

MZUMBE UNIVERSITY

**The Role of Sales Promotion in Consumer Buying Behaviour: The case of Tanzania
Breweries Limited**

By

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A Research Proposal Submitted in Partial Fulfillment of the Requirements for the degree
of Master of Business Management (MBA-CORPORATE MANAGEMENT) of
Mzumbe University

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CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled: “*The Role of Sales Promotion on Consumer Buying Behaviour the case of Tanzania Breweries Limited*” in fulfillment of the requirements for the Master degree of Business Administration (MBA) Corporate Management of Mzumbe University.

Dr. Emmanuel Chao/Major Supervisor

We have examined this dissertation and recommend it for acceptance

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DEDICATION

This work is dedicated to my late father Mr Hemedi Daudi Mbaga and my mom Mwanaidi Said who has always been the spirit of my inspiration and encouragements for my achievement

LIST OF ABBREVIATION

AFB	Alcoholic Fruit Beverages
POS	Point Of Sale
SPSS	Statistical Package for Social Sciences
TBL	Tanzania Breweries Limited

ABSTRACT

The purpose of this study was to examine the role of Sales Promotion on Consumer Buying Behaviour the case of Tanzania Breweries Limited. The study was guided by the following specific objectives: to identify different modes of promotion activities and their importance in motivating consumer buying behavior, to analyze the relationship between a specific brand and switching behavior of the consumers, to identify the various factors that influence consumer buying behavior and challenges facing promotion activities of in beer industry. The study adopted descriptive case study whereby a sample size of 100 respondents was selected. Data collection was done through the use of questionnaires, interviews and observation. The analysis of data was done using SPSS and Microsoft Excel. It was found that various promotion activities are used by TBL such as Raffle Draws, Price Pack, free items such as free face-caps, T-shirt and pens. Other promotional strategies include the sponsoring of various activities such as football matches and use of celebrity.

In general sales promotion activities performed the role of informing, reminding and influencing the purchase of TBL products. It was further revealed that strong brand image; quality of products and products reputations influenced consumer buying behaviour. More so, pricing, presence of varieties of beers, the economic, cultural and personality aspects influence consumer buying behaviour. The study recommends that TBL should continuously ensure that introduce new products and packaging innovation to lure customers given the current competitive environment. In this regard companies that are able to enhance and quicken their product development cycle will clearly have a competitive advantage. As beer drinkers increasingly seek different styles and more complex or varied flavour profile, TBL would need to keep innovating constantly. TBL should also establish global brands through line extensions.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the study

In recent years there has been an increase in competition for customers among companies in various industrial sectors (Gaspar, 2014). In the today's competitive scenario the goal of the organizations are brand awareness, product loyalty and corporate image. A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling; still the product may not sell. So incentives need to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product since every businessman wishes to increase the volume of sales (Huff *et al.*, 2008).

In today's business world customers are considered to be kings (Bhandari, 2012). Thus to stay competitive, the producers must meet the needs of customers. One of the marketing tools that are used in attracting the attention of the customer is sales promotion whereby various promotional techniques are used by the marketer (Beri, 2006). Sales promotions refer to any extra incentive manufacturers, retailers, and even not-for-profit organizations use that could serve to change a brand's perceived price or value temporarily (Shimp, 2010).

For example many offers in the markets notice such as "promotion whereby discount is provided up to 50%" and many other schemes are designed to attract customers to buy certain products. All these are incentives offered by manufacturers or dealers to increase the sale of their goods. These incentives may be in the form of free samples, gifts, discount coupons, demonstrations, shows, contests and among others. All these measures normally motivate the customers to buy more and thus, it increases sales of the product.

Beer companies spend approximately \$70 billion annually on trade promotions (Forbes, 2011). Blattberg and Neslin (2009) reported that between 2008 and 2013 the proportion of marketing budget spent on trade promotions was more than 70% in the United States of America. This increase is based on the fact that promotional spending has a large, measurable and immediate effect on a brand's sales.

A primary goal in the discipline of consumer research has been the understanding of how marketing communications influence consumer decision making processes. A number of studies on the influence of sales promotion on consumers' buyer behaviour have been published during the past decade, such as the impact of in-store displays on product trial and the repurchase behaviour of customers in Malaysia (Ndubisi and Moi, 2005); the influence of free samples on consumer trial and purchasing behaviour in the United States (Heilman *et al.*, 2011); the attitudes of consumers in the United States towards in-store promotional activities (Schultz *et al.*, 2009), the impact of in-store events on consumers' attitudes towards retail brands in Germany (Leishnig *et al.*, 2011) and the effects of in-store promotional activities on consumers' store decisions in Australia to mention a few.

Following variety of products, increased customer's expectation and rapid industrial growth confusion arises as to which marketing strategy to adopt. So it is the time to rethink the actual effects of sales promotion on the consumer's mind. Sales promotion has always been a part of the industrial marketing process and is the preferred tool used to reach consumers (Schultz *et al.*, 2009). Thus, allocation of the marketing budget goes hand in hand with promotional budget indicating importance of the latter (Blattberg and Neslin, 2009). Consumer tends to look for the "best one" and that's why their fluctuating mind may switch on to new brands with a simple stimulus. In this case an extra incentive can be added to a product by different promotional activities (Blattberg and Neslin, 2009).

In Tanzania a number of companies are engaged in production or importation of alcoholic drinks. For example would include the Tanzania Breweries Limited, Serengeti Breweries Limited, Konyagi Limited and Mabibo wine. The purchase decision related to the goods depends on various factors like brand, quality, after sales services, warranty, advertising, rebates, offers, discount, mode of payment, display, sales person behaviour, store location and many more. Among the various promotional tools it has been found that sales promotion is one which stimulates quick and large purchases in a limited period of time (Mela *et al.*, 2007).

1.2 Problem Statement

Tanzania Breweries Limited produce and market a number of brand such as Castle Lager, Castle Lite, Kilimanjaro Lager, Eagle, Balimi, Ndovu Premium Lager, and Safari Lager among others. The company uses a variety of advertisements and the company spends billions of dollars on advertising in order to stay as a key player in the industry (TBL Annual Report, 2014). However, there has been an increase of competition from other companies such as Serengeti breweries, imported beer like Heineken, Windhoek among others. In 2013 beer industry witnessed a 25% increase in excise rate, double digit inflation levels, and increased competition not only from similar products but, also from other products like electronics and mobile phones (TBL Annual Report, 2014). This situation created widespread financial pressure in households, which in turn affected disposable incomes, diminished per capita income and resulted in rising costs of living.

The Tanzania beer industry declined by 6% during the year as a direct impact of softer consumer spending and in response to the increase in excise duty which reduced economic growth rate (TBL Annual Report, 2014). TBL's volume ended 4% below prior year, while Group volume output declined by 3% to 2.85 million hectolitres with wine and spirits volume growing by 28% over the year (TBL Annual Report, 2014).

Sales for the year amounted to Tshs 527,768 million Tsh. The inflation pressure averaging 15% during the year saw costs running high (TBL, 2013).

Despite the decline of beer industry TBL has increased promotion of all of her product ranges, it is always known that the cost of promotion is high as management determines which promotion tool will be most effective. There are several promotions going on in the media: television, radio, newspapers and magazines with the intention of creating a positive change in consumers' brand preference, all the resources such as money, time and efforts are being spent on promotion.

A number of studies on the influence of sales promotion on consumers' buyer behaviour have been published during the past decade, such as the impact of in-store displays on product trial and the repurchase behaviour of customers, for instance Oyeniya *et al.*, (2009) in their study concluded that in order to retain customers, organizations have to understand their behavior and try to satisfy them, by catering their needs and preferences. Saleem *et al.* (2002), found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior. Bashir and Malik, (2009) revealed that consumers considered promotion as a reliable source of knowledge about any product or services.

Previous studies suggest that different market segments and consumer profiles react differently towards sales promotion. Several reasons for the variations in effectiveness were suggested, including demographic, cultural and ethnic differences, the value and timing of promotional offerings, as well as the type of product or service promoted (Ailawadi *et al.*, 2009). However, very little research on the influence of sales-promotion techniques on buying behavior especially on beer industry has been conducted in developing countries such as Tanzania. Likewise, most of these studies were carried out in different countries with diverse cultural backgrounds, geographical locations, political and economic status. This study intended to examine the role of

Sales Promotion on Consumer Buying Behaviour using Tanzania Breweries Limited as a case study.

1.3 Research Objectives

1.3.1 Main objective

The main objective of this study is to examine the role of Sales Promotion on Consumer Buying Behaviour.

1.3.2 Specific Objectives

- (i) To identify different modes of promotional activities and their importance in motivating consumer buying behavior
- (ii) To analyze the relationship between a specific brand and switching behavior of the consumers
- (iii) To identify various factors that influence consumer buying behavior
- (iv) To identify challenges facing promotion activities of in beer industry

1.4 Research Questions

- (i) What are the different modes of promotional activities and their importance in motivating consumer buying behavior?
- (ii) What is the relationship between a specific brand and switching behavior of the consumers?
- (iii) What are the various factors that influence consumer buying behavior?
- (iv) What are the Challenges facing promotion activities in beer industry?

1.5 Significance of the Study

This study intends to shed light on how sales promotion is influencing the consumers while purchasing certain product especially TBL products.

This study will help the present marketing managers to better reposition their promotion strategy to capture the correct target market to boost the sales in times of competition. Promotion is clearly an important tool to promote branding of products and variables that influence buying decisions is surely a focus to ensure the marketing communications are done correctly and effectively. This study will help in finding out the effects of promotion on peoples buying behavior whether customer purchase TBL products because of the promotion activities employed by the respective company.

Analysis and knowledge of this study will help beer industry to come up with not only an effective promotional program, but also efficient program that can ultimately lead to success. Manufacturers and large retailers will benefit from this study, as it will depict the need to go beyond the mentality of merely brand experience. Companies will be able to use the new findings of the study to customer brand experience into their products to innovate bottom up. This may lead to more efficient budget allocation for design and marketing, resulting in greater customer retention and improved brand equity.

1.6 Scope of the study

The study restricts itself to the role of Sales Promotion on Consumer Buying Behaviour the case of Tanzania Breweries Limited. Therefore, due to the time granted for the study, the scope of the study limited itself to the role of sales promotion on the consumer buying behavior in Morogoro municipality.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview of marketing communication mix

Many scholars based their marketing strategies on the marketing combination strategy of McCarthy (2001). McCarthy's (2001) Marketing Combination Strategies includes four parts, product strategy, price strategy, sales channel strategy and promotion strategy, which are also called 4Ps

. The marketing strategy of McDaniel and Kolari (2007) is divided into product, price, place, promotion, marketing research, new business and others..

2.1.1 Pricing

Kotler and Armstrong (2008) defines price as money or any other consideration exchanged for the purpose or use of a product, service or an idea. The pricing element deals with the pricing strategies and exercises. In addition to that, this aspect helps the Mobile phone service providers to tell the different ways in which they can "increase" prices without necessarily increasing the price, i.e. increasing the price in such a way that the consumer will not be able to tell (Pearson, 2006). The reason for this is that as companies may increase the price while at the same time improves the quality of the product. There are various pricing strategies that can be used by the business when coming up with marketing principles and strategies.

One of them is premium pricing where the quality of services / goods offered is high but at the same time, the prices are equally high. Penetration pricing also referred to as price for the "common man". The purpose of this is to penetrate the market and capture the clients but increase prices later. New entrants into the market mostly apply this strategy (Pearson, 2006). The other one is economy pricing which depends on the current

economic status. It is the price levied on common goods like foodstuffs and drinks in the restaurant. It can be referred to as day-to-day price.

