

**MARKETING MIX STRATEGY AND BUSINESS GROWTH IN 5 STAR
HOTELS IN NAIROBI CITY COUNTY, KENYA. A CASE OF HILTON HOTEL**

BY

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D53/OL/CTY/32886/2016

**A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF MASTERS' DEGREE IN
BUSINESS ADMINISTRATION MARKETING OPTION OF**

KENYATTA UNIVERSITY

NOVEMBER, 2022

DECLARATION

This proposal is my original work and has not been presented for any award in any other University. No part of this proposal should be reproduced without authority of the author or/and Kenyatta University.

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DEDICATION

My research is dedicated to my husband, Peter Macharia, who has morally and financially supported me, as well as my children, Imani Wairimu and Fadhili Waithera, for their tremendous support, perseverance, encouragement, and continued prayers for the successful completion of this course.

ACKNOWLEDGEMENT

Attainment of post-graduate Studies has finally been made a dream come true in my academic sojourn. This journey has not been an easy one. It has been a blend of tireless effort, sleepless nights and challenges meant to make me a whole and complete person in the realm of academia.

I would like to begin by thanking the Almighty God for his abundant blessings bestowed upon me throughout the course of this study. Dr. Elishiba Murigi's invaluable contribution, which prioritized the timely completion of this work through his supervision, is greatly appreciated. To my friends and colleagues for their encouragement and support in compiling this project. Ultimately, to the lecturers and academic staff at Kenyatta University's School of Business, as well as fellow students, both directly and indirectly. Their assistance has aided me in achieving my academic goal.

I'd also like to thank my family for their encouragement and patience as I work through this program. I want to recognize you all in whatsoever form you may well have attributed one way or the other in facilitating fulfillment of this program.

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ABBREVIATIONS AND ACRONYMS

4P's	Elements of Marketing Mix (Product, Price, Place, and Promotion)
CEO	Chief Executive Officer
ICT	Information Communication Technology
NCC	Nairobi City County
ROI	Return on Investment
SPSS	Statistical Packages for Social Sciences

OPERATIONAL DEFINITION OF TERMS

Marketing Strategy: Marketing strategy can be defined as a company's plan to differentiate the company to actively differentiate itself from its competitors and use its comparative advantages to better meet customer needs in a given environment.

Marketing mix: The marketing mix is a collection of control parameters that a company can utilize to manipulate the consumer's reactions.

Product: Physical or ephemeral goods that could be sold; a complicated combination of economic advantages which could be used to meet customers' needs.

Price: The cost is included in the market value, commodity, or service put up for sale, and will evaluate the extent of perks. Discounts, list prices, credit, repayment terms, and conditions are all included.

Place: The cost is included in the market value, commodity, or service put up for sale, and will evaluate the extent of perks. Discounts, list prices, credit, repayment terms, and conditions are all included.

Promotions: Distribution channels, market coverage, product inventory, transportation, and distribution sites are all part of the process of distributing materials from the maker to the particular recipient.

Business growth: Business growth refers to a firm's aim to accomplish its objectives, such as a high profit margin, high product quality, a larger market share, and better financial results within a specified time frame.

ABSTRACT

Marketing strategy is the fundamental theme of the entire company, be it a small business or a well-known multinational corporation. The task and task of the organization is to formulate, establish and implement a coherent and elegant marketing strategy to promote its business development to attract the right types of customers and allocate resources for business growth. It does this by using profitability as a measure of business growth. Largely assessed financial efficiency. This search has led to increased competition in the Kenyan hotel industry. This has resulted in hotels developing lean marketing strategies to maintain their relevance in the extremely aggressive Kenyan hotel market. The main goals for this findings is to find out the impacts of marketing mix on business growth in 5 star hotels in Nairobi City County Kenya. A case of Hilton hotel. This study aims to test the degree of product differentiation in marketing strategy: the impact of price marketing strategy, niche marketing strategy, and advertising marketing strategy on profitability, market share, Hilton Kenya consumer service and sales quantity, effects of product differentiation strategy, pricing strategy, placement strategy and advertising strategy on the earnings, market values, number of customers, customer service and volume. Nairobi sales department. Research will rely on the Promotion Mix Theory, Marketing Mix Model, and Marketing Impact and Continuity Model in order to provide a more proper knowledge of the marketing mix and business growth. The study population includes 5-star hotels in Nairobi City County, Kenya, including Sankara Nairobi, Dusit D2 Nairobi, Villa Rosa Kempinski, Sarova Stanley, and Hilton Nairobi. 5 Star Hotels in Nairobi, Kenya The target group will be 84 employees outside of the Hilton hotel headquarters in Nairobi. A stratified random sample is utilized to sample 42 employees at the headquarters, who make up 50% of the total population be to choose a delegate and unbiased sample in order to improve the reliability and validity of the survey results. The questionnaire is used as a data collection tool. A questionnaire will be sent to the research director to check its effectiveness and a pilot study will be undertaken to improve the reliability of the instrument. The quantitative evaluation of the data is carried out with the software SPSS Version 21 and is represented by applying tables of statistical distribution, charts, and pie charts for easy comprehensive. On the other hand, analyzing the qualitative data through content analysis, the research will help various stakeholders of the Hilton hotels understand the importance of the marketing mix and its impact on the business growth of the organization and provide references for forthcoming researchers and academics.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Effective marketing strategy ought to inform institutions how they would need to act on a prolonged basis hence, why marketing strategy is often referred to as an endless process. Marketing strategy is perceived as the marketing concept through that an organization hopes to attain its marketing goals. There is no engagement within the field of the organization where the marketer cannot utilize marketing strategy to make proper decision concerning the four component of the marketing mix- pricing, product, placement and promotion. For a brand is to succeed in the market, there are the most essential peripherals that have to be regulated and transformed into a potent consolidated game plan (Shane, 2000).

Lately globalization of the markets has made institutions see the globalization of their actions and issues as a trend to maintain market competitiveness. Marketing strategy has grown into a relevant gizmo for any business in the world to maintain itself in highly ambitious market surroundings along with to strengthen its own strength. Marketing strategy can be described as a company's design that distinguishes the institution from its rival and utilizes its comparative advantages to exceptionally meet consumers' demands in a specific situation (Jain, 2004). Marketing strategy requires a series of actions aimed at obtaining a competitive advantage through intelligent and fact-based choices and obtaining better than average results to generate this advantage (Shane, 2000).

Today, nearly all institutions in Kenya and globally are operating in an increasingly convoluted and precarious situation. Hilton Hotel is one of the multinational companies dedicated to hotel services. The competition between hotel companies requires the application of a large number of marketing strategy tools to attract customers to sustainably sponsor each of these hotel service companies. Companies are facing challenges in seeking optimal management and marketing game plan, improving institution achievements and increasing shareholder significance (Chris, 2006).

Good institutions a part from known for exceptional planned marketing that describes where, when and how institutions will contend, but they are known for the capability to implement selected option so f marketing strategy decisions (Chris, 2006). Suitable and effectively implemented marketing approach are needed to effectively directing the use of feasible means, so that the institution's marketing strategy has the ability to pursue expected aims and priorities (Michael, 2002; Chris, 2006; Francis and Stephen, 2006; Michael, 1997). Currently, businesses globally are very complicated hence clients are being informed of this complexity. In order to meet the evolving needs of client, institutions ought to initially understand their wants, which is the beginning of marketing strategies. To survive in today's highly competitive market; companies must develop strategies to more effectively meet customer needs through marketing strategies. It is based on this to inquire on the effects of the marketing mix strategies (products, promotions, prices and locations) on the growth (profits, sales, and market share and customer loyalty) of the Hilton Hotel in Kenya.

