

**MARKETING PROMOTIONAL CAMPAIGNS AND CUSTOMER PURCHASE
DECISIONS IN SELECTED SUPERMARKETS IN NAIROBI CITY COUNTY,
KENYA**

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DECLARATION

This research endeavor is wholly novel to me and has not been submitted to this or any other institution's academic program for any accolade.

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This research work has been forwarded for evaluation with my permission as the university's supervisor.

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DEDICATION

This work is dedicated to my dear parents, Madam Josephine Mwango and Mr. Daniel Rasugu, for their devotion, guidance and love. I shall always be glad for their kindness.

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I want to start by thanking Almighty Lord for allowing me to achieve this academic level. I can attest to His power, Grace, and Faithfulness this far. I am speechless in my appreciation for the help I got from my supervisor, Dr. Jane Wanjira, in the whole process of developing this research report. I would not have made it through. She has greatly helped me.

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ABBREVIATIONS AND ACRONYMS

AIDAS:	Attention, Interest, Desire and Action
CBBE :	Customer-Based Brand Equity Theory
CBD:	Central Business District
NACOSTI:	National Council for Science and Technology Institute
RFID:	Radio Frequency Identification
SME:	Small and Micro Enterprises
SPSS:	Statistical Packages for Social Science
TV:	Television

OPERATIONAL DEFINITION OF TERMS

Advertisement:	It serves as the compensated communication strategy employed to capture public interest in a product, service, brand, or concept, aiming to persuade the target audience to undertake a specific action, such as making a purchase or enhancing brand awareness.
Consumer behavior:	It encompasses the processes whereby persons seek, choose, acquire, utilize, and dispose of products and services to fulfill their wants and preferences.
Demographic characteristics:	It is the attributes of a population, including age, gender, and income of its members.
Personal selling:	This is when companies employ individuals to market the product after a direct interaction with the customer.
Purchase decisions:	It is interested in how consumers choose products, how much they spend, or if they would shop at a certain supermarket.
Retailing:	It is a series of commercial operations that good value and services offered to customers for their own or family's usage.
Sales promotion:	A marketing tactic that employs transient, short-term incentives such as discounts, coupons, and contests to

generate instant demand and motivate consumers to purchase a product or service.

ABSTRACT

The rapid expansion of supermarkets in Kenya has led to a highly competitive market environment, compelling supermarket owners to develop innovative strategies to gain a competitive edge. The main objective of this research was to ascertain the impact of marketing promotional campaigns on customer purchase decisions in selected supermarkets within Nairobi City County. Specifically, the study aimed to determine how advertising, sales promotion, and personal selling influence consumer purchasing behavior in these supermarkets. The research was founded on the Attention, Interest, Desire, Action, and Satisfaction model and the Customer-Based Brand Equity theory. A descriptive research approach was adopted, focusing on supermarkets operating in Nairobi City County. Out of the 165 registered supermarkets, 50 were purposively selected for the study. The sample comprised 400 respondents, identified through purposive sampling. Primary data was gathered using structured questionnaires, and a pilot study involving 26 participants was done to test the soundness and dependability of the research tools. Data analysis employed descriptive and inferential statistics, which were; correlation and regression analysis. The findings were displayed utilizing tables, charts, and graphs for clarity. The results revealed that marketing promotional campaigns such as advertising effectively attract consumer attention, enhance brand awareness, and ultimately drive product sales and revenue growth. Promotional activities were also found to facilitate product differentiation, encourage purchasing through incentives, and create opportunities for cross-selling and upselling. Moreover, personal selling was shown to strengthen customer relationships and foster loyalty through direct engagement and communication. The study concluded that marketing promotional campaigns significantly enhance customer purchasing decisions in supermarkets within Nairobi City County. It also ascertained that demographic factors have a notable moderating effect on the connection between promotional campaigns and consumer purchase behavior. Based on these findings, the research recommends that supermarkets align their pricing strategies with competitors to remain attractive to price-sensitive customers. Additionally, since the presence of shopping assistants was found to have minimal influence on purchase decisions, supermarkets should consider reducing related costs to improve operational efficiency.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A large number of business activities are currently being conducted in virtually all corners of the globe. Most of such businesses are challenged by others offering similar products or service. This forces organizations to come up with practices that will make them attract more customers to their products than the others in the market with the ultimate goal of maximizing on profits. This has created more energetic marketing and promotions. Ger (2015) suggests that proper marketing and management are key to increasing profitability. However, it was also found out in the analysis that the marketing practices have mostly favored the rich consumers with the poor consumers not receiving much of the benefit. The study further provided several recommendations for both profit-oriented and nonprofit organizations to help enhance the satisfaction of all stakeholders. However,

As much as the analysis indicates that the marketing has been beneficial to the nation's wealthier consumers, the same has not been beneficial on the low-income consumers. The study has provided several recommendations for both profit and nonprofit organizations aimed at improving the satisfaction of the needs of all consumer groups. Globally, majority of supermarkets have undergone substantial growth and transformation. Global retailers like Wal-Mart, Carrefour, Metro, and Tesco expansion strategies have heightened rivalry within the grocery sector (Wu, Chen, Hu & Xu, 2022). This expansion is not limited to wealthy nations but also encompasses developing third world countries, where a revolution of the food system is underway due to the swift proliferation of some supermarkets

(Reardon, et al, 2019). In 2020, North America was the largest region in the global market for chosen supermarkets, representing 30% of the market share. Western Europe was the second-largest region, with a 26% market share for selected supermarkets and hypermarkets globally, while the Middle East ranked as the smallest in the world market (Van et al, 2021). The spread of the selected supermarkets to different parts of the world demonstrates the effectiveness of their marketing promotional initiatives, which offer value addition to their consumers.

The proliferation of major supermarkets with variable penetrations has considerably increased in Africa. The mid-1990s witnessed the appearance of the supermarkets in Africa, which influenced the agrifood systems and the poorification of the rural territories (Barrett, Reardon, Swinnen & Zilberman, 2019). Mwangi (2019) asserts that several supermarkets provide farmers with access to new markets and the potential for increased profits; yet, there are apprehensions over the concentration of power in the retail sector and its repercussions for small-scale retailers and farmers. Market concentration and its intensity are critical criteria in evaluating the success of supermarkets (Deconinck, 2021). Countries like Tanzania, Burkina Faso, Malawi, and Ethiopia exhibit constrained expansion, characterized by a minimal presence of supermarkets in metropolitan regions (Sigore & Chege 2024).

The modern and traditional practices have been blended in a dynamic industry in Sub-Saharan Africa, where both formal and informal trade are regarded as retail. In the early 1990s, formal retail trade was initiated in large parts of Sub-Saharan Africa. Retail chains started reviewing the potential of the region because most economies were opening up and

embracing market-friendly policies. The Sub-Saharan Africa was labeled as the next-Asia because of its potential economic growth. Some countries are now building up their formal retail, as the number of shopping malls is growing, but also some countries that had a promise of formalized retail now also have a promising future ahead (Hugo, 2016). South Africans have a rapidly growing consumer market with an infrastructural development lag, which has provided an ideal market for a creative and digitally-oriented retail sector (Das Nair and Dube, 2017). South African retailers have been expanding their presence in Tanzania over the last two decades with swift growth of supermarkets (Mohamed, 2019). Moreover, existing retailers in Tanzania are increasing prices and opening stores in high-end malls, which implies that the development of modern retail is not based on competitive pricing and the necessity to cater to low-income customers (Makori, 2020).

Supermarkets in Kenya are characterized by the customers and the variety of products sold. Traditionally, supermarkets served mainly the rich and middle-income buyers (Njiru, 2016). Nevertheless, with the competition, supermarkets currently have a wider range of customers in all socioeconomic classes. There are high-end supermarkets such as Nakumatt and Carrefour, whereas Naivas is more consistent with a mass-market concept. Most of small, family-owned estate-level stores focus on the mass market, catering to all socioeconomic classes (Omwansa, 2013). There are several challenges that leading supermarkets in Kenya have encountered. Nakumatt, the biggest retailer in East Africa has been facing intense cash flow issues, employee salaries payments delays, inadequate stock to sell and accumulating supplier debts. It has compelled the supermarket to implement

strategies to enhance operational efficiency, such as closing its branches, freeze hiring, and reducing the number of goods supplied in its branches (Kanano & Wanjira, 2020).

Certain customers face the issue of delivery problems of goods, especially ordered beforehand, and missed delivery dates. Another issue raised in the study was on the unethical advertising behavior, where some business owners claim things in a vague or misleading manner about the goodness of their products. Consequently, such promotional methods end up misleading and deceiving consumers (Kimani, 2015).

1.1.1 Marketing Campaigns

According to Adebisi (2006), as quoted in Ibojo et al (2014), marketing campaigns are an initiative that aims at informing or persuading current or potential customers about the benefits of the product so as to ensure that they will consider or continue purchasing the products of the company. Keller (1998) has ascertained the importance of having brand awareness in determining brand equity by stating that brand equity is founded on the degree of the brand strength in the clients' minds.

Nevertheless, recent studies have found that too much information can be confusing to the consumers, and they may have a feeling of excessive information overload, which adversely affects their psychological conditions concerning decision-making (Chen, Shang and Kao, 2009). Another point that is made by the study is the fact that information filtering technologies and online purchasing are not universal solutions to the issue of information overload, despite the possible advantages.

Advertising can be defined as direct persuasion offering extra incentives or costs to goods or services to the income force, transporters or end consumers and the main aim of this is to make a successful sale. According to Kotler (2012), the advertising mix is one of the major challenges in promotional strategies and has incentives that enable faster sales of a product or service due to consumer involvement. The advertising integration tools include income vending, advertising, personal selling, telemarketing, and direct advertising. Consumer buying behavior is a significant domain since it affects a client's purchase intentions (Ajzen, 2014).

Advertising is an impersonal representation of a concept or commodity accompanied by the view to persuading the buyer into buying. Advertisement is an essential tool in the retail industry, which is demonstrated by the high level of competition in the market and the swift change of technology and consumerism habits. It creates a vibrant aspect of the secured advertising and marketing communication by providing a real image of a product to the consumer (Marchand, 2015). In this study marketing campaign was quantified by use of advertisements done in radio and television.

Casielles (2015) defines sales promotion as a unique interim offer or incentive that is adopted to persuade customers to either sample or buy products. On the same note, Shimp (2013) characterizes sales promotion as an enticing initiative utilized by business proprietors and associated entities to incentivize significant participants in the distribution channel to purchase a product or service. Kotler (2006) asserts that sales promotion is a temporary strategy employed to impact product adoption, as most consumers become aware of a product only after it has been sold through sales promotion techniques. This research

quantified sales promotion through price reductions and the provision of complimentary samples to clients.

Personal selling implies the communication of information regarding a product, service reminder, distinct offer, sale notification, or other type of message to an individual at either a physical or electronic address (Berry and Wilson, 2014). It covers a comprehensive array of marketing instruments, including catalogues, digital marketing, postcards, social media, and sales correspondence. As opposed to most advertisements, the personal selling involves direct marketing that can be conducted one-on-one as it enhances the chances of reaching the target customer (Wilson, 2014). Companies have a great degree of control over the recipient of the message, time of delivery and the number of receivers when using direct resources. Personal selling in this study was quantified by way of discussion with clients and the phone calls.

1.1.2 Purchase Decisions

Otieno (2015) defined purchasing decision as the answer to a consumer cognitive process, i.e. a need, alternatives available in the market, and the ultimate result of this process is the selection of a specific brand or product. The researchers found that a significant purchase decision requires much more effort as compared to an ordinary purchase decision. On the same note, Khan (2006) contended that purchasing, evaluation, usage and disposal of goods and services are processes that are associated with decision making and also with actions.

Chavera (2015) assumed that the role of consumer buying choices cannot be overstated, since it determines the number of times a product is to be purchased, who should be the recipient of the product, which retailing outlets should be selected, which types of channels

should be used to get information on the products, and how much product is needed to be bought.

An analysis performed by Hussein (2017) placed the factors influencing consumer behavior in four different categories: culture, society, individuals, and psychology. The discussion revealed that such aspects as culture, subculture, and social class make up the cultural factors. The social factors that influence consumer buying behavior include referral groups, family influences, roles, and status. On the contrary, the individual factors that influence these choices are age, occupation, economic status, lifestyle and personal personality. The study also reveals that a number of psychological factors that affect the buying behavior of a consumer include information such as motivation, observation, learning, principles and attitudes.

The Business-to-Business Marketing (B2B, 2015) identifies five mechanisms that form part of the decisions-making process: First, recognition of an issue refers to the necessity. This effect is a result of both an internal and external stimuli; in addition, it deals with information searches whereby the consumer tries to obtain as much knowledge as possible about the variety of brands of the product. Third, product alternatives assessment based on the knowledge gained. The next step is the purchase decision phase whereby the client lastly decides on whether to purchase the brand of a product or not. The final stage of the post-purchase behavior will involve the consumer giving his or her satisfaction or dissatisfaction on the item that has been purchased. The report asserts that satisfaction could occur when a product meets or surpasses the requirements of the customer. However, when

a client is not satisfied with the products, he or she might experience negative impressions of the organization and turn out to be less loyal to the brand.

1.1.3 Demographic Characteristics

Duan (2011) articulates demographic characteristics as the objective socioeconomic traits of a populace, including several factors like as gender, age, education level, ethnicity, marital status, income, life expectancy, and mortality rate. Several researchers have delineated several factors that serve as the primary influences on a consumer's purchasing decisions. For example, these elements encompass age, race, gender, educational attainment, income bracket, disabilities, mobility, homeownership, occupation, and several other factors such as age, income, and gender (Maina 2014; Nguyen et al 2013). Research by Wanjiru (2017) acknowledged demographic features such as age, gender, family status, profession, and length of shopping. The research found that while older people tend to have more options due to their expertise, younger people tend to base their decisions on brand and price due to their limited purchasing history.

According to a 2011 study by Abdullahi, Ismail, and Zainalabidin on how socio-demographic characteristics and product characteristics affect Malaysian consumers' attitudes about buying special rice, the following are the main demographic characteristics and consumer preferences for special rice: family income, client gender, family structure, marital status and number of kids.

Income serves a critical role in the purchasing decisions as it influences both the quantity and quality of products that a consumer is willing and capable of acquiring (Jaakkola, 2009). Persons with elevated income levels possess a heightened capacity to purchase a

greater quantity of ethical products compared to those with diminished income levels (Wanjiru, 2017). The classification of genders as a demographic factor significantly influences internet usage, which is crucial in the context of e-shopping. (Karimi, 2013).

Research has shown that older clients are more conservative than their younger counterparts and women exhibit greater conservatism and conformity (Shankarmahesh, 2006). In addition, it has been observed that the ladies are fond of imported goods more than men (Maina, 2014), which is explained by the fact that they consider the quality of imported goods to be superior to that of domestic goods.

