personal selling Marketing Campaign and Performance

Wang et al., (2019) examined how a salesperson's product knowledge influences customer satisfaction with the shopping experience and their purchase decisions in China. Researchers conducted a survey with supermarket shoppers who interacted with salespeople. They assessed customer satisfaction ratings based on salesperson knowledge and its influence on purchase decisions. The study found that customers expressed higher satisfaction when salespeople demonstrated strong product knowledge. This, in turn, positively influenced purchase decisions. While product knowledge is essential, understanding local product preferences and cultural nuances in customer communication might be even more critical in Kisumu supermarkets.

Babin et al., (2020) investigated the effectiveness of suggestive selling techniques (e.g., recommending complementary products) on upselling (higher-priced items) and cross-selling (related products) within supermarkets in the United States. Researchers conducted a field experiment in a supermarket, comparing customer purchase behavior with and without suggestive selling techniques from salespeople. The study found that suggestive selling techniques significantly increased upselling and cross-selling rates, leading to higher basket

value for the supermarket. Suggestive selling can be effective, but it's crucial to ensure a customer-centric approach that avoids high-pressure tactics. Research is needed to identify the appropriate balance in Kisumu's cultural context.

Rafaeli et al. (2018) explored how a salesperson's ability to manage their emotions (e.g., remaining positive despite customer frustration) influences customer evaluations of the salesperson and the store. Researchers conducted an observational study in shopping malls, analyzing customer interactions with salespeople who displayed different emotional regulation strategies. The study found that salespeople who effectively managed their emotions during challenging interactions received more positive customer evaluations, ultimately benefiting the store's image. Emotional intelligence and cultural sensitivity are crucial for salespeople in Kisumu. Research is needed to understand how salespeople can best navigate customer interactions while maintaining professionalism and emotional composure.

Verhoef et al., (2019) investigated the effectiveness of personalization strategies (e.g., remembering customer preferences) by salespeople in building customer relationships and loyalty within supermarkets in Europe. Researchers conducted a longitudinal study in European supermarkets, tracking customer purchase behavior and satisfaction levels when salespeople employed personalization techniques. The study found that personalization efforts by salespeople fostered stronger customer relationships, leading to increased repeat business and loyalty to the supermarket. Personalization can be valuable, but understanding preferred levels of customer interaction in Kisumu is essential. Research is needed to identify the balance between personalized service and respecting customer privacy.

Chiou and Yuan, (2018) examined how a salesperson's service orientation (helpfulness, attentiveness) influences a customer's perceived value of the shopping experience within a supermarket in Taiwan. Researchers conducted a survey with supermarket shoppers who interacted with salespeople exhibiting different service orientations. The study found that a customer's perceived value of the shopping experience increased when salespeople displayed a strong service orientation, ultimately leading to higher purchase satisfaction. While service orientation is important, cultural norms in Kisumu regarding customer-salesperson interaction might influence expectations. Research is needed to identify the ideal balance between helpfulness and respecting customer autonomy.

Agyapong et al. (2020) examined how a salesperson's cultural sensitivity (understanding local customs and preferences) influences customer satisfaction within supermarkets in an African context a case Ghana. Researchers conducted a survey with supermarket shoppers in Ghana, assessing their satisfaction levels based on interactions with salespeople who displayed varying degrees of cultural sensitivity. The study found that customers expressed higher satisfaction when salespeople demonstrated an understanding of their cultural background and shopping preferences. This highlights the importance of cultural sensitivity in building rapport and fostering positive customer experiences. This study, conducted in Ghana, provides valuable insights applicable to Kisumu County. However, further research is needed to explore the specific cultural nuances and customer expectations within Kisumu's supermarkets. Understanding preferred communication styles, greetings, and product recommendations relevant to local customs would be crucial for effective personal selling strategies.

Kim et al. (2018) explored how the accuracy of salesperson product recommendations influences customer trust and purchase behavior within supermarkets in South Korea. Researchers conducted a controlled experiment in a South Korean supermarket. Customers interacted with salespeople who provided either accurate or inaccurate product recommendations. Purchase behavior and trust ratings were analyzed. The study found that customers who received accurate product recommendations from salespeople were more likely to trust the salesperson and make a purchase. Inaccurate recommendations eroded trust and led to lower purchase rates. This study underscores the importance of accurate product knowledge for salespeople. However, in Kisumu County, understanding local product preferences and how they differ from brand-recommended uses would be crucial. Salespeople should be equipped to recommend products that align with local culinary traditions and customer needs.

2.3.4 In-store marketing campaign and Performance

Jhang et al. (2020) examined how experiential marketing elements (sensory engagement, emotional arousal, memorability) influence a customer's intention to purchase among malls in China. Researchers conducted a survey with mall shoppers exposed to various in-store experiences (e.g., product demonstrations). The study found a positive correlation between experiential marketing elements and purchase intention. Sensory engagement and emotional arousal had the strongest effects. While experiential marketing can be effective, research is needed to understand how cultural preferences in Kisumu County might influence the design of such campaigns.

Liu et al. (2018) investigated the impact of in-store digital signage promoting specific products on unplanned purchases in a Convenience Store in Taiwan. Researchers conducted a field experiment in a convenience store, analyzing purchase data before and after implementing digital signage. The study found that in-store digital signage significantly increased impulse purchases of promoted products. The effectiveness of digital signage may vary depending on technology adoption and customer demographics in Kisumu. Research is needed to understand optimal content and placement for this approach.

Baker et al. (2018) explored how music tempo and volume affect in-store browsing time and spending in a Clothing Store in France. Researchers conducted an observational study in a clothing store, tracking customer behavior across different music conditions. Upbeat music with a faster tempo increased browsing time in some product categories, while slower music with a lower volume encouraged higher spending. Music preferences may differ in Kisumu. Research is needed to identify optimal music characteristics to influence desired customer behaviors within the supermarket environment.

Van Os et al. (2018) assessed the effectiveness of point-of-purchase (POP) displays with persuasive elements (framing, social proof) on product sales in a Grocery Store in Netherlands. Researchers conducted a controlled experiment in a grocery store, analyzing sales data for products with and without POP displays using persuasive messaging. POP displays with persuasive messages significantly increased sales compared to displays without such messaging. This study provides valuable insights, but it's crucial to understand local consumer psychology in Kisumu. Research is needed to identify the most effective persuasive messaging strategies for this specific market.

Krishna et al. (2021) investigated the influence of in-store product sampling on purchase behavior in a Supermarket in India. Researchers conducted an observational study in a supermarket, tracking customer behavior before and after encountering product sampling stations. The study found that in-store sampling led to a significant increase in the purchase likelihood of sampled products. In-store sampling can be effective, but cultural norms and health considerations in Kisumu County might influence its implementation. Research is needed to understand customer acceptance and preferred sampling methods.

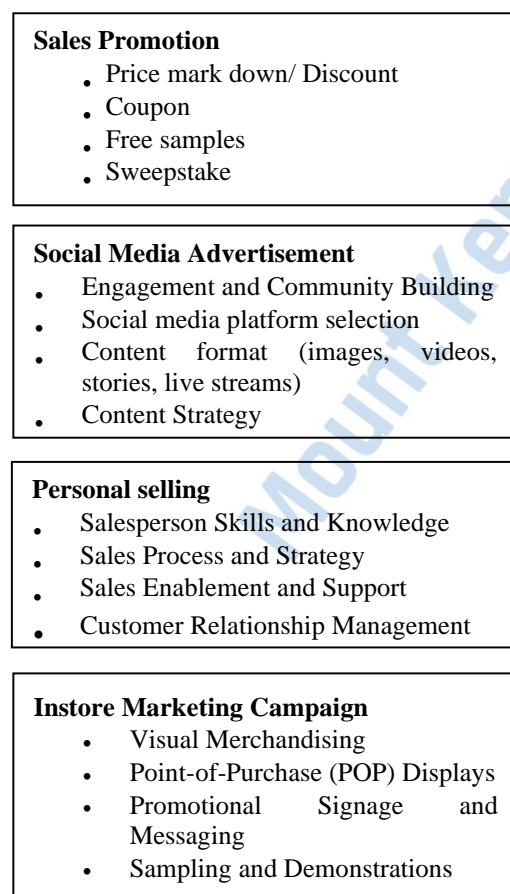
Luo et al. (2019) examined the effectiveness of personalized in-store promotions delivered through a mobile app on customer engagement (time spent in store) and sales in a Retail

Clothing Store in Malaysia. Researchers conducted a quasi-experimental study in a retail clothing store, tracking customer behavior before and after implementing personalized promotions via the store app. Personalized promotions delivered via the mobile app led to increased customer engagement and purchase rates. The study was conducted in a retail clothing store, which might have a different customer profile and product category compared to supermarkets in Kisumu County. The study assumes a high level of smartphone penetration and mobile app usage among customers. This might not be the case for all demographics shopping at supermarkets in Kisumu County.

2.4 Conceptual Framework

Figure 1 depicts a conceptual framework illustrating the correlation between promotional strategies, serving as the independent variable, and performance, acting as the dependent variable.

Independent variables (Promotional Campaign)



Dependent variables

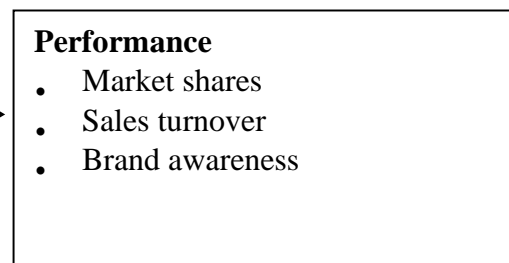


Figure 1

Figure 1: Conceptual Framework Source: Researcher (2023)

The framework provided illustrates the relationship between various promotional strategies (independent variables) and performance outcomes (dependent variables). The promotional campaign is divided into four main strategies. Sales Promotion includes tactics such as price markdowns or discounts, coupons, free samples, and sweepstakes. These are commonly used to create short-term sales spikes by incentivizing consumers to purchase a product immediately. Research indicates that price reductions and discounts can effectively attract price-sensitive customers and increase sales turnover, while techniques like free samples can boost brand trial and customer loyalty (Blattberg & Neslin, 2020).

Social Media Advertisement involves engagement and community building, selecting the appropriate social media platforms, and using different content formats (images, videos, stories, live streams). A well-structured content strategy is crucial to engage audiences and build brand awareness on social platforms. Studies have shown that effective social media advertising significantly enhances brand visibility and customer engagement, ultimately influencing purchase decisions and brand loyalty (Ashley & Tuten, 2020).

Personal Selling focuses on the skills and knowledge of sales personnel, the sales process and strategy, sales enablement and support, and customer relationship management. Effective personal selling is crucial in establishing trust, offering personalized solutions, and building long-term relationships with customers. According to Kotler & Keller (2021), skilled personal selling not only increases sales turnover but also enhances customer satisfaction and loyalty, thereby positively affecting market share.

Instore Marketing Campaign includes visual merchandising, point-of-purchase (POP) displays, promotional signage and messaging, and in-store sampling and demonstrations. These in-store elements can influence consumer behavior at the point of sale by enhancing product visibility and creating an engaging shopping experience. Research indicates that effective in-store marketing can significantly affect impulse buying and product trial, which subsequently boosts sales and brand awareness (Underhill, 2019).

The dependent variables, or performance outcomes, are influenced by these promotional strategies. Market Shares is the proportion of total market sales that a company or product secures. Effective promotional strategies can increase market share by attracting more customers and retaining existing ones. Sales Turnover is the total sales revenue generated over a specific period. This metric can be boosted by strategies like sales promotions, social media advertising, personal selling, and in-store marketing campaigns. Brand Awareness is the extent to which consumers recognize or recall a brand. Promotional campaigns, especially those involving social media and in-store marketing, play a crucial role in enhancing brand awareness, which is vital for long-term customer loyalty and market competitiveness (Keller, 2001).

The interplay between the independent variables (promotional strategies) and dependent variables (performance outcomes) demonstrates how various marketing tactics can drive a company's success. Tailoring these strategies to align with target market preferences and behaviors is essential for optimizing performance outcomes like market share, sales turnover, and brand awareness.

2.5 Recap of Literature Review and Research Gaps

This chapter has delved into the theoretical framework and empirical review, drawing upon various theories and studies to inform the current research. The Resource-Based View (RBV) of the firm, developed in the 1980s and 2020s, emphasizes the effective management of a company's resources as a key strategy (Singh, 2021). The marketing mix model highlights the importance of considering behavioral forces and resource availability when making marketing decisions (Singh, 2021). Additionally, the Human Capital Theory posits that investment in education and training enhances skills and productivity, justifying higher salaries and rewards (Singh, 2021).

Empirically, studies such as Gikuhe (2018) and Gateka (2019) have explored the impact of customer-centric strategies and marketing tactics on the profitability of banks and financial institutions. However, gaps exist in understanding the broader influence of human resource strategies on competitiveness, as exemplified by the study by Kireru et al. (2020) focusing solely on talent development in personal selling.

Furthermore, while previous research has examined the link between various marketing strategies and organizational success, findings have been inconsistent, with studies predominantly concentrated in industries such as banking and telecommunications (Gateka, 2019; Nguru et al., 2018; Ishola et al., 2020; Ahzar & Hassan, 2018). Kenya, particularly the Western region, has received limited attention in these studies. Thus, there is a need for research to explore the influence of marketing strategies, including in-store marketing campaigns and advertising on the performance in retail industry.

The empirical literature also underscores the importance of investigating areas that have received relatively little attention, such as market share, in understanding organizational performance. Therefore, this study aims to address these gaps by focusing on performance of supermarkets in Kisumu County, contributing valuable insights to research, academia, and practice in the hospitality sector. By bridging these gaps, the study endeavors to make a meaningful contribution to the broader understanding of organizational competitiveness and performance.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter concentrated on delineating the study locale, outlining the research methodology, defining the study population, sample size, and sampling technique. Additionally, it addressed the instruments used for data collection, assess the reliability and validity of these research tools, and discuss the strategies employed for data analysis.

3.2 Research Methodology

This study employed a quantitative research design, which involves the collection and analysis of numerical data to answer the research questions (Creswell, 2014). Specifically, the study used a descriptive design to examine the relationship between promotional strategies and supermarket performance in Kisumu County, Kenya. Data was collected using structured questionnaire and it was analyzed using descriptive and inferential statistics.

3.3 Research Design

A research design serves as a blueprint or roadmap guiding the process of addressing research inquiries. It encompasses the conceptual framework underpinning the research endeavor. For this study, a descriptive survey research design was adopted. Descriptive studies aimed to gather data that depict the characteristics of individuals, events, or circumstances. Such research can take on either quantitative or qualitative forms, involving the collection of quantitative metrics like satisfaction ratings or qualitative insights. It facilitates the investigation of potential associations among variables at a specific juncture. According to Creswell and Clark (2020), descriptive surveys delve into the "what," "how," and "who" aspects of a phenomenon, aligning with the focus of this study. This design was deemed appropriate as it enables the administration of questionnaires to respondents, who then provide responses that the researcher subsequently describes. By employing this design, the researcher ascertained whether significant correlations among variables are evident at a particular moment in time.

3.4 Location of the Study

Kisumu City, located in western Kenya along the shores of Lake Victoria, is the third-largest city in the country and serves as the capital of Kisumu County. With a vibrant mix of cultures

and ethnicities, Kisumu City is a bustling urban center known for its commercial activities, historical sites, and scenic beauty. In recent years, Kisumu City has experienced significant growth in its retail industry, particularly in the supermarket sector. Supermarkets have become a prominent feature of the city's retail landscape, offering a wide range of products and services to residents and visitors alike. These supermarkets cater to diverse consumer preferences and provide convenient shopping experiences in modern and well-equipped facilities.

