
INFLUENCE OF TRADE PROMOTION ON MARKETING PERFORMANCE OF NAIROBI BOTTLERS LIMITED

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ABSTRACT

Purpose of the Study: The study investigated the influence of trade promotion on marketing performance of Nairobi Bottlers Limited. The study was informed by marketing theory. The study adopted a descriptive research design.

Statement of the Problem: Despite the fact that Nairobi Bottlers Ltd runs numerous sales promotions each year, promotion managers are often confronted with the task of defending the issue of the effect of sales promotions on the company's profitability.

Methodology: The study population comprised of 83 employees working in the top, middle and low management levels in Nairobi Bottlers Company. The researcher used census technique to incorporate all the 83 respondents. The researcher used questionnaire to collect the primary data desirable for the study. A pilot study was conducted in Pepsi- Cola (EA) Ltd in Nairobi. The data collected was recorded in research logs and then edited to get rid of any errors or any irrelevant information. Quantitative data was analyzed by means Statistical Package for Social Sciences. While qualitative data was analyzed thematically and verbatim reporting. The analyzed data was presented in tables of frequencies and percentages, charts and bar graphs.

Result: The findings revealed a moderate positive and statistically significant connection between trade promotion and marketing performance of Nairobi bottlers Ltd ($r = 0.441$; $p < 0.05$), as shown in Table 5. This indicates that trade promotion improves Nairobi Bottlers Ltd's marketing success.

Conclusion: From the findings the study concluded that there was a moderate positive and statistically significant correlation between trade promotion and marketing performance of Nairobi bottlers Ltd ($r = 0.441$; $p < 0.05$).

Recommendation: The researcher recommended that more resources should be directed into sales promotion, which is critical since the amount spent on sales promotion has already surpassed the amount spent on advertising.

Keywords: *Trade Promotion, Marketing Performance, Sales promotion, Nairobi bottlers.*

INTRODUCTION

Sales promotion, according to Hardie (2017), is a short-term incentive of value presented to generate interest in purchasing a product or service. It is distributed to both intermediaries and customers in order to keep them up to date on coupons, rebates, samples, and sweepstakes. Sales promotions, according to Foskett (2018), cannot be used as the sole basis for a campaign because gains are often fleeting and sales drop off once the deal expires, so advertising is frequently used to convert the customer who tried the product because of the sales promotion into a long-term buyer.

According to Marsh (2016), if a sales promotion is run on a regular basis, its effectiveness diminishes. Customers continue to postpone purchases until a coupon is offered, or they begin to question the product's value. Companies may target sales to end users when planning sales promotions, i.e., consumer-oriented sales promotions to supplement a company's advertising and personal selling. Firms, on the other hand, can direct their sales promotions to wholesalers, retailers, and distributors. This can be accomplished by providing dealers with allowances and discounts. They can also participate in cooperative advertising, in which the manufacturer pays a portion of the retailer's local advertising expenses to promote the manufacturer's products, and they can train distributor sales personnel to improve performance (Ailawad & Neslin, 2017).

Van Den Bosch (2015) investigated the sales marketing techniques used by the Unilever Company in Pakistan. He stated that Unilever is a market participant and one of the world's top suppliers of the rapidly growing consumer goods business, as well as the rapidly growing food, home, and personal care goods industries. Unilever's business portfolio includes some of the world's most well-known and recognizable brands. Unilever Pakistan is Pakistan's largest multinational operating company, as well as one of the country's major multinational corporations. According to Oliver (2017), a sales promotion strategy may be applied in Kenyan companies by expanding sales force, product distribution and promotion, and marketing and advertising expenses. According to the researcher, sales promotion is not a guarantee that investment in product and service sales and marketing will pay off; thus, a company should pursue this strategy only if the current market is not fully saturated, competitors' market share is decreasing while the industry growth rate is increasing, and existing buyers can purchase the same product (Oliver, 2017).