The role of religion in consumer buying is critical because some religions can encourage followers not to buy certain products, including particular drinks, pork, and dress code (Maina, 2014). Literature in terms of educational attainment has produced discrepant results on how the educational level has an impact on consumer buying behavior. Indicatively, some studies have shown that the consumption of certain products reduces with the increase in educational attainment (Elfhag, Tynelius & Rasmussen, 2010), whereas other studies indicated no significant changes in consumption of products based on the level of education (Abdullahi et al., 2011).

1.1.4 Consumer Purchase Decisions and Marketing Promotional Campaigns

There has been a wide spectrum of research done to unravel the complex relationship of the marketing campaigns and the buying behavior of consumers. As an illustration, Kimani (2015) researches have revealed that the attention paid by firms to loyal consumers is substantial; the latter are more inclined to make purchases on a regular basis, purchase more, actively seek information about different products, and interested in promotional

actions offered by competitors and may switch loyalties more often, which provide information to potential buyers. As Kanoga (2016) noted, supermarkets can only succeed by understanding consumer behavior trends and integrating their demands in marketing mix plans to enhance their performance.

Kibona (2015) states that the relationship between advertising elements like signage and media communication and consumer purchasing intent is quite positive in urban settings. The research paper also shows that there is a favorable connection between buying behavior and sales promotion, public relations and personal selling. As noted by Mbogo (2013), most organizations have employed different promotion mediums such as websites, radio, brochures, newspapers, and television, in addition to using promotional tools such as the use of public relations, personal selling, and direct marketing approaches. Thus, promotional activities like advertising, promotional offers, direct marketing, PR and personal selling are demonstrated to positively affect the growth of the customers.

The obtained results of the effect of the salesperson relational and task behavior on buyer evaluations conducted by Plank, et al (2008) demonstrated that the buyer perceptions of the connection loyalty served a significant role in determining the relationship and task behavior, but the purchase behavior did not serve a critical role in the evaluation of the buyers on the purchasing actions. Seukindo (2017) in his analysis of the role of marketing communication mix on sales performance established evidence that despite this, sales promotion and publicity have a statistically considerable favorable effect on revenue growth, but advertising has a substantial adverse effect.

1.1.5 Nairobi City County Supermarkets

A supermarket can be described as a self-service retail outlet that comprises multiple sections that offer various food items and household products. Compared to traditional grocery stores, supermarkets are generally larger and provide a more diverse range of goods. They also stock products commonly found in convenience stores, though they remain smaller in size and have fewer product options than hypermarkets (Zeithaml, et al, 2008). Supermarkets in Kenya initially emerged in affluent urban neighborhoods before gradually expanding to serve middle- and lower-income consumer markets. Over time, the number of supermarkets increased significantly across different regions of the country. Supermarkets in Kenya began in rich areas mostly in the big cities before its distributions to market places with both middle-class and lower-class customers. Supermarkets then continued to grow in "less urbanized and underdeveloped countries" such as South Sudan, Uganda, Tanzania, and Rwanda (Otieno, 2015).

According to the 2010 Economic Survey, Kenya has roughly 406 supermarkets and 20 hypermarkets. Over the past decade, retail establishments, both local shops and the broader market, have ceded a substantial percentage of their market to supermarkets, as the sector of traditional food and necessary goods retailing has experienced considerable shift. Over the last few years, the grocery business in Kenya has been faced with several challenges such as intense competition, poor transportation, inefficient transport infrastructure, limited access to quality suppliers, competition, and shifting consumer demands and patterns (Dannenberg, Fuchs, Riedler and Wiedemann, 2020). It dropped to 189 in 2020 down to

314 in 2018, and well-known outlets such as Nakumatt, Tuskys, and Uchumi among others were major casualties (Sande, 2021).

Many of the supermarkets within the Nairobi City County, such as Tuskys, Naivas, and Uchumi, use their relationship with suppliers and collaboration to facilitate sales (Wanjiru, 2018). Ever since independence, Nairobi, the capital of Kenya has attracted local and foreign investment in business. Supermarkets are categorized as one of the major incentives of having great corporate investment (Maiywa, 2013). The first supermarket in Nairobi County, Kenya was the General Store of Westland that was established in 1960. Thereafter, Abrahams Self Service Store was constructed in 1970 and Uchumi Supermarket in 1975. Uchumi has been in control of the modern supermarket retail business in Kenya over a long time until the family owned Nakumatt Supermarket came into the scene in 1987. Uchumi and Nakumatt controlled the grocery market until the mid-2000s when the two-faced cash-flow challenges that forced them to shut down majority of their stores.

This has seen the two local family-owned shops Tuskys and Naivas take the lead followed by other chain supermarkets like Chandarana and Eastmatt. The foreign grocery chains are Carrefour, Quickmatt, Shoprite, and Choppies, which have entered the market to take advantage of the opportunities presented by the exit of the Uchumi and Nakumatt (Hajir, 2021).

In 2020, the retail industry had a poor performance because the operational environment was tough in the face of economic shrinkage. Shoprite, Deacons and Tuskys, the latter currently undergoing financial difficulties, have shown this (Cytton, 2021). The poor performance of the retail industry can be explained by the economic difficulties caused by

the Coronavirus epidemic in 2020 (Kenya Retail Sector Report, 2020). The retailers like Tuskys which is currently having financial difficulties witnessed this by closing down their stores. According to the Kenya Retail Sector Report, foreign retailing companies including Carrefour, which began its activities on a location in Nairobi at the Uhuru Highway and planned to expand to Mombasa, have entered the retail industry. Naivas has also opened stores at the Mountain View shopping malls and several water front shopping malls along the Mombasa road, whereas Quickmart has opened branches in Nanyuki Mall, CBD along Tom Mboya Street, Buruburu and Kilimani among others. The performance of the industry has been dampened by the entry and growth of some merchants to the high-end retail areas they have taken over by the collapsing counterparts.

1.2 Statement of the Problem

Competition between supermarkets in Kenya and other parts of Africa is increasingly stiff due to the entry of traditional retailers as well as online suppliers and thus the managers have to spend a lot of money in advertising, sales promotion and personal selling. With these investments, there is still no empirical understanding of how effective certain promotional tools are in affecting the decision of customers in supermarkets to purchase a given product. According to the available literature, many companies are eager to promote themselves without considering localized and data-driven insights; instead, they tend to apply general marketing principles, creating an ineffective target audience, distributing resources incorrectly, and ultimately making the campaign less effective (Nyaboga et al., 2025; Reardon et al., 2019; Wanjiru, 2021). Such a deficiency is essential since in Kenya, where consumer behavior is highly dynamic and price-sensitive, supermarkets represent

the largest retail channel of urban fast-moving consumer goods (Barrett et al., 2019; Cytonn, 2021).

Past research in Kenya and other similar African markets has tended to consider consumer behavior in fast-food restaurants, SMEs, or the banking industry, but seldom supermarkets (Cheserem, 2016; Indumathi and Dawood, 2019). Focus has usually been on customer loyalty/satisfaction instead of comparative effectiveness of specific promotional instruments even in the case when supermarkets are analyzed (Payson and Karunanithy, 2019; Habib et al., 2020). Consequently, the managers of the supermarkets are still in knowledge gap on whether advertising, sales promotions or personal selling best stimulate consumer purchasing behavior. In the absence of clear evidence, managers are likely to launch expensive campaigns that do not appeal to customers and, in the end, affect competitiveness and loyalty (Santini et al., 2020; Shamout, 2021).

This study addresses the stated gap by systematically analyzing the impact of advertising, sales promotion, and personal selling on consumer purchase decisions in the supermarkets in Nairobi City County, together with the mediating influence of demographic variables. In this way, it addresses the fact that the scarcity of supermarket-specific evidence in Kenya has not yet been addressed; it presents practical suggestions on how a business can optimize its promotional tactics. The results will inform supermarket managers to make evidence-based decisions to improve the effectiveness of the campaign, customer retention and competitiveness in a fast-changing retail industry (Ugonna et al., 2019; Awan and Abbas, 2021).

1.3 Objectives of the Study

The research was dictated by general and specific objectives as indicated in the subsections that follow.

1.3.1 General Objective

The study's general objective was to ascertain the influence of marketing promotional campaigns on customer purchase decisions in selected supermarkets in Nairobi County.

1.3.2 Specific Objectives

The research precise objectives were;

- i) To assess the influence of advertising on consumer purchasing decisions in selected supermarkets within Nairobi County.
- ii) To ascertain the influence of sales promotion on consumer purchasing decisions at selected supermarkets within Nairobi County.
- iii) To evaluate the influence of personal selling on consumer purchasing decisions at selected supermarkets within Nairobi County
- iv) To assess the moderating influence of demographic features on the connection between marketing promotional campaigns and consumer purchasing decisions in selected supermarkets in Nairobi County.

1.4 Research Hypotheses

These hypotheses served as the research's guiding ideologies:

H₀₁: Advertising has no statistically significant influence on consumer purchasing decisions in selected supermarkets within Nairobi County.

H₀₂: Sales promotion has no statistically significant influence on customer purchasing decisions in selected supermarkets in Nairobi County.

H03: Personal selling exhibits no statistically significant influence on consumer purchasing decisions in selected supermarkets within Nairobi County.

H04: Demographic characteristics have no statistically significant moderating influence on the connection between marketing promotional activities and customer purchase decisions at selected supermarkets in Nairobi County.

1.5 Significance of the Study

The research's results have great implications to the supermarket management since they illuminate the relative significance of the three major marketing promotional tools that affect the customers to make purchases. Moreover, the research can be useful to marketing practitioners by offering an understanding of the impacts of advertising, sales promotion, and personal selling to consumer behavior, thus, allowing them to make informed marketing strategies and policies to grow their business.

Moreover, the study is significant to the policy makers because it emphasizes the impact of diverse promotional marketing tactics on consumer buying choices, which provides a guideline in the establishment of appropriate commercial and consumer protection policies. Lastly, the work has a contribution to the academic literature because it has offered empirical data to future studies and can serve as a great corpus of knowledge to other academics focusing on marketing and consumer behavior.

1.6 Scope of the Study

The research was done in the Nairobi City County where the highest number of supermarkets is located in Kenya. The target population was made up of 165 supermarkets that were in operation in the county during the time of the study. Out of this population,

purposive sampling of 50 supermarkets was done in order to have representation of both the large and the medium sized outlets. The sample of the respondents had 400 customers, who were selected proportionally among the sampled supermarkets. The research was narrow because it only evaluated the impact of sales promotions, advertising and personal selling on their customer purchases and also the moderating effect of demographic factors. The research was restricted to the Nairobi County and to supermarkets, henceforth findings can't be extrapolated to other retail channels like kiosks, minimarts, or e-bays.

1.7 Limitations of the Study

The study was conducted in the supermarkets which were operating within the Nairobi County. Since supermarkets serve a mixed group of clients comprising of educated and non-educated people, it is reasonable to assume that the illiterate might have had problems filling in the questionnaire. The researcher managed to overcome this difficulty by hiring research assistants that helped to make the participants understand the significance and purpose of the research.

The research only concentrated on the supermarket companies. thus, the results cannot be applied to other retail settings where buying environments are quite different. Although the majority of the responders were found to have a good comprehension of particular technical elements of marketing, a small portion of them might have lacked adequate awareness of key elements relating to marketing promotion activities and the preferences of buyers. As a result, it is possible that their answers were not completely relevant. There is also likelihood that some of the respondents might have avoided answering questions because of time limitations.

1.8 Organization of the Study

This research project is structured in the following ways. Chapter One introduces the study by presenting the background of the research, statement of the problem, objectives, hypotheses, significance, and the scope and limitations of the study. Chapter Two provides a detailed review of relevant literature, including the theoretical foundations supporting each variable, empirical studies, and the conceptual framework. Chapter Three explains the research methodology employed for data collection and analysis, describing the research approach, research's locale, intended audience, sampling techniques, sample size, data gathering tools, and methods of data analysis and presentation. Chapter Four presents and discusses the research findings, emphasizing both descriptive and inferential statistical analyses. Finally, Chapter Five offers a summary of the key findings, draws conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter addressed the publications related to this study. Other research relevant to the research purposes is also discussed in this section. The conceptual framework, theoretical review, and empirical review will all be addressed.

2.2 Theoretical Literature review

This study was grounded on the theoretical framework as discussed below.

2.2.1 Attention, Interest, Desire and Action, Satisfaction Theory

The Attention, Interest, Desire, Action, and Satisfaction (AIDAS) model proposed by E. St. Elmo Lewis (1898) comprises awareness, interest, desire, action, and satisfaction as the stages that are considered considerable in the context of explaining the link between advertising and consumer behavior (Kanina, 2013). The model provides the chronological process involved in the guidance of potential customers through the advertising process by the sales professionals (George, 2010). To begin with, advertising is used to attract the interest of consumers and this is normally done by professionally crafted promotional messages whose main aim is to create an interest to the products or services provided by a given firm (George et al., 2003). This interest stimulates the buyer to have a desire towards the product and thus this has a motivational factor that causes the consumers to take some actions such as purchasing the product. Action stage entails convincing customers to finalize the deal (George, 2010).

Business adoption of this model has the potential to increase customer acquisition and financial performance (Aaker and Joachimsthaler, 2000). The last phase is satisfaction, which makes sure that customers are satisfied and confident in their purchase, which solidifies the perceived value of the product and the position of the seller. The elements of the AIDAS model are also useful instruments to measure the success of media advertising (Ugonna et al., 2017). The relevance of this model to analyze the effects of advertising on consumer purchasing behavior was identified in prior researches such as those by Ugonna et al. (2017) and Erevelles et al. (2013). The AIDAS theory, therefore, gives a concept on how to study advertisement strategies that can boost customer buying decisions.

2.2.2 Attribution Theory

Attribution theory was hypothesized by Weiner in 1972 and examines the process by which people make sense of what is happening in their lives and justify these actions. Through the theory, individuals can understand their motives when doing something as well as that of other people. They eventually give justifications to such actions, which give people an illusion of control over their actions and their associated settings. According to the theorist, a social perceiver will draw conclusions on the causation of the events through the availability of information (Weiner, 1972).

The study defines a three-part system of understanding the notion of attribution whereby behavior is observed or perceived, intentionally determined, and attributed to either internal or external influences. According to the theory, the most crucial elements influencing attributions are skill, effort, difficulty of the task, and serendipity.

Within the realm of commerce, it is understood that promotional activities can influence consumers to make purchasing decisions regarding products they have not previously experienced. Prior scholarly works have identified this theory as pertinent to their investigations (Erevelles, & Fukawa, 2013; Duan, 2011; Gedenk, Neslin & Ailawadi, 2006). This theory supports the sales promotion variables used in the study.

