SALES PROMOTION IN STIMULATING STRONGER MARKET RESPONSE AT MLIMANI CITY MALL IN DAR ES SALAAM
SALES PROMOTION IN STIMULATING STRONGER MARKET RESPONSE AT MLIMANI CITY MALL IN DAR ES SALAAM

By

Eleuter Mbilinyi

A Dissertation Submitted in Partial Fulfillment of the Requirements for the Award of the Degree of Master of Business Administration (MBA) of Mzumbe University

2014
CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University a dissertation entitled ‘Sales Promotion in Stimulating Stronger Market Response at Mlimani City Mall in Dar es Salaam’ in partial fulfillment of the requirements for award of the degree of Master of Business Administration of Mzumbe University.

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ACKNOWLEDGEMENT

Eleuter Mbilinyi conducted this dissertation work with valuable contributions and assistances from several other colleagues.

Importantly, the dissertation would have not efficiently done without diligence and hard work of my supervisor, Madam Lucy Massoi, particularly for her guidance in every step, comments and constructive criticism.

Special thanks are due to Sultan Mohamed, Game Sales Manager for his support and contribution in undertaking this study and my friends, Felix Lazaro, Eng. Benitho Mdzovela, Esther Mbise and Lwiyiso Mlyuka for their priceless support.

Nonetheless, I’m grateful to my family led by our parents, Claudio Anderson Mbilinyi and Paulina Alois Mlowe and other family members for their moral and material support with much appreciation to my lovely sisters, Claudia, Nuru, Shukrani and Hilda as well as my uncle, Sylivester and brother, Deusdedit for their comfort and encouragement.

Finally, my gratitude thanks go to all people who accorded me with all necessary support in one way or another including my friends Sturmius Mtweve, Charles Thadey, Eng. Musa Madirisha, Rachel Njawa, Diana Kaiza, Mohamed Ally, Veneranda Ruiza and Samwel Mrosso.
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<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<td>ANOVA</td>
<td>Analysis of Variance</td>
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<td>CSR</td>
<td>Corporate Social Responsibility</td>
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<td>Four-Ps</td>
<td>Product, Price, Promotion and Place</td>
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<td>IMC</td>
<td>Integrated Marketing Communication</td>
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<td>Public Relations</td>
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<td>SEM</td>
<td>Structural Equation Modeling</td>
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<td>SP</td>
<td>Sales Promotion</td>
</tr>
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<td>SPPs</td>
<td>Sales Promotion Programmes</td>
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<td>S-R</td>
<td>Stimulus-Response Orientation</td>
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<td>TPB</td>
<td>Theory of Planned Behaviour</td>
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<td>TRA</td>
<td>Theory of Reasoned Action</td>
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ABSTRACT

Despite producing quality products or services to meet expectations of customers in order to win the hearts and minds of targeted market, the promotion aspect cannot be overlooked given the today’s complex marketing environment.

This study surveyed the effectiveness of sales promotion, one among the promotional mix elements in stimulating stronger market response at Mlimani City Shopping Centre in Dar es Salaam. It focused on identifying the effects of sales promotion in influencing product purchase decision, determining the impact of sales promotions on business firm sales, studying the position of sales promotion in stimulating stronger market response among other promotional tools and assessing the role of sales promotion in fostering brand loyalty. It made use of interview and observation to gather the research data.

The study revealed that sales promotion was an effective tool for stimulating stronger market response. Results indicated that sales promotion played a significant role in influencing product purchase decision, adding extra value to new brands as well as acting as a competitive weapon.

It was also found that sales promotion can accomplish both short-term and long-term goals. However, it was found that inappropriately designed sales promotion programmes and frequently adopted ones make customers deal prone than being brand loyal. Bearing in mind, the perceived significance of sales promotion in stimulating stronger market response, the researcher advises sales managers for Dar es Salaam malls to improve their promotional efforts including ensuring that target customers’ beliefs and attitudes are reflected in their promotion programmes, using sales promotion to suppress competition, familiarizing new brands to users as well as integrating sales promotion with other promotional tools such as; PR, Direct selling, Personal selling, Direct mailing, Media and Social Network advertising.
TABLE OF CONTENTS

Certification .............................................................................................................. i
Declaration and Copyright .................................................................................. ii
Acknowledgement ............................................................................................... iii
Abbreviations and Acronyms ................................................................................ iv
Abstract ................................................................................................................ v
Table of Contents ................................................................................................ vi
List of Tables ......................................................................................................... xii
List of Figures ....................................................................................................... xiii

CHAPTER ONE: PROBLEM SETTING ................................................................. 1
1.1 Introduction ..................................................................................................... 1
1.2 Background to the Problem ......................................................................... 1
1.3 Problem Statement ...................................................................................... 5
1.4 Research Objectives .................................................................................... 7
1.4.1 General Objective ................................................................................... 7
1.4.2 Specific Objectives ................................................................................ 7
1.5 Research Questions ...................................................................................... 8
1.6 Significance of the Study ............................................................................ 8
1.7 Limitations and delimitations of the Study ................................................. 8

CHAPTER TWO: LITERATURE REVIEW .......................................................... 10
2.1 Introduction .................................................................................................. 10
2.2 Theoretical Review ..................................................................................... 10
2.2.1 An overview of consumer behaviour .................................................. 10
2.2.2 Theories of Reasoned Action and Planned Behaviour (TRA & TPH) ...... 12
2.2.3 The implication of the theories in sales promotion ............................. 13
2.2.4 Behavioral Learning Theory/Stimulus-Response Model .................... 14
2.2.5 The implication of the theory in sales promotion ............................. 15
2.3 Empirical Review ....................................................................................... 16
2.3.1 An overview of sales promotion ......................................................... 17
4.3.1 Mall shoppers’ product purchase decisions are only motivated by their own beliefs and attitudes................................................................. 40
4.3.2 Sales promotion is a primary motivator in influencing consumers to purchase products in malls......................................................... 41
4.3.3 Sales promotion is a secondary motivator in influencing consumers to buy products in malls ......................................................... 42
4.4 The impact of sales promotions on business firm sales.................... 42
4.4.1 Sales promotion maximizes sales volume at Mlimani City Mall (accelerates stronger market response)............................................ 43
4.4.2 Effective sales promotion adds tangible, immediate and extra value to new brands .............................................................................. 44
4.4.3 Sales promotion is an effective tool in motivating customers to try new brands in malls ................................................................. 45
4.4.4 Sales promotion is an effective means to counter competition (neutralizing competition) ............................................................... 46
4.4.5 A high level sales promotion has a positive effect on short-term market share but may have negative effect on brand attitudes and long-term market share ......................................................................................... 47
4.4.6 Aggressive sales promotion can draw competitors into a price war which leads to reduced sales and profits for every involved party .......... 48
4.5 The position of sales promotion in stimulating stronger market response among other promotional tools (Advertising, Public Relations, Direct selling and Personal selling) ................................................................. 49
4.4.7 The power of sales promotion in stimulating stronger market response supersedes other promotional tools i.e Advertising, Direct selling, Personal selling, Public Relations ......................................................................................... 49
4.4.8 Despite its influential role in stimulating stronger market response, sales promotion cannot guarantee a hundred percent success of business organization without integrating it with other promotional mix elements.. 50
4.6 To assess the role of sales promotion in fostering brand loyalty ............. 51
4.4.9 A successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals ........................................ 51
4.4.10 Inappropriately designed sales promotion programmes and frequently adopted ones make customers deal-prone than being brand loyal. .......................... 52

4.4.11 The rapid growing demand for sales promotion has been triggered by growing power of retailers, declining brand loyalty, increased promotional sensitivity ................................................................. 53

CHAPTER FIVE: DISCUSSION OF THE FINDINGS ........................................ 55

5.1 Introduction .................................................................................................................. 55

5.2 Respondents’ Background information ................................................................. 55

5.2.1 Sex ............................................................................................................................... 55

5.2.2 Age ............................................................................................................................... 56

5.2.3 Marital Status ........................................................................................................... 56

5.2.4 Education .................................................................................................................... 56

5.2.5 Family Income ......................................................................................................... 57

5.2.6 Area of residence ..................................................................................................... 57

5.3 How sales promotion motivates customers to purchase the promoted products? ................................................................. 58

5.3.1 Mall shoppers’ product purchase decisions are only motivated by their own beliefs and attitudes ...................................................................................................................... 58

5.3.2 Sales promotion is a primary motivator in influencing consumers to purchase products in malls ................................................................. 59

5.3.3 Sales promotion is a secondary motivator in influencing consumers to buy products in malls ...................................................................................................................... 59

5.4 What effects do sales promotion yields in company product or service sales? ....................................................................................................................... 60

5.4.1 Sales promotion maximizes sales volume at Mlimani City Mall (accelerates stronger market response) ...................................................................................................................... 60

5.4.2 Effective sales promotion adds tangible, immediate and extra value to new brands ....................................................................................................................... 61

5.4.3 Sales promotion is an effective means to counter competition ..................... 61

5.4.4 A high level of sales promotion relative to advertising and consumer sales promotion has a positive effect on short-term market share ................................. 62
5.4.5 Aggressive sales promotion can draw competitors into a price war which leads to reduced sales and profits for every involved party. 63

5.5 Which position is occupied by sales promotion among other promotional tools. 63

5.5.1 The power of sales promotion in stimulating stronger market response supersedes other promotional tools. 63

5.5.2 Despite its influential role in stimulating stronger market response, sales promotion cannot guarantee a hundred percent success of business organisation without integrating it with other promotional mix elements. 64

5.6 Are there any long-term consequences of sales promotion (creating brand loyalty)? 65

5.6.1 A successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals. 65

5.6.2 Inappropriately designed sales promotion programmes and frequently adopted ones make customers deal-prone than being brand loyal. 66

5.6.3 The rapid growing demand for sales promotion has been triggered by growing power of retailers, declining brand loyalty, increased promotional sensitivity. 66

CHAPTER SIX: SUMMARY, CONCLUSIONS AND POLICY IMPLICATIONS 68

6.1 Introduction 68

6.2 Summary 68

6.3 Conclusion 68

6.4 Policy implications 73

6.4.1 Sales promotion can significantly boost sales in malls 74

6.4.2 Consumers’ beliefs and attitudes should be reflected in sales promotion programmes 74

6.4.3 Sales promotion is a value-addition tool 74

6.4.4 Sales promotion is an effective means to counter competition 74

6.4.5 Sales promotion does not result into negative brand attitude 74

6.4.6 Sales promotion does not result into reduced profit margin 75
6.4.7 Sales promotion is the most effective among other promotional tools...... 75
6.4.8 Sales promotion can achieve both short-term and long-term business goals ............................................................................................................. 75
6.4.9 Shopping is viewed as a shared activity .............................................. 75
6.4.10 Majority mall shoppers are teens and senior citizens ...................... 75
6.4.11 Most mall shoppers are educated ....................................................... 76
6.4.12 A high proportion of mall shoppers is middle and upper class people...... 76
6.4.13 Areas for further research .................................................................... 76

REFERENCES .................................................................................................. 77

APPENDICES .................................................................................................... 79
LIST OF TABLES

Table 4. 1: Respondents’ Sex ................................................................. 33
Table 4. 2: Respondents’ Age ............................................................... 34
Table 4. 3: Marital Status ..................................................................... 36
Table 4. 4: Education Level ................................................................. 37
Table 4. 5: Family Income ................................................................. 38
Table 4. 6: Residence ........................................................................... 39
Table 4. 7: Opinion on beliefs and attitudes as motivators of product purchase
decision................................................................. 40
Table 4. 8: Opinion on sales promotion as a primary motivator of purchasing
decision........................................................................ 41
Table 4. 9: Opinion on sales promotion as a secondary motivator of purchasing
decision........................................................................ 42
Table 4. 10: Opinion on the impact of sales promotion on business firms’ sales .... 43
Table 4. 11: Opinion on sales promotion as value-added tool ....................... 44
Table 4. 12: Opinion on sales promotion as catalyst to try new brands ........... 45
Table 4. 13: Opinion on sales promotion as means to counter competition ....... 46
Table 4. 14: Opinion on effects of sales promotion on short-term versus long-term
market share........................................................................ 47
Table 4. 15: Opinion on whether sales promotion can draw competitors into a price
war .................................................................................. 48
Table 4. 16: Opinion on the position of sales promotion among other promotional
tools ............................................................................ 49
Table 4. 17: Opinion on the sufficiency of sales promotion.......................... 50
Table 4. 18: Opinion on ability of sales promotion to accomplish both short-term
and long-term goals ................................................................ 51
Table 4. 19: Opinion on possibility of sales promotion to make customers deal-
prone than brand loyal ................................................................ 52
Table 4. 20: Opinion on factors behind the growing demand for sales promotion 53
LIST OF FIGURES

Figure 4.1: Respondents’ Sex ................................................................. 34
Figure 4.2: Respondents’ Age ................................................................. 35
Figure 4.3: Marital Status ................................................................. 36
Figure 4.4: Education Level ................................................................. 37
Figure 4.5: Family Income ................................................................. 38
Figure 4.6: Shoppers’ Residence ........................................................... 39
Figure 4.7: Opinion on beliefs and attitudes as motivators of product purchase decision ................................................................. 40
Figure 4.8: Opinion on sales promotion as a primary motivator of purchasing decision ................................................................. 41
Figure 4.9: Opinion on sales promotion as a secondary motivator of purchasing decision ................................................................. 42
Figure 4.10: Opinion on the impact of sales promotion on business firms’ sales ... 43
Figure 4.11: Opinion on sales promotion as value-added tool ......................... 44
Figure 4.12: Opinion on sales promotion as catalyst to try new brands ............ 45
Figure 4.13: Opinion on sales promotion as means to counter competition ....... 46
Figure 4.14: Opinion on effects of sales promotion on short-term versus long-term market share ................................................................. 47
Figure 4.15: Opinion on whether sales promotion can draw competitors into a price ................................................................. 48
Figure 4.16: Opinion on the position of sales promotion among other promotional tools ................................................................. 50
Figure 4.17: Opinion on the sufficiency of sales promotion .......................... 51
Figure 4.18: Opinion on ability of sales promotion to accomplish both short-term and long-term goals ................................................................. 52
Figure 4.19: Opinion on possibility of sales promotion to make customers deal-prone than brand loyal ................................................................. 53
Figure 4.20: Opinion on factors behind the growing demand for sales promotion . 54
CHAPTER ONE
PROBLEM SETTING

1.1 Introduction
Among the various organisation functions which include finance, production and operations, accounting and marketing, its marketing ability plays a significant role in ensuring its financial success. Other activities such as production and operations will be better for nothing if there isn’t sufficient demand for the company’s products.