According to Richer (2017), market performance refers to providers' capacity to maximize the efficiency with which economic resources are used in a market/industry, thus benefitting customers. Market performance and price transmission mechanisms between spatially separated markets are critical for logistic service providers and other logistic service industry players because they influence marketing decisions, which in turn influence logistical decisions and, ultimately, profit realization. Additionally, this knowledge aids policymakers in determining when and where to act. Additionally, it is becoming increasingly apparent that creating market-enhancing policies aimed at improving local market performance requires a deeper knowledge of how markets operate (Uchezuba, 2017).

Nairobi Bottlers Ltd is a consumer-driven, customer-oriented manufacturer, sales, and Distribution Company that sells and distributes Coca-Cola Company products and brands. It has a diverse soft drink portfolio that includes Colas, other carbonated soft drinks, and non-alcoholic beverages. All carbonated soft drinks are available in 200ml, 300ml, 500ml, and 1000ml returnable glass bottles. Major brands include Coca-Cola, Sprite, Krest, Stoney, Fanta, and the recently introduced Novida, with Coca-Cola being the most well-known. Fanta, for example, comes in four flavors: orange, citrus and black currant, passion, and pineapple. Novida comes in four flavors: pineapple, apple, tropical, and orange (Isdell, 2011).

STATEMENT OF THE PROBLEM

Despite the fact that Nairobi Bottlers Ltd runs numerous sales promotions each year, promotion managers are often confronted with the task of defending the issue of the effect of sales promotions on the company's profitability. An interesting review of Nairobi Bottlers Ltd's annual report for 2016 and 2017 revealed a 13 percent increase in expenditure on sales promotion activities. Ksh 14,650,000 was spent on promotional activities in 2018. However, in 2019, the figure fell to Ksh 6,626,000. (Nairobi Bottlers Marketing Report, 2019). The ultimate question is how these expenses impacted the company's profits. It is quite interesting to note that the operating profit at the end of 2018 was Ksh 20, 505,000, while it was Ksh 6,477,000 in 2019, a 68 percent decrease (Nairobi Bottlers Marketing Report, 2019).

Numerous research on sales promotion techniques have been conducted, most recently by Fudamu (2017) on the impact of sales promotional tactics on organizational performance in Nigeria. Ochieng (2018) examined the impact of sales promotion methods on consumer behavior in Nairobi's Central Business District's alcoholic spirits industry (CBD). However, the studies concentrated on different organizations, resulting in a disparity in sales performance in Nairobi Bottlers. As a result, the study sought to evaluate the impact of sales promotion strategies on the marketing performance of Nairobi Bottlers Ltd.

RESEARCH QUESTION

Does trade promotion influence marketing performance of Nairobi bottlers Ltd?

THEORETICAL FRAMEWORK

The study was anchored on marketing theory. This theory was proposed by Philip Kotler in 1998, who stated that marketing is a social and management process by which individuals and groups achieve what they require and desire by creating, presenting, and exchanging value-added items with others (Kotler & Keller, 2015). According to Kotler (2010), advertising, sales promotion, sales force, direct mail, and other middlemen such as agents, merchants, and wholesalers acting as sales and distribution channels all had an impact on demand.

Pricing and distribution strategies are commonly thought to be distinct issues: Marketing scientists, who are unconcerned about the decision to invest in product innovation, take pricing methods for granted, whereas economists assume that any product innovation is effective, regardless of the effort put in to deliver it to consumers (Beard & Easingwood, 2007). The price of a product decreases as the degree of substitutability and the number of competitors increase, whereas it increases as the market size increases. Market size has a positive and significant impact on businesses' willingness to introduce new product prices as well as their marketing efforts (Mikes & Kaplan, 2014). The theory is relevant to the current study because marketing is an important part of economics and demand is influenced not only by price but also by advertising, sales promotion, sales force, direct mail, and various middlemen such as agents,

retailers, and wholesalers acting as sales and distribution channels. As a result, the need for sales force promotion strategies on the company's marketing performance.