1.2 Business Growth and format.

Business growth refers to the overall effectiveness of the business, which is represented through the financial worth, commencing, and labor resources activities of the institution in a likely period. The organization sets mission and strategies that must be accomplished in a timely manner. The effectiveness of an organization is measured by how well it achieves its stated goals. Therefore, conforming to (Koontz & Donnell, 2003), business growth assigns to a firm's capacity to achieve its objectives within a specific period of time by applying objectives for instance a significant revenue margins, product quality, increased market share, and improved financial outcomes are all advantages. Related strategies. Business growth has a variety of aspect that can become hard to measure thus, in financial sector, (Rowley, 2011) Business growth has been measured using both fiscal and non-economic index. The growth of trade along with revenue margin Proportion is two financial metrics. Employee productivity has been used as a metric of corporate growth in the service industry. (Mishra, 2008). Compared with competitors in other industries, business growth can be measured in relation to quality of the product, distribution time and stock management over a certain period of time (Kates & Matthew, 2013).

Strategy describes a set of administrative judgments geared at differentiating a firm from its opponent and retaining its gamesmanship. The institution's plan of action ought to be in accordance with its goal, possession, and indirect concerns conditions (Daniel, 2018). The marketing mix strategy is an approach used by firms to administer high quality products to target customers at affordable prices, provide effective promotional strategies

and interact with them. Its distribution network thus generated an appeal for its products and improved efficiency (Gituma, 2017).

Habitually the 4Ps are the four basic principles of marketing, which represent products, prices, locations, and promotions. Customers, on the other hand, are becoming increasingly and more complex, there are mainly three "Ps" added to the service industry, namely people, processes and the natural setting. (Hashim & Hamzah, 2014).

Marketing mix strategy; Product, price, location and promotion are the strategies that the organization uses to respond to the market and efforts from within to allow the organization to achieve its objectives (Kotler and Armstrong, 2012) Marketing mix The strategy includes the response of the company to all your objectives to ensure that the market has a positive impact on the demand for your products. Companies eager to reach consumer wants generally must concentrate on getting to know your customers and establishing relevant tactics to help them perform better. (Muchiri, 2016).

1.3 Marketing Mix Strategies

A marketing mix strategy is a technique by which a institution reacts to the market conditions and forces of a competitive market, or to environmental forces and internal forces, so that the company can accomplish its goals in the customer base (Slater, Hult and Olson, 2010). The traditional marketing strategy is a propose to pursue the objectives of the firm or the manner in which the firm operates achieves its marketing objectives in a specific section of the market (Walker, 2011). This means that the marketing strategy of the company is a key determinant of the successful performance of the company. It can be considered as a set of precise, consistent, complete, realistic, concrete and effective actions aimed at achieving the selected objectives of the company. This position will be

consistent with the thinking of the marketing literature, because more accurate and complete data on the internal and external environment can help facilitate the formulation of effective marketing strategies (Taghian, 2010). Successful marketing depends on solving many key dilemmas. These comprises: what the firm ought to produce, what it will cost how it might provide its products or services to customers, and what it will present its products and services to customers (Malshe and Sohi, 2009). Traditionally, they are called 4ps. As marketing became more complex, people added a fifth "p." Recently, two P_v have been added, namely the process and the physical evidence. Product development, promotion, distribution, pricing, and relationship management are all aspects to consider in this strategy. Determine the marketing objectives of the company and explain how to achieve these objectives within the specified time. It also determines the selection, positioning, marketing mix, and resource allocation of the target market segments It is also very productive if it is intrinsic part of the company's comprehensive plan and defines how the corporate can be achieved attract clients, potential customers, and rivals in the market area (Walker, 2011).

The company's marketing mix strategy should integrate its capabilities in a way that aims to leverage the company's knowledge, skills, and resources. It allows companies to better meet customer needs by providing value-added services to their products (Elbanna and Child, 2007). Many marketers believe that marketing skills should be considered part of successful marketing. A corporation is a mixture of resources and capabilities, according to capacity-based theory, and a company must continue to spend in a unique way to preserve and increase its marketing skills. A corporation with strong marketing

capabilities, such as the ability to understand client demands and the factors that influence their purchasing decisions, can put its products in the best possible light.

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1.4 Hotel Sector in Kenya

The value of the hotel business in Kenya would not be ignored, which not to mention contributes enormously to GDP, but also creates many employment opportunities. Chapter 494 of the Hotels and Restaurants Act is responsible for the hotel and restaurant licenses are required in Kenya and establishes guidelines for how hotels should operate within the country. The bill construe a hotel as a place alternative places from the third schedule, where comprise of food services may or may not be provided money markets ([http:// Kenya law. org/repealed legal / hotels and restaurant Acts](http://Kenya law. org/repealed legal / hotels and restaurant Acts)). Star ratings are used to rate hotels in line with hotel and restaurant laws. There is no regulated hotel grading method, nevertheless, the most prevalent systems use star ratings,

ranging from one star to five stars. Star rating is a method of classifying hotels based on standards and the facilities it enclose. Sizeable hotels are those not only provide the top level of status of accommodation and services. They majorly existing the five-star hotel league. Hotels provide highly personalized service. The hotel lobby is magnificent and the rooms are elegantly furnished. They have up to 3restaurants, all of which offer splendid cuisine. Room service is generally provided twenty four hour a day. Generally, gyms and valet parking and / or garage parking are handy. The doorman can also help clients (Forbes Travel Guide, 2014). As of today, there are 16 five-star hotels in Kenya, of which eight are located in Nairobi, according to ad no. 3976 of the Kenya Gazette (Vol. CV-No. 62). The hotel's number of beds ranges between 46 and 700.

The International Hotel and Tourism Association (IHTA) estimates that hotel services contributed 72% of GDP in advanced economies and 52% in developing countries by the early 2000s (Hill 2007). A 6.2% growth is expected for the hotel industry in 2007 and a 4.1% growth for the tourism industry (The Economist Intelligence Unit, 2005).Tourism has grown rapidly in the hotel industry since 2001, driven both by leisure and commercial demands (Kloppers 2005). Nevertheless although various numerous financial domains showed significant growth to in the first quarter of 2015, there were varied degrees of there are still contradictions in the growth of the hotel and catering sector. This is mainly due to the low occupancy rate of hotels due to the insecurity concerns of international tourists. Compared with the first quarter of 2014, due to these concerns, the number of tourists in the first quarter of 2015 decreased by about 30%, increasing the need to evaluate the effectiveness of the industry.

1.5 Statement of the Problem

The commercial retail regions have become more sophisticated in today's business climate, which is marked by greater competition between local and international enterprises, the rise of more demanding clients, and tremendous technological improvements. In this complex market environment, if the services and value provided by a company not only meet the customer's needs, but also exceed the customer's needs, then compared to other companies, the company's marketing strategy can be a competitive advantage (Gattiker, 2007). So it goes without saying that companies need to research and apply differentiated strategies compared to other companies to stand out from the crowd. In fact, according to Porter (1985), whether any of the company's value generation strategies aren't applied at the same time current or the possibility competitor, then the organizational it is possible to get a competitive advantage. This is reasonable as a sustained competitive advantage derived leveraging resources.