The today’s complex marketing environment poses a lot of challenges to marketers especially in choosing appropriate marketing strategies that would capture buyers’ attention. The complexity nature of the marketing environment has been triggered by the increased customers’ expectation and rapid industrial growth coupled with product proliferation. In this regard, it has come into view that marketers’ success will to a great extent depend on how smart they are in clearly understanding and adopting appropriate promotional efforts that suit particular context. However, some marketers in developing countries are increasingly adopting different marketing strategies unconsciously without making adequate calculations on the suitability of particular strategies and their subsequent impacts.

This study therefore, assesses the effectiveness of sales promotion in stimulating stronger market response among other promotional mix elements since at recent times; sales promotion has proved to be an influential promotional tool. But its effectiveness depends much on how marketers employ it in relation to other elements especially by maximizing its strengths and minimizing its weaknesses.

1.2 Background to the Problem
Sales promotion is best described as a specific usually short term, promotion that is ‘over and above’ what you would normally provide to the customer (The Chartered Institute of Marketing, 2009).

Belch (2003) defines sales promotion as a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.
Arens, Weigold, and Arens (2008), define sales promotion as a direct inducement that offers extra incentives anywhere along the marketing root to enhance or accelerate the product’s movement from producer to consumer.

Sales promotion refers to short-term incentives to encourage the purchase of a product or service. It is presupposed that while advertising and personal selling offer reason to buy a product or service, sales promotion offers reasons to buy now (Kotler and Armstrong, 2001).

Sales promotions are preordained to achieve definite objectives such as exposing customers to products for the first time, to bolster the number of customers buying a particular product, giving customers access to product information, stimulating product demand as well as reinforcing the brand by encouraging additional purchase (Corporate Communication, 2014).

However, sales promotion objectives vary widely. Sellers may use consumer promotions to increase short-term sales or to help build long-term market share. Objectives for trade promotions may include getting retailers to carry new items and more inventories, getting them to advertise the product and give it more shelf space and getting them to buy ahead (Kotler and Armstrong, 2001).

Sales promotion can be applied to achieve a number of promotional objectives such as; creating product awareness by exposing customers to products for the first time. It serves as influential promotional tool in the early stages of product introduction, arousing product or service interest, providing information as some sales promotion do offer customers access to product information, stimulating demand-apart from offering product information, sales promotion builds demand by convincing customers to make a purchase and reinforcing the brand-once customers have made purchase (Corporate Communication, 2014)

Advertising remained the major component in the promotional mix of most consumer product companies for so many years. Until the 1980s, nearly half of
marketers’ promotional dollars was spent on advertising campaigns designed to create or reinforce brand awareness and build long-term loyalty (Belch, 2003).

As Belch (2003) has noted, by the mid- to late 80s, a fundamental change had occurred in the way most consumer-product companies were marketing their products. The proportion of the marketing budget allocated to sales promotion rose sharply, while the amount spent on media advertising declined. The increase in spending on sales promotion at the expense of media advertising continued throughout the decade of the 90s and into the new millennium. Currently, estimates are that marketers spend between 60 and 75 percent of their promotional budgets on sales promotion, with the remainder being allocated to media advertising.

These rapid transformation from the dominance of advertising in organisations’ promotional budget to the current reliance in sales promotion as the most significant promotional tool has been triggered by numerous factors. Top to the list are the major economic and technological changes that have greeted the world culminating into enormous manufacturing sector growth with proliferation of brands over the past several decades (Belch, 2003).

According to Belch (2003), there are also a number of other factors that have led to the increase in the importance of sales promotion and the shift in marketing dollars from media advertising to consumer and trade promotions. Among them are the growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of the consumer market, the short-term focus of many marketers, increased accountability, competition, and clutter.

Also Kotler and Armstrong (2001) have suggested that the factors that have contributed to the rapid growth of sales promotion, particularly consumer markets fall under four major categories; first, inside the company, product managers face greater pressures to increase their current sales, and promotion is viewed as an effective short-run sales tool. Second, externally, the company faces more competition and competing brands are less differentiated. Increasingly competitors
are using sales promotion to help differentiate their offers. Third, advertising efficiency has declined because of rising costs, media clutter and legal restraints. Finally, consumers have become more deal oriented and ever-larger retailers are demanding more deals from manufacturers.

Outstandingly, sales promotion has maintained dominance among other promotional tools given its enormous benefits including its ability to add tangible immediate, extra value to the brand as well as maximizing sales volume. A short term price cut or rebate, for instance, may be very effective at boosting sales (Arens et al., 2008).

While advertising helps develop and reinforce a quality, differentiated brand reputation, and build long-term market value, sales promotion helps build market volume. To become a market leader, therefore, a brand needs both advertising and sales promotion. Finally, when all brands appear to be equal, sales promotion can be more effective than advertising in motivating customers to try a new brand or to select one brand over another. It can also motivate some customers who might be unmoved by advertising efforts. This is why we might also refer to sales promotion as the sales accelerator (Arens et al, 2008).

Marketing communication experts have suggested that when used effectively, sales promotions can help to move old stock, counteract competitor activity, merchandise new products, encourage repeat buying and motivate staff. They can also be monitored, so the success of a particular sales promotion can be measured over time (The Chartered Institute of Marketing, 2009).

Despite acknowledging that sales promotions are effective way of marketing company products and/or services, scholars have cautioned that sales promotions are unlikely to build customer loyalty or change their longer term buying habits. They have however underscored the need to make sure that a type of promotion selected is relevant to your target customers as well as to your own marketing objectives (The Chartered Institute of Marketing, 2009).
Apart from the proven power of sales promotions, still some organisations are yet to recognise and embrace effective sales promotions in their operations. This phenomenon is what has motivated the researcher to conduct a study that would establish the effectiveness of the sales promotions in the achievement of business organisations’ ultimate goal of establishing profitable relations with its target market.

This study concern itself with sales promotion among other promotional tools (Advertising, Public Relations/Publicity, Personal selling and Direct selling).

Notwithstanding the need to embrace the so called Integrated Marketing Communication (IMC), a practice which emphasizes on coordinating all the promotional mix elements, this study aims at examining the effectiveness of sales promotion in stimulating stronger market response while other elements remaining constant.

1.3 **Problem Statement**

A rough survey of the manufacturing sector in Tanzania and elsewhere in the developing world could reveal that the sector is growing rapidly with its notable character of brand proliferation. This is especially at this period when many developing countries are experiencing a shift from mainly agricultural to industrial based economy. Increasingly, there are factories processing farm produce into consumer goods as well other industrial products (Corporate Communication, 2014).

Therefore, these locally made consumer goods coupled with imported ones have flooded the markets exposing consumers into numerous choices of products that are close substitutes or performs similar functions (Corporate Communication, 2014).

Companies need to realise objectives by securing significant market shares for selling products and/or services. This can only be achieved through gaining the market’s attention. Most business firms have been using the traditional media to grab people’s attention through placing advertising messages in Television, Radio, Newspapers and Magazines.
However, with the rapidly changing world spearheaded by technological and economic development, the business environment has become more complex (hostile), resulting into more demand for attention. The demand for attention today far exceeds the supply. This is perhaps some marketing communication practitioners have suggested that nowadays financial resource is no longer regarded as the scarcest resource in organisation but attention (Callen, 2010).

It is this escalating demand for attention that necessitated adopting the so called Integrated Marketing Communication (IMC), in recent years, a concept that entails effectively coordinating the promotional tools (Advertising, Public Relations, Personal Selling, Direct selling and Sales promotion) in a manner that would ensure consistence in disseminating organisation contacts/information to its target publics, ensuring that whatever is done by one promotion tool carries a common image of the organisation as it was viewed that no single promotional tool was sufficient. Gradually, this growing scramble for attention resulted into the increased marketers’ creativity in winning the attention from the current segmented public (Belch, 2003). Notwithstanding the significance of IMC in marketing organisations, literatures indicate that many companies and retailing outlets are increasingly allocating more budget in sales promotion than in advertising through its varying techniques such as discounts, rebates, sweeps, coupons, money refund and contests as an important tool for winning customers’ attention and eventually raise sales level in a short-run (Belch 2003).

Yet, sales promotions bear setbacks such as; getting consumers used into to sales promotion effects, reducing profit margin, accustoming consumers to wait for incentives to purchase the promoted product and may ruin the brand and/or the organisation image as consumers may perceive the promoted products as declining in quality (Corporate Communication, 2014).

These setbacks echo the critique that not every promotional activity yields positive outcomes. While it evident that promotion brings about positive results and ultimately business growth, it is not a general rule that cuts across all people who
pursue promotional activities. The success depends on how a particular promotion is planned, organized and executed (Arens, Weigold, and Arens, 2008).

Despite the underlined need for attention in business organisations, there are fewer studies undertaken on the effectiveness of sales promotion in stimulating stronger market response in Tanzania. Many studies have been done in Nigeria, Iran and Hungary to mention a few but there is very little literature in Tanzania in particular.

Although there are some of the studies conducted on marketing communication including; Joseph (2009), Effectiveness of advertising strategies used by Coca-cola (T) Ltd in Tanzania: The Case of Dar es Salaam, Sthapit and Bajracharya (2008), Management of Sales Promotion in Nepal and Keller (2010), Sales promotion as strategy and tactic among small independent retailers; most of the studies have left a lot to be desired on the subject matter including failure to clearly establish the effectiveness of sales promotion in influencing purchase decision, fostering brand loyalty, boosting sales as well as its position among other promotional tools which was the focal point of this study that sought to investigate effectiveness of sales promotion in stimulating stronger market response in Dar es Salaam shopping malls; The case of Mlimani City Mall.

1.4 Research Objectives
1.4.1 General Objective
To investigate the effectiveness of sales promotion in stimulating stronger market response at Mlimani City Shopping Centre in Dar es Salaam.

1.4.2 Specific Objectives
i. To identify the effects of sales promotion in influencing product purchase decision.

ii. To determine the impact of sales promotions on business firm sales.

iii. To assess the position of sales promotion in stimulating stronger market response among other promotional tools (Advertising, Public Relations, Direct selling and Personal selling).
iv. To assess the role of sales promotion in fostering brand loyalty.

1.5 Research Questions
(i) How sales promotions motivate customers to purchase the promoted products?
(ii) What effects do sales promotions yield in company product or service sales?
(iii) Which position is occupied by sales promotion among other promotional tools (advertising, Public Relations, Direct Marketing and Personal Selling)?
(iv) Are there any long-term consequences of sales promotions (creating brand loyalty)?

1.6 Significance of the Study
The significance of this study is that, it will shed light on the appropriate ways through which sales promotions could effectively be applied in fostering stronger market response as it will expose managers to appropriate promotional techniques suitable for repositioning communication strategies in order to attract more potential customers who would ultimately boost sales for enhanced performance of their respective organisations.

The study will form the basis for further studies as it will add to the available literature on the area. It could act as a starting point for other researchers interested in the area.

1.7 Limitations and delimitations of the Study
This study was constrained by inadequate financial and time resources allocated for the study. The finance and time allocated for the study did not provide the researcher an opportunity to undertake the study extensively by broadening its scope and involving larger sample size.

The study was also hindered by unavailability of literatures that are based on Tanzania context. However, the study was conducted in Dar es Salaam City so as to reduce expenses that could have been spent to travel upcountry. The researcher also
strived to set a suitable mechanism that ensured the smaller sample involved in the study was truly representative. He made use of literatures from foreign countries that were accessed online to offset the shortage of literatures in the country.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction
This section reviews various literatures which are related to this study. It encompasses; a brief account of the consumer behaviour, its related theories and implications on sales promotions, description of sales promotions (meaning, types, strategies and objectives), the payoff of sales promotion, the dark side of sales promotion, the growing demand of sales promotions, a review of similar studies in terms of methodologies and findings and the prevailing research gaps.

2.2 Theoretical Review
This study is rooted within theories of consumer behaviour. Two theories that are relevant to this study have been selected i.e Theories of Reasoned Action and Planned Behaviour (TRA&TPB) and Behavioral Learning Theory/Stimulus-Response Model/Association theory. The various techniques that have overtime been adopted by marketers in pursuit of selling their respective company products have always been designed in accordance with the target consumers buying behaviours. This means the characters and lifestyles of the target consumers must be reflected in the promotional message if it has to be victorious without which the efforts would resemble a pilot flying without knowledge of destination.

2.2.1 An overview of consumer behaviour
Business people are constantly confronted with a basic question in their mind that is; how consumers respond to various marketing stimuli that they might expose to them since understanding how consumers will respond to different product features, prices, advertising or sales promotion programme is key to successfully operating a business. It can serve as a competitive advantage of a firm over others.

In earlier times, marketers could arrive at a fair understanding of consumers through the daily experience of selling to them. But the growth in the size of firms and markets has removed many marketing decision makers from direct contact with their customers. Increasingly, managers have had to turn to consumer research. They are
spending more money than ever to study consumers, trying to learn; who buys? How do they buy? When do they buy? Where do they buy? Why do they buy? (Kotler, 1984)

Advertisers spend a lot of money to keep individuals and groups of individuals (markets) interested in their products. To succeed they need to understand what makes potential customers behave the way they do. The advertiser’s goal is to get enough relevant market data to develop accurate profile of buyers-to find the common ground (and symbols) for communication. Thus, this entails the study of consumer behavior (Arens, Weigold, and Arens, 2008).

Arens, Weigold, and Arens (2008) describe consumer behaviour as the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants.

Belch (2003), defines consumer behaviour as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are a result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store.

Given the notable significance of understanding consumer behaviour in marketing product and services, marketers have ever since strived to study consumer behaviour and the efforts have yielded fruitful results. Different models and theories that clearly describe consumer behaviour have been developed and proved to be evident in the daily business operations.