EMPIRICAL REVIEW

According to Ye and Zhang (2018), trade promotions are pricing incentives provided by product and service producers to their intermediaries, such as dealers, distributors, and retailers, as part of their overall marketing strategy. Manufacturers offer temporary price reductions to merchants as part of trade promotions to encourage them to lower retail pricing (Cui 2016). Trade promotions are a new type of manufacturer incentive aimed at distribution channel members such as wholesalers and retailers rather than end users. These promotions aim to influence resellers' sales and prices by providing a variety of, sometimes sophisticated, incentives.

Njau and Karugu (2018) investigated whether trade promotion has an impact on the performance of small and medium-sized businesses in Kenya's manufacturing industry. The study wanted to see how special pricing, display fixtures, and demonstrations, in particular, affect the performance of small and medium-sized businesses. The survey research design was used in the study, with 500 small and medium manufacturing businesses as the target demographic. A random sampling technique was used to select the sample, which represented the target demographic, and data was collected from the sample. Trade promotion strategies such as special pricing, display fixtures, and demonstrations, according to the study's findings, had a significant impact on business success. According to the survey findings, SMEs in Kenya are interested in adopting e-marketing as a marketing strategy because they have outperformed the market.

Wanjuki (2014) also investigated the impact of trade promotion on customer service at Barclays Bank of Kenya. The study examined the Meru branch of Barclays Bank using a case study approach. The information gathered was examined using content analysis. According to the results of the survey, the majority of respondents believe that trade promotion improves the bank's trade promotion. Trade promotion also raises consumer awareness of the products that a bank offers.

Jagongo and Kinyua (2019) conducted a study in Nairobi, Kenya to determine the impact of trade promotion on SME growth. The study employed a descriptive research approach, with questionnaires distributed to 246 small and medium-sized businesses in Nairobi, with respondents being either owners or managers. The study used cluster sampling to segregate the target population, followed by a simple random sampling procedure to determine the exact businesses that were used in the study. According to the study's findings, trade promotion instruments increase market accessibility, which has a significant impact on the growth of SMEs.

Kithinji (2014) also conducted research in Nairobi County to examine the impact of trade promotion use on the performance of SMEs. A sample size of 90 SMEs was used, as well as a descriptive survey research design. Questionnaires were used to collect primary data from the top management of the SMEs. The collected data was analyzed using factor analysis and regression analysis. According to the report, a high proportion of SMEs stated that their biggest barrier to using trade promotion was the fear of losing current clients who couldn't use the internet. In terms of the effect of trade promotion on SMEs' performance.