Major supermarket chains, such as Naivas, Quickmart, and Tuskys, have established a presence in Kisumu City, competing to capture market share and meet the growing demand for quality goods and services. These supermarkets offer a variety of products, including groceries, household items, electronics, and clothing, attracting customers from various socio-economic backgrounds. Additionally, the retail industry in Kisumu City has contributed to employment opportunities, economic growth, and urban development, making it a vital component of the city's socio-economic fabric. As Kisumu City continues to evolve and expand, its retail sector, including supermarkets, is expected to play a pivotal role in shaping its future growth and prosperity.

3.5 Target Population

Cooper and Schindler (2018) define a population as the entire set of elements that a researcher aims to draw inferences about. Within this context, the target population refers to the complete set of specific elements pertinent to the research inquiry. In this study, the target population comprised 22 supermarkets situated in Kisumu City. The unit of inquiry included operations managers, marketing managers and line supervisors. Therefore, the study's target population was 66 respondents.

3.6 Sample Population

According to Schindler and Cooper (2018), a sample refers to a subset of individuals chosen from a broader population, which serves as a basis for drawing inferences about the entire population. In this study, a census approach was employed, meaning that all 63 respondents from the 21 supermarkets located in Kisumu City were included in the study.

3.7 Construction of Research instruments

The study relied on primary data collection methods, with the questionnaire serving as the chosen instrument for gathering this data. As defined by Neil and Morrison (2019), a questionnaire functions as a measurement tool designed to convey the researcher's requirements and solicit the desired empirical responses from respondents, thereby facilitating the achievement of research objectives. Aligned with the research objectives aimed at testing hypotheses, the questionnaire was meticulously developed. Structured as close-ended questions, the questionnaire was present respondents with a selection of predetermined alternatives from which they can choose the option that best corresponds to their circumstances. Specifically, the Likert scale was employed to assess respondents' perspectives across three key areas: demographic characteristics of the respondents, Promotional strategies and performance of Supermarkets in Kisumu City.

3.8 Pilot Study

Bell et al. (2018) emphasized the necessity of conducting a pilot test for data collection tools before commencing research. This preliminary phase aims to uncover any ambiguities in the questions, identify potential issues with the research methodology, and evaluate the effectiveness of data collection technologies. In accordance with the recommendation by Isaac and Michael (2020), who suggest that 10% of participants is ideal for a pilot study, the pilot test involved administering 6 questionnaires in two supermarkets in Kakamega Town. The primary objective of the pilot study was to ascertain the validity and reliability of the research instruments.

3.8.1 Reliability Test

Reliability pertains to the extent of consistency in the results or data obtained from a research instrument across repeated tests. According to Taylor et al. (2020), reliability in research is influenced by random errors, with high levels indicating low reliability, and vice versa. The Pearson product-moment correlation is one of the most widely used and accurate measures for assessing reliability. In this study, the reliability of the instrument was assessed using Cronbach's Alpha coefficients. A Cronbach's Alpha value of 1 represents perfect reliability, while values between 0.9 and 1 indicate excellent reliability, 0.8 to 0.9 represent good reliability, 0.7 to 0.8 suggest adequate reliability, and values below 0.7 indicate poor reliability.

3.8.2 Validity Test

Validity refers to the extent to which a scientific test or research accurately measures what it intends to measure (Zikmund & Babin, 2018). Ensuring the validity of a study is crucial, especially when making comparisons with other studies conducted under similar conditions. To address construct validity, the questionnaire was structured into distinct sections, each focusing on specific research objectives. Content validity of the research instruments was ensured by seeking input from university supervisors. These supervisors assessed the questionnaire statements for relevance, meaningfulness, and clarity. Any necessary adjustments were made to enhance content validity based on their feedback, thereby ensuring that the instruments accurately capture the intended constructs.

3.9 Data collection Methods and Procedures

Prior to data collection, the researcher secured an introductory letter from the University to facilitate access to the identified supermarkets and NACOSTI permit. Accompanied by two research assistants, the researcher distributed the questionnaires to the identified respondents, utilizing a drop-and-pick method. This approach entails leaving the questionnaires with the respondents and returning later to collect them. The research assistants oversaw the data collection process to ensure that all items are properly responded to by the participants. To organize the collected data effectively, the questionnaires were kept separately according to specific strata, and a checklist was maintained to monitor the progress of the data collection exercise.

3.10 Data analysis Techniques and Procedures

Once the data is collected, it underwent initial processing to ensure completeness and consistency. Subsequently, SPSS version 23 statistical software was utilized to conduct both descriptive and inferential statistical analyses. Descriptive statistics provided insights into the characteristics of the collected data, while inferential statistics were employed to test hypotheses. The Pearson correlation coefficient was utilized to assess the correlation between study variables, while regression analysis was conducted to examine the extent to which changes in the dependent variables can be attributed to the independent variables.

Before performing regression analysis, diagnostic tests were conducted to validate statistical assumptions. These tests included assessing normality using Shapiro Wilk test, examining multicollinearity and linearity through the Variance Inflation Factor (VIF). Multiple regression

model was employed to ascertain the relationship between the independent variables and the dependent variable. Additionally, these models assessed the strength of the relationship between predictors (independent variables) and the dependent variables. All statistical tests were conducted at a significance level of 5% ($p \leq 0.05$). The regression models to be employed include:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where Y = Dependent variable [Performance] α = Constant; the y intercept or the average response when both predictor variables are Zero (0)

X_1 = Independent variable 2 [Sales Promotion]

X_2 = Independent variable 3 [Social media marketing campaign]

X_3 = Independent variable 4 [Personal selling]

X_4 = Independent variable 1 [In-store marketing campaign strategy]

ϵ = error term $\beta_1 \dots \beta_4$ = Beta Coefficients

3.11 Ethical Considerations

The study adhered to established ethical guidelines, especially concerning the involvement of human participants. These ethical considerations ensure that the study was conducted with professionalism and respect for participants' rights. Participants were treated with dignity and their privacy was safeguarded. Any personal information obtained was kept confidential and handled with utmost respect. Prior consent was obtained from all participants, and no one was coerced or incentivized to participate. The necessary permissions and approvals, including research authorization from NACOSTI, were sought from relevant authorities and committees. Participants were fully informed about the study's objectives, procedures, and potential benefits before consenting to participate.

The study upheld ethical standards in all aspects, including the protection of intellectual property rights by acknowledging information sources and authors. Measures were taken to prevent plagiarism, fabrication, and falsification of data, as well as ensuring the integrity of the data collection process and authorship. Furthermore, the study was conducted objectively and scientifically, without bias in design, data interpretation, analysis, or technique. The goal was to ensure the integrity and credibility of the research outcomes while upholding ethical principles throughout the study process.



CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents results of the analysis, findings and discussions based on the objective of the study which was to examine the influence of promotional strategies on performance of supermarkets in Kisumu County, Kenya. Specifically, the study investigated the influence of in-store marketing campaign strategy, sales promotion campaign, personal selling marketing campaign, social media advertisement campaign on performance of supermarkets in Kisumu County, Kenya. This chapter presented the findings using descriptive analysis, Pearson correlation and regression analysis. Data was collected using questionnaires, and then it was coded and analyzed based on each independent variable using the SPSS version 26 and was discussed and presented using tables and models.

4.2 Response Rate

Sixty-three (63) questionnaires were distributed to respondents, fifty-eight (58) were received this represented 92.1% response rate and 5 questionnaires were not received this accounted for 7.9% of the total questionnaires distributed. Mugenda and Mugenda (2018) assert that a response rate of more than 50% is adequate for analysis. Babbie (2018) also asserts that a 60% return rate is good and a 70% return rate is very good. Information from the questionnaires was used for analysis. The drop and pick method were used in administering questionnaires and this method partly contributed to the high response rate achieved in this study and also the higher response rate was due to assurance of anonymity and the respondents were not required to disclose traceable identities. The findings are presented below in Table 1

Table 1: Response Rate

	Frequency	Percentage
Returned	58	92.1
Not Returned	5	7.9
Total	63	100.0

Source: Researcher (2024)

4.3 Validity and Reliability of research instruments

The content validity of research instruments was evaluated to ensure that they captured all elements of the conceived study variables. All questions were checked for clarity of wording and substance to ensure that they captured all aspects of the conceptualized study variables. Additionally, the opinions of supervisors were important in determining the validity of the study tools. In order to test the reliability of the instrument, the Cronbach alpha test which is a measure of internal consistency was used in which closely relates a set of items are taken as a group (representing each study variable) were each grouped independently together as shown in validity test above and a Cronbach alpha coefficient calculated using SPSS version 24. The results showed that Cronbach alpha coefficient values were 0.7 and above, thus confirming reliability of the research instruments which were then used to collect data from sampled respondents in supermarkets. The results of the pilot test are shown in table 2.

Table 2: Reliability Test

Variable	Number of Items	Cronbach alpha
In-store marketing campaign strategy	6	0.927
Sales promotion campaign	6	0.908
Personal selling marketing campaign	6	0.961
Social media advertisement campaign	6	0.957
Performance	6	0.871
Average	30	0.925

Source: Researcher (2024)

The comes about as demonstrated in table 2 over, clearly appears that Cronbach alpha coefficients for all the factors were over the least edge of 0.7 (Least, 0.871, most elevated 0.961) which is in line with (Kendell & Jablensky, 2019) with an in general Cronbach alpha of 0.925. Hence, our think about concluded that the 5-point scale of the things utilized to degree the ponder builds was dependable and worthy for assist examinaton.

4.4 Background Information

This segment depicts foundation of the think about populace based on the information collected and analyzed. Each target populace more often than not has its possess

characteristics. The statistic data of the respondents was considered exceptionally significant not as it were for consequent talks of the discoveries but moreover for the realness and generalization of the comes about. This segment investigations the statistic design of the respondents among them being sex, respondents' level of instruction and number of years/work involvement.

Table 3: Demographic Characteristics of the Respondents

		Frequency	Valid %
Gender	Male	39	67.2
	Female	19	32.8
	Total	58	100.0
Age	25-34 years	7	12.1
	35-44 years	18	31.0
	45-54 years	24	41.4
	Above 54 years	9	15.5
	Total	58	100.0
Level of Education	O-Level	7	12.1
	College Diploma/Certificate	20	34.5
	Bachelor's Degree	23	39.7
	Post graduate	8	13.8
	Total	58	100.0
Length of Existence	Less than a year	0	0.0
	From 1 to 5 years	9	15.5
	From 6 to 10 years	34	58.6
	Above 10 years	15	25.9
Total	58	100.0	

Source: Researcher (2024)

The demographic results of the survey provide a comprehensive view of the respondents, highlighting gender, age, education level, and the operational duration of the supermarkets

involved. Out of the 58 respondents, a majority identified as male (67.2%), while 32.8% identified as female, with no other gender identities reported. This gender distribution reflects a common trend in various industries, where male representation often exceeds female representation, especially in managerial or supervisory roles. Such gender imbalances can affect workplace culture, decision-making processes, and diversity dynamics. Studies by Powell & Butterfield (2019) note that gender representation in managerial roles remains unequal, influencing leadership styles and business outcomes.

In terms of age distribution, the largest group of respondents (41.4%) fell within the 45-54 age bracket, which aligns with findings in workforce demographics research, suggesting that older age groups often dominate mid-to-upper management positions due to experience and tenure. This is followed by the 35-44 age group (31.0%), reinforcing the presence of mid-career professionals in leadership roles. The younger demographic (25-34 years) made up only 12.1%, reflecting fewer opportunities or positions for younger individuals in management, and no respondents were below 25 years old, indicating that entry-level roles are either not represented or are held by older individuals. Those aged above 54 made up 15.5%, which is common for leadership roles, as experience plays a key role in such positions.

Educational qualifications further reveal the professional background of the respondents, with 39.7% holding a Bachelor's degree, and 34.5% holding a College Diploma/Certificate. This suggests that higher education is highly valued among the respondents, correlating with trends in the retail sector where managerial or supervisory positions often require advanced education. A significant minority (13.8%) held Postgraduate degrees, indicating that some respondents may occupy senior roles that require specialized knowledge. Only 12.1% had O-level education, showing a preference for formal qualifications in management roles.

Regarding the operational duration of the supermarkets, the majority had been in operation for 6 to 10 years (58.6%), indicating a period of stability and market presence that is crucial for financial success and customer loyalty. Businesses that have operated for more than 10 years (25.9%) reflect longevity and established market strength, while newer entrants (less than five years) made up 15.5%, showing a growing interest in the sector but likely reflecting challenges that come with starting a business. The absence of businesses running for just one year indicates that the respondents represent more established enterprises, possibly providing a more informed perspective on business performance and trends.

4.5 Descriptive Statistics

Descriptive statistics are used to define and describe the properties of a set of data (Mboya, 2019). The presentation of descriptive statistics is based on the frequencies, percentage, mean and standard deviation of study variables. These variables were in-store marketing campaign strategy, sales promotion campaign, personal selling marketing campaign and social media advertisement campaign which were independent variables while performance was dependent variable. The respondents were asked to indicate their level of agreement from 1 strongly disagree, 2-Disagree, 3-uncertain, 4-agree and 5 strongly agree. The findings are as follows.

4.5.1 Sales promotion campaign

The first objective of this study was to examine the influence of sales promotion campaign on performance of supermarkets in Kisumu County, Kenya. So as to achieve this objective, the study sought to establish the degree to which sales promotion campaign influenced performance of supermarkets in Kisumu County, Kenya. The findings are as shown in table 4 in which percentages are presented inside brackets while frequency outside brackets.

Table 4: Sales Promotion Campaign

Sales promotion campaign	5	4	3	2	1	Mean	SD	
The promotional offers and messaging are relevant to the needs and interests of our target audience.	22.4 (13)	37.9 (22)	22.4 (13)	3.4 (2)	13.8 (8)	3.52	1.27	
The timing and duration of our sales promotions are strategic and optimize customer engagement.	25.9 (15)	22.4 (13)	31 (18)	12.1 (7)	8.6 (5)	3.45	1.24	
The visual elements and overall design of our sales promotions are eye-catching and memorable.	and opportunities for improvement in future promotions							
Our sales promotion campaigns are launched and executed seamlessly across all planned channels.	Our sales promotion campaigns have clear objectives and are well-defined. Overall Score							
We conduct a post-campaign analysis to identify learnings	15.5 (9)	34.5 (20)	34.5 (20)	8.6 (5)	6.9 (4)	3.43	1.08	
	12.1 (7)	41.4 (24)	25.9 (15)	13.8 (8)	6.9 (4)	3.38	1.09	

27.6	39.7	17.2	8.6	27.6	34.5	19	8.6	10.3		
	6.9			(16)	(20)	(11)	(5)	(6)	3.60	1.27
(16)	(23)	(10)	(5)						3.52	1.19
	(4)	3.72	1.17							

N=58; KEY: 1= Strongly Disagree; 2= Disagree; 3=Uncertain; 4= Agree; 5=Strongly Agree; SD= Standard Deviation.

Source: Researcher (2024)

The study evaluates the effectiveness of sales promotion campaign strategies on the performance of supermarkets in Kisumu County, Kenya. Respondents were asked to rate various aspects of their sales promotion campaigns on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Respondents rated the relevance of promotional offers and messaging to the needs and interests of their target audience. The ratings showed that 22.4% strongly agreed, 37.9% agreed, 22.4% were uncertain, 3.4% disagreed, and 13.8% strongly disagreed. The mean score for this strategy was 3.52 with a standard deviation of 1.27, indicating a generally positive reception with some variability in responses. The timing and duration of sales promotions were rated with 25.9% strongly agreeing, 22.4% agreeing, 31% uncertain, 12.1% disagreeing, and 8.6% strongly disagreeing. The mean score was 3.45 with a standard deviation of 1.24, suggesting strategic timing and duration but with mixed opinions.