2.2.3 Customer-Based Brand Equity Theory

This theory was postulated by Keller (2008) and it focuses on the differences in how brand knowledge affects consumer reactions to a brand's marketing. Kamakura and Russell (1995) assert that when a consumer is familiar with a brand and has fond recollections of it, there is customer-based brand equity. Customers respond more enthusiastically to a product and how it is displayed when the brand is recognizable compared to when it is not (that is when unidentified). If consumers react less favorably to brand-specific marketing campaigns than they would to comparable promotions for unbranded goods, the brand has unfavorable customer-based brand equity. Keller (2008)

CBBE contributes to positive brand connections, brand awareness, and loyalty development. Aaker (1996) observed that using the CBBE approach results in powerful brands that in turn foster consumer loyalty, resonate with them, and strengthen brand identification within the company. The postulations made by Keller (2008) are that a robust brand can be cultivated through a series of logical processes, encompassing the establishment of the right brand image and development of significant brand interactions with the consumers. This research hypothesis is that personal selling can create a positive attitude of the customers towards a product which will result in higher buying behavior.

The selection of this theory for this research was dictated by the fact that it has been shown to be useful in previous studies, including the one conducted by Hocking (2013) that examines the relationship between subjective selling and Consumer Based Brand Equity development. Awan et al (2015) as well as Wang, et al (2012) represent notable prior research that has demonstrated the utility of this theory. The construction supported in this theory was personal selling and advertising variables.

2.2.4 Baumol's Theory of Sales Revenue Maximization

This theory was postulated by William Jack Baumol (1949). It posits that a firm primarily seeks to optimize its sales, which refers to the total revenue generated through the sale of goods. It continues by stating that as profits stabilize, the objective of the business shifts from profit maximization to sales revenue maximization. In other words, business managers work to increase sales revenue while keeping a tight lid on profits. It was expected that managers frequently associate their own reputation with the company's sales or revenue, therefore they would prefer to focus on increasing total revenue rather than profits.

Additionally, sales growth strengthens the firm's competitive spirit because sales volumes are a better gauge of a company's standing in the market. Since managers are in charge of running the business and their success is determined by how well they accomplish sales goals, it stands to reason that management is more focused on increasing sales while maintaining a minimum profit margin. Consequently, the goal is to maximize sales revenue rather than profit. Along with this, businesses must maintain a minimal amount of profit to satisfy shareholders. This theory holds significance for this research as it underpins

marketing campaigns designed to enhance sales performance (William Jack Baumol, 1949).

2.2.5 Theoretical Framework Integration

The four theories collectively offer a complete model on how marketing promotional campaigns affect consumer purchases decisions. The AIDAS model provides a psychological process of how advertising attracts attention, creates interest, and triggers a purchase decision. The Attribution Theory elucidates the way consumers perceive sales promotion that makes them attribute their purchasing behavior to either internal or external stimuli. Customer-Based Brand Equity Theory emphasizes the role of personal selling in developing brand association and customer loyalty enhancing the long-term effectiveness of promotions to the customers. Lastly, the Theory of Sales Revenue Maximization by Baumol is used to understand the managerial reasons of focusing on sales growth by using promotional campaigns even to a thin profit margin. A combination of these theories illustrates the interactions between consumer psychology and brand equity development as well as managerial strategy that offer a strong base to interpret advertisement effectiveness, sales promotion and personal selling in influencing customer purchase decisions in supermarkets, taking into consideration the moderating factor of demographics.

2.3 Empirical Literature Review

2.3.1 Advertisement and Consumer Purchase Decisions

The impact of advertising and marketing strategies on consumer buying behavior in different environments has been the subject of numerous studies. As an example, Habib, Hussain, and Oman (2017) investigated how advertising influences consumer decision-

making in the context of SMEs and their customers in Oman. The research design was descriptive, and simple random sampling was adopted to sample 159 responders out of a target audience of 3,000. Both inferential and descriptive statistics like percentages and frequency distributions were utilized to analyze the data. The results indicated significant connection between the exposure to advertisements in supermarkets and consumer attitudes and purchase behaviors. In addition, the research has also noted that monopolistic supermarkets had maintained high levels of customer base and as a result, they could operate for a prolonged duration and even anticipate the entry by their competitors. Continuous advertising was also the focus of the study since frequent exposure to the brand reminded consumers of its presence, thus influencing their buying behavior. The study advised companies to make investments in advertising because consumer behavior is highly swayed by advertisement content. Nonetheless, the research involved solely SMEs and so it was not applicable to supermarkets. Conversely, supermarkets tend to have greater capital bases and reach more customers than SMEs, and the current research utilized a more extensive sample, which contributes to its increased applicability to the Nairobi City supermarket market.

Ugonna et al. (2017) examined how media advertisements influenced purchasing intents of clients in Nigeria. This research utilized a descriptive cross-sectional research approach and convenience sampling to gather 315 respondents using structured questionnaires. The analysis employed both descriptive and inferential statistics. The results demonstrated that advertisement on billboards and radio were very effective in helping consumers to concentrate, be interested, desire, take action, and having conviction, compared to

advertisement on television and radio which showed significant influence on purchase intentions, especially among beer drinkers. Radio and billboard advertising among the many media had the highest influence on consumer purchasing intention. These findings echoed the argument put forward by Rajagopal (2011) that people who have been exposed to radio adverts are more likely to act on these ads. In contrast to the current study, which investigates various aspects of marketing campaigns, such as advertising, sales promotions, and personal selling, Ugonna et al. (2017) reviewed only media advertising. Also, the research used retail businesses as a source of data, which constrained the generalizability of the results to supermarkets.

Duffett (2015) studied the effect of Facebook advertising on consumer buying behavior and purchase intentions associated with supermarkets. The authors also examined the influence of various patterns of Facebook use and demographic aspects on consumer intentions to purchase and their perceptions. The results suggested that Facebook advertising had a favorable impact on intention-to-buy and real purchasing behavior amongst young users. The important variables that influenced positive attitudes toward Facebook advertising were the features of the application, the length of the login, the frequency of updating profiles, and demographic attributes, such as ethnicity. Despite the fact that the study conducted by Duffett (2015) had more participants than the current one, its results cannot be completely applied to the supermarket case as these authors considered only Facebook as a marketing tool but did not consider a broader scope of promotion channels.

Equally, Kibona (2015) researched the impact of different aspects of advertising on consumer buying behavior in Tanzanian cities. The research measured the effect of media

communication, billboard advertisements, and point-of-sale materials using a survey method with a quota of 200 people. The findings demonstrated that there was a high degree of connection amongst media-based advertisements and changes in consumer buying behavior, and also significant impacts in billboard and in-store promotional displays. The change in consumer buying behavior was also positively correlated with sales promotions, personal selling, and publicity. Nonetheless, the article had limitations on the number of products considered (i.e., Coca-Cola) and the sample size (relatively small in comparison to the current study). Consequently, one cannot easily extrapolate the results to the supermarket setting with a variety of products and broader customer base.

Wanjiru (2017) researched how green marketing strategies impacted consumer buying behavior in the retail environment, specifically in Nakumatt Supermarkets. The research was conducted to evaluate the effects of eco-labeling, eco-branding, and environmentally friendly advertising on customer purchasing attitude and to determine the ways in which firms are promoting sustainable consumption. Using a descriptive research design, a stratified random sample of 138 respondents was used to collect data in a population of 2,000 regular shoppers. The results suggested that there was a robust link amongst eco-labeling and consumer buying decisions. Moreover, product and service branding became the relevant factors that influenced purchasing behavior and enhanced the desire to use products and services in the environmentally friendly way, proving their intention to sustainability. The research also revealed that an environmentally friendly brand image and a clear differentiation of genuine and false marketing practices were more likely to lead to better perceived product value and increased awareness among the society about

environmental protection. Green packaging efforts were found to have a certain effect on consumer decisions to purchase. However, the use of Nakumatt Supermarkets, which is a relatively small sample size, and the focus of the study on green marketing restricts the extrapolation of the results to the wider contexts of supermarket operations and other supermarket marketing planning.

Khanna (2016) explored parental attitudes towards the impact of television advertisement on children in Swedish and British supermarkets, focusing on children aged between 8 and 14. The study utilized descriptive and exploratory designs, whereby it sampled 480 participants using stratified random sampling. Frequencies, means, and variations were employed to conduct the analysis. According to the research, parents in rural areas considered television adverts to be an important aspect of consumer socialization, as it provided them with information on products, prices and brand choices. Also, commercial advertisements played a big role in continuous demands among children to get new products, even without clear knowledge about the products. Whereas Khanna (2016) concentrated on the context of television advertising in developed countries, the current research considers various aspects of marketing campaigns such as advertising, promotion through sales and personal selling in the city of Nairobi. The two studies had comparable methods and sample sizes, but the socio-economic and regional differences are likely to produce different results in terms of consumer behavior.

In general, the studies reviewed suggest that advertising, regardless of the media used in the case of traditional, digital, and green marketing, influences consumer buying behavior although in different contexts, sample sizes, and focus. Although past studies have given

useful information, numerous studies have been constrained by small products or specific marketing channels or limited sample sizes, and expanded researches in supermarkets with large populations are necessary. The proposed research aims to close these gaps by examining several advertising and promotional techniques in a sizeable sample of supermarkets in Nairobi City, and this way improve the generalizability and practical applicability of its results.

2.3.2 Sales Promotion and Consumer Purchase Decisions

Sales promotion techniques are procedures that aim to boost sales of goods and brands, typically quickly (Wierenga & Soethoudt, 2010). This promotion is crucial to a business because it helps the buyer perceive it as a benefit, which influences consumer purchasing behavior (Yusuf, 2010). Sales promotion utilizes a number of incentive strategies—the majority of which are temporary, to entice customers and/or retailers to finish purchases more quickly or generate more sales (Kotler & Armstrong, 2010).

A sales promotion consists of tactics that are often adopted for a small period of time with the goal of boosting sales in the near future. The costs can be far cheaper than those of advertising, and it gives you control. It offers superior price-saving and attempts to create responses immediately (Familmaleki, Aghighi, and Hamidi, 2015). It is a well-known fact that sales promotion can generate a tremendous value and quicken the following sales. Sales people normally use promotional materials to motivate their teams or support them in their sales activities.

Customer-focused promotion is usually aimed at stimulating impulse buying, enticing customers to buy a product in large quantities, reminding customers of competitors,

rewarding loyal customers, and encouraging them to try a novel product (Kotler et al, 2001). This assertion is supported by Grundey (2010) who argues that businesses apply various sales marketing tools depending on the specific goal to achieve. The economic incentives make the first category of sales promotion strategies and they include coupons, rebates, price discounts, loyalty programs, and buy one, get one-free. The second group focuses on the activities involving customer engagement, which include the use of in store displays, free samples, product demonstrations or tastings, and provision of product catalogs. Such initiatives help to capture attention of the customers as well as increase their experience with the product hence increasing purchase intention and brand loyalty. The third group is motivational rewards, which include competitions, gifts, and collectibles. According to Familmaleki, et al (2015), there are four basic components that affect the customer behavior. All these factors may exert different influence on the action of a consumer and their interactions with each other may exert different influence on the decision-making process. These factors are cultural, societal, religious, individual, as well as psychological factors.

Santini, Sampaio, Perin, and Vieira (2015) explored how attractiveness moderates the effects of discount sales advertising on purchase intentions of consumers in Brazil. The key goals were to study consumer behavior in relation to discount promotion, whether such behavior has its possible positive or negative correlation and whether perceived attractiveness has a moderating role. The methodology used in the research is exploratory and descriptive survey research that involves the analysis of data gathered through the use

of a site. The sample of convenience sampling was 662 out of 1,500 business administration students in one of the universities in Brazil.

The results indicated that discount promotion, impulsivity and hedonic perception positively affect the purchase intentions of the consumers. Nevertheless, the research also found that there is a link amongst perceived financial risk and readiness of consumers to purchase products with discounts. Moreover, the attractiveness was identified to moderate the interaction between the impulsiveness and intention to buy a discounted product. In spite of these observations, the research was narrow because it did not cover any promotional strategies other than discount-based promotion and limited its research to university students alone. The findings can therefore not be completely generalized to larger consumer markets e.g. supermarket shoppers or other demographic categories.

Familmaleki, Aghighi, and Hamidi (2015) aver that sales promotion affects customer purchasing behavior and the findings indicated that its effects were direct, which offers an opportunity to act through promotion. As it was observed, consumer behavior and the selling trends of the businesses can be affected by different factors including promotional measures like free samples, discounts, the association of situations and environmental factors.

Tuan (2015) examined how ethical sales practices were related to customer loyalty in Vietnamese supermarkets. This paper set out to determine the connection between ethical sales conduct and consumer loyalty with reference to customers who purchase the Procter and Gamble (P&G) products under the MCC distribution network comprising of both

retailers and traders. Data were gathered via a structured feedback form and interview as the main data collection instruments where a total of 203 responders were adopted to obtain the required data with the use of the exploratory research design. Both descriptive and inferential statistics were utilized in the analysis.

It was found that customer commitment is a great contributor towards developing loyalty, whereas trust only benefits the development of loyalty when it goes hand in hand with a high level of commitment. Nevertheless, the research did not detect any significant connection between ethical sales and such demographical variables as gender or purchasing force. The study had limitations even with the above insights, in that it was limited in scope only to two chains of supermarkets and a small sample of 203 participants. This means that the findings cannot be used to reflect all the supermarkets in Vietnam. Besides, the research has only focused on ethical sales practices and has not addressed other marketing strategies including advertising and sales promotions which can also be crucial in influencing consumer buying behavior.

The research by McNeill (2013) was conducted on the dynamics of sales promotion in the Asian market. The research was a relative approach of Singapore and Malaysia two Asian nations that have been comparatively under-researched in terms of their unique supermarket market with the relevant purpose of clarifying the intricacies of internationalization of cultural phenomena. In analyzing the supermarket retailing industry in the two nations, the study found out that different promotion strategies, especially the pricing, are necessarily aligned to the grocery industry as a whole.

Aidla et al. (2016) delved into an endeavor to determine how to enhance the effectiveness of individual sales in Estonia considering the personality attributes of clients. The research's primary objective was to identify the approaches to enhancing the individual sales performance by examining the nature of personality of the clients. The study utilized a descriptive approach to research. The sample was carefully chosen through the utilization of the proportional random sampling with a sample of 1000 participants with the data gathered on them through use of feedback form and interview. Data analysis was obtained by utilization of descriptive statistics. The research's results indicated that people with varying personality traits have different motivations towards their buying habits and they like different buying styles. The salespeople did not only change the behavior but also changed their sales technique depending on the personality they were dealing with. Additionally, it was found that salesmen should vary their focus on facts and details in order to improve verbal communication. They should also modify their enthusiasm level, humor, and use of emotive arguments. The study suggested that salespeople can improve their nonverbal communication abilities by, for instance, adjusting their energy level, voice tone and level of beaming to that of the customers. They should also endeavor to synchronize gestures, posture, and respiratory rhythms. This research was deficient in that it solely examined the impact of customer personality factors on individual sales performance. Despite utilizing a substantial sample, this study neglected to acknowledge that descriptive statistics alone do not yield definitive results in comparison to inferential statistics; so, the research employed inferential data to derive its conclusions.