CONCEPTUAL FRAMEWORK

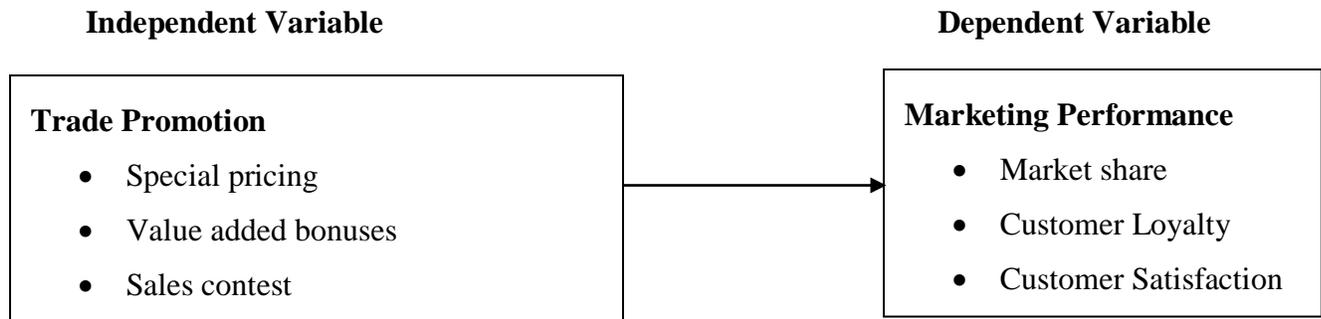


Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

Descriptive research design was used in the study to assist in determining potential causal factors for relationships between variables. The study population consisted of 83 management personnel from the Company's Nairobi offices. The company's structure divided its employees into three categories: top management (executives and deputy heads of departments); middle management (tactical level of management and comprised all senior and middle level officers in all departments of the company who are tasked with the responsibility of implementing policies); and lower management (administrative level of management and comprised all the senior and middle level officers in all departments of the company. Because the population was manageable, the researcher used census technique to collect data.

Table 1: Target Population

Sections	Population (Frequency)	Percentage %
Top management	10	12.0
Middle level management	27	32.5
Low level management	46	55.4
Total	83	100.0

Source: Nairobi Bottlers Human Resource Records, (2021).

Questionnaire were used by the researcher to collect the primary data needed for the study. The questionnaire contained structured questions, which are questions to which the researcher has provided the respondents with a list of possible answers. The questionnaire's design was based on a multiple-item measurement scale. Prior to the main study, a pretest was conducted with 8 respondents from Pepsi-Cola (EA) Ltd in Nairobi. This represented 10% of the target population (Kothari 2004). To establish the validity of the research instrument, the researcher sought the opinions of marketing researchers and experts, including the study's supervisor. This enabled the instrument to be changed along these lines, thereby improving its validity. Cronbach's Alpha was used to test the interior consistency strategy. A reliability of greater than 0.7 was obtained, and this was deemed reliable. According to Hyett, Kenny, and Dickson-Swift (2014), higher alpha values are preferable; as a general rule, a reliability of 0.70 or higher (obtained on a significant sample) is acceptable.

Before data collection the researcher obtained the necessary approvals. This includes obtaining a research authorization permit from the National Commission for Science, Technology, and Innovation (NACOSTI). The researcher also ensured that the research assistants understood the procedures and requirements. The research assistants were given enough copies of the self-administered data collection instruments, as well as accompanying letters that obtained informed consent and assured respondents of their confidentiality. These were distributed to respondents at their desks and other convenient locations, with an agreed-upon date to collect them after some time. The letter of informed consent was collected as soon as the respondents signed. By separating the letter from the questionnaires, anonymity was maintained. Data was organized and ordered for precision and clarity, then characterized, coded into a coding sheet, and analyzed with a Statistical Package for Social Sciences (SPSS 24). The SPSS software was used in the data analysis because it is simple and easy to use. Thematic analysis and verbatim reporting were used to analyze qualitative data. Inferential analysis was also performed to determine the relationship of the study variables. Quantitative data was presented in tables, charts, and bar graphs.

RESEARCH FINDINGS AND DISCUSSION

For data gathering, the research used 83 questionnaires. However, 62 surveys were completed and returned in a timely manner. This corresponded to a 75 % total success rate. This means that a response rate of 75% was enough for data analysis. According to the results, 20 (32%) of the respondents said they had received postgraduate education, 30 (48%) said they had received a master's degree, and 12 (19%) said they had received a diploma education. This indicates that the majority of the respondents have completed a bachelor's degree program. Employee efficiency is determined by their educational level. Employees with a higher degree of education are more likely to perform well.

According to the findings, 8 (13%) of the respondents said they had worked in Nairobi Bottlers Ltd for 6-10 years, 12 (19%) said they had worked in Nairobi Bottlers Ltd for 1-15 years, 36 (58%) said they had worked in Nairobi Bottlers Ltd for 16-20 years, and 6 (10%) said they had worked in Nairobi Bottlers Ltd for 16-20 years. The length of time a person has worked affects his or her capability. Employees with more job experience are more likely to have superior abilities. This demonstrates that the majority of respondents have worked at Nairobi Bottlers Ltd for 16-20 years.