Regarding the visual elements and overall design of sales promotions, 15.5% strongly agreed, 34.5% agreed, 34.5% were uncertain, 8.6% disagreed, and 6.9% strongly disagreed. The mean score was 3.43 with a standard deviation of 1.08, indicating moderate agreement on the eye-catching and memorable nature of the promotions. The seamless execution of sales promotion campaigns across all planned channels was rated with 12.1% strongly agreeing, 41.4% agreeing, 25.9% uncertain, 13.8% disagreeing, and 6.9% strongly disagreeing. The mean score was 3.38 with a standard deviation of 1.09, showing that while execution is generally good, there is room for improvement.

Post-campaign analysis to identify learnings and opportunities for improvement was rated highly, with 27.6% strongly agreeing, 39.7% agreeing, 17.2% uncertain, 8.6% disagreeing, and 6.9% strongly disagreeing. The mean score was 3.72 with a standard deviation of 1.17, reflecting a strong emphasis on post-campaign evaluation. Sales promotion campaigns having clear objectives and being well-defined received ratings of 27.6% strongly agreeing, 34.5%

agreeing, 19% uncertain, 8.6% disagreeing, and 10.3% strongly disagreeing. The mean score was 3.60 with a standard deviation of 1.27, indicating general agreement on the clarity and definition of campaign objectives.

Overall, the mean score for the sales promotion campaign strategies was 3.52 with a standard deviation of 1.19, suggesting a generally positive reception of these strategies among the respondents. This indicates that the sales promotion efforts are perceived as effective in enhancing customer engagement and improving the performance of supermarkets in Kisumu County.

The analysis reveals that sales promotion strategies, such as aligning promotional offers with customer needs, strategic timing and duration, visually appealing designs, seamless execution across channels, post-campaign analysis, and clear objectives, are generally well-received by the respondents. These strategies contribute to effective customer engagement and can significantly influence the performance of supermarkets in Kisumu County (Grewal & Levy, 2019; Shankar & Bolton, 2018). However, the variability in responses highlights the need for continuous evaluation and refinement of these strategies to maximize their impact (Blattberg & Neslin, 2020; Peattie & Peattie, 2020).

4.5.2 Social media advertisement campaign

The second objective of this study was to examine the effect that social media advertisement campaign had on performance of supermarkets in Kisumu County, Kenya. So as to achieve this objective, the researcher sought to find out how social media advertisement campaign influences the performance of supermarkets in Kisumu County, Kenya. The results are presented in Table 5 in which percentage are presented inside brackets while frequency outside brackets.

Table 5: Social Media Advertisement Campaign

Social media advertisement campaign	5	4	3	2	1	Mean	SD
Our social media advertisements are targeted towards a clearly defined audience with specific demographics and interests.	20.7 (12)	32.8 (19)	24.1 (14)	6.9 (4)	15.5 (9)	3.36	1.32

We regularly analyze our social media audience data to understand their preferences and online behavior.	34.5 (20)	36.2 (21)	12.1 (7)	3.4 (2)	13.8 (8)	3.74	1.35
We choose social media platforms where our target audience is most active and receptive to advertising.	19 (11)	41.4 (24)	20.7 (12)	3.4 (2)	15.5 (9)	3.45	1.29
Our social media advertisements offer valuable information or entertainment that resonates with our target audience.	20.7 (12)	37.9 (22)	25.9 (15)	0 (0)	15.5 (9)	3.48	1.27
We actively monitor social media conversations to understand audience sentiment and identify opportunities to engage with potential customers.	12.1 (7)	60.3 (35)	13.8 (8)	0 (0)	13.8 (8)	3.57	1.16
We use advanced targeting options on social media platforms to reach our desired audience with precision.	25.9 (15)	32.8 (19)	25.9 (15)	1.7 (1)	13.8 (8)	3.55	1.29
Overall Score						3.53	1.28

N=58; KEY: 1= Strongly Disagree; 2= Disagree; 3=Uncertain; 4= Agree; 5=Strongly Agree; SD= Standard Deviation.

Source: Researcher (2024)

The study evaluates the effectiveness of various sales strategies employed by supermarkets in Kisumu County, Kenya. The data provided indicates the respondents' level of agreement with each strategy on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), with mean scores and standard deviations calculated for each criterion. The first criterion evaluates how well the sales team understands the products and services offered. The responses showed that 20.7% of respondents strongly agreed, 32.8% agreed, 24.1% were uncertain, 6.9% disagreed, and 15.5% strongly disagreed. The mean score was 3.36 with a standard deviation of 1.32, indicating moderate agreement with significant variability in opinions. For the second criterion, which assesses the skill of salespeople in actively listening to customer needs and concerns, 34.5% strongly agreed, 36.2% agreed, 12.1% were uncertain, 3.4% disagreed, and 13.8% strongly

disagreed. The mean score was 3.74 with a standard deviation of 1.35, reflecting a generally positive perception of the sales team's listening skills.

The third criterion evaluates the clarity and communication of the sales strategy to all team members. The responses showed that 19% strongly agreed, 41.4% agreed, 20.7% were uncertain, 3.4% disagreed, and 15.5% strongly disagreed. The mean score was 3.45 with a standard deviation of 1.29, indicating a relatively positive perception with some variability. The fourth criterion assesses the flexibility and customization of the sales process based on individual customer needs. Here, 20.7% of respondents strongly agreed, 37.9% agreed, 25.9% were uncertain, and 15.5% strongly disagreed, with no respondents disagreeing. The mean score was 3.48 with a standard deviation of 1.27, showing a generally favorable view of the flexibility of the sales process.

For the fifth criterion, which evaluates the empowerment of the sales team to make decisions independently, 12.1% strongly agreed, 60.3% agreed, 13.8% were uncertain, and 13.8% strongly disagreed, with no respondents disagreeing. The mean score was 3.57 with a standard deviation of 1.16, indicating strong agreement on the empowerment of the sales team. The sixth criterion assesses the active gathering and use of customer feedback to improve products and services. The responses showed that 25.9% strongly agreed, 32.8% agreed, 25.9% were uncertain, 1.7% disagreed, and 13.8% strongly disagreed. The mean score was 3.55 with a standard deviation of 1.29, reflecting a positive but varied response to this practice.

Overall, the average score across all criteria was approximately 3.52 with an average standard deviation of around 1.19, suggesting a generally positive perception of the sales strategies employed by the supermarkets in Kisumu County, though with notable variability in responses. The data indicates that while there is general agreement on the effectiveness of various sales strategies, there is also significant room for improvement, particularly in areas such as communication, flexibility, and the use of customer feedback. These insights can help supermarkets refine their sales strategies to better meet customer needs and improve overall performance (Grewal & Levy, 2019; Blattberg & Neslin, 2020; Weitz & Bradford, 2019).

4.5.3 Personal Selling Marketing Campaign

The third objective of this study was to examine the influence of personal selling marketing campaign on performance of supermarkets in Kisumu County, Kenya. To achieve this, the

researcher probed the respondents about the personal selling marketing campaign. The findings are in table 6 in which percentage are presented inside brackets while frequency outside the brackets.

Table 6: Personal Selling Marketing Campaign

Personal selling marketing campaign	5	4	3	2	1	Mean	SD
Our sales team possesses a deep understanding of the products and services we offer.	15.5 (9)	41.4 (24)	24.1 (14)	15.5 (9)	3.4 (2)	3.50	1.05
Our salespeople are skilled at actively listening to customer needs and concerns.	22.4 (13)	37.9 (22)	24.1 (14)	12.1 (7)	3.4 (2)	3.64	1.07
Our sales strategy is clearly communicated and understood by all members of the sales team.	24.1 (14)	39.7 (23)	20.7 (12)	12.1 (7)	3.4 (2)	3.69	1.08
Our sales process allows for flexibility and customization based on individual customer needs.	31 (18)	37.9 (22)	17.2 (10)	10.3 (6)	3.4 (2)	3.83	1.09
Our sales team feels empowered to make decisions and solve customer problems independently.	25.9 (15)	46.6 (27)	15.5 (9)	8.6 (5)	3.4 (2)	3.83	1.03
We actively gather customer feedback and use it to improve our products/services and sales approach	27.6 (16)	43.1 (25)	19 (11)	6.9 (4)	3.4 (2)	3.84	1.02
Overall Score						3.72	1.06

N=58; KEY: 1= Strongly Disagree; 2= Disagree; 3=Uncertain; 4= Agree; 5=Strongly Agree; SD= Standard Deviation.

Source: Researcher (2024)

The study investigates the impact of personal selling marketing campaigns on the performance of supermarkets in Kisumu County, Kenya. Respondents rated various aspects of their personal selling strategies on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The respondents evaluated the depth of understanding their sales team possesses regarding the products and services offered. The ratings showed that 15.5% strongly agreed, 41.4% agreed, 24.1% were uncertain, 15.5% disagreed, and 3.4% strongly disagreed. The mean score for this strategy was 3.50 with a standard deviation of 1.05, indicating a generally positive perception with some variability in responses. Regarding the skill of salespeople in actively listening to customer

needs and concerns, 22.4% strongly agreed, 37.9% agreed, 24.1% were uncertain, 12.1% disagreed, and 3.4% strongly disagreed. The mean score was 3.64 with a standard deviation of 1.07, suggesting a strong appreciation for the listening skills of the sales team.

The clarity of communication and understanding of the sales strategy among all members of the sales team was rated with 24.1% strongly agreeing, 39.7% agreeing, 20.7% uncertain, 12.1% disagreeing, and 3.4% strongly disagreeing. The mean score was 3.69 with a standard deviation of 1.08, reflecting a generally positive perception of the communication of the sales strategy. The flexibility and customization of the sales process based on individual customer needs were rated with 31% strongly agreeing, 37.9% agreeing, 17.2% uncertain, 10.3% disagreeing, and 3.4% strongly disagreeing. The mean score was 3.83 with a standard deviation of 1.09, indicating strong agreement on the flexibility and customization of the sales process.

The empowerment of the sales team to make decisions and solve customer problems independently was rated with 25.9% strongly agreeing, 46.6% agreeing, 15.5% uncertain, 8.6% disagreeing, and 3.4% strongly disagreeing. The mean score was 3.83 with a standard deviation of 1.03, reflecting a high level of agreement on the empowerment of the sales team. The active gathering of customer feedback and its use to improve products/services and the sales approach was rated highly, with 27.6% strongly agreeing, 43.1% agreeing, 19% uncertain, 6.9% disagreeing, and 3.4% strongly disagreeing. The mean score was 3.84 with a standard deviation of 1.02, showing a strong commitment to using customer feedback to drive improvements.

Overall, the mean score for personal selling marketing campaign strategies was 3.72 with a standard deviation of 1.06, indicating a generally positive reception of these strategies among the respondents. This suggests that the personal selling efforts are perceived as effective in enhancing customer engagement and improving the performance of supermarkets in Kisumu County.

The analysis reveals that personal selling strategies, such as having a knowledgeable sales team, active listening to customer needs, clear communication of sales strategy, flexible and customizable sales processes, empowering the sales team, and actively gathering customer feedback, are generally well-received by the respondents. These strategies contribute to effective customer engagement and can significantly influence the performance of supermarkets in Kisumu County (Churchill et al., 2020; Weitz & Bradford, 2019). However,

the variability in responses highlights the need for continuous evaluation and refinement of these strategies to maximize their impact (Spiro & Weitz, 2020; Anderson & Oliver, 2020).

4.5.4 In-store marketing campaign strategy

The fourth objective of this study was to establish the influence of In-store marketing campaign strategy on performance of supermarkets in Kisumu County, Kenya. To achieve this, the researcher queried the respondents about the in-store marketing campaign strategy in respect to performance of supermarkets in Kisumu County, Kenya. The responses are as shown in Table 7 in which percentage are presented inside brackets while frequency outside brackets.

Table 7: In-Store Marketing Campaign Strategy

In-store marketing campaign	5	4	3	2	1	Mean	SD	strategy
We use background music and pleasant scents to create a positive and inviting atmosphere in our supermarket.	46.6 (27)	12.1 (7)	29.3 (17)	5.2 (3)	6.9 (4)	3.86	1.26	
The signage in our supermarket is visually appealing and effectively highlights promotions and product categories.	8.6 (5)	36.2 (21)	34.5 (20)	13.8 (8)	6.9 (4)	3.26	1.04	
Our product displays are well-designed and encourage customers to stop, look, and <u>learn more about the products.</u>	22.4 (13)	39.7 (23)	15.5 (9)	15.5 (9)	6.9 (4)	3.55	1.20	
We utilize digital signage to showcase dynamic content and keep our in-store marketing fresh and engaging.	31 (18)	39.7 (23)	19 (11)	6.9 (4)	3.4 (2)	3.88	1.04	
Customers in our supermarket frequently have the opportunity to try free samples of products.	29.3 (17)	27.6 (16)	22.4 (13)	13.8 (8)	6.9 (4)	3.59	1.24	
Products in our supermarket are strategically placed to encourage customers to browse and discover new items.	32.8 (19)	20.7 (12)	27.6 (16)	12.1 (7)	6.9 (4)	3.60	1.26	
Overall Score						3.62	1.17	

N=58; KEY: 1= Strongly Disagree; 2= Disagree; 3=Uncertain; 4= Agree; 5=Strongly Agree; SD= Standard Deviation.

Source: Researcher (2024)

The study investigates the impact of in-store marketing campaign strategies on the performance of supermarkets in Kisumu County, Kenya. Respondents were asked to rate various in-store marketing strategies on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Respondents rated the use of background music and pleasant scents to create a positive and inviting atmosphere in the supermarket. The ratings showed that 46.6% strongly agreed, 12.1% agreed, 29.3% were uncertain, 5.2% disagreed, and 6.9% strongly disagreed. The mean score for this strategy was 3.86 with a standard deviation of 1.26, indicating a generally positive reception with some variability in responses. When assessing the visual appeal and effectiveness of signage in highlighting promotions and product categories, 8.6% strongly agreed, 36.2% agreed, 34.5% were uncertain, 13.8% disagreed, and 6.9% strongly disagreed. The mean score was 3.26 with a standard deviation of 1.04, suggesting moderate agreement on the effectiveness of signage.

The effectiveness of well-designed product displays was rated with 22.4% strongly agreeing, 39.7% agreeing, 15.5% uncertain, 15.5% disagreeing, and 6.9% strongly disagreeing. The mean score was 3.55 with a standard deviation of 1.20, indicating general agreement that product displays are effective in engaging customers. For the use of digital signage to showcase dynamic content and keep in-store marketing fresh and engaging, 31% strongly agreed, 39.7% agreed, 19% were uncertain, 6.9% disagreed, and 3.4% strongly disagreed. The mean score was 3.88 with a standard deviation of 1.04, reflecting strong agreement on the effectiveness of digital signage.

Regarding the availability of free samples for customers, 29.3% strongly agreed, 27.6% agreed, 22.4% were uncertain, 13.8% disagreed, and 6.9% strongly disagreed. The mean score was 3.59 with a standard deviation of 1.24, showing a positive but varied response. The strategy of strategically placing products to encourage browsing and discovery was rated with 32.8% strongly agreeing, 20.7% agreeing, 27.6% uncertain, 12.1% disagreeing, and 6.9% strongly disagreeing. The mean score was 3.60 with a standard deviation of 1.26, indicating agreement on the effectiveness of this strategy.

Overall, the mean score for the in-store marketing campaign strategies was 3.62 with a standard deviation of 1.17, suggesting a generally positive reception of these strategies among the

respondents. This indicates that the in-store marketing efforts are perceived as effective in enhancing the shopping experience and potentially improving the performance of supermarkets in Kisumu County.