2.3.3 Personal Selling and Consumer Purchase Decisions

Aidla, et al (2016) assert that personal sales require direct engagement with the consumer, however they may also occur by telephone, video conference, and online text messaging. However, the research applauds face to face communication stating that it helps in the identification of consumer personality traits. Customers characteristics were cited by the research as the main challenge in personal sales.

Shamout (2016) examined how promotional tools influence the purchasing behavior of consumers in the Cyprus retail market. The objective of this research was to determine the extent to which the most popular retail sales promotion strategies impacted two elements of consumer buying behavior namely brand switching and customer loyalty; the sample population of this survey research was 200 people who were shoppers in two Guildford supermarkets. The relevant data was collected using opinion poll and interviews. The analysis of the data was performed with the help of inferential statistics. The study proposed that to be able to maintain their competitive advantage, retailers in the retail market must use effective sales promotion strategies. Moreover, building personal relationships with clientele has become a critical strategy that marketers can use to trigger consumer buying behavior in different products. The findings of the research indicated that the utilization of free samples is capable of successfully altering consumer behavior in relation to purchasing products and can encourage customers to repurchase planned to promote brands. Therefore, retailers need to focus on increasing their application of free samples, and this will improve sales of the product being promoted. The research recommended that there was a robust favorable connection between price discounts and customer buy, trial products and

customer preferences and offer one free/buy one free, purchase offers and buyer behavior in sales promotion. Nonetheless, it is essential to mention that the research did not find significant association between coupons usage and consumer purchasing behavior during marketing campaigns. The research design adopted in the study also varies significantly with the current research. Also, the sample size was too small and thus the findings were not persuasive as compared to the current study. Moreover, the fact that the sample was restricted to two stores does not allow the generalization of the findings, thus making them inadequate to reflect the overall effects of sales promotion on consumer purchasing behavior in the supermarket industry.

Muchina et al. (2016) investigated the effects of personal selling on the efficiency of retail shoe brands in the Nairobi CBD. This research was done to establish the influence of personal selling on brand performance in terms of creating brand awareness through interaction, communication and relationship building based on survey research design. A census strategy was utilised and 24 participants (one out of three retail shoe outlets in Nairobi) were incorporated. The analysis of data was performed by descriptive and inferential statistics utilizing SPSS ver. 21. The results obtained demonstrated that there was a very strong positive connection between personal selling and brand awareness, and among the duration and effectiveness of customer interactions and personal selling. Nevertheless, the favorable connection between personal selling communication and brand performance was found to be moderately favorable. The research found that personal selling is essential in improving brand performance especially in products that are performing poorly. It also suggested that companies should have a competent marketing

and sales team that possess brand knowledge skills, interpersonal communication skills and client interaction skills. This research was meant to form a connection between personal selling and brand performance as opposed to focusing on the buying behavior of the consumer. The sample that was used in that study was too small to give any statistically significant outcome besides the fact that the source of the data used was not the same as the source of data that this study is trying to use. This difference will improve the ability to make more applicable conclusions to the supermarket industry.

Kimani (2015) explored the influence of advertising methods on brand loyalty among users of instant coffee, among the consumers in Nairobi, Kenya. The focus of the research was to determine the effects of prices, packaging, and perception of the product on popularity of instant coffee brands among the shoppers in the central business district of Nairobi at the supermarket. The results of the research showed that brand awareness, attractive packaging, and competitive price have a positive influence on product brand loyalty. The studies have shown that individuals are inspired to purchase a product when they see advertisements of brands they like. This study hypothesized that there were different package sizes at various prices offered by supermarkets because the research finding of this was the best way of attracting more attention of consumers as opposed to brands offering only one package size.

Kanoga (2016) investigated how the elements of the marketing mix affect the success of shopping malls in the Nairobi City County, Kenya. The focal research goal was to determine the level to which various elements of marketing mix affects the profitability of the malls. Data analysis was done utilizing both qualitative and experimental methodology. The respondents (169) in the study were chosen out of a population of 36,307 with

marketing managers, tenants, and customers in 19 shopping malls. The census approach was utilized to select marketing managers, whereas stratified random sampling was applied to select tenants and customers. Structured surveys were utilized to gather primary data and the statistical data when analyzed through multiple regression methods that yielded results about the influence of the marketing mix on malls performance.

Using the collected data on marketing managers, tenants and customers in 19 shopping malls, the research suggested that there is a substantial linear connection between the operational success of a shopping mall and the various aspects of the marketing mix, which include item, location, cost, promotion, people, tangible proof and process. The study proposed that site mix and process mix are the only factors with significant influence in the purchase decisions of customers. Unlike in the former study, which discussed the marketing mix, the latter combined the three elements of personal selling, advertising and sales promotion into one promotional instrument. Conversely, this study focuses on each of them separately and approaches them as three different marketing promotion tools. This study is among the recent studies in Kenya that solely focused on the role of marketing mix factors in determining the profitability of shopping malls. Additionally, the size of the sample was not sufficient to support the results regarding all the supermarkets.

2.3.4 Marketing Promotional Campaigns, Demographic Characteristics, and Consumer Purchasing Decisions

Awan et al, (2015) researched how demographic characteristics affect impulsive buying of buyers at Multan, Pakistan. The research utilized descriptive research approach. A group of 127 responders was carefully selected utilizing proportional random sampling. The data

was obtained through interviews and feedback form, and then analyzed utilizing the descriptive and inferential statistical techniques. The outcomes of the research suggested that income and education level of the consumers had a significant influence on their tendency to impulse buying. The research had its limitations because its sample size was very small and hence the findings were less dependable, and it was done on consumer behavior and results could not be generalized to the supermarket settings.

Shukla et al. (2013) investigated the moderating effect of socio-demographic factors in the association between buyer psychographics and branded label perceptions. Age, sex, earnings, education, and household were the demographic variables that were looked into in the research. The study revealed that people who have increased incomes demonstrated a pronounced inclination to taking part into the transactions. Moreover, the research established a significant association between impulsivity and brand attitude amongst old-aged, affluent and highly trained customers. It also discovered that there is a considerable connection between these demographic attributes and the predispositions of these customers towards the end-of-aisle displays.

Reicks, et al (2011) studied the impact of demographic variables and meat preferences on the customer incentives to buy fresh beef steaks and roasts. The research design utilized was the survey research design with sample of 187. The data was gathered via feedback form and interviews and assessed by the method of descriptive and inferential statistics. The results suggested that women laid more stress on preparation convenience, taste and nutritional value than men. Also, some factors (e.g., age) were also found to impact the perception of consistency, flavor, and nutritional value. On the whole, demographic factors

and personal preferences towards meat played a significant role in determination of the decision made by the consumers to buy fresh beef. Nevertheless, it is worth mentioning that meat industry does not work in the same way as supermarkets, and therefore, these results are not generalizable.

On the same note, Lautiainen (2015) investigated the issues that influenced consumer choice in picking coffee brands in Finland. It was noted in the study that the consumers want the products which meet their basic needs and wants. Although buying decisions are routine, most companies lack the knowledge of the factors behind consumer decisions.

The study has shown that cultural, social, personal, or psychological factors can be connected to numerous traits that can be attributed to every purchasing decision, and all these aspects have dimensions that can be applied to marketing strategies. Yet, Kotler et al, (2010) hypothesized that since consumer behavior is inherently connected with the behavior of people, the marketers can determine what consumers will do tomorrow based on their past buying habits.

Nguyen and Gizaw (2014) identified five key factors influencing consumers' decisions to purchase low-cost private label products in Vietnam: the brand itself, brand-related activities (including advertising and word-of-mouth), consumer perceptions, attitudes and purchase intentions, and demographic characteristics. Muthiu (2009) found that purchasing a product is not an instantaneous decision in Romania. Anything that appears to be purchased conceals a decisions-making process. According to the study, motivation, perception, learning, memory, personality, and attitude are amongst the variables that affect buying decisions. These variables also play a significant part in how the decisions-making

process develops. The study found that customers make decisions in five stages: problem recognition, information gathering, alternative assessment, buy decisions, and post-purchase behavior. Therefore, a marketer's job is to research customer behavior in order to fully comprehend not just the purchase decisions as such, but also each of the five stages that play out in this process.

2.4 Summary and Research Gaps

The aforementioned literature strongly suggests that there has been an inadequate number of studies conducted in this domain. This research primarily draws from closely related studies, notably Kanoga (2016), which examined the connection between marketing mix dimensions and the success of malls in Nairobi. However, Kanoga's study did not investigate the link between marketing promotional campaigns and consumer purchasing decisions. In the same manner, Kimani (2015) examined how marketing strategies affect brand loyalty but only on instant coffee brands. According to Langat (2016), styles and Ambler (2009) examined the relationship between promotional tools and export performance. Although these have been made, there seems to be no previous research that specifically studies the impact of promotional marketing campaigns on customer buying behaviors in individual supermarkets, precisely in the Nairobi County. The gaps are summarized as displayed in Table 2.1.

Table 2.1 Summary of Literature and Research Gaps

Author(s)	Study Focus	Findings	Research Gaps	Current Study Focus
Habib et al. (2017)	The influence of advertisement on consumer choice.	Exposure to supermarket advertisements and customers' opinions and purchase behavior were positively and significantly correlated.	A gap existed in assessing the effects of advertising on consumer choice, particularly within the context of supermarkets.	This study brought on board more variables and focuses on supermarkets and not SMEs.
Ugonna et al. (2017)	The effects of media adverts on buyers' purchase intent in Nigeria.	Consumers' intentions to make purchases were significantly influenced by media commercials on TV and the radio.	A study that evaluated the impact of advertising on consumer purchase intent across a range of products was deficient.	This research studied extra variables namely sales promotion, personal selling and socioeconomic features.
Wanjiru (2017)	The study examined how green marketing strategies influence consumer purchasing behavior in the retail sector, specifically focusing on Nakumatt Supermarkets.	Environmental adverts enhanced the value of the product, and the business raised public knowledge of environmental conservation.	Comparable research was intended to include other supermarkets and expand the sample size.	This study considered several supermarkets.
Khanna (2016)	The influence of television advertisements on kids in Swedish and British supermarkets.	Commercial advertisements prompted the kids to incessantly solicit various items.	Persuaded the researcher to find out whether the results were congruent or discordant in Kenya.	This study sought to look at customers at large without confining them to children.
Aidla et al. (2016)	Increasing individual sales performance by taking into account customer personality traits.	Salespeople needed to modify their enthusiasm, humor, and use of emotive language.	A similar study using inferential statistics for more reliable conclusions.	The study analyzed more variables (advertisement, sales promotion and socioeconomic features).

Author(s)	Study Focus	Findings	Research Gaps	Current Study Focus
Shamout (2016)	The effect of promotional strategies on consumer buying patterns in the retail sector in Cyprus.	There was a robust connection between price reduction and consumer purchases.	A similar study with more supermarkets for justifiable conclusions.	The study confined itself to supermarkets and not retail businesses in general.
Muchina et al. (2016)	Influence of personal selling on brand success in retail shoe stores within Nairobi's CBD.	The research uncovered a noteworthy link amongst brand awareness and personal selling, and amongst length of interactions and personal selling.	A comparable investigation encompassing a more extensive cohort across companies.	The study involved additional variables and did not confine itself to shoe companies only but to supermarkets.
Duffett (2015)	Facebook advertisements' effect on intent-to-purchase and buying amongst youths.	Facebook adverts had a favorable effect on the behavioral views of youths.	Research to assess the impact of Facebook advertising on individuals across all demographics, not solely Millennials.	Sales promotion, personal selling, and demographic characteristics were included in this study and had no restriction on the type of customers.
Kibona (2015)	The effects of advertising aspects on consumer purchasing behavior in urban regions: Coca-Cola in Dar-Es-Salaam.	Media communication advertisements were found to have a robust favorable correlation with changes in consumer purchasing behavior.	A gap exists in studies regarding the impact of advertising on customer purchasing behavior of alternative items for comparative analysis.	Three additional variables (sales promotion, personal selling, and socioeconomic features) were analyzed in this study, and no confinement to one commodity.
Santini et al. (2015)	The moderating effects of attractiveness on discount sales advertising in Brazil.	Discount promotions, impulsive behavior, and histrionic beliefs significantly shaped purchasing intentions.	A comparable study was intended to include persons from all demographics, not just students.	Advertisement, sales promotion, and personal selling were also studied; demographics used as moderator.

Author(s)	Study Focus	Findings	Research Gaps	Current Study Focus
Tuan (2015)	Effects of ethical sales practices on customer loyalty in Vietnamese supermarkets.	Customer commitment had a direct impact on loyalty and trust.	A similar study gap to involve other supermarkets.	Advertisement, personal selling, and demographic characteristics were additional variables adopted.
Awan et al. (2015)	The study found a link amongst personal selling and the construction of consumer-based brand equity.	Consumers' impulsive purchasing behavior was significantly influenced by education and income.	Moderating variables were not considered.	The study moderated demographic factors and considered different variables.
Rajagopal (2011)	Investigation on the effects of radio commercials on the purchasing habits of urban commuters in Mexico.	Radio audiences are attracted to ads that are entertaining and communicative.	The research explored alternative advertising mediums, such as billboards.	This research evaluates advertising, sales promotion, personal selling, and socioeconomic features.
Aluri et al. (2011)	Effects of demographic characteristics and consumer attitudes in the U.S. hotel sector.	Customer intents and attitudes toward RFIDs were not significantly affected by demographics.	The focus was on hotels in the U.S.	Supermarkets were studied instead of hotels, with more variables (advertising, sales promotion, personal selling, demographics).
Reicks et al. (2011)	Effects of incentives for buying fresh beef steaks and roasts on demographics.	Demographics of low-income and less-educated customers shaped impulsivity and brand sentiment.	Research was limited to the meat industry.	More study variables were used and it did not restrict itself to one commodity only.
George (2010)	Advertising effects on shopping goods sales in Nigeria.	Customers were motivated to purchase through various advertising media and in-store placements.	A broader sample and replication over time was needed.	This research included sales promotion, personal selling, and socioeconomic features.

Author(s)	Study Focus	Findings	Research Gaps	Current Study Focus
Verma et al. (2004)	TV advertisements influence on kids' shopping habits.	Age and family income significantly shaped parental responses to purchase requests.	A recent study was needed to see if purchasing behavior has evolved.	This study added advertisement, sales promotion, personal selling, and demographics.