Extent of Adoption of Trade Promotion as a Sales Promotion

The researcher sought to find out the extent to which Nairobi Bottlers Limited has adopted trade promotion as a sales promotion strategy in its operations. The findings were as indicated in Figure 2.

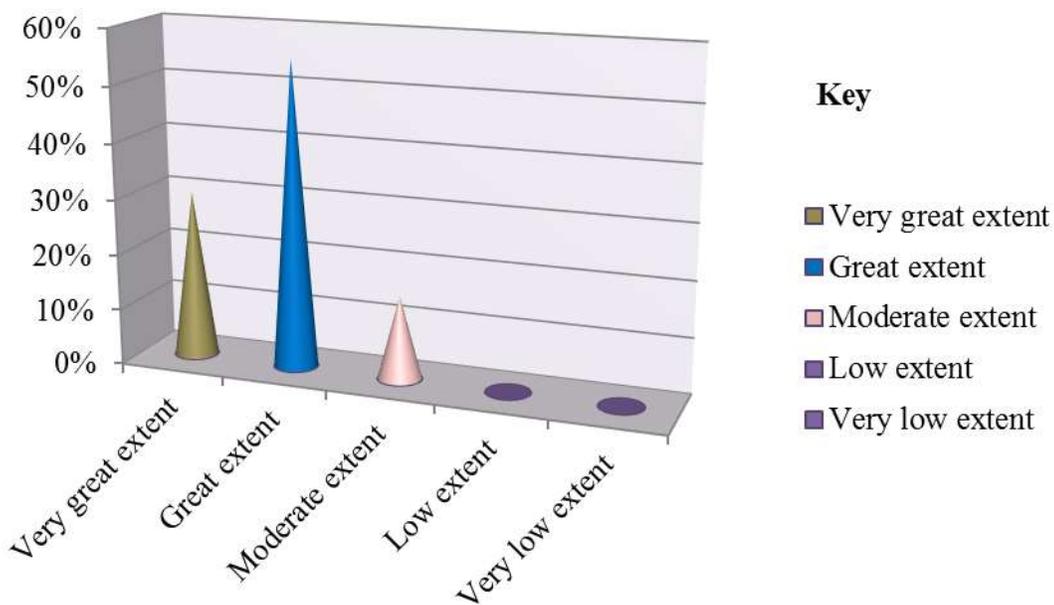


Figure 2: Extent to which Company has Adopted Trade Promotion as a Sales Promotion

Source: Research Data (2021)

According to the findings of the study, 30% of the respondents stated that Nairobi Bottlers Limited has adopted trade promotion as a sales promotion strategy in its operations to a very great extent, 55% of the respondents stated that Nairobi Bottlers Limited has adopted trade promotion as a sales promotion strategy in its operations to a great extent, and 15% of the respondents stated that Nairobi Bottlers Limited has adopted trade promotion as a sales promotion strategy in its operations to a great extent. This means that Nairobi Bottlers Limited has heavily relied on trade marketing as a sales promotion technique in its business.

Extent to Which Various Trade Promotion Strategies Affect Marketing Performance

The respondents were asked to indicate the extent to which various trade promotion strategies affect the marketing performance of Nairobi Bottlers Company.

Table 2: Extent to Which Various Trade Promotion Strategies Affect Marketing Performance

	V.G. Extent	G. Extent	M. Extent	S. Extent	Not at all
Statement	%	%	%	%	%
Free goods	39	52	0	9	0
Sales contest	31	37	13	19	0
Buying allowance	40	44	10	6	0
Co-operative advertising	39	37	14	10	0
Dealer Listed Promotion	42	39	8	11	0

According to the findings 39% of the respondents stated that free goods affect the marketing performance of Nairobi Bottlers Company to a very great extent, 52% stated to a great extent

while 9% stated to a small extent. This implies that free goods affect the marketing performance of Nairobi Bottlers Company to a great extent. In addition 31% of the respondents stated that sales contest affect the marketing performance of Nairobi Bottlers Company to a very great extent, 37% stated to a great extent, 13% stated to a moderate extent while 19% stated to a low extent. This implies that sales contest affect the marketing performance of Nairobi Bottlers Company to a great extent.