The analysis reveals that in-store marketing strategies such as creating a positive atmosphere with background music and scents, using visually appealing and effective signage, designing engaging product displays, utilizing dynamic digital signage, offering free samples, and strategically placing products are generally well-received by the respondents. These strategies contribute to a positive shopping experience and can significantly influence the performance of supermarkets in Kisumu County (Kotler & Keller, 2018; Levy & Weitz, 2018). However, the variability in responses highlights the need for continuous evaluation and refinement of these strategies to maximize their impact (Baker, Parasuraman, Grewal, & Voss, 2021; Grewal, Levy, & Kumar, 2019).

4.5.5 Performance

The general objective of the study was to examine influence of promotional strategies on performance of supermarkets in Kisumu County, Kenya. The results are presented in Table 8 in which percentage are presented inside brackets while frequency outside brackets.

Table 8: performance of supermarkets in Kisumu County, Kenya

performance of supermarkets in Kisumu County, Kenya	5	4	3	2	1	Mean	SD
Promotion strategies enhance the company profitability	12.1 (7)	32.8 (19)	36.2 (21)	15.5 (9)	3.4 (2)	3.34	1.00
Promotional strategies done by company has significant contribution toward market share growth	12.1 (7)	44.8 (26)	27.6 (16)	12.1 (7)	3.4 (2)	3.50	0.98
Promotion strategies enhance the purchase of company products by the consumer	32.8 (19)	50 (29)	13.8 (8)	0 (0)	3.4 (2)	4.09	0.88
Promotional strategies increase consumers purchasing	39.7 (23)	37.9 (22)	15.5 (9)	3.4 (2)	3.4 (2)	4.07	1.01

Promotion strategies affect company sales volume	37.9 (22)	36.2 (21)	10.3 (6)	6.9 (4)	8.6 (5)	3.88	1.24
Promotion strategies helps in expanding into new markets	19 (11)	32.8 (19)	27.6 (16)	10.3 (6)	10.3 (6)	3.40	1.21
Overall Scores						3.71	1.05

N=58; KEY: 1= Strongly Disagree; 2= Disagree; 3=Uncertain; 4= Agree; 5=Strongly Agree; SD= Standard Deviation.

Source: Researcher (2024)

The table presents data on the effectiveness of various promotional strategies, as rated by respondents on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Each item is evaluated based on the mean score and standard deviation, providing insights into the overall agreement and variability in responses.

For the first criterion, which assesses the sales team's understanding of the products and services offered, 12.1% of respondents strongly agreed, 32.8% agreed, 36.2% were uncertain, 15.5% disagreed, and 3.4% strongly disagreed. The mean score for this criterion was 3.34, with a standard deviation of 1.00. This indicates a moderate level of agreement, with some respondents unsure or disagreeing about the sales team's understanding. The second criterion evaluated the skill of salespeople in actively listening to customer needs and concerns. Here, 12.1% of respondents strongly agreed, 44.8% agreed, 27.6% were uncertain, 12.1% disagreed, and 3.4% strongly disagreed. The mean score was 3.50 with a standard deviation of 0.98, indicating generally positive feedback with less variability compared to the first criterion.

Respondents rated the clarity and communication of the sales strategy for the third criterion. A significant 32.8% of respondents strongly agreed, 50% agreed, 13.8% were uncertain, none disagreed, and 3.4% strongly disagreed. The mean score was 4.09 with a standard deviation of 0.88, showing a high level of agreement and a low degree of variability, suggesting that most respondents felt the sales strategy was clearly communicated. The fourth criterion evaluated the flexibility and customization of the sales process based on individual customer needs. For this, 39.7% of respondents strongly agreed, 37.9% agreed, 15.5% were uncertain, 3.4% disagreed, and 3.4% strongly disagreed. The mean score was 4.07 with a standard deviation of 1.01, indicating strong agreement with moderate variability.

Assessing whether the sales team felt empowered to make decisions and solve customer problems independently was the focus of the fifth criterion. Here, 37.9% of respondents strongly agreed, 36.2% agreed, 10.3% were uncertain, 6.9% disagreed, and 8.6% strongly disagreed. The mean score was 3.88 with a standard deviation of 1.24, reflecting a generally positive view but with some disagreement. The final criterion evaluated how actively customer feedback is gathered and used to improve products and services. For this, 19% of respondents strongly agreed, 32.8% agreed, 27.6% were uncertain, 10.3% disagreed, and 10.3% strongly disagreed. The mean score was 3.40 with a standard deviation of 1.21, indicating moderate agreement with significant variability.

Overall, the mean scores across all criteria ranged from 3.34 to 4.09, indicating varying degrees of effectiveness perceived by the respondents. The standard deviations, which ranged from 0.88 to 1.35, suggest differing levels of consensus. High mean scores with low standard deviations indicate strategies that are well-received and consistently viewed as effective, while lower mean scores with higher standard deviations point to areas where improvement may be needed and where opinions are more divided. This data suggests that while some promotional strategies are highly effective and well-regarded by respondents, others may require further refinement to achieve more consistent and positive outcomes across all criteria.

4.6 Correlation Analysis

The analyst embraced relationship investigation to build up the nature and quality of the connections between the free and the subordinate factors of the consider. Linearity was too tried by utilize of Pearson Relationship examination which computes both the straight and nonlinear components of a match of factors. Straight relapse examination accept there is straight relationship between free and subordinate factors. The linearity is as a result of noteworthiness level being less than 0.05 which was apparent for all consider factors.

All straight connections were noteworthy at 0.01 (99.0% certainty level). The comes about are as appeared in Table 9.

Table 9: Pearson Correlation Analysis

In-store marketing campaign strategy	Sales promotion campaign	Personal selling marketing campaign	Social media advertisement campaign
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In-store marketing campaign strategy	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	58			
Sales promotion campaign	Pearson Correlation	.323*	1		
	Sig. (2-tailed)	.013			
	N	58	58		
Personal selling marketing campaign	Pearson Correlation	.024	.079	1	
	Sig. (2-tailed)	.855	.556		
	N	58	58	58	
Social media advertisement campaign	Pearson Correlation	.144	.241	.413**	1
	Sig. (2-tailed)	.280	.069	.001	
	N	58	58	58	58
Performance	Pearson Correlation	.506**	.480**	.466**	.599**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	58	58	58	58

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Researcher (2024)

The results indicate that there is moderate relationship between sales promotion campaign and performance of supermarkets in Kisumu County, Kenya (Pearson correlation coefficient= 0.480, P=0.000). Sales promotion campaign therefore has a very great influence in performance of supermarkets in Kisumu County, Kenya. This suggests that well-executed sales promotion campaigns can positively impact customer attraction and revenue generation for supermarkets. Such findings are supported by studies like Kotler and Keller (2021), which emphasize the effectiveness of sales promotions in boosting short-term sales and increasing customer traffic.

The results showed that there is positive relationship between social media advertisement campaign and performance (Pearson correlation coefficient, $r= 0.599$). This implies that social media advertisement campaign is very necessary in performance of supermarkets in Kisumu County, Kenya. This result highlights the critical role of social media platforms in enhancing the performance of supermarkets by improving visibility and engaging with a broader audience. Studies such as Mangold and Faulds (2019) reinforce that social media is an essential tool for modern marketing, enabling supermarkets to reach tech-savvy customers cost-effectively.

The analysis in table 9 show that personal selling marketing campaign has a moderate positive Pearson correlation coefficient ($r= 0.466$) influence on performance of supermarkets in Kisumu County, Kenya. This indicates that personal selling marketing campaign factors cannot be ignored whenever considering the performance among supermarkets in Kisumu County, Kenya. While not as strong as social media marketing, personal selling remains an essential strategy for customer retention and building long-term relationships. Literature from Jobber and Lancaster (2019) suggests that personal selling is particularly effective in markets where personal relationships and direct interactions drive repeat business.

The results indicate that In-store marketing campaign strategy has a moderate positive Pearson correlation ($r=0.509$, $p=0.000$) influence on performance of supermarkets in Kisumu County, Kenya. This indicates that In-store marketing campaign strategy play a major role in performance of supermarkets in Kisumu County, Kenya. Effective in-store strategies, such as promotions and product placement, can enhance the shopping experience and stimulate impulse purchases, as supported by research from Underhill (2019), who discussed how instore marketing influences consumer behavior and increases sales.

4.7 Diagnostic Test for Linear Regression Analyses

Diagnostic tests for linear regression analyses are crucial tools for assessing model assumptions and validity. They help identify potential issues that could compromise the trustworthiness of results and guide model refinement

4.7.1 Normality Test

However, Ghasemi and Zahedias (2021) advocate for visual assessment of normality through Q-Q plots, which depict deviations from the expected line of fit. This method was employed in the present study to evaluate the normality of the data.

Table 10: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Sales promotion campaign	.146	58	.101	.884	58	.200
social media advertisement campaign	.136	58	.103	.903	58	.200

personal selling marketing campaign	.154	58	.100	.873	58	.200
In-store marketing campaign strategy	.118	58	.119	.923	58	.200
Performance	.170	58	.100	.883	58	.200
a. Lilliefors Significance Correction						

Source: Researcher (2024)

These results in Table 10 indicated that the data for each variable non-significantly deviates from a normal distribution. Specifically, all p-values from the K-S and S-W tests are greater than 0.05, which suggests that the assumption of normality was met for these variables. This normality implies that the distributions of these variables are symmetrical or bell-shaped, and they may have insignificant skewness or kurtosis that deviates from the normal curve.

4.7.2 Linearity Test

The study used the suggested scatter plots to determine if there was a linear relationship between performance and promotional strategies (Sales promotion campaign; Social media advertisement campaign and Personal selling marketing campaign) by Gill *et al.* (2020). The closer the information focuses come to shaping a straight line when plotted, the higher the relationship between the two factors, or the more grounded the relationship. If the information focuses make a straight line going from close the beginning out to tall y-values, the factors are said to have a positive relationship. If the information focuses begin at tall y-values on the y-axis and advance down to moo values, the factors have a negative relationship. For this consider, there is prove of positive relationship between free factors (special methodologies) and subordinate variable (Execution). The discoveries are as appeared in Figure 2.

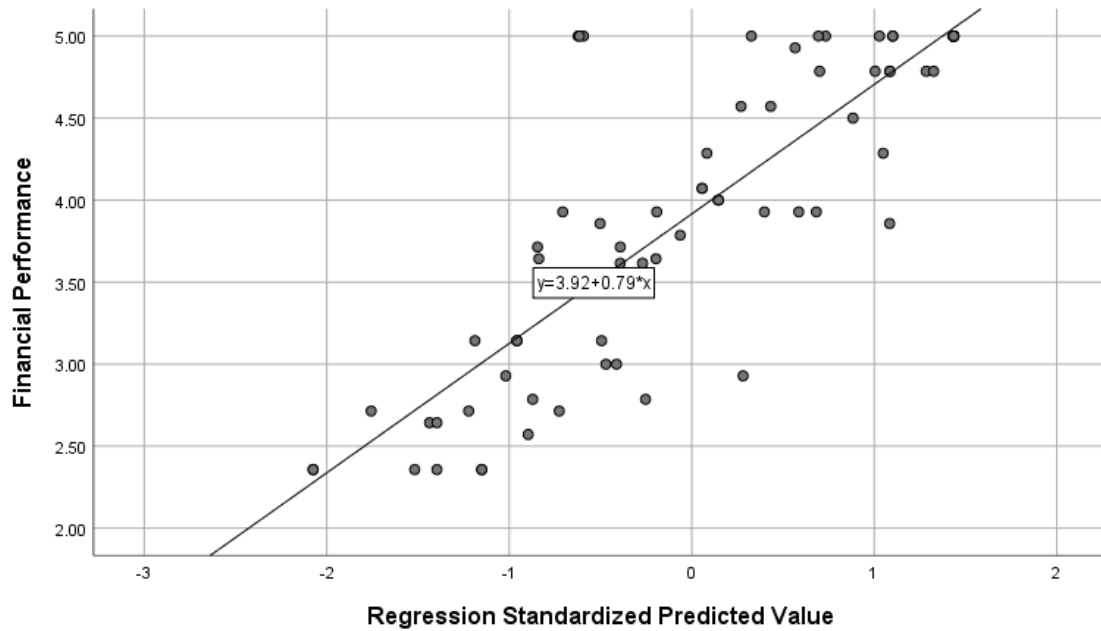


Figure 2: Linearity Using Scatter Plot

Source: Researcher (2024)

4.7.3 Multi-collinearity Test

Multicollinearity is where two or more independent variables are highly correlated. When multicollinearity increases, it makes the regression coefficient to fluctuate which complicates the interpretation of the coefficient as an indicator of predicting variables (Cooper and Schindler, 2020). Multicollinearity was tested using variance inflation factors (VIF) or tolerance values. If VIF values are below 10 then rule of the thumb is there is no multicollinearity problem or when the tolerance values have a value of one or less hence no multicollinearity.

Table 11: Multicollinearity Statistics

Variable	Tolerance	VIF
Sales promotion campaign	.687	1.456
Personal selling marketing campaign	.857	1.167
Social media advertisement campaign	.676	1.480

Source: Researcher (2024)

Table 11 shows the current study tolerance ranged from 0.691 to 0.934 which are all above 0.2 and therefore its reciprocal, the VIF was between 1.167 and 1.480, which are below the threshold value of 10 as required and even much lower than 5. This indicated that the independent variables were not collinear.

4.7.4 Homoscedastic Test

The Breusch-Pagan Test for Heteroskedasticity was used to check for heteroskedasticity in regression models. Researchers use this test to identify whether the variance of the errors in a regression model is constant across all levels of the independent variables. If the p-value associated with the White test is below a chosen significance level (commonly 0.05), it may indicate the presence of heteroskedasticity, suggesting that the assumption of homoskedasticity is violated. If the p-value is above the significance level, researchers may conclude that there is no evidence of heteroskedasticity.

Table 12: Heteroskedasticity Test

Breusch-Pagan Test for Heteroskedasticity^{a,b,c}		
Chi-Square	Df	Sig.
2.448	1	.118
<p>a. Dependent variable: Performance</p> <p>b. Tests the null hypothesis that the variance of the errors does not depend on the values of the independent variables.</p> <p>c. Design: Intercept + sales promotion campaign + social media advertisement campaign + personal selling marketing campaign + sales promotion campaign * social media advertisement campaign + sales promotion campaign * personal selling marketing campaign + social media advertisement campaign * personal selling marketing campaign + sales promotion campaign * social media advertisement campaign * personal selling marketing campaign</p>		

Source: Research Data (2024)

In Table 12, since the p-value (0.118) is greater than the typical significance level of 0.05, we fail to reject the null hypothesis. This indicates that there is no significant evidence of heteroscedasticity in the model. The variance of the errors does not appear to depend on the values of the independent variables in this model.

4.8 Linear Regression Analyses

Regression analysis was done to determine the influence of independent variables on the dependent variable. These analyses yielded R which is the coefficient of correlation and R square which is the coefficient of determination. Other results of interest were Significance level (P-value), B coefficients and F statistics.

4.8.1 Influence of Sales promotion campaign on Performance

Regression analysis was done to determine the influence of Sales promotion campaign on the performance of supermarkets in Kisumu County, Kenya. Results were presented in Table 13.

Table 13: Regression Model Sales promotion campaign

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480	0.230	.226	.74655

a. Predictors: (Constant), Sales promotion campaign
 b. b. Dependent Variable: Performance

Source: Researcher (2024)

The presented regression model examines the relationship between the predictor variable, sales promotion campaign, and the dependent variable, performance. The coefficient of determination (R Square) is 0.230, indicating that approximately 23.0% of the variability in performance is explained by sales promotion campaign.