Price skimming, in some scenarios entails the company to enter the market with high prices with the aim of making a “statement” and send a message to its competitors; however, with time the prices reduce to the normal level. The prices are mainly placed on new products like clothes, music or movies. Whilst, psychological pricing is intended to get clients to respond or purchase the good or services based on their emotions and not rationality and needs (Bush, and Brobst, 2009).

2.1.2 Place or Distribution

Distribution involves movement of raw materials, goods and or services produced, from suppliers or producer to the consumer or industrial user, with the aim of meeting or satisfying the needs and wants of target market. It is the system of relationships existing among businesses that participate in the process of buying and selling products and services (Mboma, 2004). The importance of distribution in marketing variable is that if it is not fulfilled, all efforts which have already been made may not be realized in enabling products and services produced to reach the target markets (Mboma, 2004).

2.1.3 Promotion

Kotler and Armstrong (2008) defines promotion as all activities undertaken to communicate and promote products or services to the target market. These activities include advertising, public relations, personal selling, exhibitions, brochures and demonstrations etc. Promotion is important to communicate customer value by creating awareness of the product existence and characteristics. Promotion informs customers on the products availability in the market.

2.1.4 Product

A product is anything that can be offered for sale and arouses attention, interest to buy as well as consume with an intention of satisfying a want or need. This definition includes physical object, services, persons, places, activities, ideas and firms (Mboma, 2004). So, a product includes a good, service or idea that may appear in a range of features such as packaging ,colour, price, producers image, and retailers services, which the customer may accept as offering a desired satisfaction. Thus, marketers sell symbols together with a physical product that is tangible item, benefits, which are derived from a product or service that are non-physical as well as intangible views, opinions and suggestions are forms of ideas that are offered. Meaning that, goods or services are psychological symbols of personal attributes, objectives and social patterns that are sought for in order to conform or meet specific needs and wants (*ibid*).

2.1.5 People/Participants

These are all human actors who play a part in service delivery and thus influence the buyer's perception; namely personnel, customers and other customers in service environment. All human actors participating in delivery of a service provide clues to the customer regarding the nature of the service itself. How these people are dressed, their personal appearance and their attitudes and behaviors all influences customers of a service (Zeithaml and Bitner, 2007). The way service providers express their feelings from questions raised by customers is important. Body language, expressions, and statements have to promote business. The use of bad language, shaking a head or waving a hand is not the right way to communicate to a customer when you are holding conversation (Mboma, 2004).

2.1.6 Physical Evidence

The environment is a premise in which the service is delivered and where the firm and customers interact, as well as any tangibles components that facilitate performance or

communication of service. This includes all tangible representation of the services such as brochures ,letter head ,business cards ,report format and equipments. In some cases, it includes the physical facility where the services are offered (Zeithaml and Bitner, 2007). It also refers to different types of goods that are drawn into production of service that is consumed. The physical environment that may include different decorations, which aim at making the place look attractive and different equipment as well as machinery, may be part of service generation (Zeithaml and Bitner, 2007).

2.1.7 Process

Process is the actual procedures, mechanisms and flow of activities by which the service is delivered, that is, the service delivery and operating systems. The actual delivery steps the customer experiences, the operational flow of the service also gives customer evidence on which to judge the service (Zeithaml and Bitner, 2007). Thus, service marketing mix as internet being part of involves Product, Price, Place, Promotion, People, Process and physical evidence. Firms marketing a service need to get each of these elements correct. The marketing mix of service has additional element because the characteristics of a service are different to the characteristics of a product (Zeithaml and Bitner, 2007).

2.2 Consumer buying behavior

2.2.1 Concept of buying behavior

Consumer buyer behavior refers to the multi-step decision-making process that people engage in and the actions they take to satisfy their needs and wants in the market place. However, there is no single standard of behavior. Individual consumers behave differently based on psychological factors like motivation, and also due to environmental and situational forces. The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2007).

The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997). The field of consumer behavior covers a lot of ground. According to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

The official definition of consumer behavior given by Belch (1998) is ‘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’. Behavior occurs either for the individual, or in the context of a group, or an organization. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.

Andreason (1965) proposed one of the earliest models of consumer behavior. According to Solomon (2006) and Belch (2008), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Behavior occurs either for the individual, or in the context of a group, or an organization. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.

2.2.3 Determinants of buying behavior

Economic Factors and Buying Behaviour

Consumer economic situation has great influence on his/her buying behavior. The smaller the consumer’s family size or dependants, the higher the income and savings of such consumer, this will in turn influence the consumer to favour more expensive

products. On the other hand, a person with low income and savings will purchase inexpensive products (Shah, 2010). Myers *et al.*, (2001) also provided support for the predictive power of economic factors such as income, family size and consumer budget over other social factors in explaining expenditure patterns for low-priced goods. They concluded that economic factors are a major determinant of buying behaviour and can be used to predict the type of clothes consumer is likely to buy.

When it comes to brand identification, Keiser and Kuehl (2002) reported on the importance of economic factors on buyer behaviour. Their study revealed that adolescents with high earnings and in the upper class were able to identify more brands than other adolescents. A very comprehensive and valuable research was conducted by Schaninger (2001) in the analysis of both usage/non-usage criteria as well as frequency of use data for a large variety of products, where it was concluded that economic factors are the most important factors in explaining the consumption of low social value products and services that are not related to class symbols, he opined that it is irrational and wrong to deny the influence that income has over buying behavior, both on type and prices of clothes purchased.

Personal Factors

Etzioni, (2008) believes that all human life is experienced at two levels. The internalized level of experience includes biological, psychological, and social factors that are more or less complex and are unique to the individual. This experience includes the formation of personal values which are the ideals or standards that guide human preferences and decisions. In collective terms, social values surround the person and represent the standards and principles of what in the greater society is generally considered “good” and “desirable.” Personal values can, and often conflict with social values and norms. Interaction with parents and significant others within the social environment results in personality development, the acceptance (or rejection) of social norms, and the formation of personal values. Personal values in turn shape our beliefs, attitudes and

ultimately our buying behaviors, which usually bear some basic similarity to those around us and reflect the collective cultural and other social influences to which we are exposed. Some of these personal or internalized variables that uniquely influence our buying behaviour include; education, lifestyle, intuition, ostentations etc (Etzioni, 2008).

Religion

The significance of religious value systems has long been recognized in sociology and psychology but is not yet fully acknowledged in consumer research. Studies in the marketing literature suggest that religion is a key element of culture, influencing both behaviour and purchasing decisions (Essoo and Dibb, 2004). Religion is an abstract concept that challenges scholars in defining the term (Guthrie, 1996). Nonetheless, many scholars would agree that a religion represents a unified systems of beliefs and practices relative to sacred things, religiosity is viewed as the degree to which beliefs in specific religious values and ideals are held and practiced by an individual, which according to Delener (2000), affect buying consumption pattern in so many ways. Understanding the influence of religion on consumer behaviour is complicated. Earlier religious psychology studies tended to focus on one's commitment to his or her religion as the main indicator for a religion's influence. Almost all factors related to religion are aggregated to form a religious commitment concept, thus complicating efforts to unravel the components of religion's influences (Himmelfarb, 2005).

These scholars however concluded that influence of religion on for example clothes buying behaviour is found to be mediated through several factors including an individual's religious affiliation, commitment to religious beliefs and practices, the extent of consumer's religious knowledge, views and perceptions on societal issues, and the motivation in following their religion . These factors are mostly used in marketing to explain religion influences in the marketplace.

Cultural Factors

Every group or society has a culture, and cultural influences on buying behavior may vary greatly from place to place. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. International and national marketers must understand the culture in each of their markets and adapt their marketing strategies accordingly. Marketers are always trying to find cultural shifts in order to discover new products that might be wanted. For example, the cultural shift toward greater concern about health and fitness has created a huge industry for exercise equipment and clothing, low-fat and more natural foods, and health and fitness services (Lawan, 2008). The shift toward informality has resulted in more demand for casual clothing and simpler home furnishings.

The increased desire for leisure time has resulted in more demand for convenience products and services, such as microwave ovens and fast food. Culture can be acquired from the family, from the region or from all that has been around us while we were growing up and learning the ways of the world. Culture forms a boundary within which an individual thinks and acts. When one thinks and acts beyond these boundaries, he is adopting a cross-cultural behaviour and there are cross-cultural influences as well. The nature of cultural influences is such that we are seldom aware of them.

One feels, behaves, and thinks like the other members of the same culture. It is all pervasive and is present everywhere. Norms are the boundaries that culture sets on the behaviour. Norms are derived from cultural values, which are widely held beliefs that specify what is desirable and what is not. Most individuals obey norms because it is natural to obey them. Culture outlines many business norms, family norms, behaviour norms, etc (Lawan, 2008).

In an attempt to explain how a societal culture influences consumers' buying behavior Hofstede (2000) came up with a useful cultural dimension. He saw culture as the

interactive aggregate of common characteristics that influence a group's response to its environment. His cultural dimensions according to (Nokata and Silva Kumar, 2000) serve as the most influential culture theory among social science research. Sondergaard (2001) added that this cultural framework has received strong empirical support. Hofstede (2000) separated cultures on the basis of the following dimensions: Masculinity-feminity, Power distance, uncertainty avoidance and individualism-collectivism.

By individualism-collectivism, he refers to the basic level of behaviour regulation, whether by individuals or groups. People high on individualism view self and immediate family as relatively more important than the collective. He defines collectivism as a social pattern that consists of individuals who see themselves as an integral part of one or more collectives or in-groups, such as family and co-workers or settlement (Lawan, 2008). People who are more collectivist are often motivated by norms and duties imposed by the in-group, they give priority to the goals of the in-group and try to emphasize connectedness with the in-group. These social patterns are expected to influence buying behaviour through their affect on a person's self-identify, responsiveness to normative influences, and the need (or lack of need) to suppress internal beliefs in order to act appropriately (Lawan, 2008).

Perception

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe (Pinki, 2014).

Personality

Personality changes from person to person, time to time and place to place. Therefore, it can greatly influence the buying behavior of customers. Actually, personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness and self-confidence which can be useful to determine the consumer behavior for particular product or service (Pinki, 2014).

2.2.4 Promotion and consumer behaviour

Companies can communicate marketing messages by a range of methods, including sales promotions among others. Koekemoer (2005) differentiates between three different types of sales promotions, namely: consumer-oriented sales promotions, retail promotions and trade promotions. Consumer-oriented sales promotions refer to incentives that are offered directly to a firm's customers or potential customers, and are used to accelerate the decision-processes of consumers (Moriarty *et al.*, 2012). This definition embodies the key features of sales promotion. Sales promotion techniques, such as free samples, competitions, premiums, coupons and price incentives provide extra incentives to achieve immediate sales.

These are often referred to as value added techniques, because they provide immediate and tangible added value to brands (Jordaan and van Heerden, 2010). The purpose of promotion is to influence the purchasing behaviour of consumers by accelerating purchasing or consumption, thereby providing them with an incentive to react quickly to the promotional offer. These incentives are usually offered for a limited time only; and they thus create a sense of immediacy, where consumers have to make a decision quickly. A number of studies on the influence of sales promotion on consumers' buyer behaviour have been published during the past decade, such as the impact of in-store displays on product trial and the repurchase behaviour of customers in Malaysia

(Ndubisi and Moi, 2005); the influence of free samples on consumer trial and purchasing behaviour in the United States (Heilman, Lakishyk and Radas, 2011).

Previous studies suggest that different market segments and consumer profiles react differently towards sales promotion. Several reasons for the variations in effectiveness were suggested, including demographic, cultural and ethnic differences, the value and timing of promotional offerings, as well as the type of product or service promoted (Ailawadi and Harlam, 2009). Furthermore, research also found that consumers react differently towards different sales-promotion techniques. Weng and de Run (2013) found that sales promotion preferences have a significant impact on consumers' behavioural intention and purchase satisfaction for all the product types included in their study.