The goal of all businesses is to make a profit and improve the overall performance of the organization by increasing sales at profitable prices. In a highly competitive business environment, marketing strategies play a vital role in the marketing of 5-star hotels in Nairobi County, Kenya. 5-star hotels in Nairobi County, Kenya have put more effort into recognizing the factors that influence productivity, such as making exceptional use of their assets (technology, infrastructure, and staff), the development of providing excellence services to guests, clients and propose management strategies for your client. As one of the key elements for the effectiveness of company, the choice of a suitable marketing procedure has always been the focus of the supply chain and the structure of the marketing channel of the hotel industry (Porter 1985).

Several studies on the company's marketing strategy needs have been conducted internationally and domestically. Ambler and (Puntoni, 2004) found that marketing strategies are more likely to appear suddenly rather than intentionally. Edidijus (2015) found that uncertainty is a key factor affecting the marketing strategy formulation process, because uncertainty factors portray a fundamental part throughout the advancement of a strategy. In the local context, (Odhiambo 2013) fixated on the significance of on the sales efficiency of selected products, price as a competitive strategy Kenyan pharmaceutical firms. It has been determined that strategies and pricing decisions have a significant impact on sales performance.

Masika (2012) has found a commercial strategy adopted by the Kenya Commercial Bank, and the Kenya Commercial Bank discovers marketing segmentation, product strategy, distribution, prices, marketing relationships and promotional strategies. When examining the kinetics and the complexity of the market as a perceptual phenomenon, this study improves how the marketing manager recognizes and corresponds to the uncertainty in the enacted environment. Understanding the effects of the components of the uncertainty of the market is very important because they have a different and unexpected meaning for the theory. As a result, this chasm, the following occurs: questions: how is the impact of marketing mixtures on business growth at 5 star hotels in NCC; a case of Hilton Hotel.

1.6 Objectives of the study

The objective of this study is to find out the effects of of marketing mix on business growth in 5 star hotels in Nairobi City County Kenya. A case of Hilton hotel.

1.6.1 General Objective

The main goals for this findings is to find out the impact of marketing mix on business growth in 5 star hotels in Nairobi City County Kenya. Specifically, this study identify:

- i. To demonstrate the significance of market mix startegy on business growth at the Hiliton Hotel NCC, Kenya.
- ii. To ascertain the effect of market mix startegy on business growth at the Hiliton Hotel NCC, Kenya.
- iii. To determine the effect of market mix startegy on business growth at the Hiliton Hotel NCC, Kenya.
- iv. To establish the effects of market mix startegy on business growth at the Hilton Hotel NCC, Kenya.

1.7 Research Questions

The study's findings will attempt to highlight queries:

- i. At which point does market mix startegy influemce business growth at Hilton Hotel Nairobi, Kenya?
- ii. How does market mix startegy affect business growth at Hilton Hotel Nairobi City County, Kenya?
- iii. How does market mix startegy affect business growth at Hilton Hotel Nairobi City County, Kenya?
- iv. How does market mix startegy influence business growth at Hilton Hotel NCC, Kenya?

1.8 Significance of the Study

From the results of this survey shall equip hotel executives with the desideratum expertise and inculcate them to forge a tattled judgment on abidance of marketing mix strategies. The apportionment of limited resources is a crucial form of business, and firms' effectiveness is determined by how they use their limited resources. The dossier from this analysis will abet executives and establishment managers to ascertain and effectively allot resources to marketing mix strategies with the productive population impact on organization business growth.

The finding will steer policymakers and the state on the momentousness of tackling the hurdle and hitches that inhibit abidance of marketing mix strategies to increase its abidance in other spheres and its entire contribution to frugality

1.9 Scope of the Study

The findings shall look on the effects of marketing mix on business growth in selected 5-star hotels in Nairobi Kenya which include; Hilton hotel, Nairobi City County Serena Hotel, Laico Regency, Nairobi Safari Club, The Sarova Stanley Hotel, Inter Continental, The Concord Hotel and Suites, The Boma Nairobi, Cloud Hotel and Suites. This study sampled only sample Hilton hotel as a case study, as it inconvenienced the researcher to collect data. The target population was 84 staff of Hilton hotel who work at the head office. The findings embraced the Stratified random sampling technique for determination of the sample estimate while data was analyzed with the help of regression analysis the study's geographic position was Hilton hotel, Nairobi City County. The research findings will be undertaken between August 20120 and June 2021

1.10 Limitations of the Study

The restraint of the research findings are those characteristics of methodology that impacts or influences the interpretation of research findings. The study used data from Hilton hotel which was impose restrictions generalization of the findings to other businesses in the hospitality industry. However, there is also a big advantage to this sample size as it is less expensive, and data quality may be better as less measurement errors was recorded because of less stretched resources.

1.11 Organization of the Study

This segment introduces the findings on the effects of marketing mix on business growth in 5 star hotels in Nairobi Kenya. The background outlines the current developments in Kenya and what is going on in marketing mix strategies. The problem statement has been investigated so as to find out the research's overall goal. The significance of the finding, as well as the specific research aims, scope and limitations of the findings are again added Chapter two discusses the review of the literature from different authors' link to the topic of study. Chapter three discusses the methodology that will be utilized for the study. Chapter four looks at the findings of the research represented in tables and charts while in the fifth chapter discusses the conclusion and recommendation of the research findings.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The review of literature and matched findings by other investigators are covered in this chapter. It comprises a review based on theoretical perspectives, marketing mix techniques, and organizational business growth, as well as a synopsis of literature review and study findings gaps, as well as the conceptual framework.

2.2 Theoretical Review

This findings are based on Promotional Mix Theory, Service Marketing Theory to proffer an immense apprehension of online marketing strategies and organization business growth.

2.3 Promotional Mix

The promotion mix hypothesis best describes the combination of promotion factors that marketers choose to aid the organization accomplish its aims. Promotional mix is also considered a subset of marketing mix. To create the best marketing effect, I believe there is a best approach to allocate resources for different aspects in the promotion mix, and the problem for marketers is to identify the ideal combination for them. The actions that have been identified as part of the promotion mix differ, and it is best to adopt them according to the nature of the business. In this theory, we will focus on advertising, promotion, public relations and direct sales.

In Hilton Hotel as the case study for this research, shall establish that putting into consideration the theory of promotion mix and utilizing the promotional strategies to attract customers, and by implementing promotions, advertising and public relations, social networking and other similar platforms to market their product.

2.4 Marketing Impact & Persistence

Given, (Gruca & Rego, 2005), measuring the impact of marketing operations is critical, because their negligence or weakness will cause companies to face increasing pressure to justify their marketing expenses rather than return on investment. Therefore, as a functional department of marketing, both professionals and academicians have entered a gaping hole to justify how merchandising and advertising campaigns are related to investor value, profit margins, and return on investment. It's worth noting that efforts and activities in marketing such as product differentiation, pricing, promotion, and distribution assist establish indelible brand equity or stand, which translates into consumer permanence, contentment and loyalty or equity in a brand, and thereby achieving performance of the organization. Brand equity uses interim profit margins according to, (Srivastava et al., 2001) and (Rust et al., 2014) to use financial performance to achieve the strategic planning of the entire institution.