For in instance, (Kotler and Armstrong, 2001), developed the model of consumer behaviour that is divided into three aspects i.e Marketing and other stimuli, Buyer’s black box and Buyer response. According to the model, marketing stimuli consists of
four Ps; (Product, Price, Promotion and Place) whereas other stimuli include major forces and events in the buyer’s environment (economic, technological, political and cultural). All these inputs enter the buyer’s black box, where they are turned into a set of observable buyer responses (product choice, brand choice, dealer choice, purchase timing and purchase amount). The marketer wants to understand how the stimuli are changed into responses inside the consumer’s black box, which has two parts. First, the buyer’s characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer’s decision process itself affects the buyer’s behaviour.

More other models and theories have been developed by different psychologists and marketing researchers in efforts to understand consumers buyer behaviour which has proved to be necessary in developing relevant products on one hand and designing marketing communication programmes that might appeal to them on the other. Following are some of the marketing theories which have been adopted to help the researcher in answering the research problem. The theories, therefore, act as the basis of this study.

2.2.2 Theories of Reasoned Action and Planned Behaviour (TRA & TPH)
Fishbein et al., (1994) as was quoted by Valente (2002), posits that individual behaviour is driven by beliefs, attitudes, intentions, expectations and social norms. The theory of Reasoned Action states that individuals hold attitude and beliefs that shape their intentions to engage in a behaviour that in turn influences their actual behaviour.

As was true of the Theory of Planned Behaviour, on the other hand, is based on the assumption that human beings usually behave in sensible manner; that they take account of available information and implicitly or explicitly consider the implications of their actions. The theory postulates that a person’s intention to perform (or not to perform) a behaviour is the most important immediate determinant of that action (Ajzen, 2005).
2.2.3 The implication of the theories in sales promotion

Taking into account the aims of sales promotion programmes of raising short-term sales and building long-term relations with customers among other objectives, the connection between the theories and the programmes lies in the fact that engaging customers to buy particular products or subscribe services requires changing their behaviour. However, to change people’s behaviour, you need to first change their attitudes and beliefs about the behaviour, according to these theories.

For instance, sales promotion programme for a newly introduced brand of detergent soap will be effective only if it succeeds in changing attitude towards application of the soap and beliefs of people concerning quitting and increase intentions to quit their former brands.

Increasingly, the theory of Reasoned Action has included perceptions of community norms as an influence on behaviour. The theory of Reasoned Action says that attitudes and intentions are influenced by subjective interpretations of the norms, social influence and social pressure regarding the behaviour (Valente, 2002).

Back to the switching to a new brand of detergent soap example, intention to quit the former brand may be based partly on whether households perceive that family friends support or apply the new brand. Indeed it is not surprising to find that individuals are often influenced by those whom they interact with, and many researchers have suggested that many people learn primarily from their interaction with others.

According to the theory of Planned Behavior, intentions (and behaviours) are a function of three basic determinants, one personal in nature, one reflecting social influence and a third dealing with issues of control. The personal factor is the individual’s attitude toward the behaviour. Unlike general attitudes towards institutions, people or objects that have traditionally been studied by social psychologists, this attitude is the individual’s positive or negative evaluation of performing a particular behaviour of interest.
The second determinant of intention is person’s perception of social pressure to perform or not to perform the behaviour under consideration. Since it deals with perceived normative prescriptions, this factor is termed subjective norm. Finally, the third determinant of intentions is the sense of self-efficacy or ability to perform the behaviour of interest, termed perceived behavioural control. Generally speaking, people intend to perform a given behaviour when they evaluate it positively, when they experience social pressure to perform it, and when they believe that they have the means and opportunities to do so (Ajzen, 2005).

2.2.4 Behavioral Learning Theory/Stimulus-Response Model
This theory asserts that the consumer can be made to change behaviour by conditioning him over time (Raji, 2007).

According to Belch (2003), behavioural learning theories are based on the stimulus–response orientation (S–R), the premise that learning occurs as the result of responses to external stimuli in the environment. Behavioral learning theorists believe learning occurs through the connection between a stimulus and a response. The theory operates under its two basic principles; classical conditioning and operant conditioning.

**Classical conditioning** assumes that learning is an associative process with an already existing relationship between a stimulus and a response. It views the individual as a passive participant in the learning process who simply receives stimuli. Conditioning occurs as a result of exposure to a stimulus that occurs before the response. However, in the **operant conditioning** approach, the individual must actively operate or act on some aspect of the environment for learning to occur. Operant conditioning is sometimes referred to as instrumental conditioning because the individual’s response is instrumental in getting a positive reinforcement (reward) or negative reinforcement (punishment), (Belch, 2003).
2.2.5 The implication of the theory in sales promotion

In pursuit to change consumer’s behaviour, it requires presenting the person with stimuli about a product that will make him respond. If the product is rewarding, the consumer will subsequently buy the product. Overtime, the consumer responds to a product because he has learned about it. If he has not used it, he collects suitable information from his reference group to decide to make the purchase. Reinforcement (satisfaction) and other marketing stimuli (advertisement, sales promotion) can make the consumer repeatedly purchase the same product (Raji, 2007).

The reinforcement part of the learning theory can better explain how sales promotion can be used to achieve long-term marketing objective of attaining a market share by turning deal prone customers of a particular product into being loyal customers. It goes beyond only being convinced to purchase a product but rather making a continuous purchasing.

Scholars suggest that the behaviour that is reinforced strengthens the bond between a stimulus and a response. Thus, if a consumer buys a product in response to an ad or sales promotion and experiences a positive outcome, the likelihood that the consumer will use this product again increases. If the outcome is not favourable, the likelihood of buying the product again decreases (Belch, 2003).

Also, Belch (2003) was of the view that buyers can be conditioned to form favourable impressions and images of various brands through the associative process. Advertisers strive to associate their products and services with perceptions, images, and emotions known to evoke positive reactions from consumers. Many products are promoted through image advertising, in which the brand is shown with an unconditioned stimulus that elicits pleasant feelings. When the brand is presented simultaneously with this unconditioned stimulus, the brand itself becomes a conditioned stimulus that elicits the same favourable response.

According to Raji (2007), with these theories in general, psychologists have performed similar experiments and the results were the same. In marketing,
consumers have been used to test the theory and the following implications were derived; an intensive advertising campaign can build up a strong association between the product and its function. This makes the consumer want to try the product. If the product meets the buyer’s expectations, he tends to buy it again in future. This is primary reinforcement (reward).

Secondary reward, in the form of sales promotion such as price reduction, seasonal greetings, prizes and price for purchase of a product can let the consumer, who has almost forgotten the product (extinction), continue to buy the product (spontaneous recovery). Occasional reminder advertisement at off-season may almost level the sales value over-time. It narrows the difference in income from sales between peak-season and off-season. Non-stop presentation of information about a product makes the consumer quickly discriminate the product from others in the market (Raji, 2007).

In addition, good positioning of a product through a price selling point can assist in product discrimination. Product generalisation can occur if product performs well; the consumer may pass a general judgment on other products provided by the same company or persons. E.g good judgment about King’s vegetable oil that has been used is passed to King’s Toothpaste, King’s Toilet Soap and King’s Scouring powder, which are yet to be used. By branching its product, the company can encourage brand recognition after the first trial by the consumer. Consumers can be encouraged to have loyalty to the product only if their response is reinforced frequently or at regular intervals, through sales promotion programmes. Learning is effectively achieved if the thing to be learned is presented in familiar environment setting, such as a good demonstration and presentation (Raji, 2007).

2.3  Empirical Review
Empirical literature review comprises a number of issues including an overview of sales promotions, types of sales promotion, sales promotion strategies, objectives, the payoff and dark side of sales promotion as well as the growing demand of sales promotion.
2.3.1 An overview of sales promotion
Kotler and Armstrong (2001) define sales promotion as short-term incentives to encourage the purchase of sale of a product or service. They are of the view that while advertising and personal selling offer reason to buy a product or service, sales promotion offers reasons to buy now.

Sales promotion describes promotional methods using special term techniques to persuade members of a target market to respond or undertake certain activity. As a reward marketers offer something of value to those responding generally in the form of lower cost of ownership for a purchased product.

Arens et al., (2008), defines sales promotion as a direct inducement that offers extra incentives anywhere along the marketing root to enhance or accelerate the product’s movement from producer to consumer. Within this definition there are three important elements to consider that is; Sales promotion: may be used anywhere in the marketing channel (from manufacturer to wholesaler, wholesaler to dealer, dealer to customer or manufacturer to customer), normally involves a direct inducement (such as money, prizes, extra products, gifts or specialized information) and is designed to change the timing of purchase or to shift inventory to others in the channel.

Kotler (1984), says sales promotion consists of a wide variety of promotional tools designed to stimulate earlier and/or stronger market response. They include tools for consumer promotion (e.g, samples, coupons, money-refund offers, prices-off, premiums, contests, trading stamps, demonstration etc).

Belch (2003), defines Sales promotion as a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.

2.3.2 Types of sales promotion
Belch (2003), categorises sales promotion into two major categories: consumer-oriented and trade-oriented promotions. Activities involved in consumer-oriented
**sales promotion** include sampling, couponing, premiums, contests and sweepstakes, refunds and rebates, bonus packs, price-offs frequency programmes, and event marketing. These promotions are directed at consumers, the end purchasers of goods and services, and are designed to induce them to purchase the marketer’s brand.

**Trade-oriented sales promotion** includes dealer contests and incentives, trade allowances, point-of-purchase displays, sales training programmes, trade shows, cooperative advertising, and other programmes designed to motivate distributors and retailers to carry a product and make an extra effort to push it to their customers. Many marketing programmes include both trade- and consumer-oriented promotions, since motivating both groups maximizes the effectiveness of the promotional programme.

### 2.3.3 Sales promotion strategies
Sales promotion specialists have suggested three types of strategies that can be applied in sales promotion namely; Pull, Push and Mixed strategy (a combination of push and pull strategies). A Push Strategy involves convincing trade intermediaries to push the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts. The company promotes the product through a reseller who in turn promotes it to a yet another reseller or the final consumer. In contrast, a Pull Strategy attempts to get consumers to pull the product from the manufacturer through the marketing channel. The company focuses its marketing communication efforts on consumers in the hope that it stimulates interest and demand for the product at the end-user level.

Arens et al. (2008), argues that, to move their products through the distribution channel from the point of manufacture to the point of consumption. Marketers employ two types of strategies; push and pull. Push strategies are primarily designed to secure the cooperation of retailers, gain shelf space and protect the product against competitors. Trade promotions-sales promotions aimed at members of the distribution channel are one of the principal tactics marketers use to push products through the distribution pipeline and gain shelf space. Pull strategies on the other
hand, are designed to attract customers and increase demand for the product. Consumer advertising and consumer sales promotion are examples of pull strategies because they are designed to induce consumers to seek out or ask for the product, in effect pulling the product through the pipeline.

2.3.4 Sales promotion objectives
Kotler and Armstrong (2001), say that sales promotion objectives vary widely. Sellers may use consumer promotions to increase short-term sales or to help build long-term market share. Objectives for trade promotions include getting retailers to carry new items and more inventories, getting them to advertise the product and give it more shelf space and getting them to buy ahead.

Sales promotion can be applied to achieve a number of promotional objectives such as; creating product awareness by exposing customers to products for the first time. It serves as influential promotional tool in the early stages of product introduction, arousing product or service interest, providing information as some sales promotions do offer customers access to product information, stimulating demand-apart from offering product information, sales promotions build demand by convincing customers to make a purchase and reinforcing the brand-once customers have made purchase, sales promotion can be used to both encourage additional purchasing (Corporate Communication, 2014).

2.3.5 The payoff of sales promotion
When effectively executed sales promotions programme is expected to yield some positive results depending on the pre-determined objectives. Some of the common advantages associated with successful sales promotions include; raising both short-term and long-term product sales, increasing the product’s market share, maintaining company and product loyalty, some promotion items (calendars, T-shirts) act as a reminder to customers and neutralizing competitors.

Arens et al (2008), say effective sales promotion accomplishes a number of things. First of all, it adds tangible immediate, extra value to the brand, maximizes sales
volume. A short term price cut or rebate, for instance, may be very effective at boosting sales. While advertising helps develop and reinforce a quality, differentiated brand reputation, and build long-term market value, sales promotion helps build market volume. To become a market leader, therefore, a brand needs both advertising and sales promotion. Finally, when all brands appear to be equal, sales promotion can be more effective than advertising in motivating customers to try a new brand or to select one brand over another. It can also motivate some customers who might be unmoved by advertising efforts. This is why we might also refer to sales promotion as the sales accelerator.

2.3.6 The dark side of sales promotion

As it is common for a coin to consist two sides, sales promotions produce two kinds of results, positive as well negative effects though not in equal weight and it is this difference in magnitude that makes sales promotions a programme worth executing. A number of issues associated with sales promotion such as; consumers may just wait for incentives, too much sales promotion may damage brand image, may reduce the company’s profit margin as customers may simply stock up during the promotion, may be viewed as negative effects (Corporate Communication, 2014).

A high level of trade sales promotion relative to advertising and consumer sales promotion has a positive effect on short-term market share but may have a negative effect on brand attitude and long-term market share. Without an effective advertising effort to emphasize brand image and quality, customers become deal-prone rather than brand loyal. Another drawback of sales promotion is its high cost. One analysis showed that only 16 percent of sales promotions were profitable. Finally, overly aggressive sales promotion or advertising can draw competitors into a price war, which leads to reduced sales and profits for every one (Arens et al, 2008).

2.3.7 The growing demand of sales promotion

Belch (2003), argues that for many years advertising was the major component in the promotional mix of most consumer product companies. Until the 1980s, nearly half of marketers’ promotional dollars was spent on advertising campaigns designed to
create or reinforce brand awareness and build long-term loyalty. However by the mid- to late 80s, a fundamental change had occurred in the way most consumer-product companies were marketing their products. The proportion of the marketing budget allocated to sales promotions rose sharply, while the amount spent on media advertising declined. The increase in spending on sales promotions at the expense of media advertising continued throughout the decade of the 90s and into the new millennium. Currently, estimates are that marketers spend between 60 and 75 percent of their promotional budgets on sales promotion, with the remainder being allocated to media advertising.