Source: Author (2024)

2.5 Conceptual framework

A research's conceptual framework explains and clarifies the connections between its various variables. The research's conceptual framework is shown in Figure 2.1.

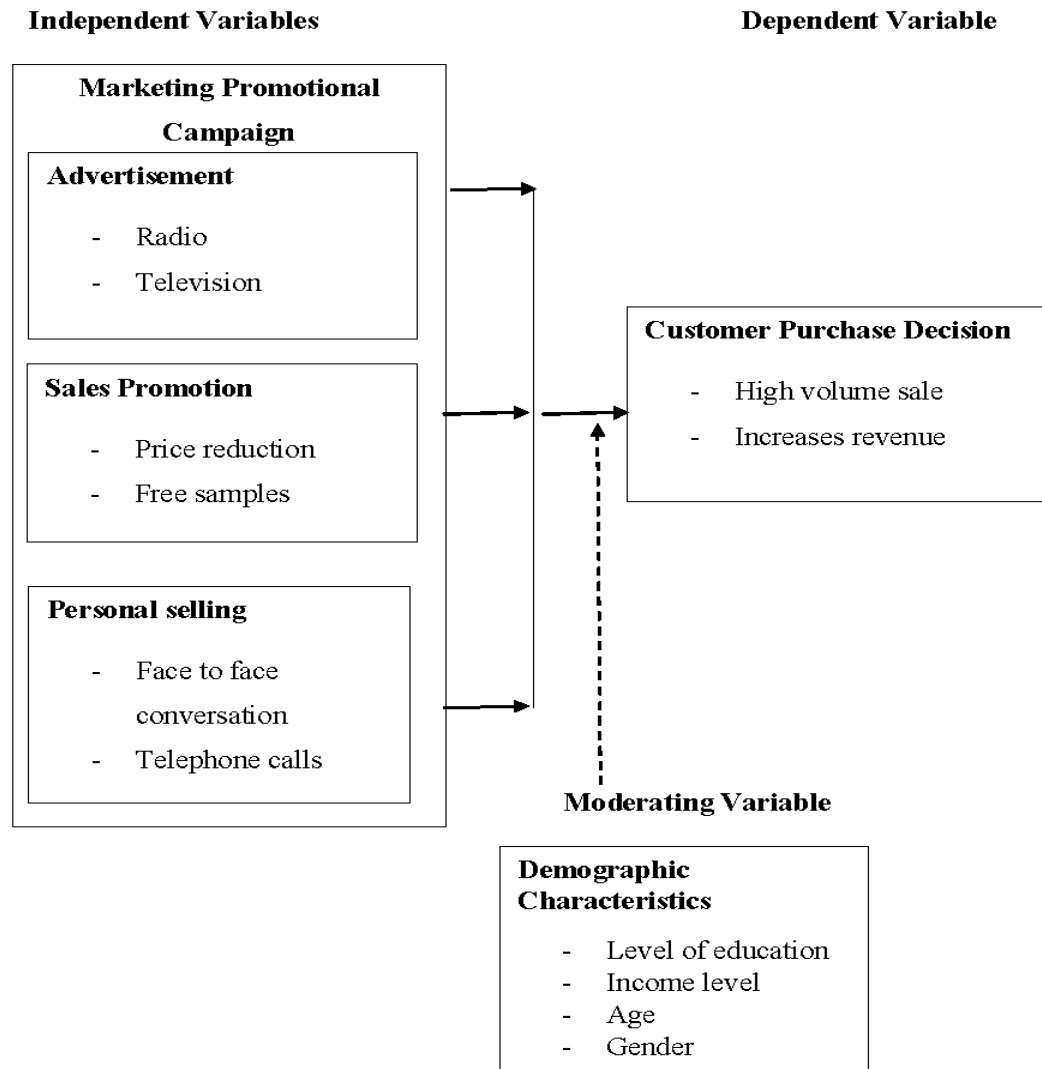


Figure 2.1 Conceptual Framework

Source: Author (2024)

Figure 2.1 exemplifies the hypothetical link between the marketing promotional campaign and the customer decision-making process that was related to the purchase. The independent variables were found in the research as marketing promotional campaigns

which include adverts, sales promotion and personal selling. The dependent variable was the purchasing decisions. It is also agreeable that in the event that the firm indulges in good advertising (through television, radio and other advertising means), carries out proper sales promotions (through price cuts, free samples etc.), and undertakes personal selling (through direct talks with customers, use of telephone conversations etc.), there is likelihood of positively influencing buyers to purchase the products of the business, culminating to an increase in sales volume and income. However, the specified variable, i.e., the educational level and income of consumers, will presumably have a major impact on the buying patterns of customers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the research design, intended audience, sampling frame, sampling process and the data collection tools. It goes ahead to reveal the sample size used in the pilot testing to determine its validity and reliability and information analysis and presentation.

3.2 Research Design

The research design adopted in this research was a descriptive one since this research design was considered to be appropriate as it enables the accurate illustration of the nature, attitudes, and behaviours of a populace at a specific moment in time. It is particularly useful in research in social and business settings in order to study the relationship among variables without interacting with them and therefore this type of design is particularly useful in such a study.

In accordance with the methodology that was set by Louw (2013), the research was designed to establish the link between advertising, sales promotions, and personal selling and how they influenced the purchasing behaviour of customers in Nairobi supermarkets. The descriptive design was a well-established guide towards objective observation and systematic description of the customer responses so that the patterns, evaluation of relationships, and inferences could be identified in accordance with the goals of the study.

3.3 Target Population

The research's target population was specified in the view of the supermarkets in Nairobi City County. The greatest number of supermarkets in Kenya are in Nairobi, and as of 2021, there were 165 supermarkets operating there (Cytonn, 2021). These supermarkets constitute the institution of the land upon which the respondents were sampled. In such outlets, the target population of respondents consisted of customers of the supermarkets. The KNBS (2020) is of the view that the urban population of Nairobi is greater than 4.4 million, and a high percentage of it purchases fast-moving consumer goods (FMCGs) in supermarkets. According to the estimates in the Kenya Retail Sector Report (Cytonn, 2021), there are about 500,000 active shoppers who frequent the Nairobi supermarkets regularly.

The study population was restricted to employees and managers, as the interest centered on the perceptions of the customers and the buying behavior and not on the operational practices conducted internally. The Nairobi City County Ministry of Trade supplied a comprehensive list of the 165 supermarkets, on which the selection of the study sample was based.

Table 3. 1 Target Population

Category	No. of Units	Source
Supermarkets in Nairobi	165	Cytonn Investments (2021)

Note: *The unit of analysis for this study was supermarket customers, estimated at 500,000 individuals who regularly shop in Nairobi supermarkets.*

3.4 Sample Size and Sampling Technique

Njeru (2013) described a sampling frame as a comprehensive list of all elements of a population that can be used to select a sample. In this research paper, the Kenya Business Directory (2023) was consulted to develop a list of supermarkets located within the central business district of Nairobi. To choose the research participants, a multi-stage method of sampling was used. At the initial level, 50 supermarkets were chosen by means of purposive selection among the 165 supermarkets functioning in Nairobi County; the large chains (e.g., Naivas, Carrefour) were as well represented as the medium-sized outlets. In the second phase, the systematic random sampling was used to choose the customer leaving every supermarket. Every fifth consumer was approached, and those who consented were interviewed to complete the questionnaire. The research's sample size was determined through Yamane's (1967) formula:

$$n = \frac{(n)}{(N\varepsilon^2)}$$

Whereby:

$n = \text{Sample Size}$

$N = \text{Population}$

$\epsilon = \text{Error Term (0.05)}$

Where $N=500,000$ (estimated customer population) and $e = 0.05$ $e=0.05$ (margin of error). This calculation resulted in a minimum sample size of 400 responders. To ensure proportional representation, 8 customers were selected from each supermarket on average, resulting in a total of 400 valid responses. This approach enhanced representativeness while maintaining feasibility in terms of cost and time. Table 3.0 shows the sampling technique and sample size.

Table 3. 2 Sample Size and Sampling Technique

Stage of Sampling	Description	Number Selected
Total population of supermarket customers	$N = 500,000$	—
Sample size (Yamane formula, $e=0.05$)	Calculated minimum sample	400 respondents
Number of supermarkets selected	Purposive selection across Nairobi	50 supermarkets
Average respondents per supermarket	Systematic random sampling (every 5th customer)	~8 customers per outlet

Note: *The study adopted a multi-stage approach: first purposively selecting 50 supermarkets, then randomly selecting 8 customers per supermarket, giving a total of 400 respondents*

3.5 Data Sources and Collection Instruments

Semi-structured questionnaire was employed to gather research data. Nyanamba (2018) notes that an opinion poll is a set of pre-established questions that are written on paper either to allow the respondent to write answers or to have a series of pre-established choices that the participants can pick. The feedback form had both open-ended and closed ended questions. Closed ended questions were set to obtain short and narrow answers whereas open ended questions enabled the respondents to give intense and detailed feedback. The choice of questionnaires was due to the possibility to gather significant information on a significant number of respondents in a short period of time. In addition, the questionnaire has been well designed to fit within the aim of the study, and the respondents were left to respond by themselves. The instrument was divided into six parts the first part was used to collect demographic details, the second to the fifth parts covered the areas of the marketing promotional campaigns, and the sixth part concerned customer buying decisions.

3.6 Validity and Reliability

3.6.1 Pilot Testing

It was crucial for a researcher to carry out a pilot test on the questionnaires by sending them to a sample of participants who wouldn't be involved in the main research so as to establish the validity of the questionnaires (Nyanamba, 2018). Before the actual data gathering activity started, the researcher used pilot testing to identify any abnormalities in the questionnaire and make the necessary corrections. According to a study by Lancaster, *et al* (2010), the pilot test size should range from 1% to 5% of the sample in order to obtain high precision pilot studies. As a result, the study employed a sample of 40 responders

(signifying 1% of the sample) who were barred from taking part in the last round of data collecting. This constituted 4 employees and 36 customers.

3.6.2 Validity

Cooper &Schindler (2011) described validity as the level to which an instrument effectively gauges the constructs under study. There are several forms of validity. The primary parameters are construct validity and content validity. Content validity is derived from experts, samples, and literature. Content validity is characterized by two stages: the judgment stage and the development stage. During the review stage, content validity necessitates that a professional evaluates the level to which the scale is designed to gauge the attribute being studied. The researcher therefore made a consultation with the supervisor in order to enhance the content validity of the research tools. The validity was also upheld through the clear rephrasing of the items and limiting them to the items that would answer the desired data. Products that were considered meaningless were automatically substituted (Saunders et al., 2009). The research supervisor was of assistance in reviewing the questionnaire and giving suggestions on how the content of the questionnaire can be improved to provide a high level of content validity. In addition to that the questionnaire was structured in terms of the study variables, thus, construct validity.

3.6.3 Reliability

Reliability is the uniformity of the observation or the extent to which a tool evaluates the same given the same conditions and when measured on the same subject. Reliable measure refers to where the outcome of a person on the same measure is similar when administered on two occasions (Ngugi, 2013). In a bid to determine the dependability, the researcher

applied the piloted questionnaire to compute the Cronbachs Alpha coefficient, which has the values of 0 to 1. According to Chemengich (2014), a study tool is considered to be credible when Cronbach Alpha Coefficient is 0.7 or more. Table 3.1 exhibits result of reliability.

Table 3. 3 Reliability of Research Instrument

Variable	Alpha Cronbach	Number of Items	Results/Reliability Level
Advertising	0.743	14	Reliable
marketing promotional tools	0.712	10	Reliable
personal selling	0.711	5	Reliable
Demographic characteristics	0.809	5	Reliable
Customer Purchase decisions	0.812	8	Reliable
Average Score	0.757		Reliable

Source: Pilot Tests Results (2023)

The pilot study data indicated that the greater the Cronbach Alpha Coefficient the greater the measurement instrument. The scores of individual reliability Alpha were as follows; in advertisement 0.743, promotional tools 0.711, demographic characteristics 0.809 and customer purchase decisions 0.812. The result of reliability in the pilot study demonstrated that the mean Alpha index of the study is 0.757, exceeding the tolerable limit of reliability that is 0.7.

3.7 Data Collection Procedure

The structured, self-administered survey was adopted to gather the data by giving questionnaires to the customers at the exit gates of the chosen supermarkets. Research assistants were trained to approach every 5th customer leaving the store and provide the voluntary consent after telling him or her about the research's intent. The questionnaire was administered to the respondents who responded and this was at the same time given to them to fill in the feedback form at the field or they could hand it back on the same day. In order to reduce bias, no help was provided in answering the questions other than providing clarifications on wording. Any personal information was not gathered, and all the answers were anonymous. This process also created uniformity in all outlets and minimized the effect of the interviewer on the customers.

3.8 Data Analysis and Presentation

Coding and cleaning of the data followed the data collection. The concentration of responses was measured utilizing descriptive statistics such as percentages and mean scores. Standard deviation was also done to test the difference in responses, especially the pre-coded Likert-scale items. Data analysis was done in SPSS Ver. 22.0 which is a statistical software that is widely used in the social sciences. The results were given both in tables and graphs to promote clarity. Pearson correlation and linear regression analyses were employed to test the research hypotheses. The regression model employed in this study was:

$$Y = \beta_0 + \beta_1 AD + \beta_2 SP + \beta_3 PS + \epsilon \dots \dots (1)$$

Whereby:

Y (CPD)=Customer Purchase Decisions

$X_{1(AD)}$ =Advertisement

$X_{2(SP)}$ =Sales Promotion

$X_{3(PS)}$ =Personal Selling

ϵ =Error term

3.8.1 Testing for moderation

The research employed multiple regression analysis in establishing the correlation of advertising, sales promotion, personal selling, demographic attributes, and consumer buying decisions. This strategy aided in the creation of an elegant multiple regression model. The revised regression equation, which included the moderating variable was expressed as below:

$$Y = \beta_0 + \beta_1 CI + \beta_2 DC + \epsilon \dots \dots \dots (1.2)$$

Where;

Y = Customer Purchase Decision

β_0 = Constant(intercept)

$\beta_1 - \beta_4$ = Beta Coefficients

CI = Composite Index for the advertisement, Promotion and Personal selling

DC = Demographic Characteristics

ϵ = Error Term

In conclusion, model 1.3 was employed to establish the guidance and impact of the demographic characteristics on marketing campaigns and the total effect of the moderator

on customer purchase decisions by illustrating the link amongst demographic characteristics and marketing campaigns. The model was:

$$Y = \beta_0 + \beta_4 CI + \beta_6 CI * DC + \varepsilon \dots \dots \dots (1.3)$$

Where;

Y = Customer Purchase Decision

β_0 = Constant

$\beta_4 - \beta_6$ = Coefficients

CI = Composite Index for Advertisement, sales promotion, personal selling

CI*DC = Marketing Campaign \times Demographic characteristics

ε = Error Term

Table 3. 4 Moderating decisions-making factors

Model 1.2	Model 1.3	Total effect	Conclusion
β_4 is not significant (p > 0.05)	-	-	No Moderation
β_4 is significant (p < 0.05)	β_6 is not significant (p > 0.05)	-	<i>Moderating variable is an explanatory variable</i>
β_4 is significant (p < 0.05)	β_6 is significant (p < 0.05)	B ₃	<i>Moderating variable has a moderating effect</i>

Whisman and MacClelland (2005)

3.8.2 Diagnostic Tests

An analysis of the normality tests, correlation tests, autocorrelation tests and multicollinearity tests was also carried out to determine whether the data was appropriate. The Shapiro-Wilk test was employed to test the normality of each study variable. The heteroscedasticity was determined using the Park test whereas the Pearson coefficients of correlations were used to test the relationships between the research's variables. Also, the autocorrelation test was conducted with the help of Durbin-Watson statistic that is usually used to identify autocorrelation in regression residuals (Chatterjee et al., 2013). The VIF was utilized to test multicollinearity, which is described as a scenario in which two or more predictor variables in a regression model have a high level of correlation (Rotich, 2016). The t-tests were employed to test the hypotheses and the p-value below 0.05 would reject the null hypothesis and the p-value above 0.05 would fail to reject the null hypothesis.