Short-term or long-term market rebuttals are at the core of any marketing campaign that seeks to build influential, frugal and effective cutthroat benefits for the etymology and the company as a whole. In terms of brand efficiency and effectiveness, you can regularly observe the short-term impact of marketing activities. Long-term response is evaluated longitudinally through the persistence model, which combines total long-term net impact measurement and chain reaction of consumer response to give positive feedback on marketing performance, and research efforts influencers through the quantification of value. Competitor reactions after the company's initial marketing actions are considered marketing risks, which can be avoided by gaining brand loyalty and profit margins. The fact that somehow the relatively brief outcomes of marketing initiatives are immediately

seen is a major obstacle. The effective effects of marketing is calibrated vertically, hardly just on a single thing; in the sense, majority of people accord that interim gains are the biggest transformation is neither the finest example of distributing resources to assist with merchandizing efforts. In general, Western European and American companies, especially marketing disciplines, have become chastised repeatedly for their brief orientation (Dekimpe & Hanssens, 1995).

The maximization of lengthy losses due to outstanding marketing events is more difficult to quantify because organizations expect quick results; however, due to the limited consensus on what constitutes long-term and changing marketing conditions, it is difficult to compare future results with current results. Linked with actions, these actions hinder the use of short-term or long-term effects of marketing actions to improve business performance. (Dekimpe and Hansen, 2000). Persistence modeling provides a leveraging method based on important marketing principles, combined with previous research results, to harness the importance and impact of consumer, duet, and company conduct based on market capabilities. It quantifies the scale and duration of marketing's impact on effectiveness in company, and resolves the risks involved in long-term marketing efforts.

2.5 Empirical Review

This segment provides information on research objectives and ideas related to the opinions of other researchers. Researchers build on the findings of other research practices to try to answer the research objective

2.6 Product Differentiation Strategy and Business Growth

The company's main advantage is the ability to conduct continuous and planned operations to meet and surpass customer preferences, as well as the value shown in customer performance. No matter what marketing method is adopted, that is, standardization or adaptive adjustment, the company can achieve this customer satisfaction. So as to have organization adapt to various worldwide markets in a safe and secure manner, marketing strategies must consider both the inside and outside of business environments that include a positive effect on the company in order to obtain higher performance.

Many researchers are very concerned about the impact of product-focused marketing strategies on a variety of factors, including actual and potential enhanced elements in the product, and their impact on efficiency in the global marketplace. The study of Aremu and Lawal (2012) used a comprehensive measure of export performance, focusing on design of the product marketing mix elements, which were found to be beneficial to the efficiency of organization seeking international marketing because it's possible use product variation as a method of distinction used for competing products. And affect the attitude of foreign customers to the company's products (customer performance). Overall, the research of Aremu and Lawal (2012) established that product style and design have a big momentous impact on company efficiency. Additional research have investigated the global market link between product quality and corporate performance and found that this relationship is positively correlated. It has been anticipated that providing customers with high-quality items will boost the value associated with customer performance. Preceding research has revealed important observations on

product quality that are consistent with marketing strategies. Modification of products strategies leads to higher economic returns, for instance, earnings, because combining high-quality products with the market may increase customer satisfaction and therefore improve performance.

2.7 Price Strategy and Business Growth

The cost of making, delivering, and promoting the goods, according to Kotler (2007), is the price. Pricing, according to Jain (2004), is the process by which a company established that it will get for its products after taking into account manufacturing costs, market, competition, market circumstances, and product quality. Excellent pricing, value pricing, penetration pricing, cost plus pricing, competitive pricing, value pricing browsing, current pricing, geographic pricing, segment pricing, portfolio pricing, psychological pricing, and discriminatory pricing are among the pricing strategies used by companies, according to Kotler (2004). Odhiambo (2013) investigated the impact of pricing as a competitive strategy on the sales performance of a group of pharmaceutical firms. The impact of price decisions and strategies on sales performance is important. Louter, Ouwerkerk, and Bakker (1991) found a favorable association between pricing strategy and company performance in their study.

2.8 Place Strategy and Business Growth

As per Heck, Rowe and Owen (1995), companies embedded in cities spawn higher yields than companies situated in rural zones. Bradley (2000) pointed out that geographical position portrays an important part in the organization's ability to continue to exist. Edidijus (2015) studied the clusters' impact on performance and creativity of European SMEs. It has been determined that there is a positive correlation between geographic

proximity and cross-company achievement. Eze, Benedic, and Juliet (2015) studied the correlation between company location and consumer patronage. The research adopted a survey design. A sample of 100 participants was taken. Use structured questionnaires to collect data. The survey results show that the location of a company has a substantial impact on company accomplishments. The research concluded that the distance between the company and the customer affects repeat purchases.

As per Kotler and Armstrong (2004), retailers ought to be near target clients to guarantee availability. Retail locations far away from clients will contrarily affect their buying expectations. It decrease the number of clients who visit the store on a regular basis (Hansen and Solgaard, 2004). Barnard, Kritzinger, and Krüger (2011) studied location decision strategies to strengthen the operations efficiency of SMEs. The research focuses on the microenterprises in the Nelson Mandela metropolitan area. 175 SMEs were selected for their ease of use. The questionnaire is used to collect raw data. Survey results show that there is a clear correlation among location and business performance

2.9 Promotion Strategy and Business Growth

Most of the investigators have highlighted the emphasis of the promotional mix as a beneficial apparatus for attaining achievement in the commercial market by acquiring the know-how of the conveniences and challenges of certain export markets, promoting conversation with overseas customers, illustrating connections and bolstering organization morale, and through prompt feedback and actual assistance, business, financial and customer performance can be achieved through a combination of promotions for export the company's requires. The findings by Ambler and Puntoni (2004) looked six variables akin to advertising, namely advertising, advertising, staff

sales, trade shows, personal visits, and appropriateness of advertising in order to understand their impact on export performance. Advertising variables correlate positively with company performance in particular Advertising represents the most frequently examined combination variable of advertising campaigns. It is based on the concept that companies can use a powerful advertising program to pass on data, steadily caution and convince overseas consumers to procure commodities and thus spawn higher demands.

2.10 Literature Review and Research Gaps Summary

The segment includes an overview of the empirical review that has been evaluated, as well as their key field of target, acknowledgement or discrepancy with the current research findings, and gaps. The synopsis of the studies evaluated is shown in Table 2.1.