These rapid transformation from the dominance of advertising in organisations’ promotional budget to the current reliance in sales promotion as the most significant promotional tool has been triggered by numerous factors. Top to the list are the major economic and technological changes that have greeted the world culminating into enormous manufacturing sector growth with proliferation of brands over the past several decades (Belch, 2003).

There are also a number of other factors that have led to the increase in the importance of sales promotion and the shift in marketing dollars from media advertising to consumer and trade promotions. Among them are the growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of the consumer market, the short-term focus of many marketers, increased accountability, competition and clutter (Belch, 2003).

According to Kotler and Armstrong (2001), several factors have contributed to the rapid growth of sales promotion, particularly consumer markets. First, inside the company, product managers face greater pressures to increase their current sales, and promotion is viewed as an effective short-run sales tool. Second, externally, the company faces more competition and competing brands are less differentiated. Increasingly competitors are using sales to help differentiate their offers. Third, advertising efficiency has declined because of rising costs, media clutter and legal
restraints. Finally, consumers have become more deal oriented and ever-larger retailers are demanding more deals from manufacturers.

2.3.8 Review of related studies
A number of studies aimed at understanding the effectiveness of sales promotion have been conducted in different countries. Some have strived to investigate the effects of sales promotion on consumer behaviour while others studied the impact of sales promotion on organisations’ sales turnover in the face of strong competition.

Chakrabortty, Hossain, Azand and Islam, (2013) conducted a study titled ‘Analysing the Effects of Sales Promotion and Advertising on Consumer’s Purchase Behaviour. It involved several months to accumulate data and information through questionnaire, surveys, site visits and walk-thorough investigations which were the primary basis of this study work. This study found out that sales promotion is most effective on the consumers who travel through the peripheral route and it can lead the consumer’s mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product.

Lindholm (2008), a student at Helsinki School of Economics, Department of Marketing and Management, had undertaken a Master’s Thesis on the Influence of sales promotion on consumer behaviour in financial services. The theoretical part of the research was based on the academic literature on the subjects of sales promotion, consumer behaviour and financial services. Theoretical framework was constructed based on the literature. The empirical study was conducted as a quantitative research with a quasi-experimental time series design. The data in the analysis was located in the company database and it was analyzed by SAS 9.3 using statistical methods of one-way ANOVA, two-way ANOVA, cross tabulation and t-test. The influence of sales promotion on consumer behaviour was studied in two different research settings; the opening offer and the birthday promotion. Results in the context of opening promotion showed statistically significant variation between promotion and behaviour but the constitution of the cumulative sales illustrated possibilities of
alternative explanations. Results concerning birthday promotion did not reveal statistically significant differences between promotion and credit card transactions.

Sthapit and Bajracharya (2008) did a study on Management of Sales Promotion in Nepal: A Perspective on Construction-Material Market. The study adopted a Descriptive and Analytical Research Design to assess the marketing and promotional aspect of the reinforcement bars in the Kathmandu Valley market. Accordingly, the study was based on the Survey Method to collect data on sales promotion efforts or programmes and their effectiveness in the market of reinforcement bars, the steelrods. Questionnaires and observation methods were used to collect the data required for the study from 232 respondents. The study found that most buyers get lured and swayed by incentives of promotional tools including money-based and other SPPs, among others; it therefore indicated that most buyers are not loyal to any specific brand, vis-à-vis the five major RB brands (Himal, Panchakanya, etc.) available to Nepali market. It underscored the utility of SPPs in influencing their buying behaviours embedded in their decision to switch from one brand to another. Likewise, the SPPs have remained a strong determinant of building brand loyalty in buyers in Nepali RB market, as three in every four buyers have evinced willingness towards switching the current brand, provided that there was no SPP package to delight them. Had managers failed to offer SPPs, buyers could switch to other brands providing the same. What it imperatively implies to managers is that effective, uninterrupted SPPs could help in metamorphosing the buyers and even in building their brand loyalty in the long run.

Adebisi and Babatunde (2011) carried out a study titled ‘strategic influence of promotional mix on organisation sale turnover in the face of strong competitors’ in manufacturing organisation. The research data were gathered through the use of secondary data and primary data, secondary data included 6 years annual report comprising the sales turnover (2005-2009) and questionnaire which is an instrument of primary data collection. The questionnaires were administered to the workers of 7up Company and some customers in Solebo Estate in Lagos. The researcher adopted the simple percentage and regression model for the analysis of the collected data. The result of the findings revealed that strategic promotional mix influences the
sale turnover with little 25% while other variable not included in the variable tested takes the larger 75% that will rapidly lead to organisation growth. Since promotional mix constitute few % of variable that can push an organisation to the highest level, therefore other factors of marketing mix such as product development, effective pricing, distribution of right quality and quantity to the consumers should be appropriately considered.

Keller (2010) conducted a study on sales promotion as strategy and tactic among small independent retailers. The study employed quantitative method of the primary research that aims at the statistical generalisation of mass marketing phenomena. A total of 16 customers, 7 males and 9 females belonging to different age groups and family life-cycle were questioned. The study results were categorised in two folds i.e the supply and demand side; on the supply side it was established that majority of independent small clothes shops do not use sales promotion techniques variably except for exclusive shops that were found applying a wide range of SP methods such as coupons, refunds and gifts. However, on the demand side it was found that Hungarian customers assign higher hedonic benefits to price promotions (discounts, coupons, BOGOF incentives) than customers living in more developed western countries where SP methods have been used for a longer time.

Odunlami and Ogunsiji (2011) did a study on the Effect of Sales Promotion as a Tool on Organisational Performance. It aimed at finding out if sales promotion techniques to be adopted at a given time affect the company’s sales volume and also to look at the effect of sales promotion on organizational performance. The study employed a survey approach which gives room for primary data-questionnaire while the sampling technique adopted was simple random sampling techniques in which all members of the population has equal probability and independent chance of being selected. The chi-square method was used to test the hypothesis and to examine the effect of sales promotion on organisational performance. During the study, majority of the respondents accepted the fact that sales promotion affects organisational performance and sales volume of the organisation. It was therefore, concluded that effective implementation of sales promotional tools lead to increase in sales volume.
and invariably higher profits. It is recommended that during festive period, organisations should take full advantage by developing an effective and efficient sales promotion campaign that can arouse the consumers’ awareness, thereby leading to greater purchase of their products.

Faryabiet al (2012) conducted a study on the effects of price discounts and store image on consumer’s purchase intention in online shopping context. Case study: Nokia and HTC. The paper was aimed at examining the effect of price discounts on store image and eventually consumers’ purchase intention in online shopping context of cell-phones. For this purpose, two cell-phone brands; i.e., Nokia and HTC were selected to study among 248 professors, employees and university students from University of Tabriz, Iran during April-June 2012. Required data was collected through questionnaire. Furthermore, AMOS Graphics software and Structural Equation Modeling (SEM) were used for data analysis and hypotheses testing. The obtained results proved that price discount has a positive effect on perceived store image and store image in turn, positively influences consumers’ purchase intention.

Wiliams, Babatunde and Jeleel, (2012) undertook a study on the impact of sales promotion on organisation effectiveness in Nigerian manufacturing industry. It applied a descriptive survey research design to describe sales promotion activities of the organisation. The sample size employed was 205 respondents from NESTLE Food Nigeria Plc. Questionnaires were administered to the sampled respondents to collect primary data used for this study. However, the study made use of survey design and purposive sampling technique in selecting the respondents comprising management and staff of NESTLE Nigeria Plc. The result of the study indicated that the beverage drink companies increasingly make use of sales promotions. Chi-square independence test was used to test the hypotheses stated. The results show that adoption of sales promotion strategies significantly influence the effectiveness of beverage drink industry. It was concluded that management may engage regularly in more promotional mix strategies, and also tend to be creative to consumers; this in turn would enhance and boost their sales revenue.
2.4 Research gap

In spite of the growing demand for frequent marketing research to understand the market trend at this competitive era in which resources such as finances, land, oil, minerals etc are no longer more important than possessing appropriate information, still the industry survey shows prevalence of a vacuum which is yet to be filled.

A rough review of similar studies and various literatures has revealed research gaps that have been drawn from different research aspects. The most three notable perspectives include; Contextual, Methodological and Durational gaps.

In terms of context, it was found that most of studies about marketing communication in general and sales promotions in particular have been undertaken in foreign countries including Nigeria, Iran and Hungary to mention a few. There wasn’t even a single specific sales promotions study conducted in Tanzania. This, situation is somewhat necessitating conducting a study on the effectiveness of sales promotion in stimulating stronger market response.

A yet another significant observation through the literatures perused is the fact that most of sales promotions studies were seen inclined towards one research approach. A review of methodologies mostly adopted by many researchers who conducted studies in the area indicated that they mostly used a quantitative approach than qualitative one. But the significance of qualitative research methodologies especially in the studies of this nature that involves studying the behaviour of people cannot be underestimated.

Nonetheless, in whatever case, time matters a lot. Though most of the reviewed studies were conducted in as recent as in 2013, it doesn’t mean that it is the nearest time possible. In research timeliness bear significant impact especially when assessing the relevance of study results. This is so because what was relevant yesterday may necessarily not be relevant today. Since there is no any study conducted in this year (2014), a study is necessary to bridge the information gap that might have been magnified by the time difference in a period between 2013 and 2014.
2.5 Conceptual Framework/Model

At this globalised world characterised by more sophisticated and rapidly changing technology coupled with complex and competitive business environment, it is important to understand how consumers respond to different marketing stimuli.

The following conceptual model has been developed by the researcher from the theories of Reasoned Action & Planned Behaviour as well as the Behavioral Learning Theory to act as the basis of this study.

The developed Conceptual Framework shows that ‘Stronger Market Response’ is a function of several factors categorised into two major groups; the first group is formed of one key factor, ‘Sales promotion’ whereas the second category is made of a combination of factors including; Good customer service, Reasonable prices, Attractive model of merchandising products as well as Pleasant shopping environment.

From the model, it is further anticipated that, prevalent of an established ‘Stronger Market Response’ will eventually generate a number of outcomes such as; Boosting sales, Maximising profit, Paying high salaries to workers, Improving service delivery as well as Strengthening the retail sector.

Nevertheless, the success of factors fostering for ‘Stronger Market Response,’ and its resultant outcomes is dependent upon proper application of the theories selected to guide this study through which are Behavioural Learning Theory as well as Theories of Reasoned Action and Planned Behaviour (TRA & TPH).
Figure 2. : Conceptual Framework

Source: Developed by the researcher
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction
The previous chapter presented various literatures reviewed in relations to the study. This chapter, however, discusses on the methodologies that will be applied in undertaking this study. It involves; research design, study area, units of enquiry, sampling techniques and sample size, data collection methods and instrumentations and data interpretation and analysis.

3.2 Research design
This study adopted a descriptive survey research for detailed exploration of facts in regard to the subject matter (effectiveness of sales promotion in stimulating stronger market response). In order to give results that are representative to the whole population, a portion of research data was quantified and subjected to statistical data analysis methods. However, some verbal or visual data were qualitatively analysed to provide insight and understanding of the research problem.

3.3 Study area
The study was conducted at Mlimani City Shopping Centre. Mlimani City is a shopping mall located at Ubungo Ward in the western part of Kinondoni District in Dar es Salaam, Tanzania. It is the largest mall in the country, with an area of 19,000 m² (200,000 sqft). It was opened in November 2006, and is Tanzania's first indoor air conditioned mall. The mall has several stores, restaurants and a movie theater, Century Cinemax. Among the stores are the Nakumatt, Game, Babyshop and Mr. Price. There are also several telecommunications outlets in the mall, like Airtel, Tigo and Vodacom as well as banks including CRDB, NMB, NBC and Exim. The mall is also connected with the Mlimani City Conference Centre and the Mlimani Meadow Villas, which are all part of Mlimani Holdings.
3.4 Units of enquiry
The sample units were drawn from staff (managers and sales personnel) of different shops at the mall as well as shoppers who often buy various products at the mall to cater for their domestic requirements.

3.5 Sampling techniques and sample size
The study constituted a total sample of 150 respondents. 120 respondents were mall shoppers while 30 respondents were staff from different shops at the mall. Probability sampling was applied to select shoppers whereas non-probability sampling technique was used to select responsible managers and sales people. This was so, to obtain answers providing the real picture of the phenomenon under study as it sought to understand the extent to what sales promotions programmes designed by shops at Mlimani City Mall attract potential buyers and the resultant effects to business operators.

3.6 Data collection methods and instrumentation
Taking into consideration the nature of the anticipated study, data were collected through; observation and interview (Personal interviews and Self-Administered Questionnaires).

3.6.1 Interview
This study preferably used structured and unstructured interview one of which bear a set of pre-determined questions and highly standardized technique of recording. The method was selected considering its richness in information and greater flexibility. It was anticipated that more information would be obtained by using interview method as the researcher was able to catch informants off-guard to obtain spontaneous reactions for obtaining supplementary information.

Personal Interviews with shop managers and sales personnel at their respective shops and some customers who were spontaneously approached outside the mall were conducted featuring open-ended questions.
Self-Administered Questionnaires with close-ended questions were crafted and distributed among respondents to elicit responses by giving them a chance to complete a survey on their own at a physical location.

Data collection instrument, interview as a data collection method was applied in undertaking this study; it was accompanied by questionnaire as its data collection instrument.

3.6.2 Observation
Sales promotions are commonly operated by most shops especially during festive seasons. It was the researcher’s expectation that Mlimani City Mall would undertake serious sales promotion efforts in the 2014 Easter season. Therefore, the researcher made use of the season to observe how the market responded to various sales promotion programmes that were designed by the shops. Under observation, the information was sought by the way of researcher’s own direct observation without asking from respondents. Observation suited the study on the effectiveness of sales promotion in stimulating stronger market response; it provided the real picture of the matter and therefore aided the researcher to appropriately structure the interview with the involved parties. Based on personal observation, the researcher obtained handful and primary information that was supplemented by a proof from managers’ perspectives during interviews with them.

Data collection instrument, observation schedule was designed to guide the researcher, making him remain on track through the observation activity.