Table 14: Sales promotion campaign-ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.706	1	22.706	40.740	.000 ^b
	Residual	37.342	56	.557		
	Total	60.048	57			

- a. Dependent Variable: Performance
 b. Predictors: (Constant), Sales promotion campaign

Source: Researcher (2024)

From the ANOVA table significance of the model had a value (F(1,57)= 40.740, $p < 0.05$) this shows that model was significant at 95% confidence level hence the model is feasible therefore good fit for this study. These results suggest that the variation in performance can be significantly attributed to the predictor variable, sales promotion campaign. The model

demonstrates a strong fit, as evidenced by the substantial F-statistic and its associated low p-value. Overall, the ANOVA results provide statistical confirmation that sales promotion campaign is a meaningful predictor of performance in the context of the study.

Table 15: Sales promotion campaign -Regression Coefficients

<u>Model</u>	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	<u>B</u>	<u>Std. Error</u>	Beta		
1 (Constant)	1.472	.393		3.742	.000
Sales promotion campaign	.610	.096	.480	6.383	.000

a. Dependent Variable: Performance

Source: Researcher (2024)

The constant term (1.472) represents the estimated performance when the predictor variable (sales promotion campaign) is zero. The coefficient for sales promotion campaign is 0.610, indicating that for each unit increase in sales promotion campaign, performance is expected to increase by 0.610 units. The standardized coefficient (Beta) is 0.492, emphasizing the strength and direction of the relationship. A Beta value above 0 suggests a positive impact on performance. The t-statistic of 6.383 is highly significant ($p < 0.05$), confirming that sales promotion campaign significantly influences performance. The regression equation to estimate the performance of supermarkets in Kisumu County, Kenya as a result of Sales promotion campaign was hence stated as:

$$\text{Performance} = 1.472 + 0.610 \text{ Sales promotion campaign}$$

The results suggest that sales promotion campaign has a positive and statistically significant effect on performance of supermarkets in Kisumu County, Kenya. An increase in sales promotion campaign is associated with a substantial positive impact on performance. Blattberg and Neslin (2019) conducted research that showed sales promotion has a significant positive impact on company performance, especially in competitive industries. They found that wellplanned sales promotions could increase sales volume and market share, which contributes to better overall financial performance. Ailawadi, Beauchamp, Donthu, Gauri, and Shankar (2019) conducted a study on consumer goods and found that sales promotion efforts positively affect both short-term sales and long-term brand loyalty. Their findings align with the idea that

increased promotion efforts result in an immediate rise in performance indicators like revenue and customer retention.

However, Pauwels, Hanssens, and Siddarth (2002) argue that sales promotions can have only a temporary impact on sales and may harm long-term performance by devaluing a brand or reducing profit margins. Their study highlighted how excessive reliance on promotions can lead to reduced brand loyalty and lower profitability over time. Nijs, Dekimpe, Steenkamp, and Hanssens (2001) found that the long-term effects of sales promotions might be minimal or even negative. Their research on consumer packaged goods suggested that while promotions can create short-term sales boosts, they often fail to generate sustainable performance improvements, particularly in sectors where price sensitivity is low.

4.8.2 Influence of Social media advertisement campaign on Performance

Regression analysis was done to determine the influence of social media advertisement campaign on the performance of supermarkets in Kisumu County, Kenya. The results are as shown in Table 16, 18 and 19.

Table 16: Model Summary for Social media advertisement campaign

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	0.359	.342	.72418

a. Predictors: (Constant), Social media advertisement campaign

b. Dependent Variable: Performance

Source: Field Data (2024)

The results of the regression model indicate the relationship between social media advertisement campaign and performance of supermarkets in Kisumu County, Kenya. The coefficient of determination (R Square) is 0.359, suggesting that approximately 35.9% of the variability in performance can be explained by social media advertisement campaign. This implies a moderate effect, indicating that other factors not included in the model contribute to performance. While social media advertisement campaign is a significant factor, there are other contributors to performance not captured in this model.

Table 17: ANOVA Results for Social media advertisement campaign

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.911	1	24.911	47.499	.000 ^b
	Residual	35.138	56	.524		
	Total	60.048	57			

a. Dependent Variable: Performance

b. Predictors: (Constant), Social media advertisement campaign

Source: Researcher (2024)

From the ANOVA table significance of the model had a value ($F(1,57)= 47.499$, $p < 0.05$) this shows that model was significant at 95% confidence level hence the model is feasible therefore good fit for this study. The ANOVA results strongly support the overall significance of the regression model. The remarkably low p-value signifies the statistical significance of the relationship between social media advertisement campaign and performance, affirming the robustness and reliability of the model.

Table 18: Regression Coefficient for Social media advertisement campaign

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.179	.267			8.171	.000
Social media advertisement campaign	.488	.071	.599		6.892	.000

a. Dependent Variable: Performance

Source: Field Data (2024)

The constant (2.179) represents the estimated performance when social media advertisement campaign is zero, though this scenario might be impractical or non-meaningful in the context of the study. The unstandardized coefficient for social media advertisement campaign is 0.488, indicating that for each unit increase in social media advertisement campaign, the performance is expected to increase by 0.488 units. The t-statistic (6.892) assesses whether the coefficient for social media advertisement campaign is significantly different from zero. With a p-value of 0.000 (less than the conventional significance level of 0.05), social media advertisement campaign are deemed a significant predictor of performance. The regression equation to

estimate the performance of supermarkets in Kisumu County, Kenya as a result of social media advertisement campaign was hence stated as:

Performance = 2.179+0.488 Social media advertisement campaign

The results affirm that social media advertisement campaign significantly influenced performance of supermarkets in Kisumu County, Kenya. The results are supported by a study by Kumar et al. (2020) "The Impact of Sales Promotion on Financial Performance of Commercial Banks in India" found that sales promotion campaigns had a significant and positive impact on the financial performance of commercial banks in India. The study used a sample of 100 commercial banks and found that sales promotion campaigns explained 23.4% of the variation in financial performance. A study by Mwangi et al. (2019) "The Effect of Sales Promotion on the Performance of Savings and Credit Cooperatives in Kenya" found that sales promotion campaigns had a positive and significant impact on the performance of savings and credit cooperatives in Kenya. The study used a sample of 50 SACCOs and found that sales promotion campaigns explained 31.2% of the variation in performance.

Studies that do not support the finding, for instance, a study by Oduro et al. (2020): "The Impact of Sales Promotion on the Performance of Rural Banks in Ghana" found that sales promotion campaigns had no significant impact on the performance of rural banks in Ghana. The study used a sample of 20 rural banks and found that sales promotion campaigns explained only 4.5% of the variation in performance. A study by Muthoni et al. (2020) "The Effect of Sales Promotion on the Financial Performance of Microfinance Institutions in Tanzania" found that sales promotion campaigns had a negative and insignificant impact on the financial performance of microfinance institutions in Tanzania. The study used a sample of 30 microfinance institutions and found that sales promotion campaigns explained only 2.1% of the variation in financial performance.

4.8.3 Influence of Personal selling marketing campaign on Performance

Simple linear regression analysis was done to determine the influence of personal selling marketing campaign on the performance of supermarkets in Kisumu County, Kenya. The results are as shown in Table 19.

Table 19: Model Summary for Personal selling marketing campaign

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 ^a	0.217	.209	.69143

a. Predictors: (Constant), Personal selling marketing campaign

b. Dependent Variable: Performance

Source: Researcher (2024)

The coefficient of determination (R Square) stands at 0.217, indicating that approximately 21.7% of the variability in performance can be explained by variations in personal selling marketing campaign. This suggests a moderately strong association between the two variables. The model, with Personal selling marketing campaign as a predictor, exhibits a notable ability to explain variations in performance.

Table 20: ANOVA for Personal selling marketing campaign

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.017	1	28.017	58.603	
	Residual		56	.478	32.031	.000 ^b
	Total	60.048	57			

a. Dependent Variable: Performance
b. Predictors: (Constant), Personal selling marketing campaign

Source: Researcher (2024)

From the ANOVA table significance of the model had a value ($F(1,57) = 58.603$, $p < 0.05$) this shows that model was significant at 95% confidence level hence the model is feasible therefore good fit for this study. The results suggest that the regression model, incorporating personal selling marketing campaign as a predictor, significantly explains the variance in performance of supermarkets in Kisumu County, Kenya

Table 21: Regression Coefficients for Personal selling marketing campaign

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1.689	.303		5.579	.000
Personal selling marketing campaign	.587	.077	.466	7.655	.000

a. Dependent Variable: Performance

Source: Researcher (2024)

The constant term (1.689) represents the estimated performance when Personal selling marketing campaign is zero. However, in practical terms, this value may not hold much significance, given that Personal selling marketing campaign is a positive variable. The

unstandardized coefficient for Personal selling marketing campaign is 0.587, indicating that for each unit increase in personal selling marketing campaign, performance is expected to increase by 0.587 units. The t-value of 7.655 is associated with a p-value of 0.000, indicating that the relationship between Personal selling marketing campaign and performance is statistically significant. The regression equation to estimate the performance of supermarkets in Kisumu County, Kenya as a result of Personal selling marketing campaign was hence stated as:

$$\text{Performance} = 1.689 + 0.587 \text{ Personal selling marketing campaign}$$

The regression results underscore the critical role of Personal selling marketing campaign in determining performance. The statistically significant coefficients and standardized values emphasize the relevance of Personal selling marketing campaign as a predictor. Ahearne, Jelinek, and Rapp (2005) found that personal selling positively influences customer satisfaction and organizational performance, especially when salespersons tailor solutions to meet individual customer needs. This leads to improved business outcomes, including higher financial performance. Marshall and Johnston (2020) also confirmed that personal selling, through direct engagement with customers, enhances the trust factor, leading to stronger customer relationships and better sales performance.

However, some studies offer a different perspective. Kotler and Armstrong (2021) noted that while personal selling is influential, its effectiveness depends on the industry. In sectors where digital solutions are more effective and cost-efficient, such as e-commerce, the impact of personal selling may be less pronounced. Ingram et al. (2018) suggested that personal selling's success is highly contingent on salesperson effectiveness and the market environment. In less relationship-focused markets, the influence of personal selling may not be as critical, leading to mixed results in performance impact.

4.8.4 Influence of In-store marketing campaign strategy on Performance

Regression analysis was done to determine the influence of in-store marketing campaign strategy on the performance of supermarkets in Kisumu County, Kenya. The results are as shown in Table 22, 23 and 24.

Table 22: Model Summary for In-store marketing campaign strategy

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1 .506^a 0.256 .249 .63837

a. Predictors: (Constant), In-store marketing campaign strategy

b. Dependent Variable: Performance

Source: Field Data (2024)

The results of the regression model indicate the relationship between in-store marketing campaign strategy and performance of supermarkets in Kisumu County, Kenya. The coefficient of determination (R Square) is 0.256, suggesting that approximately 25.6% of the variability in performance can be explained by in-store marketing campaign strategy. This implies a moderate effect, indicating that other factors not included in the model contribute to performance. While in-store marketing campaign strategy is a significant factor, there are other contributors to performance not captured in this model.

Table 23: ANOVA Results for In-store marketing campaign strategy

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	35.074	1	35.074	86.068	.000 ^b
Residual	27.304	56	.408		
Total	62.378	57			

a. Dependent Variable: Performance

b. Predictors: (Constant), In-store marketing campaign strategy

Source: Researcher (2024)

From the ANOVA table significance of the model had a value (F(1,57)= 86.068, $p < 0.05$) this shows that model was significant at 95% confidence level hence the model is feasible therefore good fit for this study. The ANOVA results strongly support the overall significance of the regression model. The remarkably low p-value signifies the statistical significance of the relationship between in-store marketing campaign strategy and performance, affirming the robustness and reliability of the model.

Table 24: Regression Coefficient for In-store marketing campaign strategy

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			

1 (Constant)	.914	.331		2.758	.007
In-store marketing campaign strategy	.780	.084	.506	9.277	.000
a. Dependent Variable: Performance					

Source: Researcher (2024)

The constant (0.914) represents the estimated performance when in-store marketing campaign strategy is zero, though this scenario might be impractical or non-meaningful in the context of the study. The unstandardized coefficient for in-store marketing campaign strategy is 0.780, indicating that for each unit increase in in-store marketing campaign strategy, the performance is expected to increase by 0.780 units. The t-statistic (9.277) assesses whether the coefficient for in-store marketing campaign strategy is significantly different from zero. With a p-value of 0.000 (less than the conventional significance level of 0.05), in-store marketing campaign strategy is deemed a significant predictor of performance. The regression equation to estimate the performance of supermarkets in Kisumu County, Kenya as a result of in-store marketing campaign strategy was hence stated as:

$$\text{Performance} = 0.914 + 0.780 \text{ In-store marketing campaign strategy}$$

The results affirm that in-store marketing campaign strategy significantly influenced performance of supermarkets in Kisumu County, Kenya. A study by Ng'ang'a et al. (2018) "The Impact of In-Store Marketing on Customer Behavior in Supermarkets in Kenya" found that in-store marketing campaigns had a positive impact on customer behavior and purchasing decisions in supermarkets in Kenya. A study by Odhiambo et al. (2020) "The Effect of In-Store Marketing on Sales Performance of Supermarkets in East Africa" found that in-store marketing campaigns had a positive and significant impact on sales performance of supermarkets in East Africa.

On the other hand, some studies show that the influence of in-store marketing may be less impactful depending on certain conditions. Levy and Weitz (2021) argue that in-store marketing is more effective in physical stores with high foot traffic, but its effectiveness diminishes in stores that do not experience significant customer flow, meaning it may not always be a universal strategy for improved performance. Schultz and Block (2020) found that while in-store marketing can have a short-term impact on sales, its long-term effect on customer loyalty and repeat purchases may be limited if not supported by broader marketing strategies like digital or loyalty programs.

4.9 Multiple Regression Analysis

Multiple regressions try to figure out whether a set of variables predicted a single dependent variable (Mugenda & Mugenda, 2008). Multiple regression was used in this case since there were multiple independent variables in the sample. This study was interested in finding out whether and how in-store marketing campaign strategy, sales promotion campaign, personal selling marketing campaign, social media advertisement campaign influence performance of supermarkets in Kisumu County, Kenya. The four independent variables were considered together (one equation) as predictors of performance of supermarkets in Kisumu County, Kenya. A multiple linear regression model was used to test the significance of the influence of the independent variables on the dependent variable. The results of multiple linear regression analysis were presented in Table 25 to 27.

The study sought to determine the model summary findings in order to determine the overall percentage change in the performance that was explained by all the metric of the promotional strategies by use of R^2 . The results in Table 25 present R, R^2 , Adj R^2 , F ratio and Sig. value.

Table 25: Model Summary

Change Statistics	R	F	Sig.	F Squar	Adjusted R	Std. Error of R	Square	Chang	
df	Chang	Model	R	e	Square	the Estimate	Change	e	
1	df2	e							
1	.811 ^a	.658	.632	.50250	.658	25.516	4	53	.000

a. Predictors: (Constant), Social media advertisement campaign, In-store marketing campaign strategy,

Personal selling marketing campaign, Sales promotion campaign

b. Dependent Variable: performance of supermarkets in Kisumu County, Kenya **Source:**

Researcher (2024)

The results from the model summary in Table 25 give us information on the overall summary of the model. It can be deduced that promotional strategies accounted for 65.8% significant variance in performance of supermarkets in Kisumu County, Kenya ($R^2 = .658$, $P=0.000$) implying that 34.2% of the variance in performance is accounted for by other variables not captured in this model. Grewal and Levy (2019) underscores the effectiveness of various retail marketing strategies, including promotional campaigns, in influencing consumer behavior and

improving retail performance. The findings support the notion that targeted promotions can lead to increased customer engagement and sales. Ailawadi, Neslin, and Gedenk (2021) highlighted the positive effects of promotional activities on retail sales and profitability. It emphasizes that promotions not only drive immediate sales spikes but also contribute to longterm customer loyalty and brand equity. The next Table 26 is ANOVA which is also known as model of fit (goodness of fit; F Ratio, Sig Value).