3.9 Ethical Considerations

Ethics was observed during the research activity. Initially, the researchers had to obtain the permission of the university, followed by research license of NACOSTI. The purpose and the character of the study were explained both to the responders and the right of the respondents to abide by the research and withdraw at any point in the research. The discretion was taken care of by anonymizing the information of the respondents and ensuring that the source of the answer cannot be associated with certain individuals. The information was safely stored and was only used towards the intent of this research work. Following of the research institution and relevant authorities was observed by taking due consideration to the ethical rules and laws. The research followed the required actions to

prevent any potential risks or discomfort to the respondents, and adopted proper systems to address any concern or ethical issue that may emerge during the study procedure.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION, AND DISCUSSIONS

4.1 Introduction

This chapter explains and discusses the research results with the purpose of fulfilling the goal of the research. This chapter is divided in the following ways; response rate, general demographic characteristics that cover age, gender, level of education, and income. Descriptive statistics and diagnostic tests are also a part of this chapter.

4.2 Response Rate

The research's findings were derived from the questionnaires completed and returned by the respondents.

Table 4.1 Response Rate

Questionnaire	Frequency	%
Response	387	96.75
Non – response	13	3.25
Total	400	100

Research Data (2024)

Out of the 400 questionnaires administered, 387 were returned, representing a response weight of 96.8%, as shown in Table 4.1. This high response weight was sufficient for drawing valid conclusions. Mugenda and Mugenda (2003) suggest that a response weight above 80% is considered excellent, above 70% is regarded as good, and above 50% is acceptable. The researcher conducted the study and derived conclusions from the findings due to the substantial quantity of returned surveys.

4.3 Demographic Characteristics of the Respondents

Demographic characteristics such as gender, age, and level of education were evaluated.

The findings are provided in the sections that follow.

4.3.1 Gender of Respondents

Table 4.2 exhibits the respondents' gender distribution

Table 4.2 Gender of Respondents

Group	Frequency	%
Female	209	54%
Male	178	46%
Total	387	100%

Research Data (2024)

Table 4.2 suggests that 54% of the customer sampled for this study were female whilst 46% were male. The nearly equal distribution of male and female customers could be because of urbanization and lifestyle changes where both genders take part in shopping depending on convenience, location and working hours.

4.3.2 Respondents Age

The research also aimed to ascertain the age distribution of selected responders. Table 4.3 provides the results.

Table 4.3 Age of Responders

Group	Count	Percentage
18-26 Yrs.	36	9%
27-36 Yrs.	132	34%
37-46 Yrs.	158	41%
47-56 Yrs.	36	9%
Over 56 Yrs.	25	7%
Total	387	100%

Research Data (2024)

Table 4.3 demonstrates that 40.7% of responders were aged 37-46 years, followed by 34.0% responders who were aged between 27-36 years. In total, the age group 27-46 represents 74.7 % of all the respondents, which forms the major customer base in the sampled supermarkets. This group is highly active in supermarkets due to their openness to modern shopping trends and exposure to advertising, making supermarkets ideal for bulk shopping, variety, and time saving. There was a small percentage of people over 46 years old who visit the supermarket. The number is lower, and the possible reason is reliance on younger family members and preference for wholesale shops.

4.3.4 Respondents' Educational Level

Table 4.4 displays the responses to the question on the responders' educational attainment levels.

Table 4.4 Educational Level

Group	Frequency	Percentage
Certificate	12	3%
Diploma	144	37%
Degree	156	40%
Master's Degree	75	20%
Total	387	100%

Research Data (2024)

Table 4.4 suggests that 40.2% of employees had Degrees, 37.3% held Diplomas, while 19.4% had master's Degrees. The remaining 3.10% had certificates. The data implies that the population had the ability to observe and analyze the various marketing approaches since education fosters critical thinking. 60.5% of the population had their graduate and postgraduate education. These group of customers are aware of product variety, quality standards and promotional tools such as discounts, loyalty points and branding. Most of them held managerial positions. The results agree with Reicks, Brooks, Garmyn, Thompson, Lyford, and Miller (2011) that education level is key to any wise decisions making process

The responders were asked if the supermarkets had engaged in marketing promotion. The findings revealed that all (100%) of the supermarkets undertook marketing promotion. When asked to identify the kind of marketing promotions undertaken by their supermarkets, the outcomes are exhibited in Table 4.5.

Table 4.5 Supermarkets' Market Promotion Tools

Promotional Campaigns	Percentage
Advertising	40%
Personal selling	90%
Sales promotional tools	70%

Research Data (2024)

Table 4.5 demonstrate that almost 90%) of the supermarkets preferred personal selling as their main promotional tool. The findings further revealed that, whereas 70% of the supermarkets undertook sales promotion, only 40% of the respondents made use of advertisement as a promotional tool. Similar results were obtained by Adefulu (2015) who documented that sales promotion and personal selling were the major promotional tool for shopping malls.

4.4 Descriptive Statistics

This subsection reported the research's findings on advertising, sales promotion, and personal selling, and their influence on the consumer purchasing decisions. The analysis of quantitative data was applied to the observed sample of these variables.

4.4.1 Advertisement and Consumer Purchase Decisions

The research was aimed at determining the various kinds of advertisement used in the supermarkets. The respondents were given a list of the advertising methods and they were requested to specify the level of usage. The results showed that majority of advertising mediums like; packaging bags, road shows, posters, bill boards, leaflets, television, and radio were highly used, but the internet was least used. This means that in addition to online advertising, the promotion tools used by the supermarkets were very diverse. These supermarkets had not yet fully realized the internet as a good medium of advertisement.

Otieno (2015) states that most supermarkets preferred the use of bag packing, road shows, and posters as the main means of advertisement since they are relatively cheap, easy to distribute and can be viewed over time. The paper has also analyzed the views of the employees as to the role of advertising in influencing consumer purchasing decisions. The respondents were requested to articulate how much they agreed or differed with the various items in a list of customers buying behaviors. Table 4.6 exhibits the outcomes of this evaluation.

Table 4.6 Descriptive Statistics Results on Advertisement

Statements	Mean	Std. Dev.	Analysis N
Advertising helps expand the supermarket's market share and drives sales growth.	4.17	.886	387
Consistent advertising can influence and shape consumer buying behavior.	4.03	.912	387
Advertising provides opportunities for consumers to compare products.	4.03	.918	387
It enables the supermarket to reach large audiences and create brand awareness.	3.18	1.177	387
Products cannot effectively compete in the market without strong advertising efforts.	3.08	1.382	387
The current advertising facilities and strategies of the supermarket are insufficient to withstand competitive pressures.	3.02	1.723	387
Aggregate Score	3.585	1.166	
Research Data (2024)			

Table 4.6 suggests that all mean scores exceeded 3.0, with most responses corresponding to agree. Precisely, respondents agreed that advertising enhances supermarket market share and increases sales (M=4.17, SD=0.886); that consistent advertising can influence

consumer buying attitudes ($M=4.03$, $SD=0.912$); and that advertising allows for effective product comparison ($M=4.03$, $SD=0.918$). The results indicated moderate agreement among respondents on several statements. Participants acknowledged that advertising can reach and inspire large audiences ($M=3.18$, $SD = 1.177$), that products cannot withstand competition without substantial advertising ($M=3.08$, $SD = 1.382$), and that the existing advertising amenities and services provided by their supermarket were inadequate for maintaining competitiveness ($M=3.02$, $SD=0.723$). In general, these results indicate that customer purchasing decisions are influenced by advertising to a great extent in the minds of the respondents. This is consistent with Khanna (2016) who found that television advertisements are instrumental in the influence of rural parents on consumer socialization of their children as they offer information on products, prices, and sources of brands.

Similarly, Rajagopal (2011) found that individuals who listen to radio commercials are more engaged by advertisements that are both entertaining and informative. Furthermore, Habib et al. (2017) highlighted a robust relationship amongst acquaintance to supermarket advertisements and consumers' intents and purchasing behavior.

4.4.2 Sales Promotion and Consumer Purchase Decisions

The research intended to determine the effects of sales promotion on customer purchase decisions. Yielding results were as displayed in Table 4.7.

Table 4. 6Descriptive Statistics Results on Sales promotion

Statements	Mean	Std. Dev.	Analysis N
Customers prefer to shop at supermarkets at fair prices.	4.95	.799	387
Customers regularly visit shopping centers with exceptional offers.	4.23	.826	387
The availability of various payment options influence customers' mall visit	2.86	1.905	387
Customers assess the worth of a shopping center and its products based on their prices.	2.01	1.812	387
In the purchase choice of consumers, pricing comes second.	1.14	.807	387
Aggregate Score	3.038	1,230	

Research Data (2024)

As per Table 4.7, the aggregate mean corresponds to the "moderate" score on the Likert scale of five values, and the aggregate standard deviation reveals that the values deviated from the mean only little. Respondents agreed that customers prefer to visit a supermarket that has reasonable price levels (M=4.95, SD=.799) and that customers regularly visit shopping centers with exceptional offers (M=4.23, SD=.826). However, the findings additionally indicate that participants expressed disagreement regarding the availability of various payment options influences customers' mall visits (M=2.86, SD=1.905); customer assess the worth of a shopping center and its products based on their prices (M=2.01, SD=1.812); and that the price is secondary in customers' purchase decisions (M=1.14, SD=.807). The means are below 3.0, and considering the standard deviations, it is evident that these factors still hold significance. This simply means that customers' visits to malls

are unaffected by the availability of different payment alternatives, nor do they evaluate the quality and worth of shopping centers in connection to the cost of goods. It further shows that price is quite influential in determining customers' purchase decisions. The report further indicated that supermarkets with special offers attracted even seasonal buyers.

The results are similar with those of Santini, Sampaio, Perin, and Vieira (2015), who found that discount promotions, impulsiveness, and hedonic perceptions had a favorable effect on consumer purchase intentions. In the same way, Familmaleki et al. (2015) have found that consumer buying behavior and the success of sales promotion can be greatly influenced by a variety of factors such as marketing tactics like the provision of free samples, price cut, social context, and the physical shopping experience. Besides, Tuan (2015) proposed that customer commitment has a direct effect on customer loyalty, whilst consumer trust has an indirect effect on the latter due to the former. The nature of sales promotion tools by supermarkets was also researched in this study. Responders were asked to indicate their level of concurrence regarding the influence of specific promotional tools on customer purchase decisions. The results revealed that sales promotional tools effectively influence consumer purchasing behavior. Commonly employed strategies included price reductions, buy-one-get-one-free offers, coupons, discounts, and free samples, with price reductions demonstrating the greatest impact on consumer buying decisions.

The findings corroborate those of the study of Aidla et al. (2016) that People with various personal traits have various purchasing motives, and they also choose to purchase in

various ways. Sales staff have adjusted their sales strategy in accordance with the personality characteristics of their clients, though they also modify their behavior. Grundey (2010) findings indicated that Lithuanians mostly purchase goods and services that are on sale or otherwise marketed. As a result, rival supermarkets have turned their attention to strategic planning for sales promotions.

4.4.3 Personal Selling and Consumer Purchase Decisions

Responders were asked to indicate the effect of personal selling on customer purchase decisions. In pursuit of this goal, the participants were required to specify their level of agreement with certain effects of personal selling by placing a checkmark in the appropriate box and the results were as summarized in Table 4.8.

Table 4.7 Descriptive Statistics Results on Personal Selling

Statements	Mean	Std. Dev.	Analysis N
Positive recommendations from devoted clients	4.04	.862	387
Personal interactions with clients	3.02	1.188	387
Service delivery is impacted by how willing personnel are to help customers.	2.75	.953	387
Roadshows	2.47	.840	387
The influence of salespeople	2.44	1.174	387
Aggregate Score	2.94	1.003	

Research Data (2024)

Table 4.8 demonstrates that positive recommendations from devotees (M=4.04, SD = .862) greatly influence customers' purchase decisions. They also moderately agreed that personal contact with customers (M=3.02, SD=1.188) and service delivery is impacted by how willing personnel are to help customers (M=2.75, SD=.953). The means are above 2.50 and with the standard deviations which are less than two, it is apparent that the variables

are crucial. Essentially, this means that positive recommendations from devoted and Personal interactions with clients as forms of personal selling, influence customer purchase decisions the most in supermarkets.

However, the respondents disagreed on roadshows ($M=2.47$, $SD = .840$) and on the influence of salespeople ($M=2.44$, $SD=1.174$). The means are below 2.50 and compared with the std. dev. less than two, it is apparent that the variables are crucial. This fundamentally meant that roadshows and influence of salespeople as forms of personal selling do not drive customers' purchase decisions in supermarkets. Meaning, there was a need for sellers to enhance their personal contact with customers and offer assistance where necessary.

The results support Aidla, Kiv, and Reinumagi's (2016) assertion that personal sales necessitate face-to-face interaction with customers. Telephone discussions, video conferencing, and text messaging over the internet are all regarded as acceptable alternatives. Additionally, Shamout (2016) found that in order for stores to remain competitive, they must employ powerful sales promotion tools, and that personal interaction is a crucial marketing tactic to sway consumer purchasing decisions for any commodity. Moreover, Muchina and Okello (2016) discovered a high, positive correlation between brand awareness and personal selling as well as between interaction time and personal selling. Further, Kimani (2015) discovered that when consumers view commercials for their favorite brand, they are motivated to make a purchase.