3.6.3 Documentary review
In conducting this study, the researcher also applied documentary review in gathering some secondary data from the existing sources that further enriched the study on the effectiveness of sales promotion in stimulating stronger market response in malls, Dar es Salaam; Tanzania.
3.7 Data interpretation and analysis

The gathered data was subjected to inductive analysis and creative synthesis that involved coding data to look for envisaged themes before putting them into conceptual categories. Quantitative data were analysed by the help of the Statistical Package for Social Sciences (SPSS) to compute some statistical measures, cross tabulation and frequencies.
CHAPTER FOUR
PRESENTATION OF FINDINGS

4.1 Introduction
Under this chapter, the gathered data are analysed and presented based on the research objectives and questions that were initially developed to guide this study through. The study was aimed at assessing the effectiveness of sales promotion in stimulating stronger market response. The presentation of data is preceded by the portrayal of the respondents’ background information followed by analysis of data based on the set objectives.

4.2 Respondents’ Background Information
Bearing in mind the nature of this study, background information of the respondents was gathered in regard to factors as age, sex, marital status, education, family income and their area of residence.

4.2.1 Respondents’ Sex
Research questionnaires were randomly administered among Dar es Salaam residents who habitually shop at Mlimani City Mall irrespective of their sex. However study results indicated that 54.7 percent were females and 45.3 percent males as shown in Table and Figure 4.1 below.

Table 4.1: Respondents’ Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>82</td>
<td>54.7</td>
<td>54.7</td>
</tr>
<tr>
<td>Male</td>
<td>68</td>
<td>45.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
4.2.2 Respondents’ Age

The study covered a wide range of age categories starting from 18 years and above. This was so to capture the opinion of the people who have independent thinking and even independent decision making. Respondents were divided into three age categories; those between 18-25 years, 25-35 and those who have attained the age of 35 years and above as indicated in Table and Figure 4.2 below.

Table 4.2: Respondents’ Age

<table>
<thead>
<tr>
<th>Age categories</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 years</td>
<td>49</td>
<td>32.7</td>
<td>32.7</td>
</tr>
<tr>
<td>25-35 years</td>
<td>71</td>
<td>47.3</td>
<td>80</td>
</tr>
<tr>
<td>35 years +</td>
<td>30</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
4.2.3 Marital Status

Different human age groups are often associated with specific life styles as it can be reflected in their type of clothes, vehicles used, newspapers they read, broadcast stations they tune in, the kind of music they listen, the type of foods and drinks they prefer, sports and games they prefer, recreational centres they visit as well as shopping places of their preference. For instance, working and unmarried youth have a life style different from young-married couples who again bear a totally different life style from that of old couples with children. Describing the age groups and marital status of people who participated in this study can help us to properly understand factors driving people to shop in malls with much focus on the effectiveness of sales promotion in stimulating stronger market response. Table and Figure 4.3 below, describes respondents’ marital status.


Table 4.3: Marital Status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>85</td>
<td>56.7</td>
<td>56.7</td>
</tr>
<tr>
<td>Married</td>
<td>65</td>
<td>43.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.3: Marital Status

4.2.4 Education Level

The Table and Figure 4.4 below describe respondents by their education level. Respondents of the survey were distributed into four categories of education levels that are common in Tanzania including; primary, secondary, tertiary college and university. However, results showed that a high proportion of mall shoppers are people belonging to an elite class, people who have at least attained university education.
Table 4.4: Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>4</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>Secondary</td>
<td>22</td>
<td>14.7</td>
<td>17.4</td>
</tr>
<tr>
<td>Tertiary College</td>
<td>38</td>
<td>25.3</td>
<td>42.7</td>
</tr>
<tr>
<td>University</td>
<td>86</td>
<td>57.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.4: Education Level

Source: Compiled from survey data, (2014)

4.2.5 Family income (monthly)

The level of income of the respondents was also put under spotlight during this study. It was aimed at identifying the earnings of majority mall customers to see the relationship that exists between the level of income and mall shopping. The description of income level of mall shoppers is indicated in the Table and Figure 4.5 below.
Table 4.5: Family Income

<table>
<thead>
<tr>
<th>Income category</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tsh 300,000-500,000</td>
<td>41</td>
<td>27.3</td>
<td>27.3</td>
</tr>
<tr>
<td>Tsh 500,000-800,000</td>
<td>48</td>
<td>32</td>
<td>59.3</td>
</tr>
<tr>
<td>Tsh 800,000 and above</td>
<td>61</td>
<td>40.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.5: Family Income

4.2.6 Shoppers’ Residence

Respondents of the study were also asked about their area of residence. This was so as to see if there was any relationship between someone’s area of residence and
preferable shopping place. Below is a table indicating the different parts of the city where Mlimani City shoppers are coming from.

**Table 4.6: Residence**

<table>
<thead>
<tr>
<th>Area</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinondoni Municipal</td>
<td>100</td>
<td>66.7</td>
<td>66.7</td>
</tr>
<tr>
<td>Ilala Municipal</td>
<td>23</td>
<td>15.3</td>
<td>82</td>
</tr>
<tr>
<td>Temeke Municipal</td>
<td>27</td>
<td>18</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Compiled from field data, (2014)*

**Figure 4.6: Shoppers’ Residence**

4.3 **The effects of sales promotion in influencing product purchase**

The first objective of this study was to identify the effects of sales promotion in influencing product purchase decision. In realising this objective, a number of statements were formulated and respondents were asked to either confirm or confound the statements in four different options that included (strongly agree, agree, strongly disagree and disagree). The summary of respondents’ opinion regarding the
statements that sought responses to explain the effects of sales promotion in influencing product purchase decision are indicated below.

4.3.1 Mall shoppers’ product purchase decisions are only motivated by their own beliefs and attitudes.

Table 4.7: Opinion on beliefs and attitudes as motivators of product purchase decision

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>52</td>
<td>34.7</td>
<td>34.7</td>
</tr>
<tr>
<td>Agree</td>
<td>57</td>
<td>38</td>
<td>72.7</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>11</td>
<td>7.3</td>
<td>80</td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.7: Opinion on beliefs and attitudes as motivators of product purchase decision

Source: Compiled from survey data, (2014)
4.3.2 Sales promotion is a primary motivator in influencing consumers to purchase products in malls

Table 4.8: Opinion on sales promotion as a primary motivator of purchasing decision

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>14.7</td>
<td>17.4</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>44</td>
<td>29.3</td>
<td>46.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>80</td>
<td>53.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.8: Opinion on sales promotion as a primary motivator of purchasing decision

Source: Compiled from survey data, (2014)
4.3.3 Sales promotion is a secondary motivator in influencing consumers to buy products in malls

Table 4.9: Opinion on sales promotion as a secondary motivator of purchasing decision

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>47</td>
<td>31.3</td>
<td>31.3</td>
</tr>
<tr>
<td>Agree</td>
<td>71</td>
<td>47.3</td>
<td>78.6</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>08</td>
<td>86.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>20</td>
<td>13.4</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.9: Opinion on sales promotion as a secondary motivator of purchasing decision

Source: Compiled from survey data, (2014)

4.4 The impact of sales promotions on business firm sales.

The second objective of this study was aimed at determining the impact of sales promotion on business firms’ sales. Once again, statements were formulated and respondents were requested to either confirm or confound the statements through
four options that included (strongly agree, agree, strongly disagree and disagree). The summary of respondents’ opinion over the statements is indicated below.

4.4.1 Sales promotion maximizes sales volume at Mlimani City Mall (accelerates stronger market response)

Table 4.10: Opinion on the impact of sales promotion on business firms’ sales

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>75</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Agree</td>
<td>60</td>
<td>40</td>
<td>90</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>05</td>
<td>3.3</td>
<td>93.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.10: Opinion on the impact of sales promotion on business firms’ sales

Source: Compiled from survey data, (2014)
4.4.2 Effective sales promotion adds tangible, immediate and extra value to new brands (i.e by inducing retailers to stock up the new product and display it prominently-sales promotion as value-added tool)

Table 4.11: Opinion on sales promotion as value-added tool

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>46</td>
<td>30.7</td>
<td>30.7</td>
</tr>
<tr>
<td>Agree</td>
<td>86</td>
<td>57.3</td>
<td>88</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>08</td>
<td>5.3</td>
<td>93.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.11: Opinion on sales promotion as value-added tool

Source: Compiled from survey data, (2014)
4.4.3 Sales promotion is an effective tool in motivating customers to try new brands in malls

Table 4. 12: Opinion on sales promotion as catalyst to try new brands

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>87</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Agree</td>
<td>51</td>
<td>34</td>
<td>92</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>05</td>
<td>3.3</td>
<td>95.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>07</td>
<td>4.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4. 12: Opinion on sales promotion as catalyst to try new brands

Source: Compiled from survey data, (2014)
4.4.4 Sales promotion is an effective means to counter competition (neutralizing competition)

Table 4.13: Opinion on sales promotion as means to counter competition

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>57</td>
<td>38</td>
<td>38</td>
</tr>
<tr>
<td>Agree</td>
<td>66</td>
<td>44</td>
<td>82</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>08</td>
<td>90</td>
</tr>
<tr>
<td>Disagree</td>
<td>15</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.13: Opinion on sales promotion as means to counter competition

Source: Compiled from survey data, (2014)
4.4.5 A high level sales promotion has a positive effect on short-term market share but may have negative effect on brand attitudes and long-term market share

Table 4.14: Opinion on effects of sales promotion on short-term versus long-term market share

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>43</td>
<td>28.7</td>
<td>28.7</td>
</tr>
<tr>
<td>Agree</td>
<td>83</td>
<td>55.3</td>
<td>84</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>15</td>
<td>10</td>
<td>94</td>
</tr>
<tr>
<td>Disagree</td>
<td>09</td>
<td>06</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

Figure 4.14: Opinion on effects of sales promotion on short-term versus long-term market share

Source: Compiled from survey data, (2014)
4.4.6 Aggressive sales promotion can draw competitors into a price war which leads to reduced sales and profits for every involved party

Table 4.15: Opinion on whether sales promotion can draw competitors into a price war

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>51</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Agree</td>
<td>62</td>
<td>41.3</td>
<td>75.3</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>27</td>
<td>18</td>
<td>93.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Compiled from field data, (2014)*

Figure 4.15: Opinion on whether sales promotion can draw competitors into a price

*Source: Compiled from survey data, (2014)*
4.5 The position of sales promotion in stimulating stronger market response among other promotional tools (Advertising, Public Relations, Direct selling and Personal selling).

The objective number three of this study was to establish the position of sales promotion in stimulating stronger market response among other promotional tools such as Public Relations, Direct selling and Personal selling. Statements for measuring people’s opinion on the position of sales promotion were formulated and respondents requested to give out their perspective.

4.4.7 The power of sales promotion in stimulating stronger market response supersedes other promotional tools i.e Advertising, Direct selling, Personal selling, Public Relations

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>44</td>
<td>29.3</td>
<td>29.3</td>
</tr>
<tr>
<td>Agree</td>
<td>59</td>
<td>39.3</td>
<td>68.6</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>08</td>
<td>76.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>35</td>
<td>23.4</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
Figure 4.16: Opinion on the position of sales promotion among other promotional tools

<table>
<thead>
<tr>
<th>The position of sales promotion among other promotional tools</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29.3</td>
<td>39.3</td>
<td>8</td>
<td>23.3</td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)

4.4.8 Despite its influential role in stimulating stronger market response, sales promotion cannot guarantee a hundred percent success of business organization without integrating it with other promotional mix elements i.e Direct marketing, Personal selling, Advertising and Public Relations

Table 4.17: Opinion on the sufficiency of sales promotion

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>58</td>
<td>38.7</td>
<td>38.7</td>
</tr>
<tr>
<td>Agree</td>
<td>70</td>
<td>46.7</td>
<td>85.4</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>08</td>
<td>93.4</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
To assess the role of sales promotion in fostering brand loyalty

Objective number four of this study was aimed at assessing the role of sales promotion in fostering brand loyalty. Statements for measuring people’s opinion on the position of sales promotion were formulated and respondents were requested to give out their viewpoint.

A successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals (increasing product’s market share, maintaining company and product loyalty)

Table 4.18: Opinion on ability of sales promotion to accomplish both short-term and long-term goals

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>65</td>
<td>43.3</td>
<td>43.3</td>
</tr>
<tr>
<td>Agree</td>
<td>67</td>
<td>44.7</td>
<td>88</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>08</td>
<td>5.3</td>
<td>93.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
Figure 4.18: Opinion on ability of sales promotion to accomplish both short-term and long-term goals

Source: Compiled from survey data, (2014)

4.4.10 Inappropriately designed sales promotion programmes and frequently adopted ones make customers deal-prone than being brand loyal

Table 4.19: Opinion on possibility of sales promotion to make customers deal-prone than brand loyal

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>67</td>
<td>44.7</td>
<td>44.7</td>
</tr>
<tr>
<td>Agree</td>
<td>60</td>
<td>40</td>
<td>84.7</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>14</td>
<td>9.3</td>
<td>94</td>
</tr>
<tr>
<td>Disagree</td>
<td>09</td>
<td>06</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
Figure 4.19: Opinion on possibility of sales promotion to make customers deal-prone than brand loyal

![Graph showing opinions on the possibility of sales promotion to make customers deal-prone than brand loyal.]

Source: Compiled from survey data, (2014)

4.4.11 The rapid growing demand for sales promotion has been triggered by growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of consumer market, the short term focus of many marketers, increased accountability, competition and clutter, declined advertising efficiency caused by rising costs, media clutter and legal restraints as well as the fact that consumers have become more deal-prone among other factors.

Table 4.20: Opinion on factors behind the growing demand for sales promotion

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>56</td>
<td>37.3</td>
<td>37.3</td>
</tr>
<tr>
<td>Agree</td>
<td>66</td>
<td>44</td>
<td>81.3</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>12</td>
<td>08</td>
<td>89.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>16</td>
<td>10.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from survey data, (2014)
Figure 4.20: Opinion on factors behind the growing demand for sales promotion

Source: Compiled from survey data, (2014)
CHAPTER FIVE
DISCUSSION OF THE FINDINGS

5.1 Introduction

The previous chapter presented the data gathered from the field. This chapter however presents a thorough discussion of the results obtained in quest to grasp their envisaged implications. This is a particular section indicating why things have turned to be the way they look like. Below is a presentation and discussion of all the aspects that were studied in relation to the research objectives and questions.