Moreover, 40% of the respondents stated that buying allowance affect the marketing performance of Nairobi Bottlers Company to a very great extent, 44% stated to a great extent, 10% stated to a moderate extent while 6% stated to a low extent. This implies that buying allowance affect the marketing performance of Nairobi Bottlers Company to a great extent. In addition 39% of the respondents stated that co-operative advertising affect the marketing performance of Nairobi Bottlers Company to a very great extent, 37% stated to great extent, 14% stated to a moderate extent while 10% stated to a low extent. This implies that co-operative advertising affect the marketing performance of Nairobi Bottlers Company to a very great extent. From the findings, 42% of the respondents stated that dealer listed promotion affect the marketing performance of Nairobi Bottlers Company to a very great extent 39% stated to a moderate extent, 8% stated to a moderate extent while 11% stated to a low extent. This means that dealer-listed promotions have a significant impact on Nairobi Bottlers Company's marketing success. The results of the research coincide with those of Fudamu (2012), who found that when goods are sold via retailers or wholesalers, dealer sales promotion or trade marketing is employed. Dealer sales promotion techniques include buying allowances, product allowances, pricing discounts, premiums, cooperative advertising, sales competitions, and point of purchase.

Overall level of Market Performance of Nairobi Bottlers Company

The respondents were asked to rate the overall level of market performance of Nairobi Bottlers Company over the last 5 years. The findings were as indicated in figure 3.

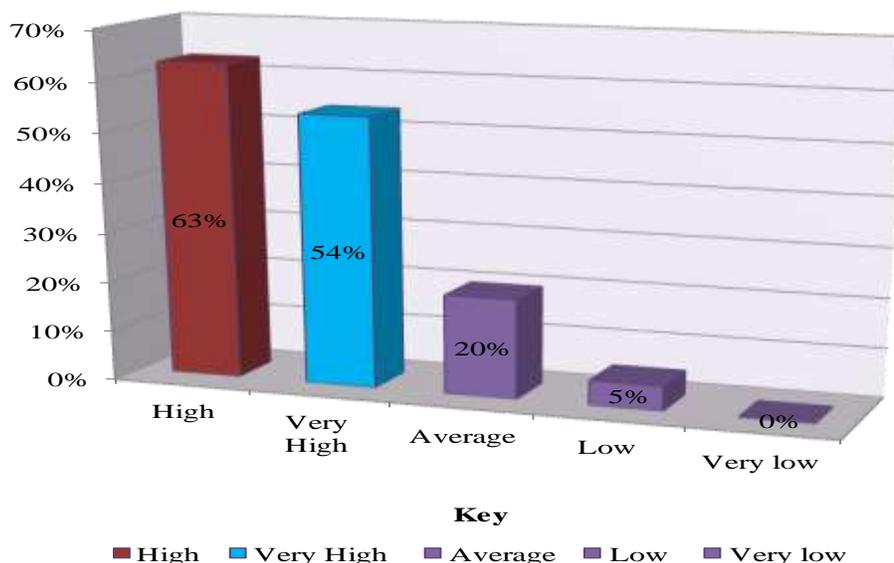


Figure 3: Overall level of Market Performance of Nairobi Bottlers Company

Source: Research Data (2021)

From the findings 63% of the respondents stated that Nairobi bottlers limited has recorded high performance for the last 5 years, 54% of the respondents stated to a very high level, 20% stated to an average level while 5% stated to a low level. This implies that Nairobi bottlers limited has recorded high performance for the last 5 years.

Market Performance of Nairobi Bottlers Company

The researcher sought to find out the extent to which Nairobi Bottlers Company has excelled in the following aspects of market performance in its operations.