4.4.4 Demographic Characteristics and Consumer Purchase Decisions

The research found it appropriate to test the moderating role of the demographic variables on the connection between the marketing promotional campaigns and consumer purchasing behavior. To realize this, different significant demographic traits were provided in a Likert scale, which the respondents subsequently scored, producing the results exhibited in Table 4.9.

Table 4.8 Descriptive Statistics Results on Demographic Characteristics

Characteristic	Mean
Family Size	88%
Gender	83%
Income	82%
Education	71%
Age	68%

Research Data (2024)

Table 4.9, most of the responders agreed with the statements provided on demographic characteristics. Basically, it means that family Size, gender, income, level of education, and age also influence customers' purchase decisions. The findings contradict those of Kamau (2014) who identified age as a crucial factor in determining customer purchase decisions. However, the study supported the fact that income was the pertinent factor that influenced the number of commodities purchased.

4.4.5 Customer Purchase Decisions

The research intended to establish the motivators of customer purchase decisions. The outcomes were as displayed in Table 4.10.

Table 4.9 Descriptive Statistics Results on Customer Purchase Decisions

	Mean	Std. Dev.	Analysis N
The price of a product influences both the level of service provided and the consumer's purchasing decision.	4.89	.860	387
Customers tend to repurchase items that are on promotion.	4.59	.947	387
Clients are motivated to buy specific products in the supermarket due to promotional marketing.	4.37	1.110	387
Clients frequently purchase goods that are on promotion.	4.32	.865	387
Clients are eager to explore products highlighted through advertising.	4.12	.844	387
Clients are more likely to buy a product after seeing an advertisement when it is available.	4.03	1.050	387
Customers consistently show enthusiasm for promotional activities conducted by supermarkets.	2.73	.939	387
Sales of promotional items have increased significantly.	2.05	.960	387
Service delivery and quality are impacted by staff dedication and interpersonal skills.	1.47	.846	387
Aggregate Score	3.62	.936	

Research Data (2024)

The cumulative mean scores in Table 4.10 show that most values corresponded to agree. Participants indicated that the price of a product influences both service levels and purchasing decisions (M=4.89, SD=0.860); customers tend to repurchase promotional

items (M=4.59, SD=0.947); consumers are motivated to buy specific products due to promotional marketing (M=4.37, SD=1.110); and customers regularly purchase items on promotion (M=4.32, SD=0.865). Respondents also concurred that customers are eager to explore promotional offers (M=4.12, SD=0.844) and are more likely to purchase a product after viewing its advertisement when it is available (M=4.03, SD=1.050). Since the mean scores are above 3.50 and the standard deviations are less than 2, then these are taken to be important in determining the purchase behaviour of customers. Basically, the results indicate that customers make a strong purchasing decision based on the price of their products, promotional deal, and advertising campaigns.

Conversely, responders moderately concurred that customers consistently show enthusiasm for supermarket promotional activities (M=2.73, SD=0.939). They disagreed that sales of promotional goods have increased significantly (M=2.05, SD=0.960) and that service delivery and quality are impacted by staff dedication and friendliness (M=1.47, SD=0.846). Since the mean scores are smaller than 3.0 and the standard deviations are less than 2, it can be determined that these factors are not that important in influencing the customer purchasing behavior. This means that the customers do not care much about promotional campaigns, promotions in itself do not drastically drive sales, and sociability and commitment of staff make little impression on the quality of services.

These results are in correspondence with Wanjugi (2012), indicating the necessity of supermarkets to reinforce promotional efforts to increase the promotion item sales. Otieno (2015) also highlighted that friendliness and commitment of the staff members may affect the customer who is not decided yet, especially when quality assurance is given.

4.5 Diagnostic Test

4.5.1 Normality Test

The Shapiro–Wilk test was adopted to determine whether the study variables adhered a normal distribution. As presented in Table 4.11, the significance values for customer purchase decisions ($p = .122$), advertisement ($p = .173$), personal selling ($p = .149$), and sales promotion ($p = .122$) were all greater than the 0.05 threshold. This suggests that the null hypothesis of normality could not be rejected for any variable, signifying that the data were approximately normally distributed.

The implication of this finding is that the regression analysis assumptions about the normality were met; hence, the adoption of parametric statistical test like correlation and multiple regression without bias. In case the results demonstrated that there was a considerable deviation away of normality ($p < .05$), corrective measures would have been implemented, e.g., the application of logarithmic transformation to skewed variables or the use of non-parametric alternative (e.g., Spearman correlation). Nevertheless, all the p -values were above the critical value hence there was no need to make any corrective adjustments.

Table 4.10 Normality Test

	Statistic	Shapiro – Wilk	
		df	Sig.
Customer Purchase Decisions	0.903	301	.122
Advertisement	0.874	301	.173
Personal Selling	0.691	301	.149
Sales Promotion	0.903	301	.122

Research Data (2024)

4.5.2 Multicollinearity Test

Variance Inflation Factor was adopted to assess the presence of multicollinearity amongst the independent variables. Advertisement VIF was 3.062, personal selling 1.901 and sales promotion 1.744 as suggested in Table 4.12. The values of all were considerably lower than the generally accepted value of 10 which means that there were no significant correlations between the independent variables. Moreover, all the tolerance values (1 divided by VIF) were more than 0.30, further showing that there is no multicollinearity.

Table 4.11 Coefficients for Tolerance and VIF Tests

Independent variable	Collinearity Statistics.
	VIF
Advertisement	3.062
Personal selling	1.901
Sales promotion	1.744

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The implication of this finding is that individual independent variables explained distinctly the model and thus, the regression coefficients may be viewed with no consideration of redundancy or any inflated standard errors. In case VIFs were greater than the critical value (10 or above), possible remedial actions would have involved correlated predictor combining, variable dropping, or principal component analysis (PCA) to diminish the dimensions. As the regression analysis did not identify a case of multicollinearity, all the variables were included in the analysis.

4.5.3 Autocorrelation Test

The Durbin -Watson statistic was employed to test the independence of the residuals. The value of Durbin-Watson as shown in Table 4.13 was 2.1602 which has a good value of 1.5 to 2.5 that is widely recommended as acceptable in regression models. The outcome shows

that the residuals were not correlated with each other serially, meaning that the errors associated with one observation were independent of those from another.

Table 4.12 Durbin Watson

Std. Error of the Estimate	Durbin-Watson
9356.08264	2.1602

Research Data (2024)

This finding implies that the regression estimates are both unbiased and efficient since the dataset did not show the presence of autocorrelation. This makes the significance tests and confidence intervals reported valid. Remedial measures, like adding lag variables, use of generalized least squares (GLS), or data transformation would have been required had the Durbin-Watson value been near 0 or 4 to indicate the presence of positive or negative autocorrelation. No adjustments were needed as the assumption of independence was met.

4.5.4 Heteroscedasticity Test

Park test was adopted to test the hypothesis of whether the variance of the residual would be constant among the levels of independent variables. The probability values of the advertisement ($p = 0.8885$), personal selling ($p = 0.6185$), and sales promotion ($p = 0.8667$) were over the 0.05 level as demonstrated in Table 4.14. This infers that the null hypothesis of homoscedasticity was not rejected and hence the residuals had constant variance.

Table 4.13 Park Test Results

Variable	Coefficient	Std. Error	t – Statistic	Prob
Advertisement	0.993836	0.700783	1.41818	0.8885
Personal selling	0.314261	0.082074	1.82900	0.6185
Sales promotion	0.377521	0.262842	1.43630	0.8667

Research Data (2024)

The Park test was employed to examine whether the variance of residuals remained constant across the levels of the independent variables. As presented in Table 4.16, the probability values for advertisement ($p = 0.8885$), personal selling ($p = 0.6185$), and sales promotion ($p = 0.8667$) were all greater than the 0.05 significance threshold. This suggests that the null hypothesis of homoscedasticity could not be rejected, and therefore the residuals exhibited constant variance.

4.6 Correlations of the Study Variables

Table 4.15 findings below demonstrate that all the research's variables are correlated. The results indicate that the connection between sales promotion and customer purchasing decisions was considerable, considerable, and satisfactory ($r = 0.570$, $p = 0.001$). Similarly, the connection between demographic characteristics and customer purchasing decisions was considerable, significant, and satisfactory ($r=0.522$, $p=0.000$). The correlation amongst personal selling and customer purchasing decisions was also favorable and significant ($R = 0.373$, $p = 0.000$). Nevertheless, the connection amongst advertisement and customer purchasing decisions was found to be inconsequential ($r= 0.021$, $p=0.677$). This implied that the moderator (demographic characteristics) and the independent variables; personal selling and sales promotion were significant variables in explaining the changes in customer purchasing decisions.

Table 4.14 Correlations of Study Variables

		CPD	(AD)	(PS)	(DG)	(SP)
CPD	Pearson Corr.	1				
	Sig. (2-tailed)					
	N	387				
(AD)	Pearson Corr.	.021	1			
	Sig. (2-tailed)	.677				
	N	387	387			
(PS)	Pearson Corr.	.373**	-.393**	1		
	Sig. (2-tailed)	.000	.230			
	N	387	387	387		
(DG)	Pearson Corr.	.522**	.466**	-.214**	1	
	Sig. (2-tailed)	.000	.431	.445		
	N	387	387	387	387	
(SP)	Pearson Corr.	.570**	.151**	-.315**	.375**	1
	Sig. (2-tailed)	.001	.503	.553	.447	
	N	387	387	387	387	387

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

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4.7 Regression Analysis

The study was dictated by the subsequent hypotheses H01: Advertising has no statistically considerable influence on consumer purchasing decisions in selected supermarkets within Nairobi County. H02: Sales promotion has no statistically considerable influence on customer purchasing decisions in selected supermarkets in Nairobi County. H03: Personal selling exhibits no statistically considerable influence on consumer purchasing decisions in selected supermarkets within Nairobi County. H04: Demographic characteristics have no statistically considerable moderating influence on the connection amongst marketing promotional activities and customer purchase decisions at selected supermarkets in Nairobi County.

4.7.1 Model Summary

The model summary gives the coefficient of correlation (R) and the coefficient of determination (R^2) based on the independent variables: advertisement, sales promotion, personal selling, and demographic characteristics.

Table 4.15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.604	3.27821

a. Predictors:(Constant), Advertisement, Sales promotion, Personal selling, Demographic characteristics

Research Data (2024)

Table 4.16 results show that the adjusted R^2 value was 0.615, meaning that 61.5% of the variation in customer purchasing decisions can be explained by changes in advertising, sales promotion, demographic characteristics, and personal selling. The rest 38.5 percent of the variation is elucidated by other variables that are not reflected in the model. The correlation coefficient ($R = 0.784$) shows that there is a high favorable connection between the study variables. As a summary of these results in Table 4.20, suggests that the independent variables were highly and positively connected, which means that advertising, personal selling, and promotional tools are very important in shaping consumer purchasing behavior. This is consistent with the conclusions, made by Wanjugi (2012), who determined that the impact of these marketing strategies on the purchasing decision-making process of customers is significant, and with the article by Otieno (2015), who also

reiterated that these marketing strategies are highly influential determining how consumers decide to purchase products.

4.7.2 ANOVA

The research performed an ANOVA employing the SPSS. The result for the overall model was as displayed in Table 4.17.

Table 4.16 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2122.008	4	530.502	49.364	.000 ^b
Residual	4105.222	382	10.747		
Total	6227.230	386			

a. Dependent Variable: CPD

b. Predictors: (Constant), Advertisement, Personal selling, Sales promotional, Demographic Characteristics

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Table 4.19 suggests that the overall regression model was statistically significant in explaining variations in customer purchasing decisions. This is supported by a p-value of 0.000, <0.05 significance level. Furthermore, the calculated F-value (49.364) exceeded the critical F-value ($F_{4,382} = 2.628$), demonstrating that the model offers a good fit for examining the connection amongst the independent variables and customer purchase decisions.

4.7.3 Regression Coefficients

The results of the regression analysis proved to be a table of coefficients, and Table 4.18 contains the regression coefficients obtained before the addition of the moderating variable.

Table 4. 17 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	49.300	.167		295.844	.221
Advertising	.152	.202	.038	.754	.001
Personal Selling	2.107	.190	.525	11.118	.000
Sales Promotion	.808	.188	.201	4.302	.000

a. Dependent Variable: Customer Purchasing Decisions

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Table 4.18 suggests that the purchase decisions made by customers in the chosen supermarkets within the Nairobi County were positively influenced by all the independent variables considered with all of them being positive beta values. The p-values of personal selling (PS), demographic characteristics (DC) and sales promotion (SP) were considered to be less than 0.05 which meant PS, DC and SP were important in explaining the variation in Customer Purchasing Decisions (CPD). Besides, the customer buying decision was also largely influenced by advertisement (AD) (sig < 0.05). Judging by the β values, an ideal model was developed and it produced the multiple regression model (1) to purchase decisions by customers as illustrated below:

$$\text{Customer Purchasing Decisions} = 49.300 + 0.152 \text{ Advertisement} + 2.107 \text{ Sales Promotion} + 0.808 \text{ Personal Selling} + \varepsilon \dots (1)$$

According to the regression equation, the customer purchase decision in the chosen supermarkets in Nairobi County is 49.300, at a constant of all the independent variables. The results showed that advertising significantly influenced the decision by customers to make a purchase at the 95% confidence level ($\beta=0.152$ $P=0.001$). This shows that a unit

change of advertising activities will result in 0.152 units change in customer purchase decisions. These results are in line with that of Wang et al. (2012), who suggested that advertisement plays a major role in consumer buying behaviour. In the same spirit, it was also noted by Rajagopal (2011) that advertisements significantly influence the purchasing behavior of customers and the attitudes of consumers towards the advertisement as observed by Habib et al. (2017).

The research also found that sales promotions had large effect on customer purchase decisions ($\beta=2.107$, $p=0.000$), which showed that the effect of increase in sales promotions is to increase customer purchase decision by 2.107 units. Thus, customer purchasing in the chosen supermarkets is positively and significantly affected by sales promotions. Santini et al. (2015) concluded that discount promotion does positively affect the consumer buy intention, and Familmaleki et al. (2015) also cited that sales promotion can have a considerable impact on the buying attitude of customers.

Finally, on the personal selling, the study revealed that it contributed to customer purchase decisions significantly and positively ($\beta=0.077$, $p=0.000$). This specifies that the more personal selling is increased, the more the customer purchase decision increases by 0.077 units, which reveals that, personal selling has positive and significant impact on customer purchase decision in the chosen supermarkets. It is supported by the findings of Kanoga (2016), who defined that marketing mix dimensions have a considerable influence on customer purchasing decision, and Kimani (2015), who concluded that personal selling has a significant effect on brand loyalty and, therefore, on customer purchasing decision.

The hypothesis used to test the moderating variable was as follows H04: Demographic features show no significant moderating effect between marketing promotional activities and consumer purchase decision in Nairobi County supermarkets.