5.2 Respondents’ Background information

This section explored socio-economic and demographic profile of the respondents. Information of the basic characteristics of men and women participated in this study is essential for the interpretation of findings and can provide an approximate indication of the representativeness of the study. Importantly, reliability of research results is subject to the suitability of the information providers since gathering information from wrong sources must result into obtaining wrong information. It involved aspects such as; Sex, Age, Marital status, Education, Income as well as the area of residence. Following is a brief discussion of the findings in each aspect.

5.2.1 Sex

Out of the sample that totaled 150, 82 were women and 68 men; Females accounted for 54.7 percent of the sample population and the remaining 45.3 percent represented males. As for Tanzania and most African countries, women have traditionally been viewed as the main shoppers in households. Since the study targeted mall shoppers and data was mainly gathered at Mlimani City Mall, whereas except for shop managers and workers who were purposively selected, shoppers were spontaneously approached for their response, study results correspond with this former notion that shopping activity is a more women than men affair despite the many social and economic changes occurring in the recent years though at a very minor difference. However, this narrow difference of 9.4 percent between males and females tells us that increasingly Tanzanians are changing their attitude towards shopping as a female activity; more people increasingly understand that it is a shared activity. This is
perhaps that, the researcher saw a number of couples shopping together at Mlimani Shopping Centre.

5.2.2 Age
The highest proportion of Mlimani City customers consisted of those between 25 and 35 years of age which accounted for 47.3 percent of all respondents and their subsequent categories of those aged between 18 and 25 that constituted 32.7 percent as well as a group of customers aged 35 and above that formed 20 percent. The most frequent mall shopper therefore is an individual aged between 25 and 35 years old. This can be attributed to factors such as relative high income, greater household size and are not particularly sensitive to deals, considers shopping an enjoyable recreational experience. Study results are in support of most past studies which suggest that the only consumer groups shopping at malls today in greater numbers are teens and senior citizens because they have more free recreational time for recreational shopping than do baby boomers.

5.2.3 Marital Status
In the study 56.7 percent of the respondents accounted for unmarried youth whereas 43.3 percent of respondents were married as indicated in Table and Figure 4.3. This shows that unmarried youth are the most frequent mall shoppers though they don’t directly qualify to be the most spenders as most of them might be frequently visiting but spending less. Unlike the married one who rarely visit malls but purchase more stocks to cater for the their greater family demands and of course they have greater purchasing power than unmarried youth who in many circumstances visit malls for prestige and to enjoy the conducive environment of the malls.

5.2.4 Education
Study results indicate that 57.3 percent of the interviewees had at least attained a university degree and above (Master’s, PhDs and Professor Levels). These results therefore signify that majority of mall shoppers are educated. From the study, 57.3 percent of respondents had attained at least University level, 25.3 percent tertiary college, 14.7 percent secondary education and only 2.7 had reached primary level of
education. (See Table & Figure 4.4). The level of the education attained by a person has a significant contribution in his or her life approach. It is regarded as a civilization means, the educated class in Tanzania and elsewhere in Africa is a carrier of western values. Shopping in malls is a cultural practice inherited from the west. It is therefore perhaps the reason that most mall shoppers fall under a group of the most educated class of the Tanzanian society.

### 5.2.5 Family Income

Shopping matters are directly associated with income, someone’s level of income determines shopping arrangements in terms of what to buy, where to buy, how much to buy, buying frequency as well as how to buy. From the study it may be deduced that a high proportion of mall shoppers are people who earn a significant amount of cash per month. 40.7 percent of the interviewees responded that they were earning Tsh. 800,000 and above. Taking into account the common Tanzanian salary scales both in public and private sector, such a bigger amount is paid to only few higher and most middle rank officials. Therefore, potentially malls are targeting higher and middle class people who are looking for the most favourable shopping destinations where they can swiftly access quality products and services that reflect their economic status. The list of mall customers is followed by those earning between 500,000 and 800,000 who accounted for 32 percent and those earning between 300,000 and 500,000 who constituted a small percentage of 27.3 percent (See Table & Figure 4.5).

### 5.2.6 Area of residence.

In most big cities across the world, residential areas are designed according to the level of people’s income. Upper class people usually reside in well planned areas of cities with posh houses and good network of infrastructure for water, electricity, gas pipelines to mention a few. In contrast, lower class people reside in most populous areas of the city characterized with poor infrastructure and poor houses. From the study, 66.7 percent of the respondents were Kinondoni residents, 15.3 Ilala Municipal residents and 18 percent were from Temeke Municipal as indicated in Table & Figure 4.6 in the previous chapter.
From the results, with exception of Ilala municipal where many offices of both the government and big private companies are located, Kinondoni municipality is considered to be inhabited by high and middle class people unlike in Temeke municipality where most common people live. Thus, the high proportion of Mlimani City customers who responded that they were from Kinondoni can be directly linked with their level of income rather than associating it with their nearness to Mlimani City Shopping Centre. Most lower class people reside in Temeke given the fact that many factories are located in Temeke and most poor people in urban areas earn their living through selling labour in factories.

5.3 How sales promotion motivates customers to purchase the promoted products?

In order to answer this research question, three statements that speculated on various motivational factors of mall shoppers were formulated and four options provided for respondents to choose among them. The choices included; Strongly Agree, Agree, Strongly Disagree and Disagree. Below is a discussion of each hypothetical statement against the replies offered by the respondents.

5.3.1 Mall shoppers’ product purchase decisions are only motivated by their own beliefs and attitudes

In response, a combined percent of 72.7 of the respondents offered a positive response by either opting for Strongly Agree or Agree choices while 27.3 negated the statement by either selecting Strongly Disagree or Disagree options. Although majority respondents believe that shoppers were only motivated by their own beliefs and attitudes, the remaining percents might suggest that mall shoppers’ beliefs and attitude do not completely influence shoppers to behave the way they do. This means that there exist other factors influencing mall purchasing decision.

The results first corroborate with the views presented by the Sales Manager for the Babyshop, who said in many circumstances, their customers were primarily influenced by their beliefs and attitudes towards the services offered in malls. He
said most mall customers were driven by a belief that malls were appropriate destinations for accessing quality goods and services.

The results are in support of Fishbein (1994) as was quoted by Valente (2002), who posited that individual behaviour is driven by beliefs, attitudes, intentions, expectations and social norms through theories of Reasoned Action and Planned Behaviour which means that in order to engage customers to buy particular products or subscribe to services one needed to change their behaviour first by changing their attitudes and beliefs about the behaviour, according to these theories.

5.3.2 Sales promotion is a primary motivator in influencing consumers to purchase products in malls

During the study, the first and second options (Strongly Agree and Agree) gained low scores of 2.7 and 14.7 percent respectively with its counter options (Strongly Disagree and Disagree) getting high scores of 29.3 and 53.3 percent respectively. Since more than half of the respondents (53.3) rejected the proposition that sales promotion acted as a primary motivator of mall shoppers it is apparent that shoppers perceive sales promotion as a succeeding force motivating them to respond to mall offerings.

Again, these results corroborate with Fishbein (1994) as was quoted by Valente (2002), who suggested that mall shoppers are primarily motivated by their beliefs and attitudes since their behaviour is driven by beliefs, attitudes, intentions, expectations and social norms; meaning that despite having a significant influence, sales promotion cannot directly influence shoppers without primarily changing their behaviours towards particular activity.

5.3.3 Sales promotion is a secondary motivator in influencing consumers to buy products in malls

According to study results 31.3 percent of respondents opted for Strongly Agree, 47.3 percent for Agree, 08 percent for Strongly Disagree and 13.4 for Disagree. This tells us that a significant number of people view sales promotion as a secondary
motivator since if we combine responses of those who supported the statement; we would find out that 78.6 percent of respondents consider sales promotion as secondary motivator.

This perspective echoes what was described by the Sales Manager for Babyshop, one among the shops at Mlimani City Shopping Centre who said Mlimani City customers were not primarily influenced by sales promotion to visit the mall but were rather attracted by an assurance of obtaining quality products and services. Moreover, the results appear to support the theories of Reasoned Action and Planned Behaviour as stated by Valente (2002).

5.4 What effects do sales promotion yields in company product or service sales?
This research question generated six hypothetical statements which were again put to test against the four options (Strongly Agree, Agree, Strongly Disagree and Disagree. Results were as follows;

5.4.1 Sales promotion maximizes sales volume at Mlimani City Mall (accelerates stronger market response)
From the study, 50 and 40 percent of respondents respectively chose the first two options (Strongly Agree and Agree) whereas 3.3 and 6.7 percent of them respectively selected the last two options (Strongly Disagree & Disagree). This indicate that majority of people concur that sales promotion maximizes sales volume after accelerating stronger market response.

The percent of respondents who said that sales promotion can’t accelerate stronger market response and its subsequent higher sales volume is insignificant standing at 3.3 & 6.7. It is therefore, undisputable fact that sales promotion is an appropriate means to increase sales volume.

These results are in agreement with the findings presented by Odunlami and Ogunsiji (2011) in their study that sought to establish the Effect of Sales Promotion as a Tool
on Organisational Performance. The study concluded that effective implementation of sales promotional tools lead to increase in sales volume and invariably higher profits.

5.4.2 Effective sales promotion adds tangible, immediate and extra value to new brands (i.e by inducing retailers to stock up the new product and display it prominently-sales promotion as value-added tool)

More than half of the respondents (57.3 percent) picked the second option (Agree), 30.7 percent opted for the first option (Strongly Agree), 5.3 percent (Strongly Disagree) and 6.7 percent (Disagree) as indicated in Table & Figure 4.11 in the previous chapter.

These results, therefore, substantiate that sales promotion can confidently be used as a value addition tool as it was exemplified by the Sales Manager for Game, one of the shops at Mlimani City Shopping Centre. He said sometimes they offer free samples of new brands for their customers to test and upon testing the brand might appeal to them, turning them into being routine users after being satisfied with the product features.

Also Arens F., Weigold, and Arens C. (2008) suggested that effective sales promotion accomplishes a number of things including adding tangible, immediate, extra value to new brands.

5.4.3 Sales promotion is an effective means to counter competition (neutralizing competition)

In the study, 38 percent opted for Strongly Agree, 44 percent for Agree, 08 percent for Strongly Disagree and 10 percent for Disagree (See Table & Figure 4.13).

This is to say that a considerable number of people accept that sales promotion can act as an effective means to counter competition. Though Baby shop Sales Manager had some reservation on the effectiveness of sales promotion as a means to counter competition. He was of the view that sales promotion was not very much helpful in
winning competition but he rather underscored product and service quality as the most effective tool to counter competition.

The findings support views by Kotler and Armstrong (2001), that sales promotion is viewed as an effective means to counter competition that the company faces externally as most of the competing brands are less differentiated. They argued that increasingly competitors are using sales to help differentiate their offers.

5.4.4 A high level of sales promotion relative to advertising and consumer sales promotion has a positive effect on short-term market share but may have negative effect on brand attitudes and long-term market share

In regard to negative effect of sales promotion such as declining brand attitude and long-term market share; 28.7, percent of respondents opted for Strongly Agree, 55.3 percent for Agree, 10 percent for Strongly Agree and 06 percent for Disagree. (See Table & Figure 4.14)

Obtained data suggest that majority mall shoppers perceive that highly promoted products may have some weaknesses. This means that customers may in the first place be swayed to purchase the promoted products but may not be persuaded to buy similar brands when normally sold (out of sales promotion). However, this may hold water if the features of promoted products will fall short of customers’ expectations. This suggests that matters pertaining to product/service quality shouldn’t be overlooked for the expense of sales promotion.

However, the results here are in disagreement with results obtained by Sthapit and Bajracharya (2008) who conducted a study on Management of Sales Promotion in Nepal: A Perspective on Construction-Material Market and eventually established that sales promotion programmes (SPPs) remained strong determinants of building brand loyalty in buyers in Nepali RB market since it was seen that effective, uninterrupted SPPs could help in metamorphosing the buyers and even in building their brand loyalty in the long run.
5.4.5 Aggressive sales promotion can draw competitors into a price war which leads to reduced sales and profits for every involved party

In the study, 34 percent of respondents opted for Strongly Agree, 41.3 percent for Agree, 18 percent for Strongly Disagree, 6.7 for Disagree as indicated in Table & Figure 4.15 in the previous chapter.

Positive response by the respondents has a combined 75.3 percent which means that majority of them admit that aggressive sales promotion can draw competitors into a price war which may lead to reduced sales and profit for every involved party.

Study results coincide with what was previously suggested by Arens, Weigold, and Arens (2008), that overly aggressive sales promotion or advertising can draw competitors into a price war, which leads to reduced sales and profits for everyone.

5.5 Which position is occupied by sales promotion among other promotional tools (advertising, Public Relations, Direct Marketing and Personal Selling)?

In an attempt to answer this research question, two imaginary statements were formulated; one was focused at understanding how sales promotion can autonomously effect changes in isolation from other promotional tools while the second statement viewed how sales promotion can be better integrated with other promotional mix elements.

5.5.1 The power of sales promotion in stimulating stronger market response supersedes other promotional tools i.e Advertising, Direct selling, Personal selling, Public Relations

Study results show that 29.3 percent of the respondents opted for Strongly Agree, 39.3 percent for Agree, 08 percent for Strongly Disagree and 23.4 percent for Disagree (See Table & Figure 4.16).

Again, a combined percentage of positive response options (Strongly Agree and Agree) account for a high proportion of the population sample standing at 68.6
percent. This is likely indication that sales promotion is still viewed as more powerful than other promotional tools (Advertising, Public Relations, Direct selling and Personal selling) for the case of retail business since it requires more immediate response to quickly propel movement of consumer goods.

The high proportion of respondents who viewed sales promotion as the most stronger promotional tool concurs with Belch (2003) who argued that since in the mid of 80s until recently, sales promotions’ power superseded advertising making it the most significant promotional tool, allocated almost three-quarter of the annual promotional budget of most business organisations.

5.5.2 Despite its influential role in stimulating stronger market response, sales promotion cannot guarantee a hundred percent success of business organisation without integrating it with other promotional mix elements i.e Direct marketing, Personal selling, Advertising and Public Relations

In the study 38.7 percent of respondents opted for Strongly Agree, 46.7 percent for Agree, 08 percent or Strongly Disagree and 6.7 percent for Disagree (See Table & Figure 4.17).