Table 3: Market Performance of Nairobi Bottlers Company

	V.G. Extent	G. Extent	M. Extent	S. Extent	Not at all
Statement	%	%	%	%	%
Market share	37	34	10	16	3
Customer satisfaction	55	34	8	3	0
Customer loyalty	44	46	7	3	0
Sales volume	37	44	16	3	0

According to the results, 37 % of respondents said market share has a significant impact on Nairobi Bottlers Company's marketing success, while 34 % said it has a significant impact. 10 % said it has a moderate impact, 16 % said it has a little impact, and 3 % said it has no impact on Nairobi Bottlers Company's marketing effectiveness. This means that market share has a significant impact on Nairobi Bottlers' marketing success.

Furthermore, 55 % of respondents said that customer satisfaction affects Nairobi Bottlers Company's marketing performance to a very great degree, 34 % said to a great extent, 8% said to a moderate level, and 3% said to a low extent. This means that consumer happiness has a significant impact on Nairobi Bottlers' marketing success.

Furthermore, 44 % of respondents said that consumer loyalty has a significant impact on Nairobi Bottlers Company's marketing success, while 46 % said it has a moderate impact. 7 % expressed themselves to a moderate degree, whereas 3 % expressed themselves to a low extent. This means that client loyalty has a significant impact on Nairobi Bottlers Company's marketing success. Furthermore, 37 % of respondents said that sales volume has a significant impact on Nairobi Bottlers Company's marketing performance, 44 % said it has a significant impact, 16 % said it has a moderate impact, and 3 % said it has a little impact. This means that Nairobi Bottlers Company's marketing performance is heavily influenced by sales volume.

Correlation between trade promotion and marketing performance

In addition the study sought to establish the correlation between trade promotion and marketing performance of Nairobi bottlers Ltd. The findings are presented in Table 4.

Table 4: Trade Promotion and Marketing Performance

		Marketing Performance
Trade promotion	Pearson Correlation	.441*
	Sig. (2-tailed)	.006
	N	62

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

The research found a moderate positive and statistically significant connection between trade promotion and marketing performance of Nairobi bottlers Ltd ($r = 0.441$; $p < 0.05$), as shown in Table 5. This indicates that trade promotion improves Nairobi Bottlers Ltd's marketing success. The findings agrees with Njau and Karugu (2018) who argue that trade promotion tactics such as special pricing, display fixtures, and demonstrations had a substantial effect on company performance. Trade promotion instruments increase market accessibility, which has a significant impact on the growth of SMEs.

Regression Coefficients

Table 5: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.038	.145		.260	.796
Trade promotion	.233	.081	.245	2.877	.016

The interpretations of the findings indicated follow the following regression model.

$$Y = \beta_0 + \beta_1 X_1 + e$$

Therefore,

$$Y = 0.038 + 0.233 X_2 + e$$

When the four independent variables are kept constant, the value of Nairobi bottlers Ltd.'s marketing performance is 0.038, according to the intercept (0). Furthermore, if the other independent variables are held constant, a unit increase in trade promotion would result in a 0.233 improvement in Nairobi bottlers Ltd's marketing performance.

CONCLUSIONS AND RECOMMENDATIONS

The research concluded that Nairobi Bottlers Limited use trade promotion as a sales promotion strategy in its operations, which has a significant impact on the company's marketing performance. Free products, sales contests, purchasing allowances, and cooperative advertising are some of the trade promotion methods used by the business. In addition the study concluded that is a moderate positive and statistically significant correlation between trade promotion and marketing performance of Nairobi bottlers Ltd ($r = 0.441$; $p < 0.05$).

The researcher recommended that more resources should be directed into sales promotion, which is critical since the amount spent on sales promotion has already surpassed the amount spent on advertising. Changes in the marketing environment have resulted in a rise in sales promotion.

The increasing significance of sales promotion is related to new concepts for establishing a pleasant selling environment, boosting sales, and future sales growth.

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