

Push strategies use as a means of promotion use the manufacturers' sales force, trade promotion, money or other means to induce the intermediaries to carry, promote, and sell the products to the end users. In Pharmaceutical marketing, such strategies could involve the use of branded gift items like pens, lab coats, and bags. Sponsorships to conferences and educational events have also been used as push strategies. Quantity discounts and bonuses have also been used as push strategies in the pharmaceutical industry. This study looked at the effects of push strategies on the retail sales of Esomeprazole a brand of esomeprazole.

The objective of this research project was to establish the effects of push promotion strategies used to sell ESOSE at the retail pharmacy in selected retail pharmacies in the central business district of Nairobi, Kenya. The specific objectives included the effects of the use of branded promotion gifts, sponsorships to educational events and conferences as well as the effects of discounts and bonuses on the sales of Esomeprazole an Esomeprazole brand. This category of drug is used to manage Ulcers and related conditions and falls under therapeutic segment of antiulcerant, the second largest segment in the pharmaceutical industry. Descriptive research design was used in the study.

The target population was 330 retail pharmacy staff working in the sales, procurement and managerial positions. 30% of the population was sampled translating into 81 respondents. Primary and secondary data was used in the study. The data collection method was questionnaire where closed and open questions were asked. The data was analyzed using both qualitative and quantitative methods and was presented using graphs, pie charts and percentages.

The study findings demonstrated that push promotion strategies positively affected retail sales volume of esomeprazole. On branded promotional gifts, branded bags affected the sales by 40%, followed by branded lab coats at 36.7%. This could be attributed to the gender; there were more female at 53.3% respondents than male at 46.7%. Sponsorships of the retail staff to conferences was found to positively affect the retail sales volume of esomeprazole with 48% of the respondents confirming its positive influence on the brand choice. Quantity discounts and bonuses were also found to positively affect retail sales volume of esomeprazole with 47% of the respondents considering the discounts to be extremely useful.

The researcher recommends the use of branded promotion gifts, sponsorships to conferences and educational events as well as discounts and bonuses as one way of achieving targeted retail sale volumes in the private sector pharmaceutical market. Much as the most effective strategy was sponsorships, the researcher advocates careful consideration of the firms' resources before settling on any one strategy.