Scholar Name & Year	Study Focus	Study Results	Research gaps.	Focus of the current study
Aremu and Lawal (2012)	Exploring marketing strategy as a catalyst for performance in Nigerian telecommunication industry	Product design and style have been shown to have a major positive impact on company performance.	The research was conducted in Nigeria's telecommunications business, whereas the present focus is on Kenya's hospitality industry.	The impact of product marketing tactics on the hospitality industry's growth in Kenya
Odhiambo (2013)	Effect of pricing as a competitive strategy on sales performance of selected pharmaceutical companies in Kenya	The findings concentrated on the health stratum, but the present one is centered on Kenya's hospitality sector.	The findings centered on health sector, while the present one is focused on Kenya's hospitality industry.	The impact of pricing as a competitive strategy on the hospitality industry's growth in Kenya.
Edidijus and per (2015)	The role of clusters in innovation and performance of Small and Medium sized Technology Enterprises in Europe.	It was discovered that geographical proximity between enterprises and performance had a beneficial link.	The finding was conducted in Europe, whereas the present one is focused on Kenya's hospitality industry.	Influence of geographical proximity as a competitive strategy on business growth of hospitality industry in Kenya
Ambler and Puntoni, (2004).	Influence of promotion-related variables(i.e., advertising, sales promotion, personal selling, trade fairs, personal visits, and promotion adaptation) on export performance	The majority of promotional-related variables were discovered to be favorably associated to company success.	The previous analysis was focused on export performance, whereas the current study is centered on Kenya's hospitality business.	Influence of promotion-related variables on business growth of hospitality industry in Kenya

Table 2.1 Summary of Literature Reviewed and Research Gaps

Source :(Researcher 2021)

2.11 Conceptual Framework

A conceptual framework is a web of interconnected notions that put jointly issues an extensive insight to a paradox Jabareen (2009). Further it gives the link between the study title, the study goals, the findings review of literature and the research methodology. Figure 2.1 highlights the correlation among the variables. From the previous studies as discussed in chapter two, the benefits of a marketing mix analysis can make all the difference when it comes to business growth.

Independent Variables

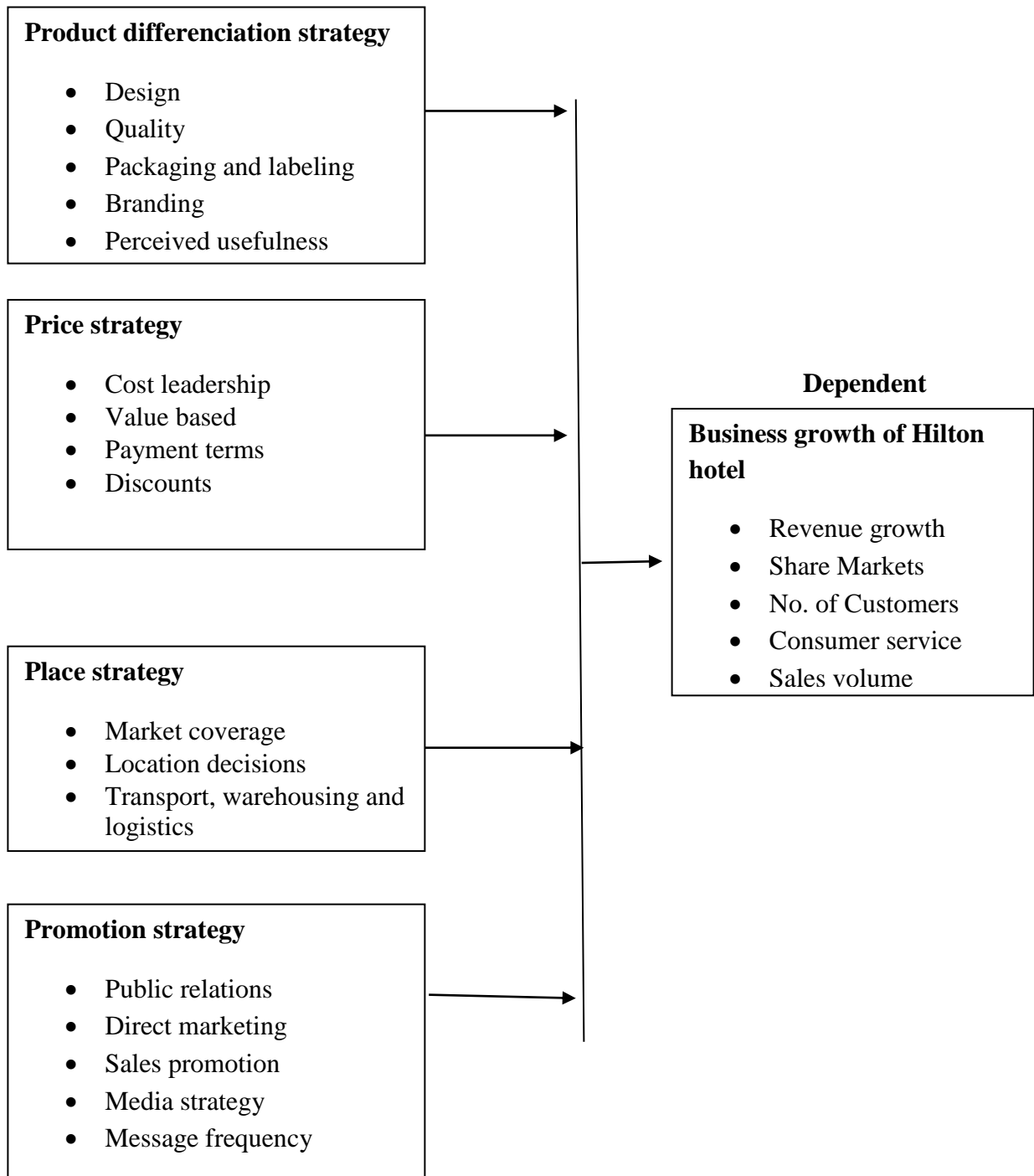


Figure 2.1: Conceptual Framework

Source: Author (2021)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

In this segment, will indicate the research methodology and techniques that researchers will use when conducting an investigation, including the design of research, populace of the research findings, sampling procedures and techniques, and modes of collecting data and analysis.

3.2 Research Design

The findings endorsed a descriptive design, dealing with description, documenting, evaluating and clarification of the plight of existence. The findings only dealt with the conditions or relationships that exist, the views that were held, the processes that occurred, the obvious impacts or the trends that will develop and observe (John and Kahn, 2005). Sekaran and Bougie (2011) confirmed that descriptive research is done to understand and be in a position to articulate the properties of relevant factors in the context.

3.3 Target Population

The target populace is an array of common aims that researchers are engrossed in and hope to make inferences from. Ngechu (2004) pointed out that population is an association of clearly defined people, services, aspects and circumstances, an association of items or families under investigation. The target population will be 84 Hilton hotel employees working at the headquarters. The population attributes are indicated.

Table 3.1: Population Target

Department	Population Size	%
Marketing	12	14.28571429
ICT	12	14.28571429
R&D	10	11.9047619
FA	12	14.28571429
HR	13	15.47619048
Admin	12	14.28571429
Log	13	15.47619048
Total	84	100

Source: Hilton Hotel, HR report

3.4 Sampling Design and Sample Size

A sample is a subset of a population that has been selected to reflect or represent characteristic of a population Creswell and Creswell (2017). Cooper and Schindler (2014) explain that a sampling design is the procedure that is determined to take a sample from a certain population, thus, it is the process for selecting the study elements. Stratified random sampling will be employed in this study as all employees will receive an equal chance of being selected.

According to Thornhill and Saunders, (2000) the sample size refers to the amount of individuals chosen to participate in a study. Burns and Bush (2010) note how sample size affects how accurately a sample of the study population is represented. Wangi and Boinett (2017) formula will be used to determine the sample size for this study.

$$n = N / [1 + n(e)^2]$$

n : - sample size,

N : - population target of the study and e : - level of significance = 10%

Additionally, a 10% to a 50% of the population target will be adequate Mugenda and Mugenda (2008).