This means that majority holds the view that sales promotion cannot autonomously guarantee for successful retail business in malls. They acknowledge that sales promotion ought to be integrated with other promotional tools (Advertising, Direct selling, Personal selling and Public Relations).

This perspective was also underscored by the Sales Manager for Game who said despite emphasizing on sales promotion, they were trying to integrate it with other promotional efforts such as advertising through radio and newspapers as well as Public Relations (participating in PR events).

The obtained results corroborate with the perspective on the significance of effectively integrating different promotional tools as was underscored by G.E. Belch (2003) and M.A. Belch (2003) who posited that; many companies have adopted this
broader perspective of IMC. They see it as a way to coordinate and manage their marketing communications programs to ensure that they give customers a consistent message about the company and/or its brands. For these companies, the IMC approach represents an improvement over the traditional method of treating the various marketing and communications elements as virtually separate activities. However, as marketers become more sophisticated in their understanding of IMC, they recognize that it offers more than just ideas for coordinating all elements of the marketing and communications programmes. The IMC approach helps companies identify the most appropriate and effective methods for communicating and building relationships with their customers as well as other stakeholders such as employees, suppliers, investors, interest groups, and the general public.

5.6 Are there any long-term consequences of sales promotion (creating brand loyalty)?

Two hypothetical statements were developed in pursuit of answers for this question they were both aimed at establishing whether sales promotion was capable of meeting both short-term and long-term marketing objectives and their resultant effects.

5.6.1 A successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals (increasing product’s market share, maintaining company and product loyalty)

Study results indicated that sales promotion is an effective promotional tool that if appropriated used could facilitate the achievement of both short-term (boosting sales) as well as long-term goals (expanding market share, maintaining brand loyalty).

This can be proved by a high proportion of positive response (Strongly Agree & Agree) provided by respondents in relation to this statement which accounts for a combined percentage of 88 against responses that negated the statement (Strongly Disagree & Disagree) with a combined percentage of 12 percent (See Table & Figure 4.18) for further illustration.
Sthapit and Bajracharya (2008) who conducted a study on Management of Sales Promotion in Nepal, presented results that are somewhat different from the results obtained. It found that most buyers get lured and swayed by incentives of promotional tools including money-based and other SPPs, among others; it therefore indicates that most buyers are not loyal to any specific brand, vis-à-vis the five major RB brands (Himal, Panchakanya, etc.) available to Nepali market.

5.6.2 **Inappropriately designed sales promotion programmes and frequently adopted ones make customers deal-prone than being brand loyal**

Conversely, it was established that in the study, inappropriately designed sales promotion programmes and frequently adopted ones make mall shoppers deal-prone than being brand loyal. As the Babyshop Sales Manager testified it, some of their customers could only wait for promotion periods to set their feet in the mall.

A combined high percentage of 84.7 percent of the respondents were in support of this statement while only 15.3 percent confounded the statement by picking either Strongly Disagree or Disagree options.

The results confirm what was initially proposed by Arens, Weigold, and Arens (2008) that if not inappropriately designed sales promotion programmes may attract consumers to just wait for promotions to stock up the products.

5.6.3 The rapid growing demand for sales promotion has been triggered by growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of consumer market, the short term focus of many marketers, increased accountability, competition and clutter, declined advertising efficiency caused by rising costs, media clutter and legal restraints as well as the fact that consumers have become more deal-prone among other factors.

In the study, 37.3 percent opted for Strongly Agree, 44 percent for Agree, 08 percent for Strongly Disagree and 10.7 percent for Disagree (See Table & Figure 4.20) for detailed illustration.
Study results have demonstrated that a high proportion of respondents with a combined percentage of 81.3, view the proposed factors behind the rapid growing demand for sales promotion as vivid with only a trivial percentage of 18.7 differing with the suggested factors.

The results support the factors behind the increased importance of sales promotion and the shift in marketing dollars from media advertising to consumer and trade promotions as were suggested by G.E. Belch (2003) and M.A. Belch (2003) to include; the growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of the consumer market, the short-term focus of many marketers, increased accountability, competition, and clutter.
CHAPTER SIX
SUMMARY, CONCLUSIONS AND POLICY IMPLICATIONS

6.1 Introduction
This chapter summarizes, concludes and recommends for policy implications on the effectiveness of sales promotions in stimulating stronger market response in Mlimani City Mall.

6.2 Summary
The study had four objectives; the first being identifying the effects of sales promotion in influencing product purchase. The study found that sales promotion is an effective tool for influencing rapid response of customers to purchase the promoted products. Most of the respondents viewed sales promotion as an important force driving them to purchase products in Mlimani City Mall.

The second objective focused on determining the impact of sales promotions on business firm sales. It established that sales promotion was fundamentally increasing sales volume in Mlimani City Mall.

The third objective was however centred towards studying the position of sales promotion in stimulating stronger market response among other promotional tools (Advertising, Public Relations, Direct selling and Personal selling). It eventually established that sales promotion was the most influential among other tools though it was deemed necessary to integrate it with other tools.

Lastly, the study worked out to assess the role of sales promotion in fostering brand loyalty. It certainly found out that apart from effectively fostering stronger market response, sales promotion bears a notable contribution in fostering for brand loyalty.

6.3 Conclusion
The study found that sales promotion is an effective tool for stimulating stronger market response. Results of this study show that sales promotion plays a significant role in influencing product purchase decision despite being regarded as secondary
motivator. 78.6 percent of the respondents were of the view that sales promotion act as a secondary motivator of most product purchase decisions. Consumer’s attitude and beliefs was categorised as primary motivator. Study results indicated that 72.1 percent of the respondents were in support of the statement that mall shoppers’ product purchase decisions are primarily motivated by their own beliefs and attitudes.

However, they didn’t underrate the role of sales promotion in influencing purchase decisions and this is a reason why they gave it second position by ranking it as secondary motivator. The study results authenticate the initially selected theories as basis of this study i.e (Theories of Reasoned Action & Planned Behaviour as well as the Stimulus Response Model).

Thus, from study results which indicate that shoppers regard attitudes and beliefs as their primary motivator and sales promotion as secondary, it can be deduced that although sales promotion bear significant role in influencing purchase decision, setters of sales promotion programmes must take into consideration the need to change customers’ behaviour, which entails changing their attitudes and beliefs about the anticipated behaviour.

Study results indicated that sales promotion is a key accelerator of the experienced stronger market response in Mlimani City Mall which eventually maximizes sales volume. This fact was demonstrated by the great response by the participants of the survey. 90 percent of the respondents supported the statement that sales promotion maximizes sales volume at Mlimani City shopping Mall.

Also responses from both the Babyshop and Game shop Sales Managers in the interview indicated that sales promotion impacted positively in efforts to maximize sales volume in their respective shops. For instance, the Game Sales Manager said sales promotion proved to be the most effective promotional tool since it has persistently been used for seven years now with positive results. He said sales volume has been escalating in promotion periods. Importantly, some sales statistics
were provided for justifying the assertion as follows; in sales promotion programmes executed on May 11 2013 and 2014 sales hiked by 12.3 and 12.6 percent respectively whereas on May 25, 2013 and 2014, sales gone up by 16.5 and 9.4 percent respectively.

Similarly, the Sales Manager for the Babyshop admitted that sales promotion has positive impact on business firm sales. He said the impact of sales promotion in maximizing sales volume could be justified by the level of sales during promotion periods in which he said sales often increase from the average Sh8 million to Sh10 million per day, an increase of 20 percent.

The impact of sales promotion in maximizing sales volume was also proved by the researcher who witnessed a significant number of buyers who flooded in Mlimani City Mall specifically in weekends during which most shops carry out sales promotion programmes as he gathered the study data.

Nonetheless, the study revealed that effective sales promotion adds tangible, immediate and extra value to new brands. For the case of Mlimani City Mall, this was mainly achieved through giving free samples of new products to customers who later on turned to be regular consumers upon being satisfied by the utility offered by particular products. It was also ascertained that by giving shelf spaces to new products in visible places, exposing them to the eyes of consumers, attracted customers to become regular users of the products. 92 percent of the respondents admitted that sales promotion is an effective value-addition tool.

It was also established that sales promotion is an effective means to counter competition. Well- designed sales promotion programmes were viewed as best ways of neutralizing competition. It was found that using sales promotion as a competitive weapon entailed applying some tactics to exceptionally position sales promotion programme in a manner that could offer extra values from those offered by your competitor.
Mlimani City shops marketing managers employ the so called marketing intelligence to obtain information regarding competitors’ strategies which then facilitates them to come up with similar or more effective sales promotion tactics than those of their competitors to prevent customers from considering their competitors as most convenient place to shop than theirs. For instance; they could study leaflets issued by competitors or visit their websites to see the prices charged by competitors and therefore using them to adjust prices of their products in a way that can be viewed by customers as better than that of their competitors.

However, it was further seen that if not properly utilized as competitive weapon, sales promotion can draw competitors into a price war that could consequently lead to reduced sales and profits for every involved party.

Although it is widely accepted that a high level of sales promotion bear negative effects in brand attitude and long-term market share, this outlook seemed not to hold water for the case of Mlimani City Mall. This was so because malls have already positioned themselves as convenient places for middle and higher-class people and that the products sold must reflect the perceived status of their customers. In that regard it is difficult for mall shoppers to think that products are promoted because of their low quality. It is commonly understood that sales promotion are only aimed at attracting more people to buy more for quick sales of products and at large scales.

Nevertheless, sales promotion doesn’t result into negative brand attitude as well as market share and profit as not every product is promoted only few basic commodities such as sugar and other food products only to attract people to visit shops but is assumed that they would buy other products which are not promoted.

The study also investigated on the position of sales promotion in stimulating stronger market response among other promotional tools (Advertising, Public Relations, Direct selling and Personal selling). It consequently found that sales promotion was the most influential promotional tool if compared with other promotional tools. A combined percentage of 68.6 of the respondents admitted that sales promotion was
the most influential tool in stimulating stronger market response in Dar Salaam shopping Mall.

But despite its influential role in stimulating stronger market response, it was established that sales promotion cannot guarantee a hundred percent success of business organisation without integrating it with other promotion mix elements i.e Direct marketing, Personal selling, Advertising and Public Relations. 85.4 percent of the respondents supported the view that sales promotion cannot stand alone. Sales Managers disproved the notion that sales promotion can be used in isolation to other promotional tools. They underscored the necessity to integrate sales promotion with other promotional tools such as PR, through participating in PR events and CSR’s. They also emphasized on the need to adopt advertising through radio and newspapers for easy passing of information regarding sales promotions on offer.

Lastly, the survey revealed that a successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals (increasing product’s market share, maintaining company and product loyalty). 88 percent of the respondents supported the view that appropriately designed sales promotion can accomplish both short-term and long-term marketing objectives.

In contrast, it was found that inappropriately designed sales promotion programmes and frequently adopted ones make customers deal prone than being brand loyal. 84.7 percent of the respondents acknowledged that wrongly designed sales promotion programmes make customers deal prone than brand loyal. Sales Managers posited that some of their customers could only wait for sales promotion to visit the shops, knowing that, they precisely design sales promotion programmes in manners that can minimize the effects of deal prone customers.

The study has come up with the finding that shopping activity is still viewed as a more women than men affair despite the many social and economic changes occurring in the recent years although increasingly Tanzanians are changing their attitude towards shopping; more people progressively understand that it is a shared
activity. In the study females accounted for 54.7 percent of the sample population and the remaining 45.3 percent represented males.

Study results indicated that majority of mall shoppers were teens and senior citizens because they have more free time for recreational shopping than do baby boomers. In the study, customers aged between 25 and 35 years accounted for 47.3 percent of all respondents.

It was also found that unmarried youth are the most frequent mall shoppers though they don’t directly qualify to be the most spenders as most of them might be frequently visiting but spending less. In the study 56.7 percent of the respondents accounted for unmarried youth whereas 43.3 percent of respondents were married. The survey further revealed that majority of mall shoppers is educated. Study results indicated that 57.3 percent of the interviewees had at least attained a university degree and above (Master’s, PhDs and Professorial levels).

From the study it may be presumed that a high proportion of mall shoppers are people who earn a significant amount of cash per month. 40.7 percent of the interviewees responded that they were earning Tsh. 800,000 and above.

In the study, it was also concluded that a large number of mall shoppers were middle and upper class people since the study revealed that 66.7 percent of the respondents were Kinondoni residents. Experience shows that a large part of Kinondoni municipality is inhabited by middle and upper class people unlike in Temeke municipality where most common people live and Ilala which is occupied by many offices of both the government and private companies with limited residential areas.

6.4 Policy implications
This study has raised a number of implications that would be helpful to policymakers, investors, businesspeople, sales managers, scholars and consumers. From the implications which are discussed below, it should be understood that they are not
comprehensive at any means. They should only provide guidance for broader thinking.

6.4.1 Sales promotion can significantly boost sales in malls
Although sales promotions were categorised as secondary factor motivating people to shop in malls, it was established that they play a significant role in influencing product purchase decisions.

6.4.2 Consumers’ beliefs and attitudes should be reflected in sales promotion programmes
Study results indicated that mall shoppers regard their beliefs and attitudes as their primary motivator proceeded by sales promotion programmes; a phenomenon entails taking into consideration the need to change the behaviours of the anticipated customers which is closely associated with beliefs and attitudes when designing sales promotion programmes.

6.4.3 Sales promotion is a value-addition tool
The study revealed that effective sales promotion adds tangible, immediate and extra value to new brands through the application of various sales promotion tools such as offering free samples.

6.4.4 Sales promotion is an effective means to counter competition
Well-established sales promotion programmes were viewed as best ways of neutralizing competition. It was found that using sales promotion as a competitive weapon entailed applying some tactics to exceptionally position sales promotion programme in a manner that could offer extra values from those offered by a competitor.

6.4.5 Sales promotion does not result into negative brand attitude
The conception that high level of sales promotion bear negative effects in brand attitude seemed not to hold water for the case of shopping malls since malls have
already positioned themselves as convenient destinations for middle and upper class people. Therefore, even the products offered must reflect the status of the customers.