2.3 Consumer buying behavior theories and models

Nicosia model concentrates on the firm's attempts to communicate with the consumer, and the consumers' predisposition to act in a certain way. These two features are referred to as Field One. The second stage involves the consumer in a search evaluation process, which is influenced by attitudes. This stage is referred to as Field Two. The actual purchase process is referred to as Field Three, and the post-purchase feedback process is referred to as Field Four. This model was criticized by commentators because it was not empirically tested (Zaltman, Pinson and Angelman, 1973), and because of the fact that many of the variables were not defined (Lunn, 1974).

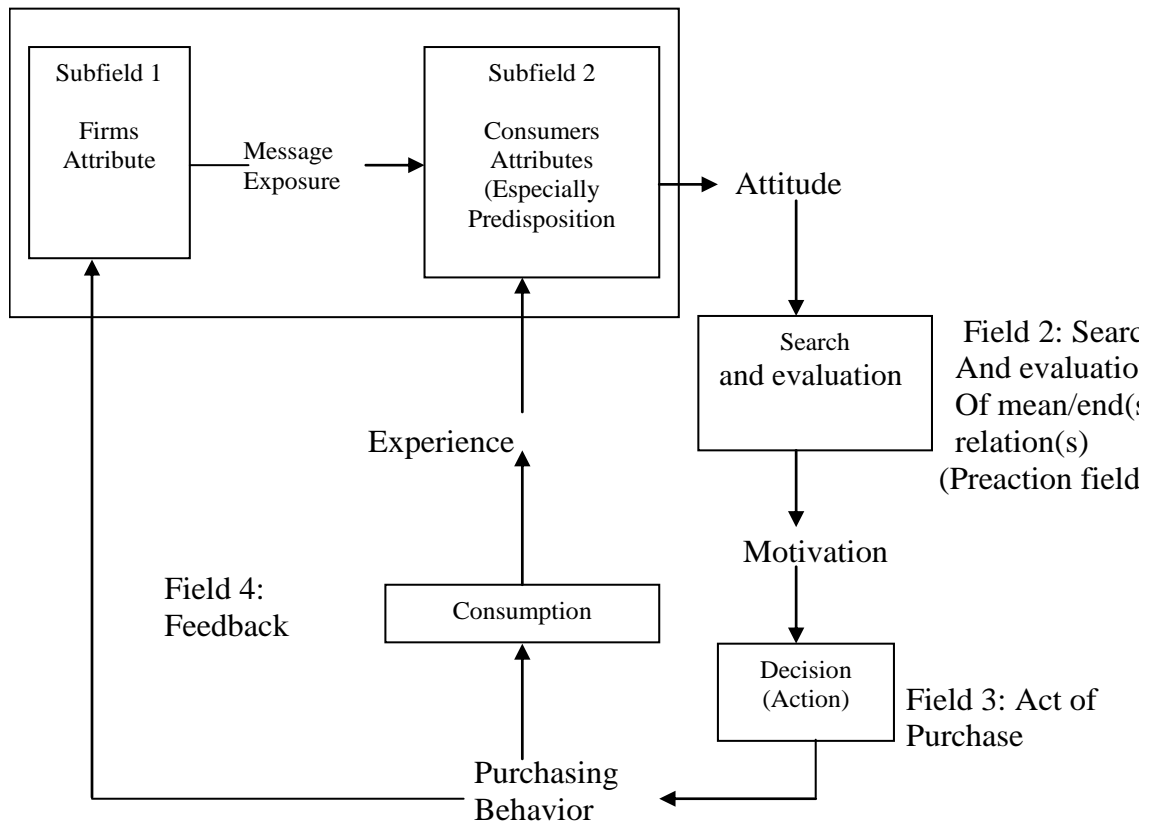
Perhaps, the most frequently quoted of all consumer behavior models is the Howard-Sheth model of buyer behavior, which was developed in 1969. The model is important because it highlights the importance of inputs to the consumer buying process and suggests ways in which the consumer orders these inputs before making a final decision. The Howard-Sheth model is not perfect as it does not explain all buyer behavior. It is

however, a comprehensive theory of buyer behavior that has been developed as a result of empirical research (Horton, 1984).

Schiffman and Kanuk (1997) mentioned that many early theories concerning consumer behavior were based on economic theory, on the notion that individuals act rationally to maximize their benefits (satisfactions) in the purchase of goods and services. A consumer is generally thought of as a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages in the consumption process (Solomon, 1996)

This model focuses on the relationship between the firm and its potential consumers. The firm communicates with consumers through its marketing messages, and the consumers react to these messages by purchasing response. Looking to the model shows that the firm and the consumer are connected with each other, the firm tries to influence the consumer and the consumer is influencing the firm by his decision (Fig 2).

Figure 2: Nicosia Model of Consumer Decision Processes



Source: Nicosia, (2006).

The Nicosia model is divided into four major fields:

Field 1: The consumer attitude based on the firms’ messages.

The first field is divided into two subfields. The first subfield deals with the firm’s marketing environment and communication efforts that affect consumer attitudes, the competitive environment, and characteristics of target market. Subfield two specifies the consumer characteristics e.g. experience, personality, and how he perceives the promotional idea toward the product in this stage the consumer forms his attitude toward the firm’s product based on his interpretation of the message

Field 2: search and evaluation

The consumer will start to search for other firm's brand and evaluate the firm's brand in comparison with alternate brands. In this case the firm motivates the consumer to purchase its brands.

Field 3: The act of the purchase

The result of motivation will arise by convincing the consumer to purchase the firm products from a specific retailer.

Field 4: Feed back

This model analyses the feedback of both the firm and the consumer after purchasing the product. The firm will benefit from its sales data as a feedback, and the consumer will use his experience with the product affects the individuals attitude and predisposition's concerning future messages from the firm.

The Nicosia model offers no detail explanation of the internal factors, which may affect the personality of the consumer, and how the consumer develops his attitude toward the product. For example, the consumer may find the firm's message very interesting, but virtually he cannot buy the firm's brand because it contains something prohibited according to his beliefs. Apparently it is very essential to include such factors in the model, which give more interpretation about the attributes affecting the decision process.

Howard-sheth Model

This model suggests three levels of decision making:

1.

T

he first level describes the extensive problem solving. At this level the consumer does not have any basic information or knowledge about the brand and he does

not have any preferences for any product. In this situation, the consumer will seek information about all the different brands in the market before purchasing.

2.

T

he second level is limited problem solving. This situation exists for consumers who have little knowledge about the market, or partial knowledge about what they want to purchase. In order to arrive at a brand preference some comparative brand information is sought.

3. The third level is a habitual response behavior. In this level the consumer knows very well about the different brands and he can differentiate between the different characteristics of each product, and he already decides to purchase a particular product. According to the Howard-Sheth model there are four major sets of variables; namely:

a) Inputs.

These input variables consist of three distinct types of stimuli (information sources) in the consumer's environment. The marketer in the form of product or brand information furnishes physical brand characteristics (significant stimuli) and verbal or visual product characteristics (symbolic stimuli). The third type is provided by the consumer's social environment (family, reference group, and social class). All three types of stimuli provide inputs concerning the product class or specific brands to the specific consumer.

Inputs Perceptual Constructs Learning Constructs Outputs

Stimuli display

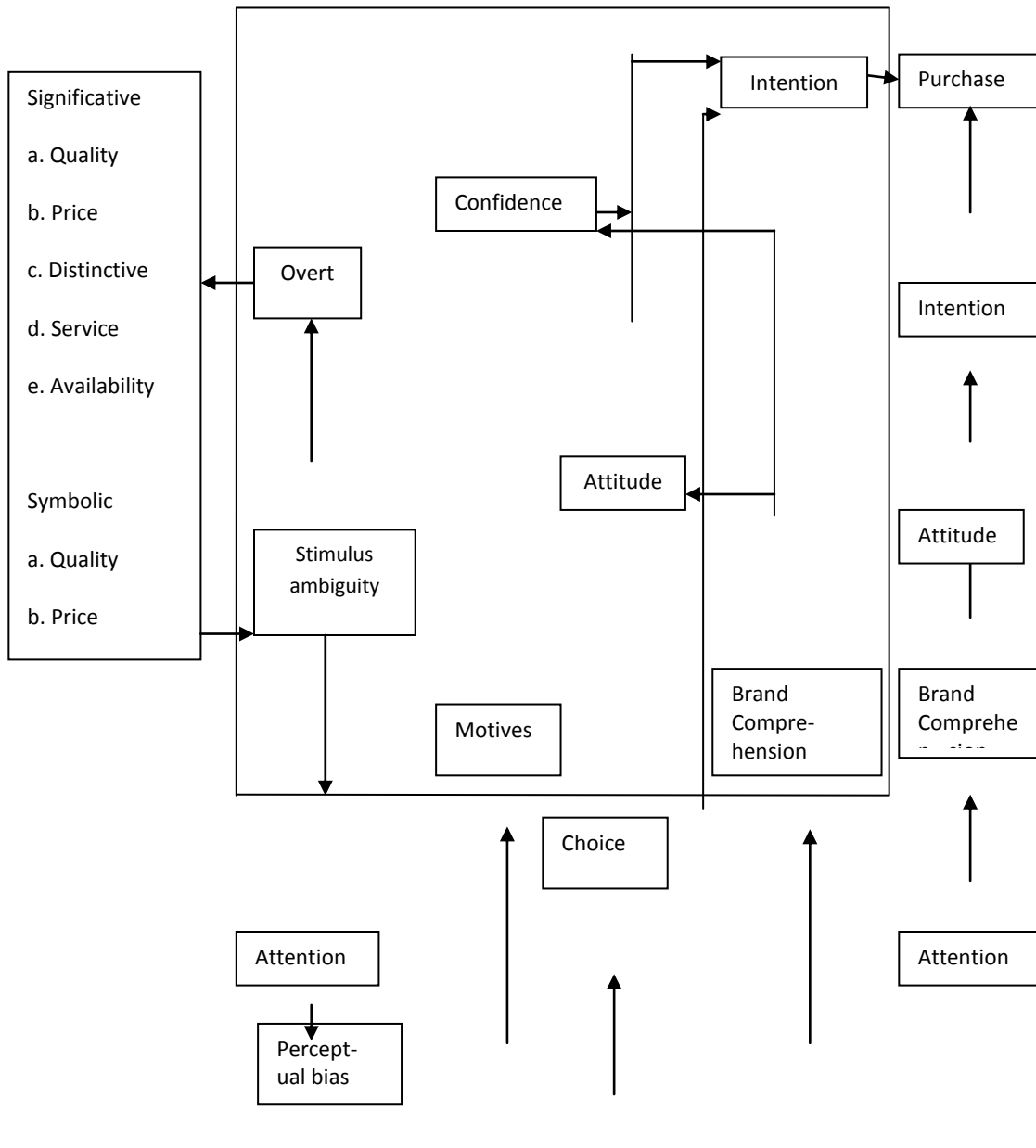


Figure 2-3 A Simplified Description of the Theory of Buyer Behavior

Source: Howard, and Sheth, Pp32 (1969)

b) Perceptual and Learning Constructs,

The central part of the model deals with the psychological variables involved when the consumer is contemplating a decision. Some of the variables are perceptual in nature, and are concerned with how the consumer receives and understands the information from the input stimuli and other parts of the model. For example, stimulus ambiguity happened when the consumer does not understand the message from the environment. Perceptual bias occurs if the consumer distorts the information received so that it fits his or her established needs or experience. Learning constructs category, consumers' goals, information about brands, criteria for evaluation alternatives, preferences and buying intentions are all included. The proposed interaction in between different variables in the perceptual and learning constructs and other sets give the model its distinctive advantage.

c) Outputs

The outputs are the results of the perceptual and learning variables and how the consumers will response to these variables (attention, brand comprehension, attitudes, and intention).

d) Exogenous(External) variables

Exogenous variables are not directly part of the decision-making process. However, some relevant exogenous variables include the importance of the purchase, consumer personality traits, religion, and time pressure.