Table 3.2: Sample Size

Department	Size Population	%
Marketing	6	13.04
ICT	8	17.39
R&D	4	8.70
FA	7	15.22
HR	6	13.04
Admin	7	15.22
Log	8	17.39
Total	46	100

3.5 Data Collection Instruments

To acquire data, researchers will employ structured questionnaires. Structured questionnaires, according to Mugenda and Mugenda (2008), are questions that are defined, specific, and pre-determined, as well as a tally of likely opportunities arising out of participant choose the response that utmost represents the circumstance. Structured questionnaires will be employed in the research findings since they limit the extent of reasoning required of the participant to accomplish an undertaking, resulting in more replies and more precise data, also taking into account the respondent's type of job.

3.5.1 Data Collecting Instrument Validity

Research tool will be pre-tested on 3 Hilton Hotel respondents to verify the efficacy of the questionnaire. Efficacy relates to the severity to which the interpretation of asessed results is reasonable based on the specific intended use of the test (Kimberlin, 2008). Pre-testing will allow researchers to detect issues that need editing and ambiguities. The final questionnaire will be printed and distributed to collect data.

3.5.2 Data Collecting Instrument Reliability

Rate at which evaluation tool produces coherent and efficient outcomes is referred to as reliability. According to Polit and Hungler (1993), dependability is the scopes that calibrate participants' approach is consistent. Cronbach's Alpha shall be utilized to appraise the questionnaire's reliability based on the two major variables of marketing mix and business growth. The acceptance threshold for reliability will be 0.7.

3.5.3 Data collection Procedures

Respondents' data will be collected via semi-structured questionnaires to answer research questions. Obtaining a consent letter that will be acquired at the National Commission for Science, Technology and Innovation (NACOSTI) together with a cover letter obtained at Kenyatta University would be part of the data collection process. In addition, Hilton hotel management will need to give permission and consent to collect information from study interviewees. The questionnaire will be managed by researchers. The questionnaire will be distributed to the interviewees. Subsequently, the full response will be selected from the relevant officials within the specified time. Data collection takes approximately one week, after which the data will be classified and organized for analysis and subsequent presentation.

3.5.4 Data Analysis and Presentation

Once data is collected, the questionnaire will be compiled to safeguard precision, firmness and fullness. Nevertheless, since completing the last evaluation, the data will be cleaned up to oust differences, and then ranked based on affinity, and then classified. The study will use descriptive statistics (measures of central tendency and variance) to evaluate the collected data.. The data will be evaluated by employing social science statistical package based on questionnaires. To summarize the response and indicate the magnitude of similarity and difference, the average score, standard deviation, percentage, and frequency distribution will be employed. The outcomes will be provided in the following format of tables and graphs. A regression model will be implemented to enact the link amidst the marketing mix strategy and the growth of Hilton's hotel business. Hilton Hotel's performance will decline based on four variables, namely: product, price, location and promotion. The following is how the equation will be formulated:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where;

Y= The reliant variable (business growth)

α = constant; The perception demonstrating, the degree of accomplishment liable and it's the Y rate when all the predictor rates (X_1 , X_2 , X_3 , and X_4) are zero

β_1 , β_2 , β_3 , β_4 -

Constant regression coefficients represent the relationship between the independent and dependent variables.

X_1 – Product Strategy

X_2 – Price Strategy

X_3 – Place Strategy

X_4 – Promotion Strategy

ε - Error term

3.5.5 Ethical consideration

Researchers ensure the privacy and confidentiality of respondents by allowing anonymity by responding to the questionnaire. Respondents are not forced to participate in filling the survey; therefore, there is freedom to choose to participate. Further, consent was to be sought from the respondent and with relation to time, time management was be adhered especially putting into consideration Hotels employee strict schedule. Additionally, a permit from NACOSTI will be required to conduct the study.

CHAPTER FOUR : RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter exhibits the research findings on the effect of marketing mix and business growth in 5 star hotel in Nairobi City, County, Kenya a case of Hilton hotel. The results are presented in table, chart, figure, and frequency tables. The study was guided by following objectives; impact of product differentiation, price strategy, place strategy and promotion strategy on the business growth at Hilton Hotel.

4.2 Demographic and Reliability Test

4.2.1 Response rate

The research targeted a sample size of 46 respondent from Hilton hotel. The aim of the study was to determine the impact of marketing mix on the business growth at Hilton Hotel. The questionnaire were distributed to the respondent using the drop and pick method as well as through emails. From the 46 questionnaires sent, only 36 questionnaires were returned fully completed there by making a response rate of 78.3% as shown in the table 4.1 below

Table 4.1; Response Rate

	Frequency	Percentage (%)
Responded	36	78.3
Not Responded	10	21.7
Total	46	100

Source: Author (2021)

4.2.2 Reliability Test

A Cronbach Alpha was used to decide an immediate preliminary appraisal to circulate this immovable nature of result. This was displayed in table 4.2

Table 4.2; Reliability Test

Variable	Number of Item	Cronbach Alpha
Product Differential Strategy	4	0.893
Price Strategy	4	0.824
Place Strategy	4	0.814
Promotion Strategy	4	0.798
Average Cronbach Alpha	16	0.818

Source: Author (2021)

From the research findings, age diversity had Cronbach reliability alpha of **0.893**, gender diversity had a Cronbach reliability alpha of **0.824**, ethnic diversity had a Cronbach reliability alpha of **0.814**, level of education diversity had a Cronbach reliability alpha of **0.798** and employee performance had a Cronbach reliability alpha of **0.763**. From the results it clearly indicates that the research instrument used was reliable thus amendments were not necessary.