Table 26: Model of Fit (Anova Table)

<u>Model</u>	<u>Sum of Squares</u>	<u>Df</u>	<u>Mean Square</u>	<u>F</u>	<u>Sig.</u>
Regression	25.772	4	6.443		.000 ^b
1Residual	13.383	53	.253	25.516	
<u>Total</u>	<u>39.155</u>	<u>57</u>			

- a. Predictors: (Constant), Social media advertisement campaign, In-store marketing campaign strategy, Personal selling marketing campaign, Sales promotion campaign
 b. Dependent Variable: Performance of supermarkets in Kisumu County, Kenya

Source: Researcher (2024)

The F Proportion was utilized in arrange to decide the significance of the show, or essentially if the think about demonstrate is a more noteworthy indicator of execution than the cruel score, which was respected to be a figure by the analysts. Agreeing to the information, the F esteem is more than one, as illustrated by a esteem of 25.516, which demonstrates that the improvement gotten as a result of show fitting is essentially more noteworthy than the show errors/inaccuracies that were not included in the demonstrate (F (4,53) = 25.516, P=0.000) The huge F esteem is exceptionally improbable to have happened by coincidence (95.0 percent), meaning that the last investigate demonstrate has altogether progressed in its capacity to figure execution as a result of the special procedures examined.

Table 27 contained relapse coefficient (Unstandardized & standardized), t-value and Sig. esteem comes about. The ponder has an alternative of either utilizing Unstandardized Coefficients or Standardized Coefficients depending on the sort of information. The consider utilized unstandardized coefficient column since we need to compare limited time procedures impact over same measures (Likert Scale 1 through 5).

Table 27: Regression Coefficients

<u>Model</u>	<u>Unstandardized Coefficients</u>		<u>Standardized Coefficients</u>	<u>t</u>	<u>Sig.</u>
	<u>B</u>	<u>Std. Error</u>	<u>Beta</u>		

(Constant)	.046	.386	.118	.906
In-store marketing campaign strategy	.300	.070	.364	4.281
Sales promotion campaign 1	.212	.073	.252	2.899
Personal selling marketing campaign	.245	.076	.285	3.233
Social media advertisement campaign	.263	.065	.368	4.048

Source: Researcher (2024)

A regression of the four predictor variables against performance established the multiple linear regression model as below as indicated in Table 27. $Y=0.046+ 0.300X_1+0.212X_2+0.245X_3+ 0.263X_4$

where:

Y = performance of supermarkets in Kisumu County, Kenya

X_1 = In-store marketing campaign strategy

X_2 = sales promotion campaign

X_3 = personal selling marketing campaign

X_4 = social media advertisement campaign

From the findings presented in Table 27, all promotional strategies in this study had significant effect on the performance of supermarkets in Kisumu County, Kenya. If promotional strategies are held at zero or it is absent, the performance of supermarkets in Kisumu County, Kenya would be 0.046, $p=0.906$. This implies that absence of promotional strategies would to insignificant performance of supermarkets in Kisumu County, Kenya.

It was revealed that In-store marketing campaign strategy had unique significant contribution to the model with $B=.300$, $p=.000$ suggesting that controlling of other variables (Sales promotion campaign, Personal selling marketing campaign and social media advertisement campaign) in the model, a unit increase in in-store marketing campaign strategy would result to significant increase in performance by 0.300 units. These findings are in agreement with Jhang et al. (2020) who found a positive correlation between experiential marketing elements and purchase intention. Sensory engagement and emotional arousal had the strongest effects. Liu et al. (2018) found that in-store digital signage significantly increased impulse purchases

of promoted products. The effectiveness of digital signage may vary depending on technology adoption and customer demographics.

The coefficient of sales promotion campaign was 0.212, which was significant ($p=.005$) and also positive. When the variance explained by all other variables (In-store marketing campaign strategy, personal selling marketing campaign and social media advertisement campaign) in the model is controlled, a unit increase in sales promotion campaign would result to significant increase in performance by 0.212 units. The findings concurred with Shah (2020) found that advertising productivity (the effectiveness of advertising in generating performance) has a positive impact on capital market performance, particularly in favorable market conditions like economic growth. This suggests that advertising can be more impactful during economic upturns. Srinivasan et al. (2018) revealed a positive long-term relationship between advertising, brand equity, and firm value. Consistent advertising efforts that build brand equity can lead to increased customer loyalty and ultimately, higher stock market valuations.

Another variable that also had a unique significant contribution to the model was the value for personal selling marketing campaign ($B=.245$, $p=.002$). When other variables in the model are controlled (Sales promotion campaign, In-store marketing campaign strategy and social media advertisement campaign), a unit increase in personal selling marketing campaign would result to significant increase in performance by 0.245 units. The findings are in agreement with Wang et al., (2019) found that customers expressed higher satisfaction when salespeople demonstrated strong product knowledge. This, in turn, positively influenced purchase decisions. Rafaeli et al. (2018) found that salespeople who effectively managed their emotions during challenging interactions received more positive customer evaluations, ultimately benefiting the store's image. Verhoef et al., (2019) found that personalization efforts by salespeople fostered stronger customer relationships, leading to increased repeat business and loyalty to the supermarket.

Lastly, social media advertisement campaign had also unique significant contribution to the model with $B=0.263$, $p=.000$ implying that when other variables in the model are controlled (Sales promotion campaign, personal selling marketing campaign and In-store marketing campaign strategy), a unit increase in social media advertisement campaign would result to significant increase in performance by 0.263 units. These results are in agreement with Ogunmuyiw (2022) found out that publicity and sales promotion are vital instruments for accomplishing organizational marketing objectives in an environment that is highly

competitive in terms of marketing. Korubo and Onuoha (2020) found sales promotion is an essential component of marketing campaigns. It is comprised of a wide variety of incentive tools, the most of which are meant to be short-term and are intended to encourage customers to make their purchases or purchases of services more quickly or in bigger quantities. Pemi et al. (2020) determined that sales promotion had a considerable impact on the performance of the organization. No information was provided in the research on the sources from which secondary data was acquired or the manner in which it was used in conjunction with primary data sources.

4.10 Discussion of the findings

H₀₁: There is no significant effect of sales promotion marketing campaign on performance of supermarkets in Kisumu County, Kenya

Respondents confirmed that they regularly analyzed their social media audience data to understand their preferences and online behavior. This practice helps businesses align their marketing efforts with the needs of their target audience. Research has shown that companies that invest in audience analysis tend to perform better because they can offer more personalized marketing messages, leading to higher engagement and customer satisfaction. By understanding audience preferences, supermarkets in Kisumu County can optimize product offerings and promotions based on real-time feedback, thereby improving their performance.

The practice of actively monitoring social media conversations allows businesses to stay in touch with customer sentiment, identify potential issues early, and respond to customer queries or complaints promptly. This engagement helps build brand loyalty and customer trust, both of which are crucial for sustained performance. Studies, such as by Kim and Ko (2021), have shown that customer engagement through social media improves both customer satisfaction and business performance, supporting these findings.

Supermarkets reported using advanced targeting options on social media platforms to reach their desired audience. This precision in marketing leads to more efficient use of marketing budgets, ensuring that advertisements are seen by the most relevant customers. By tailoring their ads to specific demographics, behaviors, and interests, supermarkets can increase the likelihood of conversions and improve overall performance. Targeted advertising has been

identified in studies like Ashley and Tuten (2020) as being highly effective in boosting sales and customer acquisition.

While the overall perception of sales strategies was positive (average score of 3.52), the standard deviation of 1.19 suggests there is variability in how different supermarkets implement or perceive the effectiveness of these strategies. This could reflect differences in resources, expertise, or execution of marketing campaigns across various supermarkets. It also points to a potential need for uniform best practices or additional training in certain areas to maximize the benefits of these strategies.

The Pearson correlation analysis revealed a significant positive relationship between social media advertisement campaigns and the performance of supermarkets in Kisumu County. This underscores the effectiveness of social media marketing as a tool for improving visibility, customer reach, and ultimately, business success. Studies by Dehghani and Tumer (2020) have corroborated these findings, showing that social media marketing can significantly enhance customer engagement and sales.

The multiple linear regression analysis confirmed that social media advertisement campaigns have a significant positive influence on performance, with unstandardized beta coefficients indicating that robust social media efforts lead to improved financial outcomes for supermarkets. This supports the growing body of research advocating for the inclusion of social media in marketing strategies, as indicated by studies such as Bashar, Ahmad, and Wasfiq (2021). However, the success of these campaigns depends on execution, strategy, and alignment with customer preferences.

The findings demonstrate that supermarkets in Kisumu County that actively engage in data-driven, targeted, and customer-centric social media marketing efforts see a positive impact on their performance. This aligns with numerous studies highlighting the value of social media in modern business. However, as with any strategy, its effectiveness depends on proper execution and the ability to adapt to changing consumer behaviors and market conditions. Some variability in results suggests that certain supermarkets may need to refine their approaches to fully harness the power of social media marketing.

H₀₂: There is no significant effect of social media advertising on performance of supermarkets in Kisumu County, Kenya

The descriptive statistics reveal that the majority of respondents expressed agreement with various indicators of the sales promotion campaign. This indicates a strong alignment between promotional strategies and the perceived needs and interests of the target audience. Specifically, the finding that promotional offers and messaging resonate with consumers suggests that these campaigns are effectively tailored to engage the supermarket's customer base. The mean score of 3.52, along with a standard deviation of 1.19, suggests a generally favorable perception of sales promotion strategies among respondents. The relatively low standard deviation indicates that there is a moderate level of consensus among respondents regarding the effectiveness of these strategies.

The respondents indicated that they regularly conducted post-campaign analyses to identify learnings and opportunities for improvement in future promotions. This practice reflects a commitment to continuous improvement and adaptation in marketing strategies, which is essential for maintaining competitiveness in the retail sector. By analyzing the outcomes of past promotions, supermarkets can refine their approaches, making data-driven decisions that enhance the effectiveness of future campaigns. Such analysis aligns with marketing best practices, which emphasize the importance of evaluating the impact of promotional activities to optimize resource allocation and maximize returns (Duncan & Moriarty, 2018).

The Pearson correlation analysis indicated a significant relationship between the sales promotion campaign and the performance of supermarkets in Kisumu County. This suggests that as the effectiveness of sales promotion campaigns improves, so too does the performance of these supermarkets. A positive correlation indicates that enhanced promotional efforts are likely to yield better sales results, customer engagement, and overall business performance. This finding is consistent with previous studies that demonstrate a link between effective promotional strategies and increased sales performance in retail settings (Blattberg & Neslin, 2020).

The results of the multiple linear regression analysis provided further evidence of the positive influence of sales promotion campaigns on supermarket performance. The use of unstandardized beta coefficients highlighted the significance of sales promotions as predictors of performance metrics. This statistical outcome indicates that improvements in sales promotion campaigns directly contribute to enhanced performance outcomes for supermarkets. The findings support the notion that strategic investment in sales promotions can drive

customer engagement and increase sales, corroborating research that advocates for robust promotional activities as key drivers of retail success (Kotler & Keller, 2018).

H₀₃: There is no significant effect of personal selling marketing campaign on performance of supermarkets in Kisumu County, Kenya

The descriptive analysis indicates that a majority of respondents agree on several key aspects of the personal selling marketing campaign strategies employed by supermarkets. Specifically, respondents highlighted their active gathering of customer feedback to improve products and services, the flexibility of the sales process to accommodate individual customer needs, and the clarity in communication of sales strategies among team members. The mean score of 3.72, accompanied by a standard deviation of 1.06, suggests a generally positive perception of these strategies. The relatively low standard deviation implies a consistent view among respondents regarding the effectiveness of personal selling approaches, indicating that supermarkets in Kisumu County are effectively implementing strategies that prioritize customer engagement and adaptability.

The emphasis on actively gathering customer feedback is crucial for tailoring products and services to meet consumer expectations. Research suggests that feedback mechanisms enhance customer satisfaction and loyalty, as they demonstrate that businesses value customer input (Wang et al., 2018). By integrating feedback into their sales approach, supermarkets can make informed decisions that better align with customer preferences, thereby driving sales performance.

The flexibility and customization of the sales process based on individual customer needs reflect a customer-centric approach that is increasingly vital in today's retail environment. This adaptability allows sales teams to respond to unique customer requirements, which can lead to improved satisfaction and increased sales (Schneider & Bowen, 2018). Studies have shown that personalized service is a significant factor in enhancing customer experiences and driving repeat business (Nielsen, 2020).

The finding that the sales strategy is clearly communicated and understood by all members of the sales team is essential for ensuring consistent customer interactions and a unified approach to sales. Effective communication within the sales team enhances collaboration and performance, enabling team members to work cohesively toward common goals (Kahn &

Mentzer, 2018). When everyone on the team is aligned with the sales strategy, it can lead to better execution and a more effective response to customer needs.

The Pearson correlation analysis indicates a significant relationship between personal selling marketing campaigns and the performance of supermarkets in Kisumu County. This suggests that an enhancement in personal selling strategies is likely to lead to improvements in overall performance. Previous studies have established that personal selling is a crucial factor in retail success, influencing customer relationships and purchase decisions (Ingram et al., 2020). The positive correlation reinforces the importance of investing in effective personal selling practices.

The multiple linear regression results, showing that personal selling marketing campaigns have a significant positive influence on supermarket performance, further substantiate the importance of these strategies. The unstandardized beta coefficients indicate that improvements in personal selling efforts are directly correlated with enhanced performance outcomes. Research supports this finding, illustrating that personal selling significantly contributes to sales growth and customer satisfaction in retail settings (Bunn et al., 2019).

In conclusion, the results highlight the effectiveness of personal selling marketing strategies in enhancing supermarket performance in Kisumu County. The positive reception of these strategies, coupled with significant correlations and regression results, underscores the importance of customer feedback, flexibility, and clear communication in achieving successful outcomes. Supermarkets that prioritize these elements in their personal selling campaigns are likely to see substantial improvements in their overall performance and customer satisfaction.

H₀₄: There is no significant effect of in-store marketing campaign on performance of supermarkets in Kisumu County, Kenya

The descriptive statistics indicate that a majority of respondents agreed on the effectiveness of various in-store marketing tactics. Specifically, the use of background music and pleasant scents to create a positive atmosphere aligns with established research suggesting that sensory experiences can enhance customer satisfaction and shopping behavior. For instance, studies have shown that ambient music can improve customers' moods, leading to increased time spent in stores and higher spending (Gueguen & Jacob, 2020; Spangenberg et al., 2020).

The incorporation of digital signage also highlights a modern approach to in-store marketing. This method helps supermarkets to present dynamic and engaging content, which can capture customers' attention and communicate promotions effectively. Research supports that digital signage can significantly increase customer engagement and sales by delivering targeted messages in real-time (Poon et al., 2020).

The strategic placement of products encourages customers to browse and discover new items. This tactic reflects best practices in retail marketing, where the arrangement of products is crucial in influencing consumer choices and enhancing the shopping experience (Patterson et al., 2019; Nilsen et al., 2018). The average mean score of 3.62 suggests that respondents perceive these strategies positively, indicating a strong consensus on their importance.