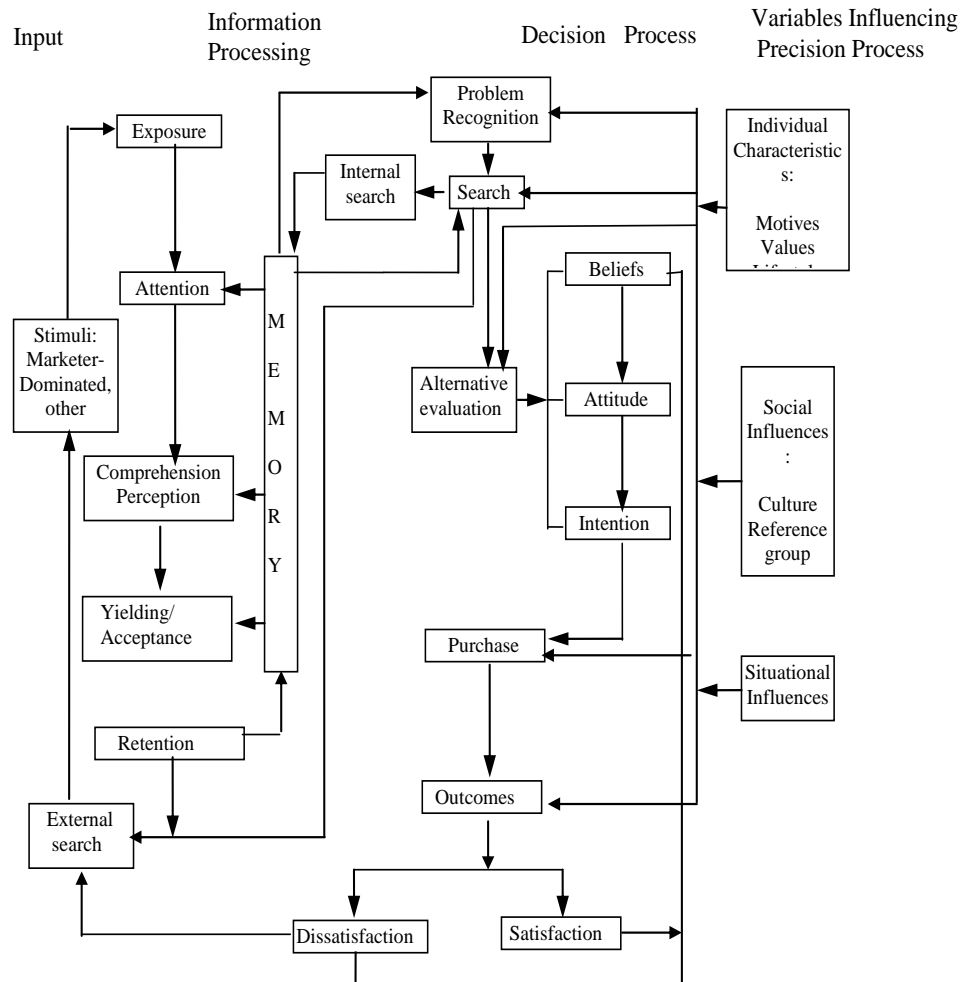
The decision-making process, which Howard-Sheth Model tries to explain, takes place at three Inputs stages: Significance, Symbolic and Social stimuli. In both significant and symbolic stimuli, the model emphasizes on material aspects such as price and quality. These stimuli are not applicable in every society. While in social stimuli the model does not mention the basis of decision-making in this stimulus, such as what influence the family decision? This may differ from one society to another.

Finally, no direct relation was drawn on the role of religion in influencing the consumer's decision-making processes. Religion was considered as external factor with no real influence on consumer, which give the model obvious weakness in anticipation the consumer decision Engel-Kollat-blackwell model. This model was created to describe the increasing, fast-growing body of knowledge concerning consumer behavior. This model, like in other models, has gone through many revisions to improve its descriptive ability of the basic relationships between components and sub-components; this model consists also of four stages (Engel et al, 1995) (Fig. 2)

First stage: decision-process stages

The central focus of the model is on five basic decision-process stages: Problem recognition, search for alternatives, alternate evaluation (during which beliefs may lead to the formation of attitudes, which in turn may result in a purchase intention) purchase, and outcomes. But it is not necessary for every consumer to go through all these stages; it depends on whether it is an extended or a routine problem-solving behavior.

Figure 2. The Engel-Kollat-Blackwell Model of Consumer Behavior



Source: Engel , Blackwell, and Miniard, (1995)

Second stage: Information input

At this stage the consumer gets information from marketing and non-marketing sources, which also influence the problem recognition stage of the decision-making process. If the consumer still does not arrive to a specific decision, the search for external

information will be activated in order to arrive to a choice or in some cases if the consumer experience dissonance because the selected alternative is less satisfactory than expected .

Third stage: information processing

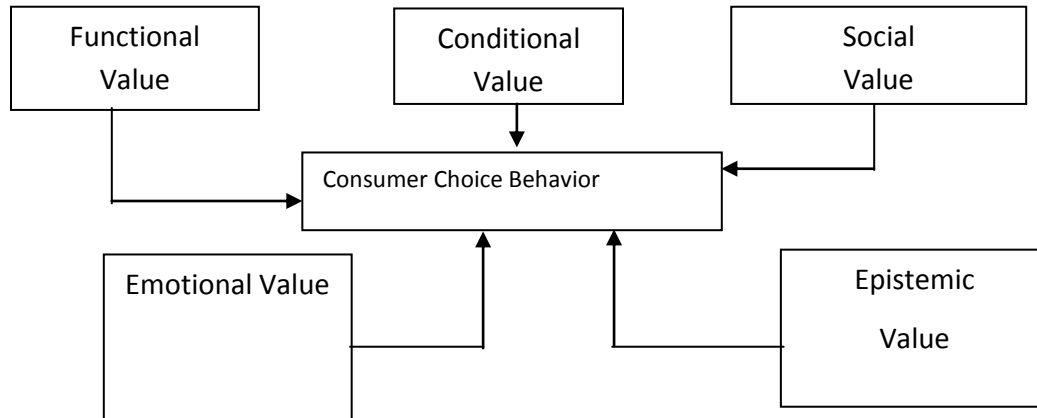
This stage consists of the consumer's exposure, attention, perception, acceptance, and retention of incoming information. The consumer must first be exposed to the message, allocate space for this information, interpret the stimuli, and retain the message by transferring the input to long-term memory.

Fourth stage: variables influencing the decision process

This stage consists of individual and environmental influences that affect all five stages of the decision process. Individual characteristics include motives, values, lifestyle, and personality; the social influences are culture, reference groups, and family. Situational influences, such as a consumer's financial condition, also influence the decision process.

Sheth-Newman Gross Model of Consumption Values

According to this model, there are five consumption values influencing consumer choice behavior. These are functional, social, conditional, emotional, and epistemic values. Any or all of the five consumption values may influence the decision. Various disciplines (including economics, sociology, several branches of psychology, marketing and consumer behavior) have contributed theories and research findings relevant to these values, (Sheth et al. 1991). Each consumption value in the theory is consistent with various components of models advanced by Maslow (1970), Katona (1971), Katz (1960), and Hanna (1980). Five consumption values form the core of the model:



Source: The five values influencing Consumer Choice Behavior

Source: Sheth, Newman, and Gross (1991) Pp159-170

The first value: Functional value

To Sheth et al. (1991) the functional value of an alternative is defined as:

"The perceived utility acquired from an alternative for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes."

Traditionally, functional value is presumed to be the primary driver of consumer choice. This assumption underlies economic utility theory advanced by Marshall (1890) and Stigler (1950) and popularly expressed in terms of "rational economic man." An alternative's functional value may be derived from its characteristics or attributes, (Ferber, 1973) such as reliability, durability, and price. For example, the decision to purchase a particular automobile may be based on fuel economy and maintenance record.

By identifying the dominant function of a product (i.e., what benefits it provides), marketers can emphasize these benefits in their communication and packaging. Advertisements relevant to the function prompt more favorable thoughts about what is being marketed and can result in a heightened preferences for both the ads and the product, (Solomon 1996;160).

Katz (1960) developed the functional theory of attitudes. He identifies four attitudes based on the functional values:

- 1) Utilitarian function. The utilitarian function is related to the basic principles of reward and punishment. We develop some of our attitude toward products simply based on whether these products provide pleasure or pain.
- 2) Value-expressive function. Attitude that performs a value-expressive function expresses the consumers' central values or self-concept. A person forms a product attitude not because of its objective benefits, but because of what the product says about him or her as a person.
- 3) Ego-defensive function. Attitude formed to protect the person, either from external threats or internal feelings, perform an ego-defensive function. Example of this function is deodorant campaigns that stress the dire, embarrassing consequences of being caught with underarm odor in public.
- 4) Knowledge function. Some attitude is formed as a result of a need for order, structure, or meaning. This need is often present when a person is in an ambiguous situation or is confronted with a new product.

The second value: Social value

Sheth et al. (1991;161) defined social value of an alternative as:

"The perceived utility acquired from an alternative association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile choice imagery."

Social imagery refers to all relevant primary and secondary reference groups likely to be supportive of the product consumption. Consumers acquire positive or negative stereotypes based on their association with varied demographic (age, sex, religion), socioeconomic (income, occupation), cultural/ethnic (race, lifestyle), or political, ideological segments of society.

Choices involving highly visible products (e.g., clothing, jewelry) and good service to be shared with others (e.g., gifts, products used in entertaining) are often driven by social values. For example, a particular make of automobile is being chosen more for the social image evoked than for its functional performance. Even products generally thought to be functional or utilitarian, are frequently selected based on their social values.

The third value: Emotional value

Sheth et al. (1991; 161) defined emotional value of an alternative as:

"The perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating those feelings. Emotional values are measured on a profile of feelings associated with the alternative."

Consumption emotion refers to the set of emotional responses elicited specifically during product usage or consumption experience, as described either by the distinctive categories of emotional experience and expression (e.g., joy, anger, and fear) or by the structural dimensions underlying emotional categories such as pleasantness/unpleasantness, relaxation/action, or calmness/excitement. Goods and services are frequently associated with emotional responses (e.g. the fear aroused while viewing horror movie). Emotional value is often associated with aesthetic alternatives (e.g. religion, causes). However, more tangible and seemingly utilitarian products also have emotional values. For example, some foods arouse feeling of comfort through their

association with childhood experiences, and consumers are sometimes said to have "love affairs" with their cars.

A number of different attempts have been made to identify the various emotions that people experience. Izard (1977) develops the taxonomy of affective experience approach that describes the basic emotion that people feel. He measures emotions using ten fundamental categories: interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame, and guilt. This approach has been used extensively by consumer researchers, for example, Westbrook and Oliver (1991).

The fourth value: Epistemic value

Sheth *et al.* (1991 ;162) defined epistemic value as:

"The perceived utility acquired from an alternatives capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by items referring to curiosity, novelty, and knowledge."

Epistemic issues refer to reasons that would justify the perceived satisfaction of curiosity, knowledge, and exploratory needs offered by the product as a change of pace (something new, different). Entirely new experience certainly provides epistemic value. However, an alternative that provides a simple change of pace can also be imbued with epistemic value. The alternative may be chosen because the consumer is bored or satiated with his or her current brand (as in trying a new type of food), is curious (as in visiting a new shopping complex), or has a desire to learn (as in experiencing another culture).