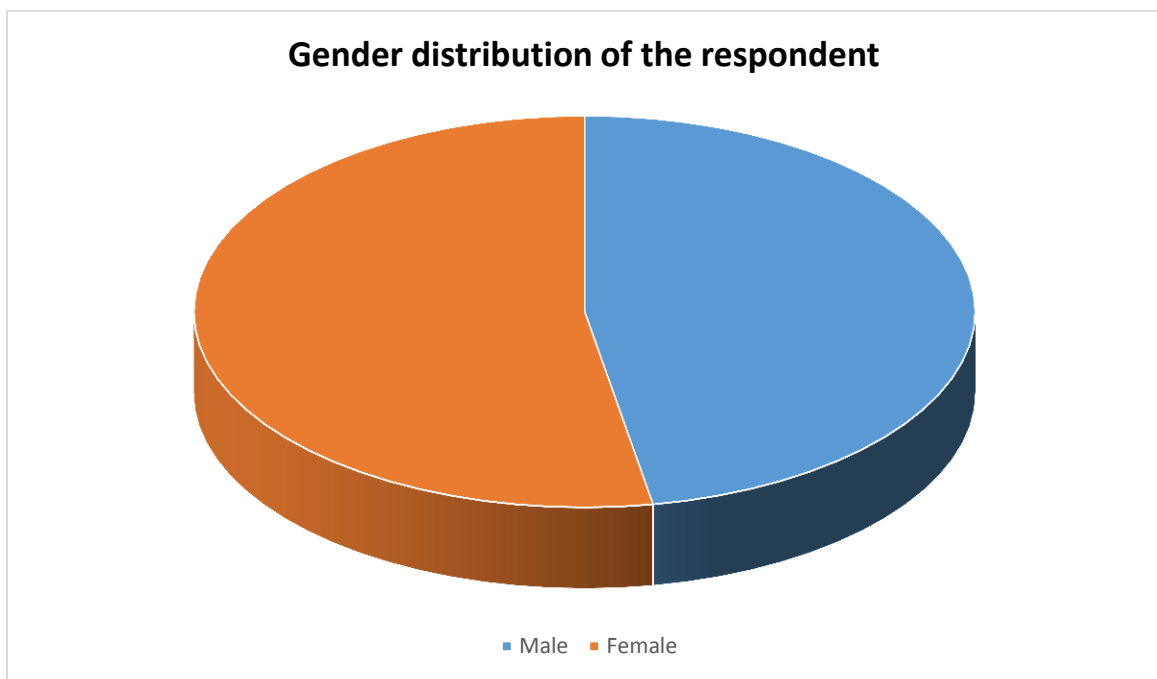
4.2.3 General Information

This section describes the results of the analysis of the general information of the interviewee. It shows their background information, such as whether the respondent was male or female, their age, their position in the organization, their level of education, the number of years they have worked with the organization, and their department the respondent works at. Through these data, the background of other responses from other interviewees was provided.

4.2.4 Gender Distribution of the Respondent

Figure 4.1 was a gender distribution of the respondent at Hilton hotel. Out of all the employees interviewed, 17 were male making 47.2% of the total population while 19 were female, 52.8% of the entire population. In this study, both genders are well represented, so there is no problems with gender bias in the results.

Figure 4.1: Gender Distribution of the Respondent

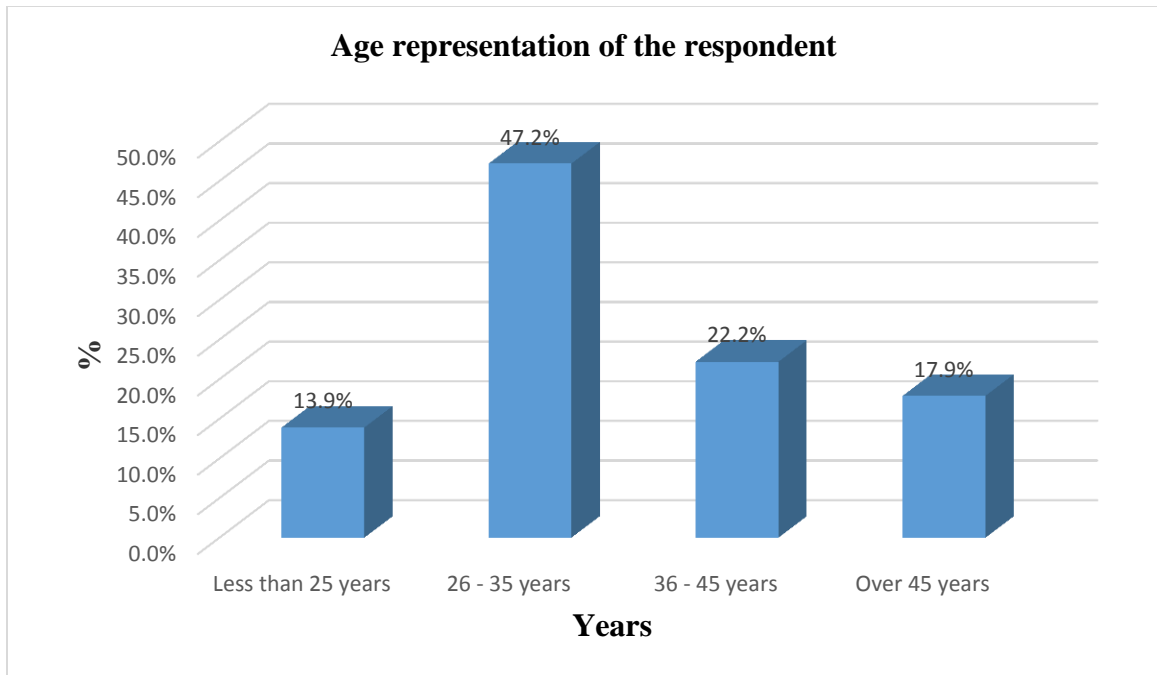


Source: Author (2021)

4.2.5 Age of the Respondent

Numerous studies have used an institution's age as a measure of its maturity, level of structure stability, or establishment. As a result, the study sought to determine the age group of the engaged respondents.

Figure 4.2: Age representation of the respondent



Source: Author (2021)

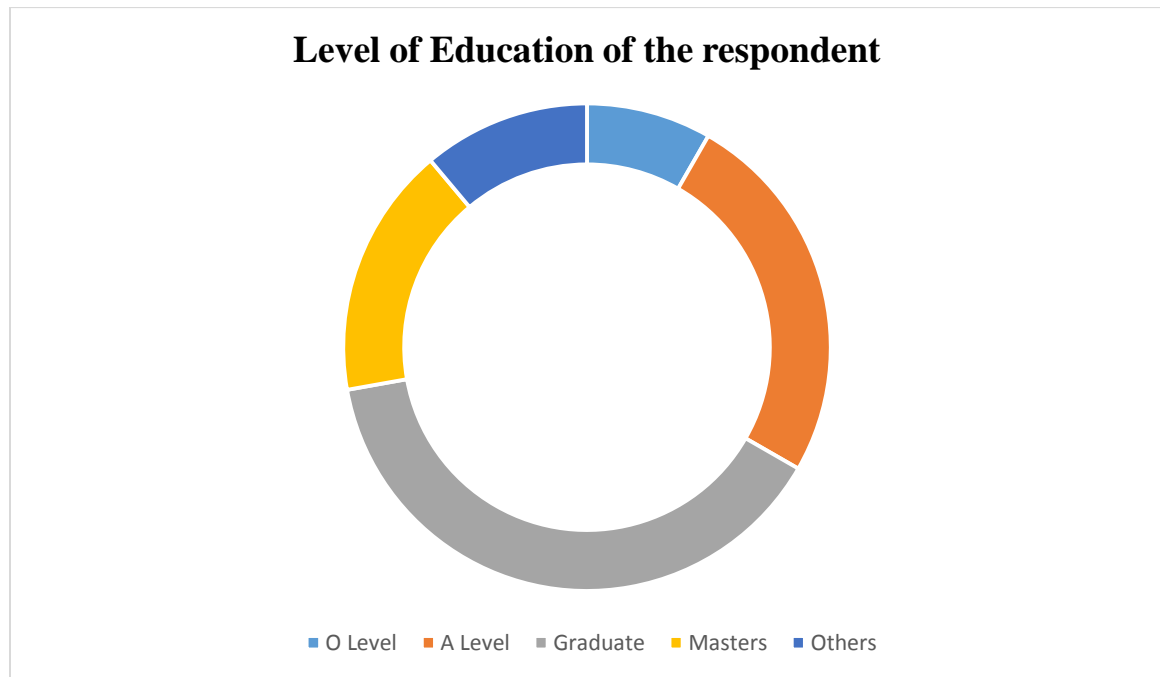
As shown by figure 4.2, the study revealed that out of 36 respondent 5 were less than 25 years which represented 13.9%. 17 of the respondent s were between 26 - 35 which represented 47.2%, 22.2% of which represented 8 respondent were aged between 36-45 years and 16.7% which indicated that out of 36 respondent 6 were above 45 years. This indicates that majority of the respondents were engaged aged between 26 - 35 years which was the period employees are productive and energetic to deliver the expected results.