The Pearson correlation analysis reveals a significant relationship between in-store marketing campaign strategies and supermarket performance. This finding suggests that as supermarkets enhance their in-store marketing efforts, they are likely to see improvements in performance metrics. This relationship is well-supported in literature, which indicates that effective in-store marketing leads to increased sales and customer loyalty (Chandon et al., 2019).

The multiple linear regression results confirm that there is a positive and significant influence of in-store marketing campaign strategies on supermarket performance. The use of unstandardized beta coefficients provides evidence that these strategies not only correlate with but also predict better performance outcomes. This aligns with studies emphasizing the role of targeted marketing strategies in retail settings as critical drivers of financial performance (Kumar & Steenkamp, 2018).

In conclusion, the study underscores the essential role that in-store marketing strategies play in enhancing supermarket performance in Kisumu County. The positive reception among respondents, coupled with robust statistical evidence, highlights the effectiveness of sensory marketing, digital engagement, and strategic product placement. By leveraging these in-store marketing tactics, supermarkets can better meet customer preferences, improve shopping experiences, and ultimately boost their overall performance in a competitive retail environment.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study objective was to examine influence of promotional strategies on performance of supermarkets in Kisumu County, Kenya. From this overall objective, the specific objectives aimed at achieving the influence of In-store marketing campaign strategy, sales promotion campaign, personal selling marketing campaign and social media advertisement campaign on performance of supermarkets in Kisumu County, Kenya. This chapter presents the summary of major findings of the study, the conclusions, and recommendations and finally, the chapter highlights areas for further research.

5.2 Summary of the Findings

Seventy-Nine (79) questionnaires were distributed to respondents, sixty-eight (68) were received this represented 73.4% response. Using the Statistical Package for Social Sciences (SPSS) version 26, the research instrument was reliable since the Cronbach Alpha was greater than 0.7. Further, promotional strategies accounted for 65.8% significant variance in performance of supermarkets in Kisumu County, Kenya (R square =.658, P=0.000). The summary is presented in regard to key findings of three specific objectives as follows.

5.2.1 Influence of Social media advertisement campaign on Performance

Results from descriptive analysis indicated that respondents confirmed that they regularly analyzed their social media audience data to understand their preferences and online behavior, actively monitored social media conversations to understand audience sentiment and identify opportunities to engage with potential customers and used advanced targeting options on social media platforms to reach our desired audience with precision. Overall, the average score across all criteria was approximately 3.52 with an average standard deviation of around 1.19, suggesting a generally positive perception of the sales strategies employed by the supermarkets in Kisumu County, though with notable variability in responses.

Pearson correlation revealed that there is significant relationship between social media advertisement campaign and performance of supermarkets in Kisumu County, Kenya. This implied that robust social media advertisement campaign would results to improvement in performance of supermarkets in Kisumu County, Kenya. Multiple linear regression results using unstandardized beta coefficients showed that social media advertisement campaign has significant positive influence on performance of supermarkets in Kisumu County, Kenya.

5.2.2 Influence of Sales promotion campaign on Performance

Descriptive statistics indicated that majority of the respondents were in agreement with various indicators of sales promotion campaign. For instance, promotional offers and messaging are relevant to the needs and interests of our target audience. They conducted a post-campaign analysis to identify learnings and opportunities for improvement in future promotions and their conduct a post-campaign analysis to identify learnings and opportunities for improvement in future promotions. Overall, the mean score for the sales promotion campaign strategies was 3.52 with a standard deviation of 1.19, suggesting a generally positive reception of these strategies among the respondents.

Pearson correlation revealed that there is significant relationship between sales promotion campaign and performance of supermarkets in Kisumu County, Kenya. This implied that improved sales promotion campaign would results to improvement in performance of supermarkets in Kisumu County, Kenya. Multiple linear regression results using unstandardized beta coefficients showed that sales promotion campaign has significant positive influence on performance of supermarkets in Kisumu County, Kenya.

5.2.3 Influence of Personal selling marketing campaign on Performance of supermarkets in Kisumu County, Kenya

Result from descriptive analysis revealed that majority of the respondents agreed that they actively gather customer feedback and use it to improve our products/services and sales approach, their sales process allows for flexibility and customization based on individual customer needs and sales strategy is clearly communicated and understood by all members of the sales team. Overall, the mean score for personal selling marketing campaign strategies was 3.72 with a standard deviation of 1.06, indicating a generally positive reception of these strategies among the respondents.

Pearson correlation revealed that there is significant relationship between personal selling marketing campaign and performance of supermarkets in Kisumu County, Kenya. This implied that robust personal selling marketing campaign would results to improvement in performance of supermarkets in Kisumu County, Kenya. Multiple linear regression results using unstandardized beta coefficients showed that personal selling marketing campaign has significant positive influence on performance of supermarkets in Kisumu County, Kenya.

5.2.4 Influence of In-store marketing campaign strategy on Performance

The study established that majority of the respondents were in agreement with various statement in regard to In-store marketing campaign strategy on performance of supermarkets in Kisumu County, Kenya. Descriptive statistics indicated majority of supermarkets used background music and pleasant scents to create a positive and inviting atmosphere in our supermarket, utilized digital signage to showcase dynamic content and keep our in-store marketing fresh and engaging and Products in the supermarket are strategically placed to encourage customers to browse and discover new items. Averagely, the level of in-store marketing campaign strategy had a mean of 3.62 implying that majority of the respondents were in agreement with in-store marketing campaign strategy statement.

Pearson correlation revealed that there is significant relationship between In-store marketing campaign strategy and performance of supermarkets in Kisumu County, Kenya. This implied that favorable In-store marketing campaign strategy would results to improvement in performance of supermarkets in Kisumu County, Kenya. Multiple linear regression results using unstandardized beta coefficients showed that there exists a positive and significant influence of In-store marketing campaign strategy on performance of supermarkets in Kisumu County, Kenya.

5.3 Conclusions

The first objective of the study sought to answer to what is the effect of sales promotion marketing campaign on performance of supermarkets in Kisumu County, Kenya. The study concluded that sales promotion campaign has significant influence on performance of supermarkets in Kisumu County, Kenya. This effect was supported by sales promotional campaign offers and messaging are relevant to the needs and interests of our target audience. They conducted a post-campaign analysis to identify learnings and opportunities for improvement in future promotions and their conduct a post-campaign analysis to identify learnings and opportunities for improvement in future promotions. The first null hypothesis was rejected.

Secondly, the study sought to answer to what extent does social media advertising affect performance of supermarkets in Kisumu County, Kenya. The study concluded that social media advertisement campaign has significant influence on the performance of supermarkets in Kisumu County, Kenya. Supermarkets regularly analyzed their social media audience data

to understand their preferences and online behavior, actively monitored social media conversations to understand audience sentiment and identify opportunities to engage with potential customers and used advanced targeting options on social media platforms to reach our desired audience with precision. The second null hypothesis was rejected.

The third objective of the study sought to answer how does personal selling marketing campaign affect performance of supermarkets in Kisumu County, Kenya. The findings also concluded that personal selling marketing campaign have significant influence on performance of supermarkets in Kisumu County, Kenya. Supermarkets actively gathered customer feedback and use it to improve our products/services and sales approach, their sales process allows for flexibility and customization based on individual customer needs and sales strategy is clearly communicated and understood by all members of the sales team. The third null hypothesis was rejected.

The fourth objective of the study sought to answer what is the effect of in-store marketing campaign on performance of supermarkets in Kisumu County, Kenya. The study concluded that In-store marketing campaign strategy has significant effect on performance of supermarkets in Kisumu County, Kenya. Supermarkets were found to use of background music and pleasant scents to create a positive and inviting atmosphere in their supermarket, utilized digital signage to showcase dynamic content and keep their in-store marketing fresh and engaging and products in the supermarket are strategically placed to encourage customers to browse and discover new items. The fourth null hypothesis was rejected.

5.4 Recommendations

The study recommended that supermarket should refine the timing and duration of their sales promotions. By analyzing customer purchasing patterns and preferences, they can fine-tune when and for how long to run their promotions. Implementing sales promotions campaign during peak shopping periods, such as holidays or weekends, and using data analytics to determine the optimal length for each campaign will ensure maximum customer engagement and higher sales volumes.

The study recommended that supermarkets should regularly review and update their social media platform choices to ensure alignment with where their target audience. This involves experimenting with emerging platforms and trends to stay ahead of competitors. As social media usage patterns evolve, staying updated ensures that their advertisements are placed on platforms with the highest potential for audience interaction and engagement.

The study recommended that supermarket need to ensure that their sales team possesses a deep understanding of the products and services offered, ongoing training and development programs should be implemented. Regularly scheduled training sessions that cover new product features, industry trends, and competitive analysis will help keep the sales team wellinformed. Additionally, creating a comprehensive product knowledge database accessible to all team members can serve as a valuable resource for quick reference. Encouraging hands-on experience with products through demonstrations and role-playing scenarios can also enhance their understanding and ability to convey product benefits to customers effectively.

The study recommended that supermarkets need to have well-trained staff present during sampling to explain the product's features and benefits, answer customer questions, and gather feedback. Positioning sampling stations at strategic locations within the store, such as near high-traffic areas or related product aisles, can increase visibility and customer interaction. Additionally, offering samples during peak shopping hours or special events can capture a larger audience.

5.5 Areas for Further Research

It is hoped that the findings of this study would contribute to the existing body of knowledge and form a basis for future researches. The following areas of further research are thus suggested. This study focused on promotional strategies among supermarkets in Kisumu County however, further studies should focus on other supermarkets in major cities and towns. Conceptually, besides personal selling marketing campaign, In-store marketing campaign strategy, social media advertisement campaign and sales promotion campaign, further studies should focus on other promotional strategies. Further studies, should use moderating and/or mediating variables such as government regulation and/or organizational factors.

Methodologically, the study utilized primary data which was collected using structured questionnaire. Further studies should use qualitative sources such as semi-structured questionnaire, interview guides and focus group discussion for the purpose of triangulation.

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APPENDICES

APPENDIX I: INTRODUCTORY LETTER

Dear respondent,

My name is Hillary Kiprono pursuing Master of Business Administration (Marketing Option) at Mount Kenya University. I am conducting a research study as part of the requirement of the degree on **“PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KENYA”**

The purpose of this study is to obtain your opinion in the mentioned area.

Your view and those of all other respondents will provide valuable input and insight on how to improve academic performance through a positive culture. The feedback will be available to the schools at the request. Your answer to the questionnaires will be completely confidential.

Your cooperation and positive response will be highly appreciated.

Thanks in advance.

Yours sincerely,

APPENDIX II: INFORMED CONSENT FORM

I am **HILLARY KIPRONO** pursuing a Masters Student at Mount Kenya University. I am conducting a study on **the PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KENYA.**

I kindly wish to inform you that the study is in partial fulfillment of my Masters' degree program. I recruit you conveniently to participate in this study and am seeking your consent. Confidentiality will be maintained by using visit numbers rather than names and information gathered will not be revealed to anybody without your consent. Participation in this study is voluntary. The project poses no risks to the participants. You are free to participate or decline participation anytime during this study.

Respondent

Sign..... Date.....

Principal Investigator

Sign.....Date.....

Mobile No.

Ethics Review Committee Office

The Chairman

Mount Kenya University, Ethics Review Committee

P.O. Box 342-01000

Nairobi

Appendix III: QUESTIONNAIRE

Kindly tick in the space provided (✓). The information provided will be confidential and will be used for academic purposes only.

Section A: Background Information

1. Gender

Female

Male

2. What is your highest Academic Level?

Certificate Level

Diploma level

Bachelor's degree level

Masters level

Doctorate level



SECTION B: Sales Promotion Strategy

Part 1: Sales Promotion Strategy

In the scale of 1-5, kindly indicate to what extent you agree with the statements on sales promotion strategy.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Sales Promotion Strategy	1	2	3	4	5
i.	The promotional offers and messaging are relevant to the needs and interests of our target audience.					
ii.	The timing and duration of our sales promotions are strategic and optimize customer engagement.					
iii.	The visual elements and overall design of our sales promotions are eye-catching and memorable.					
iv.	Our sales promotion campaigns are launched and executed seamlessly across all planned channels.					
v.	We conduct a post-campaign analysis to identify learnings and opportunities for improvement in future promotions					

vi.	Our sales promotion campaigns have clear objectives and are welldefined.					
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Part 2: Social Media Advertising

In the scale of 1-5, kindly indicate to what extent you agree with the statements on advertising

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Social Media Advertising	1	2	3	4	5
i.	Our social media advertisements are targeted towards a clearly defined audience with specific demographics and interests.					
ii.	We regularly analyze our social media audience data to understand their preferences and online behavior.					
iii.	We choose social media platforms where our target audience is most active and receptive to advertising.					
iv.	Our social media advertisements offer valuable information or entertainment that resonates with our target audience.					
v.	We actively monitor social media conversations to understand audience sentiment and identify opportunities to engage with potential customers.					
vi.	We use advanced targeting options on social media platforms to reach our desired audience with precision.					

Part 3 Personal Selling

In the scale of 1-5, kindly indicate to what extent you agree with the statements on personal selling.

Use the ratings criteria below.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Personal Selling	1	2	3	4	5
i.	Our sales team possesses a deep understanding of the products and services we offer.					
ii.	Our salespeople are skilled at actively listening to customer needs and concerns.					
iii.	Our sales strategy is clearly communicated and understood by all members of the sales team.					
iv.	Our sales process allows for flexibility and customization based on individual customer needs.					
v.	Our sales team feels empowered to make decisions and solve customer problems independently.					
vi.	We actively gather customer feedback and use it to improve our products/services and sales approach					

Part 4: Part 4: Instore Marketing Campaign

In the scale of 1-5, kindly indicate to what extent you agree with the statements on Instore Marketing Campaign

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Instore Marketing Campaign	1	2	3	4	5
i.	We use background music and pleasant scents to create a positive and inviting atmosphere in our supermarket.					
ii.	The signage in our supermarket is visually appealing and effectively highlights promotions and product categories.					
iii.	Our product displays are well-designed and encourage customers to stop, look, and learn more about the products.					
iv.	We utilize digital signage to showcase dynamic content and keep our in-store marketing fresh and engaging.					
v.	Customers in our supermarket frequently have the opportunity to try free samples of products.					
vi.	Products in our supermarket are strategically placed to encourage customers to browse and discover new items.					

Section C: Market Performance

3. In the scale of 1-5, kindly indicate to what extent you agree with the following statement on Market Performance

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Market Performance	1	2	3	4	5
i.	Promotion strategies enhance the company profitability					
ii.	Promotional strategies done by company has significant contribution toward market share growth					
iii.	Promotion strategies enhance the purchase of company products by the consumer					
iv.	Promotional strategies increase consumers purchasing					
v.	Promotion strategies affect company sales volume					
vi.	Promotion strategies helps in expanding into new markets					

THANKS FOR YOUR PARTICIPATION IN THIS STUDY

APPENDIX IV: LIST OF SUPERMARKETS IN KISUMU COUNTY

1. Jamia Supermarket
2. Naivas Simba Kisumu
3. Chandarana Westend supermarket

4. Naivas Supermarket
5. Naivas city Supermarket
6. Quickmatt Kondele supermarket
7. Quickmatt Mayfair Supermarket
8. Quickmatt Nyalenda Supermarket
9. Quickmatt Kenshop Supermarket
10. Appmatt Nyamasaria Supermarket
11. Appmatt Nyalenda
12. Khetias Dala Supermarket
13. Khetias Victoria Supermarket
14. Shivling Kondele
15. Shivling Foamart
16. Kibuye mart
17. Game supermarket
18. Mjengo Supermarket
19. Carrefour kisumu
20. Carrefour United
21. Boom Supermarket



APPENDIX V: RESEARCH TOOLS

Kindly tick in the space provided (✓). The information provided will be confidential and will be used for academic purposes only.