The concept of epistemic values has been influenced by theory and by several important areas of research. Exploratory, novelty seeking, and variety seeking motives have been suggested to active product search, trial, and switching behavior, (Howard and Sheth 1969). One of the most significant contributors to the study of the optimal stimulation

and arousal has been Berlyne (1970), who contends that individuals are driven to maintain an optimal or intermediate level of stimulation. Finally, Hirschman (1980) has advanced innovativeness, or a consumer's propensity to adopt new products.

The Fifth value: Conditional value

Sheth et al. (1991;162) defined the conditional value as:

"The perceived utility acquired by an alternative is the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies."

An alternative's utility will often depend on the situation. For example, some products only have seasonal value (e.g., greeting cards), some are associated with once in a life events (e.g., wedding dress), and some are used only in emergencies (e.g., hospital services). Several areas of inquiry have also influenced conditional value. Based on the concept of stimulus dynamism advanced by Hall (1963), Howard (1969) recognized the importance of learning that takes place as a result of experience with a given situation. Howard and Sheth (1969) then extended Howard's earlier work by defining the construct inhibitors as noninternalized forces that impede buyers' preferences. The concept of inhibitors was more formally developed by Sheth (1974) in his model of attitude-behavior relationship as anticipated situations and unexpected events. Recognizing that behavior cannot be accurately predicted based on attitude or intention alone, a number of researchers during the 1970s investigated the predictive ability of situational factors (e.g., Sheth 1974).

The five consumption values identified by the theory make differential contributions in specific choice contexts. For example, a consumer may decide to purchase coins as an inflation hedge (functional value), and also realize a sense of security (emotional value)

from the investment. Social, epistemic, and conditional values have little influence. Of course, a choice may be influenced positively by all five consumption values. For example, to a first-time home buyer, the purchase of a home might provide functional value (the home contains more space than the present apartment), social values (friends are also buying homes), emotional values (the consumer feels secure in owning a home), epistemic value (the novelty of purchasing a home is enjoyable), and conditional value (starting a family).

2.4 Consumer buying process

Consumer decision making process has been described by various models and theories have been developed to describe consumer decision making, which helps marketer to reach target consumer (Hoyer, 2004). Standard consumer theory concept is, consumer decision making comes through processing of series of stages. Few researchers have developed five stage purchasing process and multi stage purchasing models. All the process or models are mostly deal with knowledge, motivation, attitude and experiences. However, Stylized stage model seems more promising to study consumer decision making process. This model consists of six stages which provide a convenient way to recognize consumer decision making.

The six stages are, problem recognition, information search, formation of consideration set, evaluation of alternatives, choice/purchase and post purchase process. The stylized stage model, which is more concentrated on motivational factors that influence consumer's decision, is beneficial to understand consumer's reason or motive behind purchase of particular product or brand. According to this model, the consumer decision making is triggered by the recognition of a problem or arousal of a need. The need may arise due to various circumstances such as; personal circumstances (e.g. new job or function), marketing circumstances (e.g. advertising, price promotions), or social comparison (e.g. witnessing other consumer enjoying). Once this problem or need is recognized, then search for information starts and consumers information search can be

extensive, internal or external (based on knowledge or environment), alternative based (additional informational search holding number of attribute constant) attribute based (additional informational search holding number of alternative constant) and global (e.g. search for top-down fashion) or local (e.g. bottom level serial fashion) (Hoyer, 2004).

Based on the gathered information, consumer tries to narrow down available set of option, which he or she consider seriously when making a purchase decision and this is considered as set formation. Afterwards consumer follows evaluation of alternatives and goes with the alternatives which are attractive and offers inspirational benefits (e.g. luxury, sensory gratification, and aesthetic). This is the most common stage in purchasing of apparel. The evaluation of alternatives is used in the choice of one alternative.

This choice process depend on: 1) rules that used to filter alternatives (inclusion or exclusion of other alternatives), 2) decision makers attitude towards risk (eagerness and new product have greater risk and consumers attitude toward it) 3) Context effects and variety seeking (compromise option and multiple items from same selection e.g. purchasing multiple clothes from a single catalogue). In last stage, post purchase, consumer experience product and outcome may be satisfaction or dissatisfaction or experiences desirable / undesirable. This model has relevance in study of ladies consumer buying behavior; however, it cannot say that it is completely applicable in fashion clothing purchase. Consumers' purchase process is affected by a number of different factors, some of which marketers cannot control, such as cultural, social, personal, and psychological factors. However, these factors must be taken into consideration in order to reach target consumers effectively (Kotler *et al.* 2005).

2.5 Empirical Literature Review

Sandra (2005) used a series of focus groups in three different locations with young people aged 16-25 years, separated by age and gender, with a total of 85 participants in the study of the effect of point of sale promotions on the alcohol purchasing behaviour of young people in metropolitan, regional and rural Australia. . Participants were asked questions about their recollection of various POS promotions and the effect of these promotions on their alcohol purchasing and consumption behaviour. The majority of participants indicated a strong link between POS promotions and alcohol purchasing and consumption behaviour. A majority of participants demonstrated a strong recall of previous promotions and almost all participants indicated they had been influenced to buy more or a particular brand of alcohol because of a promotion. Specifically, the results of the study indicate that POS promotions involving price or volume discounts have a strong impact on young people, and are particularly effective in encouraging the purchase of increased volumes of alcohol.

Ripon *et al.* (2007) in the study the effects of sales promotion and advertising on consumers purchase behavior reported that 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. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product.

Kwame (2013) in the study titled “does sales promotion influence buyer behavior”, identified the *Sem'anhyia* duck bar soap sales promotion mechanisms adopted and determined how the sales promotion mechanisms affected the behaviour of young

consumers. Apart from adult buyers, young consumers who are Senior High school (SHS) students in Ghana, often buy personal care products especially soap personally for their use at school. The study found that the sales promotion has influenced many young consumers to purchase the product.

Mkanda (2009) analyzed the consumer buying behaviors of Carbonated Soft Drinks in the Tanzanian market. Five hypotheses were empirically tested and the results showed that there is a significant negative relationship between the price of the pack and the choice of brand of carbonated soft drinks. Regarding quality the results revealed that the perceived quality of the product negatively influenced the decision to purchase a carbonated soft drinks brand. The negative correlation might result from the fact that consumers often judge the quality of the products on the basis of variety of information cues that they associate with products.

Moshi (2009) assessed the effectiveness of promotion techniques upon sales performance in the telecommunication industry. The overall findings revealed that effective promotion techniques have significant influence on sales performance. In all the promotion mix, personal selling has been effectively used by the organization, and therefore proved to be handy especially for corporate customers. Nonetheless, the intensity of the influence of marketing promotion variables on consumer buying decision varies according to the degree of stimulation influenced by other factors like social groups, and the type of the product promoted.

Mnkeni (2007) on the other hand investigated the impact of marketing promotions on consumers' decision to make increased use of the mobile phone services in Tanzania and found that marketing promotion has a significant influence on increased usage rate decisions. The study established that advertising and sales promotion are effective and efficient marketing promotion strategy that can provide proper marketing information to the consumers. They opinioned that mobile phone service providers need to understand

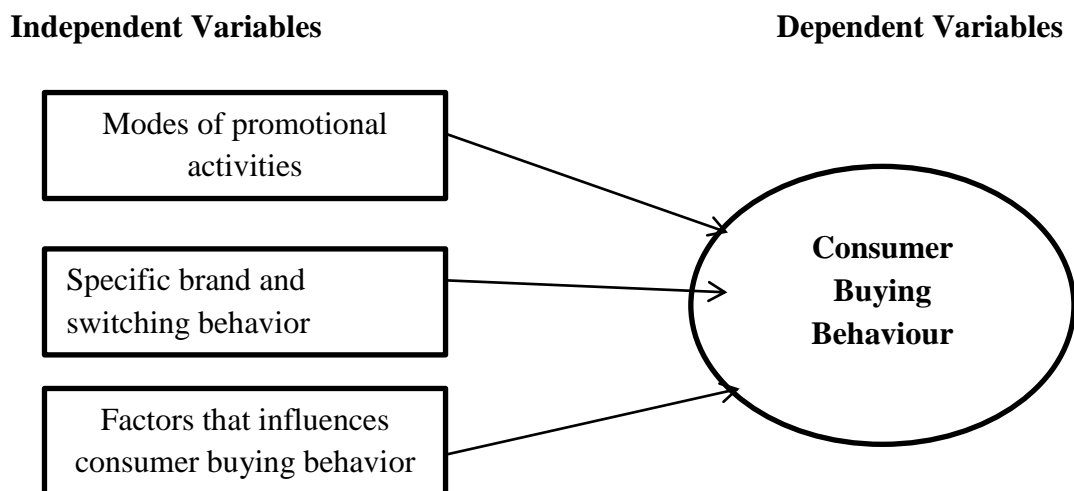
their consumers well and apply the most effective and efficient promotion elements that make consumers aware of the service to consumers with minimal inconveniences

2.6 Conceptual Framework

The conceptual links between the consumer buying behaviour and the enabling factors are sketched in Fig 3. This also provides linkages between the consumer buying behaviour and the enabling factors.

Figure 3: Conceptual Framework

Figure 2.1: Conceptual Framework



Source: Researcher (2015)

The CN is based on the premise that many consumers switch brands, so that they can receive more offers. For example, a company may lower prices for a limited period of time in order to attract more consumers.

Sales promotion, in this regard is any activity that is being used by the producer to promote trade (retailer, wholesaler, or network partners), as well as for customers to buy the brand and activate more sales force to sell. Modes of promotion such as channel as a measure of the general experience they have with purchasing products through specific channels (i.e. catalog, internet, and retailer).

Free samples involve sending the actual product or trial-sized customers. They are provided to clients so that customers have the opportunity to try and use the products. According to (Pratt et al., 2001). In doing so the product is given to a few randomly sampled individuals so that they can try it and buy the product in near future.

Price reduction or price promotion refers to reduction in price for a limited time, which offered to customers. According to (Fill, 2002) price discount is well-known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. Ndubisi and Chiew (2006) said that merchandise test can be increased through offering great price cut.

Social surroundings, according to Nicholls et al. (2002) shopping integrate a social experience outside the house and there is a relationship between time spent and with social companions. Some customers may analyse the shopping experience as a basis of satisfaction and a chance for social relations by (Kim, 2002). For the majority young adulthood, shopping at the mall is a place to hang out or holiday (Lowrey et al., 2005).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 The Study Area

The study was conducted in Morogoro Municipality TBL was selected because the Company's principal activities are; production, distribution and sale of malt beer, non-alcoholic malt beverages and alcoholic fruit beverages (AFB's) in Tanzania. It operates breweries in Dar es Salaam, Arusha, Mwanza and Mbeya and ten depots throughout the country, including Morogoro region. It also produces malt at its malting plant in Moshi. The Company partially owns and manages Tanzania Distilleries Limited, a spirituous liquor company that is situated in Dar es Salaam; Darbrew Limited an opaque beer company located in Dar es Salaam and fully owns Kibo Breweries Limited, an asset Management Company domiciled in Dar es Salaam.

3.2 Population

In this study all staff and customers of Tanzania Breweries Limited (TBL) in Morogoro Municipality were considered as the study population from which samples were drawn..

3.3 Research Design

The study adopted descriptive case study design whereby Tanzania Breweries Limited (TBL) was chosen as case study. A case study design is an extensive study of a single situation such as individual, family or organization (Kothari, 2004).

3.4 The Sample Size and Sampling Procedures

This study used a sample of 100 respondents including 52 TBL employee and 48 customers from various outlets (Table 1).