6.4.6 Sales promotion does not result into reduced profit margin
Not every commodity is promoted at Mlimani City Mall, only few products particularly food products are promoted only to attract more people to visit the shops with the assumption that they would see and purchase other products which are not under promotion upon visiting the shops.

6.4.7 Sales promotion is the most effective among other promotional tools
Despite the fact that sales promotion cannot guarantee a hundred percent success of mall business since it entailed integrating it with other promotional tools but it was found that sales promotion was the most influential among other tools.

6.4.8 Sales promotion can achieve both short-term and long-term business goals
The survey revealed that a successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals (increasing product’s market share, maintain company, product loyalty).

6.4.9 Shopping is viewed as a shared activity
Although the study established that shopping was viewed as a more women than men affair despite the increasingly changing economic and social trends in the recent years but it was seen that most Tanzanians were increasingly changing their attitude towards shopping; more people progressively understand that it is a shared activity.

6.4.10 Majority mall shoppers are teens and senior citizens
Study results indicated that majority of mall shoppers were teens and senior citizens because they have more free time for recreational shopping than do baby boomers.
6.4.11 Most mall shoppers are educated
Study results indicate that 57.3 percent of the interviewees had at least attained a university degree and above.

6.4.12 A high proportion of mall shoppers is middle and upper class people
It was also concluded that a large number of mall shoppers were middle and upper class people. From the study it may be inferred that a high proportion of mall shoppers are people who earn a significant amount of cash per month. 40.7 percent of the interviewees responded that they were earning Tsh800, 000 and above.

6.4.13 Areas for further research
Interested researchers may further study the effectiveness of other promotional tools (Advertising, Public Relations, Direct selling and Personal selling) in stimulating stronger market response in Malls or any other business.
REFERENCES


Keller V. (2010), Sales promotion as strategy and tactic among small independent retailers, SzechenyiIstavan University, Hungary


Mafu A. (2004), Improve Your Communication: Compendium for Communication and Study Skills, Morogoro, Mzumbe Book Project


APPENDICES

APPENDIX 1

Research Questionnaire

Research Questionnaire on “Sales promotion in stimulating stronger market response at Mlimani City Mall in Dar es Salaam” by Eleuter Mbilinyi (Master of Business Administration Student of Mzumbe University)

Respondent’s Background Information

Instruction: Please tick (√) or mark where applicable

Sex: a. Male ( ) b. Female ( )
Age (year): a. 18-25( ) b. 25-35( ) c. 35 above ( )
Marital status: a. Single ( ) b. Married ( )
Education level attained: a. Primary ( ) b. Secondary ( ) c. Tertiary college ( )
d. University ( )
Family Income (Monthly): a. Sh300, 000-500,000( ) b. Sh500, 000-800,000( )
c. Sh800, 000 above ( )
Residence: …………………………………………………………………

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>1.</td>
<td>Mall shopper’s product purchase decisions are only motivated by their own beliefs &amp; attitudes.</td>
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<td>2.</td>
<td>Sales promotion is a primary motivator in influencing consumers to purchase products in malls</td>
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<td>3.</td>
<td>Sales promotion is a secondary motivator influencing consumers to buy products in malls</td>
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<td>4.</td>
<td>Sales promotion maximizes sales volume at M/city shopping malls (accelerates stronger market response)</td>
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<td>5.</td>
<td>Effective sales promotion adds tangible, immediate and extra value to new brands (i.e by inducing retailers to stock up the new product and display it prominently-sales promotion as value-added tool)</td>
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<td>6.</td>
<td>Sales promotion is an effective tool in motivating customers to try new brands in malls</td>
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<td>7.</td>
<td>Sales promotion is an effective means to counter competition (neutralizing competition)</td>
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<td>8.</td>
<td>A high level of sales promotion has a positive effect on short-term market share but may have negative effect on brand attitudes and long-term market share</td>
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<td>9.</td>
<td>Aggressive sales promotion can draw competitors</td>
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</table>
10. The power of sales promotion in stimulating stronger market response supersedes other promotional tools i.e Advertising, Direct selling, Personal selling, Public Relations

11. Despite its influential role in stimulating stronger market response, sales promotion cannot guarantee a hundred percent success of business organization without integrating it with other promotional mix elements i.e Direct marketing, Personal selling, Advertising and Public Relations

12. A successful sales promotion programme can accomplish both short-term (boosting sales) and long-term goals (increasing product’s market share, maintaining company and product loyalty)

13. Inappropriately designed sales promotion programmes and frequently adopted ones make customers deal-prone than being brand loyal

14. The rapid growing demand for sales promotion has been triggered by growing power of retailers, declining brand loyalty, increased promotional sensitivity, brand proliferation, fragmentation of consumer market, the short term focus of many marketers, increased accountability, competition and clutter, declined advertising efficiency caused by rising costs, media clutter and legal restraints as well as the fact that consumers have become more deal-prone among other factors
APPENDIX 2

Interview Questions

1. On your opinion what are the key factors motivating shoppers to shop in malls?

2. What role is played by sales promotion in influencing consumer to buy products in malls? Is it primary or secondary?

3. Do you think that sales promotion stimulates stronger market response?

4. Is it true that sales promotion adds value to new brands?

5. Can sales promotion play an instrumental role in persuading consumers to try new brands?

6. How can sales promotion act as a means to counter competition?

7. Is it true that high level of sales promotion bear negative effect in brand attitude and long-term marketing share?

8. What is the position (power) of sales promotion in stimulating stronger market response among other promotional tools (i.e Advertising, Direct selling, Personal selling and Public Relations)?

9. Is it possible to succeed in business using only sales promotion without integrating with other promotional tools?

Most of renowned literatures indicate that sales promotion budget constitutes over 60 to 75 percent of the total annual promotional budget of most firms. What do you think are the factors behind the dominance of sales promotion over other promotional tools?
APPENDIX 3

Interview with Sales Managers at Mlimani City Mall

I: Game Shop

1. On your opinion what are the key factors motivating shoppers to shop in malls?
   (a) Good customer service i.e commodities are well arranged with their respective prices indicated plus support from educated sales people who often give quick, appropriate and extra elaborations whenever required by customers

   (b) Reasonable prices i.e we often sell our products at reasonable prices in relation with the standard of the given products e.g during weekends and festive seasons the shop runs sales promotion

   (c) The model of merchandising products i.e products are well displayed in a way that can easily be seen by customers coupled with the purchasing style of picking and going away-price signage properly written bigger enough to be viewed by customers

   (d) Pleasant shopping environment i.e customers enjoy cool temperature when shopping plus soft music that guides their movement when looking for commodities they need to satisfy their wants.

2. What role is played by sales promotion in influencing consumer to buy products in malls? Is it primary or secondary?
   (a) Secondary as it is preceded by availability of quality products and a convenient buying place and other factors mentioned in the previous question such as pleasant shopping environment, model of merchandising products and good customer services. Sales promotion comes next just to grab people’s attention towards quality products to satisfy their various wants.
3. Do you think that sales promotion stimulates stronger market response?
   (a) Yes- it has proved to be the most effective promotional tool…we have persistently used it for about seven years now with positive results…sales have been escalating during sales promotion days e.g on May 25, 2013-sales gone up by 16.5 percent, 9.4 percent in the same date in 2014, on May 11 2013, sales hiked by 12.3 percent and 12.6 percent on the same date in 2014.

   (b) Also the researcher witnessed a significant number of buyers who flooded the shop during promotion days which according to the sales manager, commence on every Thursday which directly translate into increased sales e.g on June 6, 2014 (Saturday) the researcher conducted interview with the sales manager at the shop and witnessed a significant number of shoppers who were busy buying as it was among the promotion days.

4. Is it true that sales promotion adds value to new brands?
   (a) Yes-We often give free samples of new products to our customers and upon testing they realise real standard of the given products and eventually turn to be loyal customers of the products.

   (b) Also by giving them shelf space in visible areas exposing them in the eyes of consumers and attracting customers to become regular users of the products.

5. Can sales promotion play an instrumental role in persuading consumers to try new brands?
   (a) Yes-for instance by using one among sales promotion techniques; free samples, it becomes easy for the customers to test them and finally become convinced to start using the commodities after being attracted by the product features.
6. How can sales promotion act as a means to counter competition?

(a) By employing marketing intelligence to obtain information regarding competitors’ strategies, it becomes easy to come out with sales promotion which are better than those of the competitors or similar to those of the competitors to prevent customers to consider your competitors as most convenient place to shop than yours. For instance; they can study leaflets issued by competitors or visit their websites to see the prices charged by competitors and therefore using them to adjust prices of their products in a way that can be viewed by customers as better than that of their competitor.

7. Is it true that high level of sales promotion bear negative effect in brand attitude and long-term marketing share?

(a) No. because malls have already positioned themselves as convenient places for middle and upper class people and that the products sold are of high quality therefore it is difficult for mall shoppers to think that products are promoted because of low quality…it is commonly understood that sales promotion are only aimed at attracting more people to buy more, resulting into quick sell of products and at large scales.

(b) Sales promotion doesn’t result into negative brand attitude as well as market share and profit as not every product are promoted only few basic commodities such as sugar and other food products just to attract people to visit malls but is assumed that they would see other products which are not promoted.
8. What is the position (power) of sales promotion in stimulating stronger market response among other promotional tools (i.e Advertising, Direct selling, Personal selling and Public Relations)?

(a) Sales promotion proved to be the most effective tools over other promotional tools for retailing business however it is complimented by others tools such as PR, radio—which we are considering to start using due to its proven effectiveness in disseminating information. Other tools such as direct selling are not applicable in retail business. For retail store, sales promotion is the most effective tool. Despite using sales promotion for seven years it was still relevant, this is a reason why we rejected some proposals brought to us suggesting that we should adopt other promotion tools.

9. Is it possible to succeed in business using only sales promotion without integrating with other promotional tools?

(a) It is not possible, this is why even us, we are integrating sales promotion with other promotional tools such as PR, we participate in events such as Got racing competition which brings together a number of companies whereas goats are labeled after the participating companies and become subjected to race competition. We donate various items to needy people, for instance we recently donated Mosquito nets to poor communities living in Bagamoyo.

(b) Apart from the advertising through fixing our leaflets in newspapers for easy passing of information regarding our promotions on offer, we also consider adopting advertising through radio and Television
10. Most of renowned literatures indicate that sales promotion budget constitutes over 60 to 75 percent of the total annual promotional budget of most firms. What do you think are the factors behind the dominance of sales promotion over other promotional tools?

(a) Is because of its power to bring about tangible and visible effects and is easy to use than other promotional tools. For example we have used it for seven years but the tool is still relevant to us and very much effective to give us the results we desire.

Others
- We carry out promotion throughout the year, sales promotion budget is allocated on annual basis.
- The most frequently used types of sales promotion include; discounts and free sample.

II: Babyshop Shop

1. On your opinion what are the key factors motivating shoppers to shop in malls?

(a) Is a new experience in Tanzania…Tanzanians prefer new experiences…whenever something new comes they quickly adopt and everyone becomes eager to be familiar with it

(b) The need to embrace foreign culture…due to globalisation increasingly people are adopting the western values…shoping in malls is a western experience too.

(c) Good customer service i.e calm and cool environment, security (it is more safe than other congested markets that may subject buyers to thieves)
(d) Specificity i.e malls offers specific services that buyers can easily go straight into picking what they want as compared to other markets where customers may spend more time looking for products of their choice.

2. What role is played by sales promotion in influencing consumer to buy products in malls? Is it primary or secondary?

   (a) Secondary…is preceded by other factors mentioned in the first question i.e good customer service, specificity etc

3. Do you think that sales promotion stimulates stronger market response?

   (a) Yes…this can be justified by the level of sales…during promotion days sales often increase from the average Sh8 million to Sh10 million per day; equivalent to 20 percent, also the researcher witnessed increased number of buyers as compared to days without sales promotions.

4. Is it true that sales promotion adds value to new brands?

   (a) Yes…sales promotion attracts people to try new brands and when they try they realise the true value of the new products.

5. Can sales promotion play an instrumental role in persuading consumers to try new brands?

   (a) Yes…for instance free samples and discounts can directly persuade consumers to try new brands.

6. How can sales promotion act as a means to counter competition?

   (a) Sales promotion can to a certain extent be used to counter competition but for us we put much emphasis in product quality as a means to counter competition
7. Is it true that high level of sales promotion bear negative effect in brand attitude and long-term marketing share?

(a) Yes…this is a reason why we periodically set sales promotions…in most cases we do after six months period…particularly when we have purchased a new stock…we may intensify sales promotion to finish the present stock before we start selling the new inventory.

8. What is the position (power) of sales promotion in stimulating stronger market response among other promotional tools (i.e Advertising, Direct selling, Personal selling and Public Relations)?

(a) Sales promotion is more powerful, though it cannot stand alone in most cases need to be integrated with other promotional tools such as advertising, direct selling and PR…we communicate about the available deals through media such radio (Clouds), Magazine (Hot in Dar), through fliers and sometimes through TV

9. Is it possible to succeed in business using only sales promotion without integrating with other promotional tools?

(a) It is not…you must integrate your sales promotion programmes with other promotional tools such as advertising, an important consideration here is the extent to what you achieve a desirable combination.

10. Most of renowned literatures indicate that sales promotion budget constitutes over 60 to 75 percent of the total annual promotional budget of most firms. What do you think are the factors behind the dominance of sales promotion over other promotional tools?

The need to achieve quick results…sales promotion is the only means through which immediate results can be realised…this is a core issue here coupled with others factors such as brand proliferation, increased competition etc.
APPENDIX 4

List of common Malls in Dar es Salaam

1. Shoppers Plaza (Haile Selasie)
2. SeaCliff Hotel (Toure Dr)
3. Quality Centre Mall (Sandali)
4. Mlimani City Shopping Mall (Udsm, Mwl. Nyerere, Main Campus)
5. Slipway Shopping Centre (Msasani Peninsula)
6. Shoppers Plaza (Mwai Kibaki Road)
7. Sea Cliff Village (Toure Dr)
8. J.M Mall (Mission St)
9. Msasani City Mall (Msasani)
10. Nakumatt (Julius K Nyerere Road)
11. Uchumi Supermarket (Dar es Salaam)
12. Kibo Commercial Complex (Bagamoyo Road)