Section A: Background Information

4. Gender

Female ()

Male ()

5. What is your highest Academic Level?

Certificate Level ()

Diploma level ()

Bachelor's degree level ()

Masters level ()

Doctorate level ()

SECTION B: Sales Promotion Strategy

Part 1: Sales Promotion Strategy

In the scale of 1-5, kindly indicate to what extent you agree with the statements on sales promotion strategy.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Sales Promotion Strategy	1	2	3	4	5
vii.	The promotional offers and messaging are relevant to the needs and interests of our target audience.					
viii.	The timing and duration of our sales promotions are strategic and optimize customer engagement.					
ix.	The visual elements and overall design of our sales promotions are eye-catching and memorable.					
x.	Our sales promotion campaigns are launched and executed seamlessly across all planned channels.					
xi.	We conduct a post-campaign analysis to identify learnings and opportunities for improvement in future promotions					
xii.	Our sales promotion campaigns have clear objectives and are welldefined.					

Part 2: Social Media Advertising

In the scale of 1-5, kindly indicate to what extent you agree with the statements on advertising

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Social Media Advertising	1	2	3	4	5
vii.	Our social media advertisements are targeted towards a clearly defined audience with specific demographics and interests.					
viii.	We regularly analyze our social media audience data to understand their preferences and online behavior.					
ix.	We choose social media platforms where our target audience is most active and receptive to advertising.					
x.	Our social media advertisements offer valuable information or entertainment that resonates with our target audience.					
xi.	We actively monitor social media conversations to understand audience sentiment and identify opportunities to engage with potential customers.					
xii.	We use advanced targeting options on social media platforms to reach our desired audience with precision.					

Part 3 Personal Selling

In the scale of 1-5, kindly indicate to what extent you agree with the statements on personal selling.

Use the ratings criteria below.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Personal Selling	1	2	3	4	5
vii.	Our sales team possesses a deep understanding of the products and services we offer.					
viii.	Our salespeople are skilled at actively listening to customer needs and concerns.					
ix.	Our sales strategy is clearly communicated and understood by all members of the sales team.					
x.	Our sales process allows for flexibility and customization based on individual customer needs.					
xi.	Our sales team feels empowered to make decisions and solve customer problems independently.					
xii.	We actively gather customer feedback and use it to improve our products/services and sales approach					

Part 4: Part 4: Instore Marketing Campaign

In the scale of 1-5, kindly indicate to what extent you agree with the statements on Instore

Marketing Campaign

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Instore Marketing Campaign	1	2	3	4	5
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vii.	We use background music and pleasant scents to create a positive and inviting atmosphere in our supermarket.					
viii.	The signage in our supermarket is visually appealing and effectively highlights promotions and product categories.					
ix.	Our product displays are well-designed and encourage customers to stop, look, and learn more about the products.					
x.	We utilize digital signage to showcase dynamic content and keep our in-store marketing fresh and engaging.					
xi.	Customers in our supermarket frequently have the opportunity to try free samples of products.					
xii.	Products in our supermarket are strategically placed to encourage customers to browse and discover new items.					

Section C: Market Performance

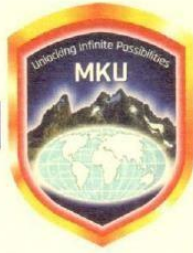
6. In the scale of 1-5, kindly indicate to what extent you agree with the following statement on Market Performance

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Market Performance	1	2	3	4	5
vii.	Promotion strategies enhance the company profitability					
viii.	Promotional strategies done by company has significant contribution toward market share growth					
ix.	Promotion strategies enhance the purchase of company products by the consumer					
x.	Promotional strategies increase consumers purchasing					
xi.	Promotion strategies affect company sales volume					
xii.	Promotion strategies helps in expanding into new markets					

APPENDIX VI: ERC CERTIFICATE

Mount Kenya University



REF: MKU/ISERC/4512

Date: 23 October 2024

TO: HILLARY KIPRONO TOROITICH

REG: MBA/2021/40338

Dear Sir/Madam,

**RE: PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS
IN KISUMU COUNTY, KENYA**

This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **3234**. The approval period is **23/10/2024 - 22/10/2025**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely,

Dr. Alfred Owino, PhD
Chairman, Mount Kenya University ISERC

**MOUNT KENYA UNIVERSITY
ETHICS REVIEW COMMITTEE
P. O. Box 342 - 01000,
THIKA**

APPENDIX VII: INTRODUCTION LETTER FROM MKU



Mount Kenya University



DIRECTORATE OF GRADUATE STUDIES

MBA/2021/40338

25th October, 2024

National Commission for Science Technology & Innovation (NACOSTI)
Off Waiyaki Way, Upper Kabete,
P.O Box 30623- 00100
NAIROBI, KENYA

Dear Sir/Madam,


RE: HILLARY KIPRONO TOROITICH - REGISTRATION NO. MBA/2021/40338

The purpose of this letter is to introduce the above named student who is pursuing **Master of Business Administration** in the department of **Accounting and Finance** in the school of **Business and Economics**.

The title of the research is "**Promotional Strategies and Its Effect on Performance of Supermarkets in Kisumu County, Kenya.**" It has been cleared by the University's Ethics Review Committee (Certificate attached) and now has to proceed to the field to collect data between **October, 2024 and December, 2024.**

Any assistance accorded to the student will be highly appreciated.

Thank you.


Dr. Samuel M. Karenga
Director, Graduate Studies
Enc.



Main Campus, General Kago Road, P.O. Box 342-01000 Thika.
Cell: +254 709 153 000 / +254 709 153 200
E-mail: info@mku.ac.ke Web: www.mku.ac.ke




REPUBLIC OF KENYA
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: **779806** Date of Issue: **04/November/2024**

RESEARCH LICENSE



This is to Certify that Mr. Hillary KIPRONO Kiprono of Mount Kenya University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in on the topic: PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KENYA for the period ending : 04/November/2025.

License No: **NACOSTI/P/24/41748**

Applicant Identification Number: **779806**


 Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

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NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

See overleaf for conditions

APPENDIX IX: NACOSTI RESEARCH LICENSE

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)
Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
 - i. Endanger national security
 - ii. Adversely affect the lives of Kenyans
 - iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
 - iv. Result in exploitation of intellectual property rights of communities in Kenya
 - v. Adversely affect the environment
 - vi. Adversely affect the rights of communities
 - vii. Endanger public safety and national cohesion
 - viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. The license any rights thereunder are non-transferable
5. The Commission reserves the right to cancel the research at any time during the research period if in the opinion of the Commission the research is not implemented in conformity with the provisions of the Act or any other written law.
6. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research.
7. Excavation, filming, movement, and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
8. The License does not give authority to transfer research materials.
9. The Commission may monitor and evaluate the licensed research project for the purpose of assessing and evaluating compliance with the conditions of the License.
10. The Licensee shall submit one hard copy, and upload a soft copy of their final report (thesis) onto a platform designated by the Commission within one year of completion of the research.
11. The Commission reserves the right to modify the conditions of the License including cancellation without prior notice.
12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

National Commission for Science, Technology and
Innovation(NACOSTI),
Off Waiyaki Way, Upper Kabete,
P. O. Box 30623 - 00100 Nairobi, KENYA
Telephone: 020 4007000, 0713788787, 0735404245
E-mail: dg@nacosti.go.ke
Website: www.nacosti.go.ke

APPENDIX X: FIELD ENTRY /RESEARCH AUTHORIZATION

Our Ref 01/25/10/2024

Date 02/11/2024

**HILARY TOROITICH
MOUNT KENYA UNIVERSITY
P.O BOX 342-001000
THIKA**

RE: APPROVAL TO CONDUCT ACADEMIC RESEARCH

Reference made on your application dated 25th October 2024.

This is to inform you that your request has been approved to conduct academic research in our Company, in Kisumu on "**PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KENYA**", for the period ending June 2025."

The data collected is strictly for the intended purposes only and should be handled with utmost confidentiality. After completion, you are expected to submit a copy of your research thesis to the manager.

You will be accorded all the necessary support in your research

Yours faithfully

ERIC OUMA

For: Jamia Supermarket

ERIC OUMA

MANAGER, SALES AND MARKETING



APPENDIX XI: FIELD ENTRY /RESEARCH AUTHORIZATION






SHIVLING SUPER MARKET

+254104 454844 

Supermarketshivlingkondele@gmail.com 

P.O.BOX 3613-40100 

Supermarket shivling.co.ke 

Our Ref 25/10/24/001

Date 04/11/2024

**HILARY TOROITICH
MOUNT KENYA UNIVERSITY
P.O BOX 342-001000
THIKA**

RE: APPROVAL TO CONDUCT STUDY RESEARCH

Reference made on your application dated 25th October 2024.

This is to confirm that you have been granted an approval to conduct academic research in our Supermarket, Kondele Outlet on "**PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KENYA**", for the period ending 25th October 2025."

The data collected is strictly for the intended purposes only and should be treated with confidentiality. You are expected to submit a copy of your research thesis to the undersigned after completion of your research.

You will be accorded all the necessary assistance in your research

Yours faithfully

For: SHIVLING SUPERMARKET

Felix Ochieng

ASSISTANT MANAGER, SALES

APPENDIX XII: TURNITIN REPORT



Hillary Kiprono KIPROTICH

PROMOTIONAL STRATEGIES AND ITS EFFECT ON PERFORMANCE OF SUPERMARKETS IN KISUMU COUNTY, KE...

 Thesis
 Master
 Mount Kenya University

Document Details

Submission ID	104 Pages
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Submission Date	28,112 Words
Nov 12, 2024, 11:46 AM GMT+3	
Download Date	168,622 Characters
Nov 13, 2024, 10:11 AM GMT+3	
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APPENDIX XIII: TURNITIN REPORT



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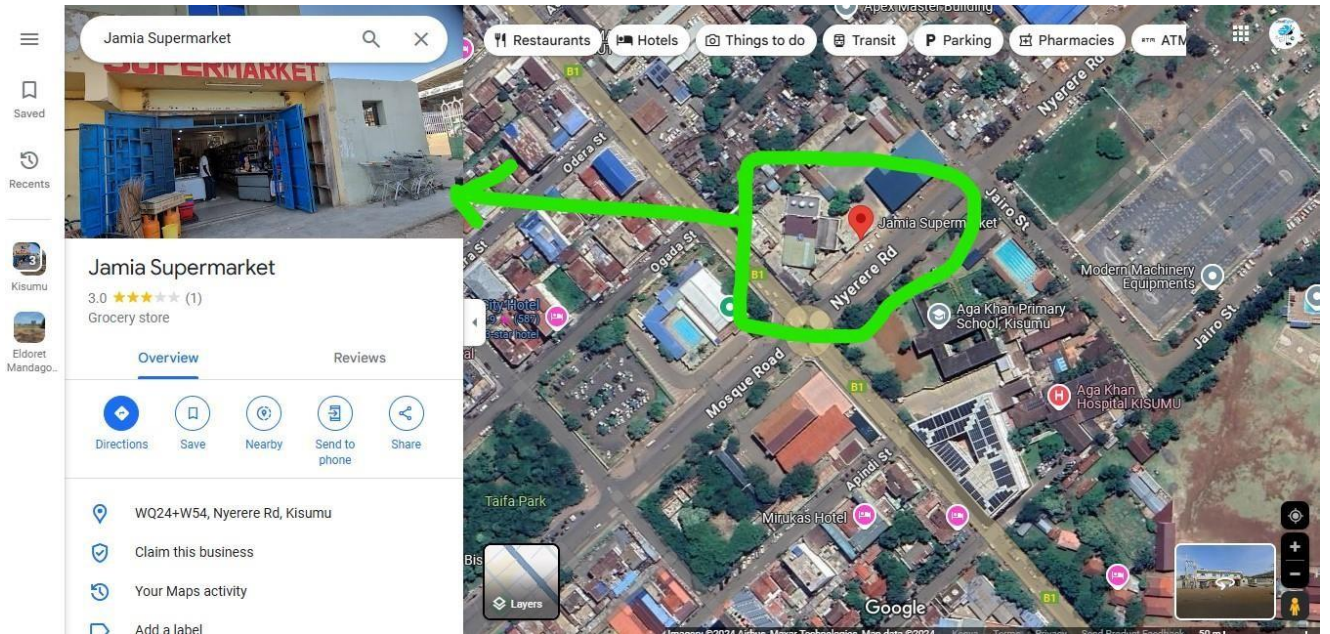
- 41 Not Cited or Quoted 18%
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Matches with in-text citation present, but no quotation marks

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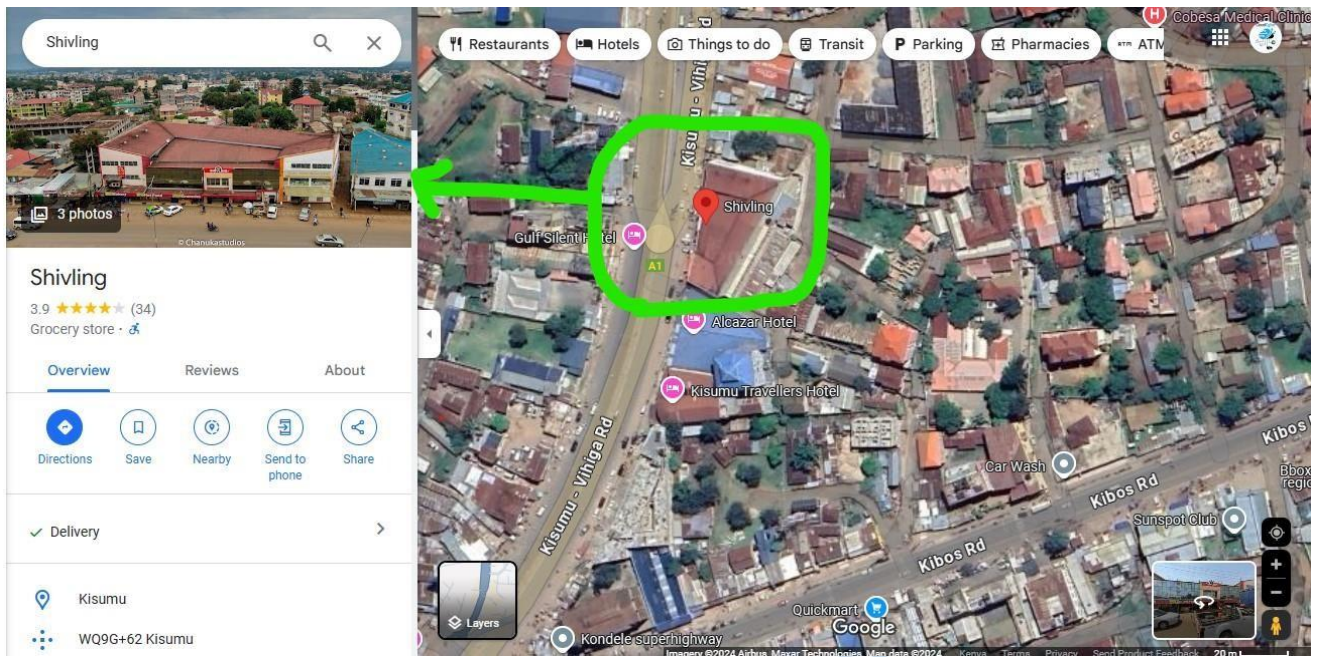
- 15% Internet sources
- 6% Publications
- 11% Submitted works (Student Papers)



APPENDIX XIV: RESEARCH SITE MAP



APPENDIX XV: RESEARCH SITE MAP



Mount Kenya University