All senior officers and heads of department were selected purposely as explained previously because they are few and they are at the key positions of the organization

and are knowledgeable and experienced in promotion and marketing. After that the researcher used simple random sampling was used in order to provide equal chances for every general member of staff to be selected

Table 1: The Sample for this study

DEPARTMENT	SELECTED SAMPLE
Administration	3
Finance	5
Procurement	2
Marketing	20
IT	10
Customers	60
Total	100

3.6. Data collection

Interviews and questionnaires were used as major means of gathering primary information from the respective sample. The questionnaire was tested on a small group of individuals and adjustments made where the questions were not clear. Secondary data were obtained through reviewing office records, documents, and published literatures. When

3.7 Data analysis

This study was descriptive and comparative in nature. It also utilized the qualitative approach to analyze the findings. Data collected from the 100 respondents was examined and arranged basing on the research objectives.

The information was analyzed using the Statistical Package for the Social Sciences, Computer version (SPSS 20.0 for windows). Frequencies were generated on the response through use of cross tabulation. A five point Likert rating scale was used to gauge the strength of either agreeing or disagreeing with regard to some response variables. Content analysis was used for information regarding promotion activities

especially on various process and procedures involved in the marketing of TBL products.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.0. INTRODUCTION

This chapter focuses on analysis of data and presentation of research findings and discussion. The study is designed to discuss the role of sales promotion on consumer buying behaviour, the case of Tanzania Breweries Limited. The findings are based on questionnaires, interview guide, observation schedule and documentary review as used and once established in chapter three.

The presentation of findings in this chapter is based on the three research objectives that aimed to find answer to the projected research questions. The objective of this study included: to identify different modes of promotional activities and their importance in motivating consumer buying behavior, to analyze the relationship between a specific brand and switching behavior of the consumers, to identify the various factors that influences consumer buying behavior and challenges facing promotion activities of in beer industry. Therefore this chapter provides the information explaining the data, which are then presented in tables, graphs, charts, frequencies and percentages.

4.2 Characteristics of Respondents

The typical characteristics of respondents is crucial in interpreting and discussing research findings in terms of education level, and experience in advertisement at Tanzania Breweries Limited at Headquarter Dar es Salaam. They provide general image and meaningful information on role of sales promotion on consumer buying behaviour

4.2.1 Age of Respondents

Table 4.1: Age of respondents

Age	Frequency	Percentage
18-23	6	6.0
24-29	6	6.3
30-35	31	31.7
36-41	24	24.0
42-47	7	7.0
48-53	11	11.0
54 and Above	6	6.0
Total	100	100.0

Source: Field data (2015)

Table 4.1 above shows that, respondents who took part in this study are of age and that the information given here is from matured and experienced persons. Most of the respondents who were interviewed were of the age of 30 up to 41 years and above. This is the actual working age in Tanzania. There were 5.6% of males at the age of 18-35 while females were 0% at this age. There were 22.2% of males at age between 35- 41 and females 16.7%. For the age of 48 and above, there were 33.3% males whilst females were 22.2%.

4.2.2 Gender/Sex

The respondents were interviewed considering their gender. The idea behind was to ensure men and women were equally involved as respondents. Men and women sometimes have different opinions which were important to capture in the sample. Table 4.2 shows the gender distribution of the respondents.

Table 4.2: Sex of respondents

Gender	Frequency	Percentage
Male	54	53.7
Female	46	47.3
Total	100	100.0

Source: Field Data (2015)

Table 4.2 above shows that 53.7% out of 100 respondents were male, while 47.3% were female in this study and so the views and opinions given in here are representative of the gender. The number of respondents is almost equal between males and females. However, the individuals and group of respondents sampled in this study comprised more male than females, therefore males participants in this study were many compared to female's participants.

4.2.3 Education Level of respondents

A key determinant of performance is education. Education provides necessary skills and knowledge to employees which enable them to increase productivity. Thus in this study education level is an important factor. Table 3 shows the distribution of the respondent's education level. Respondent's level of education was assessed for the purpose of determining understanding capacity on the research questions about the role of Sales Promotion on Consumer Buying Behaviour.

Table 4.3: Academic qualifications of the respondents

Responses	Frequency	Percent
Secondary education	30	30.1
Certificates	28	28.0
Diploma	20	20.4
Degree level	21	21.5
Total	100	100.0

Source: Field Data (2015)

Academic qualification of respondents was also taken into account in order to find the perception of respondents both the employee of TBL and the customers of the respective company. The research findings revealed that most of the respondents 30.1% had secondary education followed by 28.0% that had certificate. While 20.4% had Diploma and the remaining 21.5% had university education level that represented most of the bank officials. Findings of the study further suggest that majority of the respondents have attained their secondary education and they can understand the impact of promotion on consumer buying behavior.

4.2.4 Respondents Work Experience

Table 4.4: Duration of Work

Number of Years	Number of Respondents	Percentages %
Less than 1 year:	5	12.5
Between 1 and 5 years:	14	35
More than 5 years:	21	12.5
Total	40	52.5

Source: Field Data (2015)

Based on the findings established in table 4 above 47% of the interviewed participants have worked with TBL between one and five years whilst fifty seven 53% have worked for more than five years. This shows that knowledge and experience matters where being able to understand the managerial role, marketing in general and being trusted is concerned. Due to the nature of marketing activities long working duration of employees is very important that enabled the researcher to gather information relevant to the study.

4.2 Promotional activities and their importance in motivating consumer buying behavior

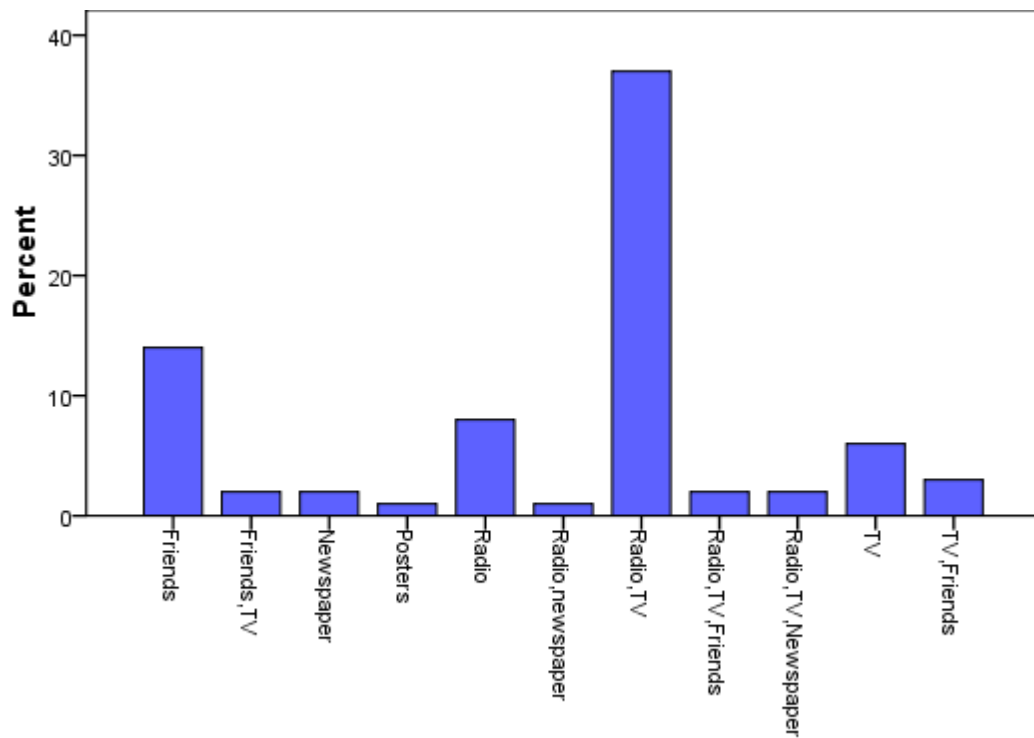
4.2.1 Sales Promotion Activities of TBL

In recent years, Tanzania Breweries Limited has been offering several sales promotion activities to make her stand out amidst her competitors. The most recent sales promotion activities include Raffle draws, Price pack, Premium, and MtaniJembe. Raffle Draws is done by persuading the general public to buy TBL products or brands and encourage the consumers to keep the bottle cover till the raffle is drawn. Price Pack: In December 2014, TBL Company organized a sales promotion for its Safari Lager brand by giving its major distributors a price pack incentives in order to increase the sale volume of the product brand. Free offers are also used for some items at a minimum cost as a bonus for purchasing. This is usually done through its retail outlets. These items include, free face-caps, T-shirt and pens. MtaniJembe is promotion activity which capitalizes on the football fans and promoted through two famous football clubs in Tanzania viz. Simba Sports Club and Dar es Salaam Young African.

4.3.2 Promotion of TBL Products

The study found that majority of respondents 38% who took part in this study knew the products of TBL after they saw or heard about promotion in the mass media especially radio and televisions. Sixteen percent (16%) knew about a brand through their friends while others got to know about the new product through multi sources including newspaper advertisement (Fig 3).

Figure 3: Source of information on Promotion of TBL Products.



Source: Field Data (2015)

Mass advertisements through popular media seem to inform t more people about its products.

4.3.3 Product Awareness by Respondents

Product awareness by consumers is important for any company to realize sales targets. The study aimed at understanding as to whether most potential consumers of TBL drinks are aware of the product through sales promotion. Presented below are the data collected, collated and tabulated to assist understanding on the effect (if any) of sales promotion on sales volume (Table 4.6). About one third (30%) of the respondents strongly agree, 35% agree, 10% were not sure, 15% disagree while 10% strongly disagree that promotion create more product awareness. This implies that most of the potential consumers of TBL products (drinks) know the product through sales promotion. Similar findings were reported by Zain-Ul-Abideen *et al.* (2011) in their research “Effectiveness of marketing strategies and its influence on customer buying behavior”

Table 4.5: Product Awareness by Respondents

Responses	Frequencies	Percentages (%)
Strongly Agreed	30	30
Agree	35	35
Neutral	10	10
Disagree	15	15
Strongly disagree	10	10
Total	100	100

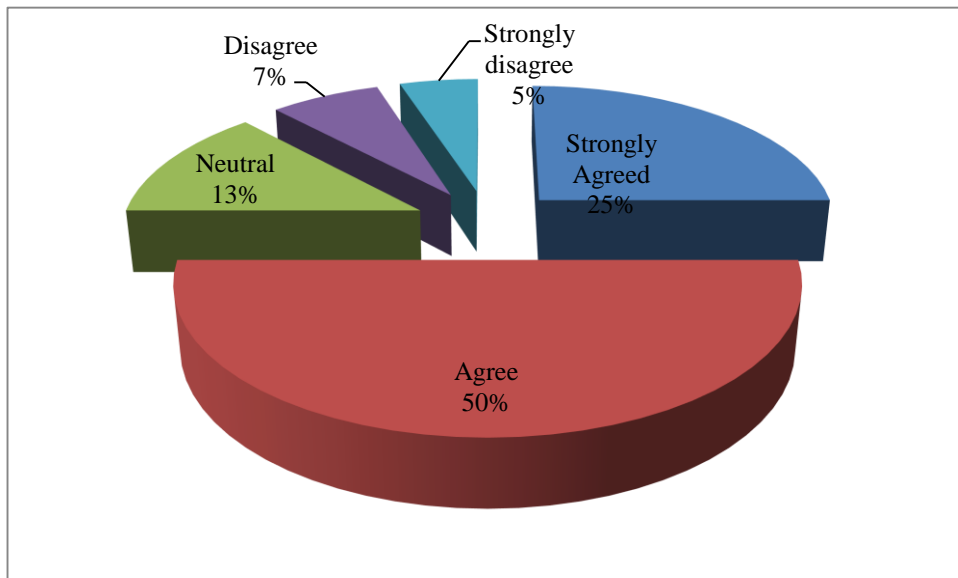
Source: Field Data (2015)

In this regard this study demonstrates that awareness on promotion and emotional response of customer purchase behavior are the variable that results into strong association with the customer buying behavior.