Table 4.18 Model Coefficients for Moderating Effect

Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.313	.167		5.844	.001
	Marketing Campaigns	.156	.222	.044	.769	.001
2	(Constant)	2.111	.191		4.222	.000
	Marketing Campaigns	.372	.242	.341	6.805	.000
	Demographic Characteristics	.808	.188	.201	4.302	.000
3	(Constant)	2.256	.186		9.222	.000
	Marketing Campaigns	.708	.152	.111	3.421	.000
	Demographic Characteristics	.458	.122	.124	3.112	.447
	Interaction Term	.114	.168	.332	3.221	.000

a. Dependent Variable: Customer Purchasing Decisions'

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$$\text{Customer Purchasing Decisions} = 2.256 + 0.708 \text{ Marketing Promotion Campaigns} + 0.458 \text{ Demographic Characteristics} + 0.114 (\text{Demographic Characteristics} * \text{Marketing Campaigns}) + \varepsilon$$

Table 4.19 results demonstrated the moderating effect of demographic characteristics on the association amongst promotions campaigns and customer purchasing decisions had a positive, significant value as shown by the beta coefficient of the interaction term ($\beta = 0.114$, $P < 0.000$). These findings are also corroborated by Lautiainen (2015) who claimed that age, gender and level of education play a huge role in determining the daily purchasing decisions made by consumers. The outcome also indicated that when the interaction between the marketing promotion campaigns and demographic characteristics was added to the model, the effect of the marketing promotion campaign reduced ($\beta = 0.372$ to 0.708).

This means that the influence of marketing promotion campaigns on customer buying decisions will be enhanced when the demographic variables are taken into consideration. The results therefore indicate that supermarkets should consider the demographic aspects in developing effective marketing promotion programs that would influence customer buying behaviors. Thus, the research has excluded H04 that affirms that demographic factors do not moderate significantly on the connection amongst marketing promotional activities and customer purchasing decision within supermarkets in Nairobi County.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The summary of findings obtained on the objective basis based on the analyzed data were contained in this chapter, the conclusions and recommendations made based on the findings. It also provides recommendations on future studies.

5.2 Summary

The main objectives of the study were to determine the influence of adverts on customer buying behavior in the preferred supermarkets in Nairobi County, to determine the influence of sales promotion on consumer buying behavior in the scenario, to examine the role played by personal selling in influencing customer purchasing behavior in the concerned supermarkets, and to find the possible moderation of the connection between marketing promotional tactics and customer buying behavior in the identified supermarkets in Nairobi County.

5.2.1 Influence of Advertisement on Customer Purchase Decisions

The first research question was to determine the impacts of advertising on the consumer buying behavior in the chosen supermarkets in Nairobi County. It was found that the most common advertising mediums that are used by the supermarkets are packaging bags, roadshows, posters and billboards. But the coverage of other advertising platforms like the use of leaflets, TV and Radio were not clear. Interestingly, the findings revealed that majority of supermarkets do not use internet-based advertising as a form of promotion strategy. The analysis also indicated that advertising contributes significantly to increasing market share, sales, consumer attitudes and also comparing products. However, the

research also observed that advertising per se might not be useful in reaching massive quantities of people. It was further noted that no product can be competitive without regular advertisement campaigns and that most supermarkets are yet to have appropriate facilities and services to meet market competition.

5.2.2 Influence of Sales Promotion on Customer Purchase Decisions

The research second goal was to determine how sales promotion affects consumer buying behavior in certain supermarkets within the Nairobi County. The research established that the major sales promotion tools used by the supermarkets were price cuts, buy one and free coupons and price discounts. It was also evident through the research that customers prefer to shop in supermarkets that have outstanding offers at fair prices. It also emerged that price is one of the major factors that characterize customer buying decisions.

Although correlation analysis indicated positive interrelations among promotional campaign and customer purchase decision ($r = 0.57$ 0.82), descriptive statistics provided a more pessimistic outlook. Aggregate purchase decisions score was only moderate ($M = 3.62$) and some of the items were showing disagreement like sales of promotional goods has increased dramatically ($M = 2.05$) and customers have eagerness toward promotional activities ($M = 2.73$). This discrepancy implies that, although promotional campaigns are statistically connected with the customer purchase decision, the levels of consumer perception are comparatively poor. Further studies indicated that availability of various payment options, quality of the service, and mall value in relation to costs do not influence the purchasing decision of the customers.

5.2.3 Influence of Personal Selling on Customer Purchase Decisions

The third research's goal was to ascertain the impact of personal selling on consumer purchasing decisions in selected supermarkets within Nairobi County. The survey discovered that favorable recommendations from devoted consumers were the main personal selling strategy employed by supermarkets. However, it was discovered that direct contact with consumers, reliance on staff members' readiness to assist customers, road shows, and the influence of salespeople have little bearing on a customer's decisions to make a purchase.

5.2.4 Moderating Effect of Demographic Characteristics

The fourth research's goal was to ascertain the moderating effect of demographic factors on the connection between marketing promotional activities and client buying choices in designated supermarkets in Nairobi County. It was revealed that family size, gender and income greatly influenced customer purchase decisions while education and age did not influence customer purchase decisions.

5.3 Conclusions

This study explored how advertising, sales promotion, and personal selling influence customer buying decisions in the supermarkets within Nairobi City County whilst taking into account the moderation effect of the demographic factors. A number of major conclusions can be drawn:

Customer buying behavior is partially affected by advertising. Although it increases awareness and predisposition, it is not an influential force in enthusiasm and loyalty. It has an effect but not a final effect.

Sales promotions have a tremendous impact on the purchasing behavior particularly the young and the price-sensitive shoppers. Still, this is not the same situation with older and higher-income customers, so promotions are not universally effective.

The most effective promotional tool is personal selling which greatly influences the trust and determines the behavior of the purchase. The environment of the supermarket still has a very important element of human interaction, despite the digital promotion.

The effectiveness of promotions is moderated by demographic factors. Responsiveness depends on age and income and thus promotions are effective among one group of people and weak among others.

In general, promotions justify a considerable percentage, though not all, purchase decisions. The other factors like quality and pricing of products and service also hold a pivotal role and this is that supermarkets cannot depend solely on promotions.

5.4 Recommendations

The research proposes the following recommendations in light of the aforementioned findings:

- 1 Since advertising has a moderate effect, supermarkets should adopt low-cost, targeted advertising strategies such as social media and SMS campaigns, which allow precise targeting and reduce expenditure.**
- 2 Given that sales promotions are effective only in some segments, supermarkets should apply segment-specific strategies: discounts and bundles for younger, price-sensitive customers, and value-added benefits (e.g., loyalty points or exclusive access) for higher-income shoppers.**

- 3 Because **personal selling is the strongest driver**, supermarkets should **invest in staff training** to enhance product knowledge, customer service, and interpersonal skills. Training can be implemented in phases to control costs.
- 4 Since **demographics shape promotional effectiveness**, supermarkets should develop **customer segmentation systems** (e.g., loyalty cards or digital databases) to identify responsive groups and allocate promotional budgets efficiently.
- 5 As **other factors beyond promotions influence purchase decisions**, supermarkets should integrate promotions with broader strategies such as competitive pricing, consistent product quality, and enhanced shopping convenience.

5.5 Suggestions for Further Research

This research was particularly specific to the supermarkets in the Nairobi County. Since Nairobi is composed of diverse population, the findings might not be a complete reflection of the practice in supermarkets located in smaller towns in Kenya. Thus, one can make the suggestion that further studies in supermarkets of less urbanized regions should be done to determine whether similar results can be achieved.

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APPENDICES

Appendix I: Letter of Introduction

Winnie Rasugu,

Greetings

RE: REQUEST FOR RESEARCH DATA

I am an MBA (Marketing) student at Kenyatta University. This research is an essential component in the attainment of a degree. My research endeavor is titled **Marketing Promotional Campaigns and Customer Purchase Decisions in Selected Supermarkets in Nairobi County, Kenya**

You have been chosen to take part in this endeavor, and I have enclosed a questionnaire for data collection. I therefore ask that you answer the questionnaire truthfully. The provided information will be kept in the highest confidence and utilized only for educational purposes. I appreciate you taking the time to complete this survey in advance.

Yours sincerely,

Winnie Rasugu.

Appendix II: Customer Questionnaire

Instructions:

We appreciate you consenting to participate in this study. Please be as truthful as you can when responding to the questions below. Your information will only be utilized for this research.

Section A: Background Information

i) Your gender

Male Female

ii) Your highest educational level

Primary Secondary

Diploma Graduate

iii) Are you cognizant of the promotional tools that retailers employ to promote their products?

Yes No

iv) If so, please specify the marketing promotions that this supermarket implements.

Promotional campaigns	Tick where applicable
Advertising	
Personal Selling	
Sales Promotion	

Section B: Advertisement and Customer Purchase Decisions

1. Presented here is a compilation of advertising modalities. Please indicate how much you assume supermarkets utilize them by checking the relevant box, where.

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

Please check the boxes that correspond to how much you agree with the following claims, where;

tools	1	2	3	4	5
Internet (Instagram, Facebook)					
Television					
Radio					
Posters					
Roadshows					
Billboards					
Leaflets					
Packaging bags					

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

	1	2	3	4	5
Advertising will augment the quantity of the advertised goods that I purchase.					

Persistent advertising can influence my perceptions regarding purchasing decisions.					
Advertising may effectively reach and motivate extensive audience					
I typically purchase heavily advertised commodities.					
The current facilities and services employed by supermarkets for advertising are insufficient to withstand competition.					
Advertising offers an opportunity for product comparison.					

Sales Promotion and Customer Purchase Decisions

1. Please check the boxes that correspond to how much you agree that the following marketing and promotional methods have an impact on how customers make purchases.; Where:

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

Promotional tools	1	2	3	4	5
Coupons					
Free samples					
Price discounts					
Buy one, get one free					
Price cuts					

1. Please check the boxes that correspond to how much you agree with the following claims, where;

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

Assertions	1	2	3	4	5
My preferred shopping destination is a supermarket with fair prices.					
I always go to a shopping center with sales.					
I evaluate a shopping center's quality and worth in relation to the cost of its goods.					
My choice of product is not primarily based on pricing.					
The range of payment choices available affects my decisions to visit a mall.					

Section C: Personal Selling and Customer Purchase Decisions

1. Please check the boxes that correspond to how much you agree with the following claims, where;

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

	1	2	3	4	5
Direct interaction with clients					
Possesses influential sales personnel					
Possesses devoted clientele that speaks favorably of it					
The workers are prepared to assist customers with concerns related to their products.					
Carrying out road shows					

Section D: Demographic Characteristics and Customer Purchase Decisions

6. Please indicate how much you agree that the subsequent marketing and promotional methods have an impact on your decisions to buy, where.

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

Demographic characteristics	1	2	3	4	5
gender					
Age					
Education					
Income					
Family size					

Section E: Customer Purchase Decisions

1. Please check the boxes that correspond to how much you agree with the following claims, where.

1 = Not at all, 2 = Strongly Disagree, 3 = Disagree, 4 = Agree, 5 = Strongly Agree

	1	2	3	4	5
I am more likely to acquire a product after observing its advertisement upon availability.					
I am more likely to buy a product after seeing its marketing upon availability.					
I plan to acquire a particular product from the store based on its marketing appeal.					
I am consistently interested in marketing promotions conducted by supermarkets.					

I consistently purchase items on promotion.					
I am consistently inclined to repurchase a discounted item.					
The cost of goods affects service quality and purchasing choices.					
The quality-of-service delivery is affected by the staff's commitment and interpersonal skills.					

END

Appendix III: Approval of Research Proposal



KENYATTA UNIVERSITY
GRADUATE SCHOOL

3

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100

Website: www.ku.ac.ke

NAIROBI, KENYA

Tel. 810901 Ext. 4150

Internal Memo

FROM: Dean, Graduate School

DATE: 30th May, 2019

TO: Rasaga Winnie Moraa
C/o Business Administration Dept.

REF: D53/CTY/PT/38770/2016

SUBJECT: APPROVAL OF RESEARCH PROJECT PROPOSAL

This is to inform you that Graduate School Board at its meeting of 22nd May, 2019 approved your Research Project Proposal for the M.B.A Degree Entitled, "Marketing promotional campaigns and customer purchase decision in selected supermarkets in Nairobi-City County, Kenya".

You may now proceed with your Data Collection, Subject to Clearance with Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking Forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University's Website under Graduate School webpage downloads.

Thank you.


ANNBELL MWANIKI
FOR: DEAN, GRADUATE SCHOOL

c.c. Chairman, Business Administration Department.

Supervisors:

1. Dr. Jane Wanjira
C/o Department of Business Administration
Kenyatta University

AM/R

Appendix IV: Research Authorization



KENYATTA UNIVERSITY
GRADUATE SCHOOL

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E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57330

Website: www.ku.ac.ke

Our Ref: D53/CTY/PT/38770/2016

DATE: 30th May, 2019

Director General,
National Commission for Science, Technology
and Innovation
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,


RE: RESEARCH AUTHORIZATION FOR RASUGU WINNIE MORAA – REG. NO. D53/CTY/PT/38770/2016.

I write to introduce Rasugu Winnie Moraa who is a Postgraduate Student of this University. He is registered for M.B.A degree programme in the Department of Business Administration.

Winnie intends to conduct research for a M.B.A Project Proposal entitled, "Marketing promotional campaigns and customer purchase decision in selected supermarkets in Nairobi-City County, Kenya".

Any assistance given will be highly appreciated.

Yours faithfully,


PROF. ELISHIBA KIMANI
AG: DEAN, GRADUATE SCHOOL

AM/18


Appendix V: Research Permit


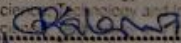
THIS IS TO CERTIFY THAT:
MS. WINNIE MORAA RASUGU
of KENYATTA UNIVERSITY, 0-40200
Nairobi, has been permitted to conduct
research in Nairobi County

Permit No : NACOSTI/P/19/83210/31864
Date Of Issue : 25th July, 2019
Fee Received :Ksh 1000

on the topic: **MARKETING**
PROMOTIONAL CAMPAIGNS AND
CUSTOMER PURCHASE DECISION IN
SELECTED SUPERMARKETS IN
NAIROBI-CITY COUNTY, KENYA

for the period ending:
23rd July, 2020


Applicant's
Signature



Director General
National Commission for Science,
Technology & Innovation


THE SCIENCE, TECHNOLOGY AND
INNOVATION ACT, 2013


The Grant of Research Licenses is guided by the Science,
 Technology and Innovation (Research Licensing) Regulations, 2014.

CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
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National Commission for Science, Technology and innovation
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 TEL: 020 400 7000, 0713 788787, 0735 404245
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National Commission for Science,
Technology and Innovation

RESEARCH LICENSE

Serial No.A 26093

CONDITIONS: see back page