Anderson and John (2006) reported that education/awareness affected customer perception of against breweries. Moreover, depending on a person’s age, consumers view brands differently, and thus have an effect on customer choice, but also in combination with sponsorship. Together, these factors influence the way in which breweries products and services are perceived, and consequently influence consumer preferences.

The study also examined the impact of using celebrity in promotion activities of TBL beer products. The aim was to determine the extent to which the use of celebrity impacted the consumer buying behaviour. Results are as shown in Figure 2.

Figure 2: The use of celebrity on promotion



Source: Field Data (2015)

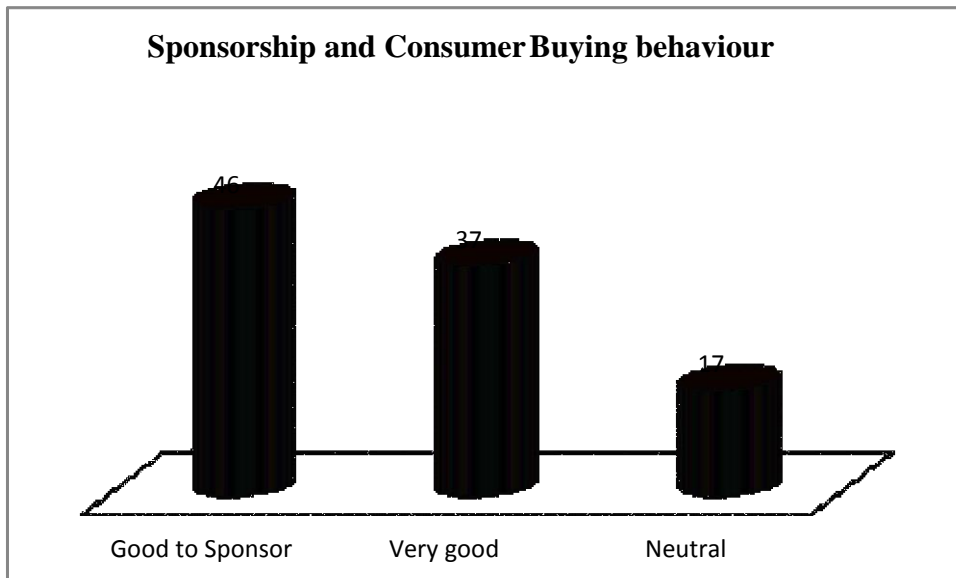
The results showed that there was an overall positive attitude towards the use of celebrity in promotion activities by TBL where by 25 percent strongly agreed, while 50% agreed. However, 13 percent did not have opinion on the use of celebrity endorsement at all. When asked if the use of celebrities in advertising affects their choice of TBL products, 7 and 5 percent respectively had the opinion that the use of celebrity in promotion activities did not influence consumer buying behaviour, with the explanation that there is an extensive overload of celebrity endorsers and thus one becomes unaffected by them. Those who did feel that their consumption was affected commented it as following; as long as the employed celebrity is liked it gives the brand a more positive image - *“There is something to associate the brand with and it makes it*

more interesting and makes you want to buy the brand". Moreover, some responded that one wishes to be like their idol and thus take after the celebrity endorser.

TBL in Dar es Salaam used both international and national celebrity in endorsing her products. However, endorsement had influence on the young age buying behavior and not the old. Old people may not be aware of the celebrity or they are just not venturesome to try new products. Shroeter (2002) argues that successful sportsmen and musicians control teenagers' purchasing powers as they look up to them as their mentors. This is because their influence and success inspires the young generation. It is in this regard that a product endorsed by them will have high sales compared to others in the market. As a result TBL company have signed contracts with leading world and local athlete's and Musicians who appears in posters across Dar es Salaam city to market their products.

This study also, investigated respondents' attitude towards Tanzania Breweries Limited use of different music and sports events sponsorships (Figure 3. The outcome was that about one half of the respondents were very positive, 37% positive, while 17% were neutral. Similarly, Vivekananthan (2008) observed that information, celebrity and pricing had significant influence on promotion of certain brand, thus influence preference.

Figure 3: Respondents views on project sponsored by TBL



Source: Field Data (2015)

4.4 The relationship between a specific brand and switching behavior of the consumers

4.4.1 Brand Preference

The study examined the impact of brand preferences on consumer switching behaviour, given the fact that TBL has a wide range of products. Results are as shown in Table 4.7. Seventy five percent of the respondents strongly agree that brand preference on consumer switching behavior enables people tend to switch to buy/purchase TBL beer. Consequently one can assume that the taste products play a large role in the choice of brand, particular in the case of TBL. Thus, it raises a number of questions of why the respondents prefer one brand over another, although in taste they choose a different one.

Table 4.6: Impact of brand Preference on consumer switching behaviour

Responses	Frequencies	Percentages (%)
Strongly Agreed	75	75
Agree	25	25
Neutral	0	0
Disagree	0	0
Strongly disagree	0	0
Total	100	100

Source: Field Data (2015)

It is evident that TBL has managed to position itself clearly in the minds of the respondents. Positioning here refers to consumers' perception of a brand as compared with that of competitors' brands, that is, the mental image that a brand, or the company as a whole, evokes (Czinkota *et al.* 2001). This may include packaging as has been demonstrated by Ogbuji *et al.* (2010) for bottled water in Southeast, Nigeria.

4.4.2 Brand related Factors and promotion

The study examined the brand related factors to determine the impact of brand positioning. It was revealed that 37% agreed that strong brand image of TBL had impacted consumer choice of products, 41% said that quality of products was among of the key aspect on consumer buying decision, and 22% indicated that product reputation influenced customer buying decision. The study found out that promotion and general advertisement of TBL products focused on positioning of the company products. Brand association can either be linked directly or indirectly with a consumer's thought about a brand as stated by theory. Among the respondents who associated TBL with brand positioning, approximately half of them knew of brand promotion and its impact on consumer behavior (Table 4.8).

Table 4.7: Respondents associating TBL with advertisement

Responses	Frequency	Percentage (%)
Strong brand image	37	37
Quality of products	41	41
Product reputation	22	22
Total	100	100

Source: Field Data (2015)

Thus, it is plausible to assume that TBL brand were widely known and the company has managed to inform and persuade consumers better than other beers company in Tanzania. This connotes that the company have managed to build a stronger company image and brand preference, which correlates to Kotler *et al.* (2005) theory concerning “possible advertising objectives”. Success in capturing and retaining customers through promotion, even during the advertisement’s “off-season” period is in accordance to the “possible advertising objectives” model found in the advertisement theory, which emphasizes success of a company in reaching its target consumers.

During the administration of this study it was revealed that most of the respondents believed that promotion did indeed influence their choice of product. This relates to Mackenzie’s (2004) who found out that that promotion aims to persuade consumers to buy the product in question. Cox (2008) came up with different results as he found out that promotion did not have influence on consumer choice of product; one can question the effectiveness of brand’s advertisements as they have failed to consciously affect consumers’ decision to buy their product. However, as stated by Armstrong *et al.* (2005,), “*ninety-five percent of the thought, emotion and learning[that drive our purchases] occur in the unconscious mind –that is without our awareness*”. This implies that consumers do not truly know what affects their purchases, and thus the remaining respondents who did not think that they were necessarily influenced by promotion, are in fact to some degree affected, but are so unconsciously.

The current study revealed that most of the respondents who took part in this study preferred TBL products. An explanation for this could be that the respondents have an emotional attachment towards the TBL brand, which generates a positive attitude towards the brand and could in fact result in repeated buying, something in which Solomon *et al.* (2001) refer to as brand loyalty. On the other hand, brand awareness involves that recognition is communicated onto a brand and can affect a consumer’s buying decision through a sense of familiarity.

4.4.3 Impact of pricing on switching behavior

The study found that 43.5% of respondents agreed that pricing was very important element for brand switching, while 4% only said that price was not important criteria for brand switching among customers, 38% agreed that price element was important, 17.4% agreed that price as a criteria was somewhat important. The result simply indicates that TBL has attracted customers due to favorable prices that correlate with the quality of products it provide. However, it is observed that there is a stiff competition among alcohol producing companies such as Serengeti Breweries among others. The study found out that TBL is trying its best in convincing customers in offering affordable prices.

These findings are similar with that of studies conducted by Gale (1992) and Fornell (1992) who showed that higher customer satisfaction translates into higher than normal market share growth, the ability to charge a higher price, lower transaction costs, and a strong link to improved profitability. Likewise Anthony (2011) found out that pricing element deals with the pricing strategies and exercises helps the alcohol producing companies to tell the different ways in which they can “increase” prices without necessarily increasing the price, i.e. increasing the price in such a way that the consumer will not be able to tell.

Table 4.8: Results on the importance of pricing in brand switching behavoiur

Responses	Frequency	Percentage (%)
Unimportant	4	4.3
Neutral	0.0	0.0
Somewhat important	17	17.4
Important	35	35.8
Very important	44	43.5
Total	100	100

Source: Field Data (2015)

Based on the available findings it seems that breweries companies are fighting fiercely on pricing of their beer products as most of the prices were observed to be equal to all companies with only periodical small differences.

4.4.4 Product

The study found that presences of varieties of beers/drinks are considered to be very important by customers in switching behaviour. It was revealed that 55.6% of respondents agreed that product varieties was important criteria for customer switching behaviour and 32.2% of respondents agreed that presences of different category of products are very important in switching behaviour. This is due to the presence of variety of products offered by TBL such as Castle lager, Castle Lite, Kilimanjaro Lager, Eagle, Balimi, Ndovu Premium Lager, Safari Lager among others. The results are shown in a table 4.9

Table 4.9: Respondents results on the importance of varieties of products offered

Responses	Frequency	Percentage (%)
Unimportant	0.0	0.0
Neutral	0.0	0.0
Somewhat important	21	21
Important	32	32.2
Very important	55	55.5
Total	100	100

Source: Field Data (2015)

Based on the above findings it was revealed that the element of a product is the single most vital aspect of breweries companies in selling beer products. It is the core of the TBL business plan. The element of a product shapes the future of the TBL plans. Finances delve on profits and funding strategies and functions of the company. The money used to set these activities in motion is derived from the sales of the products.

4.4.3 Appearance of physical facilities and packaging

With respect to physical facilities, respondents seem to be satisfied as shown in Table 4.11 indicate that TBL outsmart its counterpart of Serengeti Breweries Limited as their customers responded to be satisfied by the appearance of TBL products as 21% agreed that the appearance of TBL products was somehow important, 32% said that the appearance of TBL products was important aspect that influenced consumer confidence

and 55% agreed that the appearance of TBL products was very important aspect on consumer buying behaviour. The study found out that the appearance of TBL bottles influence consumer buying decision and the higher response rate might have been contributed by the shape of bottles which is covered by gold paper which matches with the gold colour of the drinks.

Table 4.10: Appearance of Physical facilities and packing

Responses	Frequency	Percentage (%)
Unimportant	0.0	0.0
Neutral	0.0	0.0
Somewhat important	21	21
Important	32	32.2
Very important	55	55.5
Total	100	100

Source: Field Data (2015)

These finding are similar to those of Blackwell *et al.* (2001) who found out that the value of a product is closely judged by the way the product is packaged in the beverages industry. This is valid for alcoholic beverages as well. Packaging also plays a far more significant role in the brewery industry besides just consumer appeal. Packaging continues to remain one of the key innovation areas to increase the product life cycle or change the positioning of the product in the mind of the consumer.

4.5 Factors that influences consumer buying behavior

The study sought to examine factors influencing consumer buying behaviour. Table 4.12 shows the results. The study found out that 41% agreed that economic factors influencing consumer buying behaviour, similar findings were reported by Shah (2010) who found out that a person with low income and savings will purchase inexpensive products. Myers, Stanton, and Haug (2001) found out that the predictive power of economic factors such as income, family size and consumer budget over other social factors in explaining expenditure patterns for low-priced goods. They concluded that economic factors are a major determinant of buying behaviour and can be used to predict the type of products consumer is likely to buy. A very comprehensive and

valuable research was conducted by Schaninger (2001) found out that economic factors are the most important factors in explaining the consumption of low social value products and services that are not related to class symbols

Table 4.11: Factors that influences consumer buying behavior

Factors	Frequency	Percentage (%)
Economic Factors	41	41
Cultural Factors (religious)	23	23
Personal Factors	21	21
Personality/perception	16	16
Total	100	100

Source: Field Data (2015)

During the administration of this study 23% said cultural factors influence consumer buying behaviour of beer products produced by TBL, likewise, 21% agreed that personal factors and 16% agreed that personality/perception factors influence consumer buying behaviour. Also Etzioni (2008) found out that personal values in turn shape our beliefs, attitudes and ultimately our buying behaviors, which usually bear some basic similarity to those around us and reflect the collective cultural and other social influences to which we are exposed. Some of these personal or internalized variables that uniquely influence our buying behaviour include; education, lifestyle, intuition, ostentations etc

4.5.1 Age and Views on Brands

The study examined the influence of age group on the perception of brand and how does that influence consumer buying behaviour (Table 4.13). Based on the findings presented in Table 4.9, when comparing age to the way in which the respondents view of TBL brands, it was found out that the youngest age group had the largest majority of respondents who had an overall positive view on the TBL brands. Generally speaking, TBL was better perceived Forty two percent of the respondents and 33% respectively agreed that age had influence on the perception of brand.

Table 4.12 Age and Positive View on Brands

Age categories	Frequency	Percentage (%)
18-30	42	42
31-40	33	33
41 And above	25	25
Total	100	100

Source: Field Data (2015)

Seeing as positioning refers to “consumers’ perception of a brand as compared with that of competitors’ brands, that is, the mental image that a brand, or the company as a whole, evokes” (Czinkota *et al.* 2001). As a result, one can assume that TBL, in this case, has gained competitive advantage over competitors. What is interesting here is that although the second age group has grown up in an era of media and technology, they evaluate advertisement in a very sophisticated manner. Yet, whether their evaluation of brands’ advertisement is positive or negative, is not portrayed. Moreover, one would have assumed that the age group that would have had the most knowledge about the brands’ advertisement would in fact be the youngest age group (Blackwell et al.2001).

4.5 Challenges facing promotion activities of in beer industry

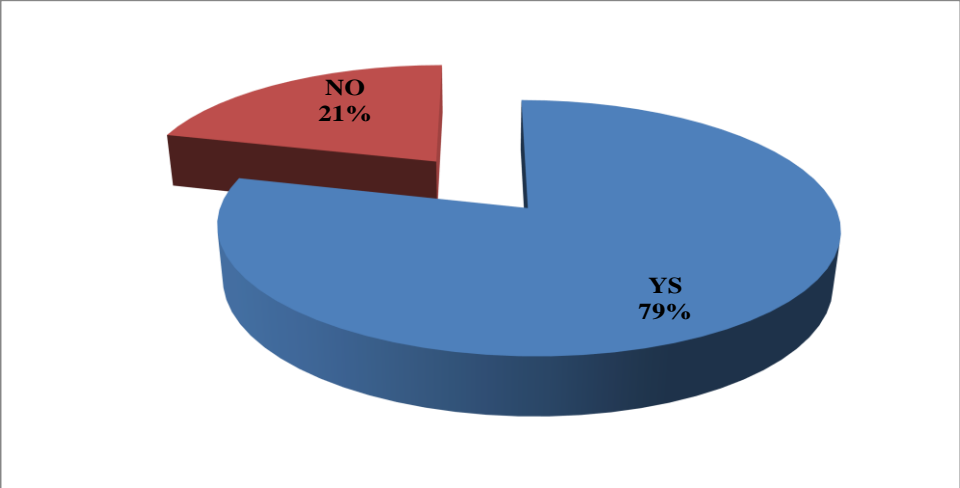
The brewery industry is going through a particularly challenging phase given the current economic, social, and cultural changes in Tanzania. While technology advancements can help address these massive structural shifts, there needs to be a deeper comprehension of the strategic requirement before embarking on technology and business initiatives. In this challenging environment, it becomes imperative that the industry completely understands the emerging industry trends and technology developments.

4.5.1 Competition due to new product introductions

According to the findings, 79% of the respondents indicated that TBL is facing challenges in promoting its beer products while 21% indicated that TBL is not facing challenges promoting its beer products (Figure 4). During the administration of this study it was revealed that TBL face numerous challenges in promoting its beer products

due to the boom in the craft beer segment where micro-producers are spearheading innovation, prompts major players like TBL to adopt more experimental and radical approaches through product extensions, flavoured variants, etc.

Figure 4: Challenges facing marketing of brewing products



Source: Field Data (2015)

The greatest challenge came from competitors such as Serengeti Breweries and imported beer such as Heineken and Windhok beer.

CHAPTE R FIVE

CONCLUSION AND RECOMMENDATIONS

5.3 Conclusions

Promotion has become one of the main hurdles in the development of the beer industry and the company spends substantial part of their revenue to serve the promotion expenses. It is assumed that promotion can help the organizations to meet their objectives easily. Tanzania Breweries Limited has relied much on promotion to improve its sales and profitability.

The study concludes that promotion had much influence on sales of TBL products. In addition it serves to remind and pursued customers, which ultimately influence consumer choice. Promotion has taken Tanzania Breweries Limited far in their industry and built up a strong relationship to the company sales, due to relent in their brand image build effort. Even though Tanzania Breweries Limited has been well performing in which the promotion rate increased concurrently with the revenue collection but no matter how successful the sales for a company is and regardless of the edge the company has in the industry to sharpen the performance availability of informative advertising, building brand name towards advertising is a must and should be continuous very potential activity.

Regarding sponsorship, it can be concluded that of those who associate a brand with sponsorship and at the same time know of what the brand to sponsors, only a small proportion of the consumers' attitudes towards the sponsored product is influenced. It can be deduced that celebrity endorsement only influences some consumers' buying behavior. However, it cannot be revealed from this whether it has a positive or negative effect in the end.

5.4 Recommendations

Since other service providers have similar advertising messages, it is recommended that for a more distinguished and effective response from the customer, other forms of advert should be used.

- (i) Regular and consistent up-to-date training on product information should be given to the promotion and advertising department so that they have the current knowledge and skills to handle the adverts and also to ensure that product information is being emphasized so as to enlighten the customers.

- (ii) As advertising campaigns are relayed from different service providers, the advertising should be used to help customers to identify the company's products or service when they are making a purchase decision.

- (iii) The growth of private-label products is a warning for manufacturers to take steps to compete more effectively. They need to better understand aspects such as in-store consumer experience, which prove to be a decisive factor in the purchase cycle. Branded beverage manufacturers could attempt to bridge the manufacturer-consumer gap, and should pilot direct-to-consumer approaches. Such an effort requires active monitoring of in-store activity and an effective sales force helps manufacturers understand in-store activity and help position the right product at the store. In order to stay closer to the changing needs of consumer, manufacturers should enable their sales force to monitor the process real time. With the advent of mobile devices, such an activity is not only a possibility, but fortunately quite effective.

(iv) TBL should continuously ensure product and packaging innovation due to the fact that in the current competitive environment, companies that are able to enhance and quicken their product development cycle will clearly have a competitive advantage. As beer drinkers increasingly seek different styles and more complex or varied flavour profiles, Tanzania Breweries Limited would need to keep innovating constantly. The strategy of TBL should be to establish market share in Tanzania and abroad markets with new products that cater to the tastes of the local consumers while trying to establish global brands through line extensions.

5.5 Proposed Future Research

Future research is recommended to focus on:

1. Study the relationship between the studied factors and other demographic variables, such as gender, and how they together influence consumer preferences.
2. An interesting future study would be on how marketers can best tailor an advertising campaign for different age groups. More specifically, which features appeal to each age group the most?
3. From the study and related conclusions, the researcher recommends further research in the area of the influence of competition on the financial performance of beer companies in Tanzania. The study also recommends further studies in the area of factors affecting the competitive strategies of beer companies in Tanzania.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear respondent,

My name is Mbagal am a student at the University of Mzumbe pursuing a Master's Degree in Business Administration. I have prepared this questionnaire for the purpose of collecting data concerning my research study titled: "The role of Sales Promotion on Consumer Buying Behaviour the case of Tanzania Breweries Limited". Your contribution in making the study successful will be highly valued. Be assured that your personal information will be handled confidentially and in top-most secrecy.

SECTION A: PRELIMINARY INFORMATION

Please tick against the most appropriate answer

1. Gender: Male () Female ()
2. Age
 - 18- 30 yrs ()
 - 31- 40 yrs ()
 - 41- 50 yrs ()
 - 51 and Above ()
3. Level of education (Highest qualification)
 - i. Ordinary Level ()
 - ii. High schools ()
 - iii. Certificates ()
 - iv. Diploma
 - v. Undergraduate degree ()
 - vi. Master's Degree ()

4. Work experience

- 1 - 5 years ()
- 6 - 10 years ()
- 11-15 years ()
- 16 up to 20 ()
- 20 nd above ()

Section Two: Multiple Responses

(a) Product Awareness influence consumer buying behaviuor

- (i) Strong Agree
- (ii) Agree
- (iii)Neutral
- (iv)Disagree
- (v) Strong disagree

b) Promotion through the use of celebrity in promotion activities influence consumer buying of TBL beer products.

- (i) Strong Agree
- (ii) Agree
- (iii)Neutral
- (iv)Disagree
- (v) Strong disagree

c) Brand preferences influence consumer switching bevahiour

- (i) Strong Agree
- (ii) Agree
- (iii)Neutral
- (iv)Disagree
- (v) Strong disagree

(d) Brand positioning influence consumer buying behaviour of TBL in the beer products

- (i) Strong brand image
- (ii) Quality of products
- (iii) Product reputation

(e) Pricing of TBL beer products influence consumer switching behavior.

- (i) Strong Agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strong disagree

(f) Presences of varieties of beers/drinks are considered to be very important by customers in switching behaviour

- i. Strong Agree
- (i) Agree
- (ii) Neutral
- (iii) Disagree
- (iv) Strong disagree

(g) Appearance of Physical facilities and packaging influence consumer buying behaviour

- (i) Strong Agree
- (ii) Agree
- (iii) Neutral
- (iv) Disagree
- (v) Strong disagree

(h) The extent to which the following Factors that influences consumer buying behavior

- | | | |
|-------------|--------------------------|------------------------|
| (i) | <input type="checkbox"/> | Economic Factors |
| (ii) | <input type="checkbox"/> | Cultural Factors |
| (religious) | | |
| (iii) | <input type="checkbox"/> | Personal Factors |
| (iv) | <input type="checkbox"/> | Personality/perception |

Thank you for your time!

APPENDIX I: INTERVIEW GUIDE

1. What is the role of Sales Promotion on Consumer Buying Behaviour?
2. What are the strategies of promotional activities used by TBL in promotion?
3. What is the importance of promotion strategies in motivating consumer buying behavior of TBL beer products?
4. What is the relationship between a specific brand and switching behavior of the consumers?
5. What are the various factors that influence consumer buying behavior?
6. What are the challenges facing promotion activities of in beer industry?
7. What features and associated benefits does your offering provide?
Identify features and associated benefits for each target audience
8. Of these features, which ones differentiate you from competitors?