4.2.6 Educational Level of the Respondent

Figure 4.3 display what the level of education of the respondent. Employees with O level were 8.3% of the respondents. 25% comprised of the respondents who have attained A Level. As for respondents with graduate level of education who were majority had

38.9%. Masters respondent have a 16.7% of the respondent while 11.1% where respondents with other qualification where they had primary basic level and PhD.

Figure 4.3: Educational Level of the respondent

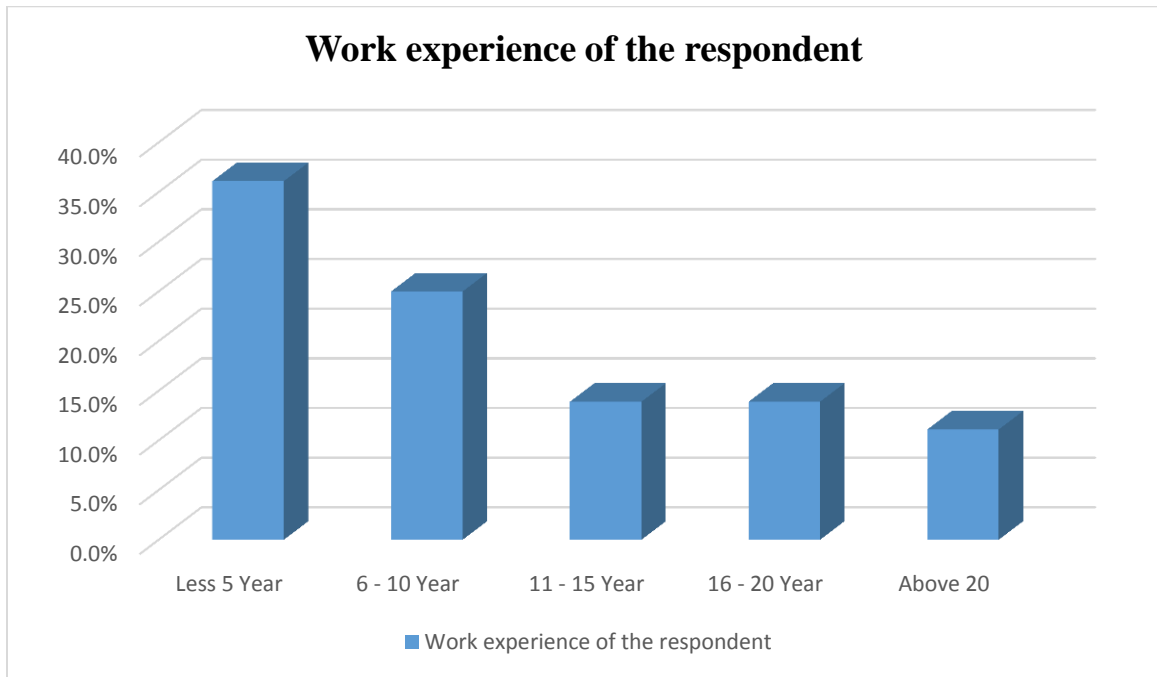


Source: Author (2021)

4.2.7 Work Experience of the Respondent

From figure 4.3 indicates that those respondents with a work experience of between Less 5 years were 13 (36.1%). Respondents who have worked for 6-10 years 9 (25%), respondent with 11-15 years' work experience were 5 (13.9%) respondent with 16-20 years' work experience were 5 (13.9%) and the respondents with work experience of Above20 years were 4 (11.1%). As these indicators indicate, the institution has a high turnover of staff and relies heavily on new graduates for new hires. This depiction was seen as reasonable as it indicated that the respondents would give credible information related to this study.

Figure 4.4: Work experience of the respondent

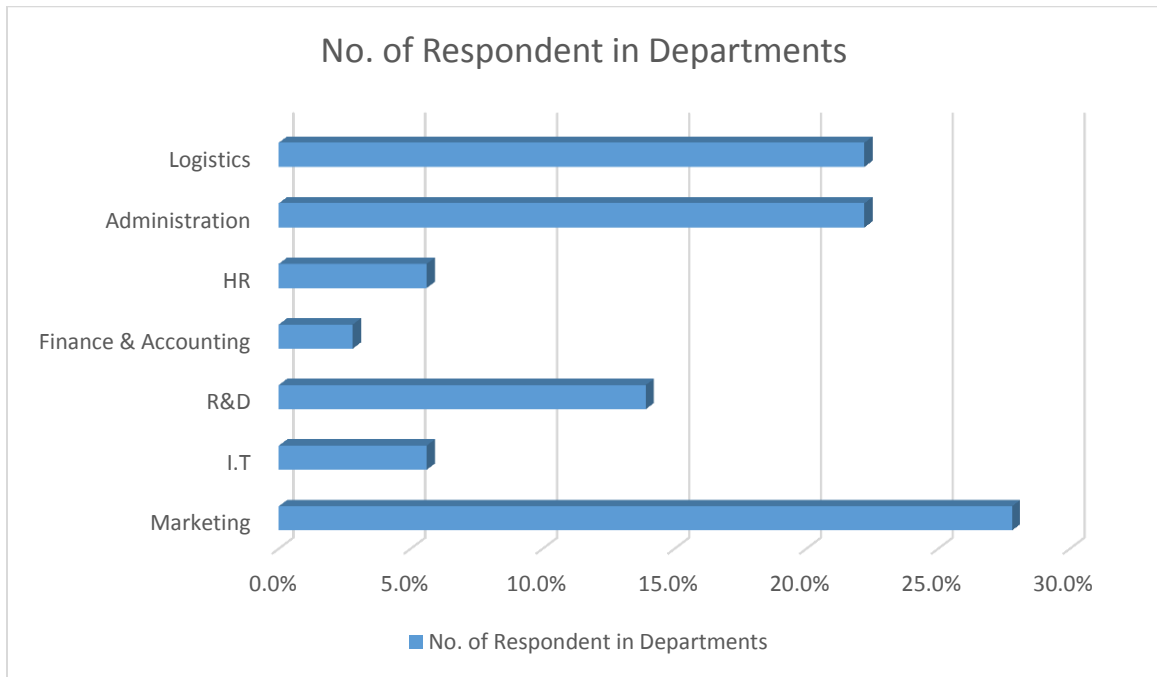


Source: Author (2021)

4.2.8 Department of the Respondent

From figure 4.3 indicates that those respondents from the marketing department 10 (27.8%). Respondents who have worked for I.T department 2 (5.6%), respondent in the R&D department were 5 (13.9%), respondent from Finance & Accounting department were 1 (2.8%), the respondents from the HR department were 2 (5.6%). Moreover, respondents from the administration department were 8 (22.2%) as well as the respondent from logistic department were 8 (22.2%). This showed that respondent were from the marketing department, followed by administration together with logistics, then, R&D, I.T and HR and lastly Finance and Accounting as shown below in figure 4.5;

Figure 4.5: Department of the Respondents



Source: Author (2021)

4.2.9 Descriptive Analysis

This section looks at the variables of this study and gives the overall depiction of the variables through descriptive statistics. Mean and the standard deviation were used to look at the impact of marketing mix on the business growth in 5 star hotels in Nairobi, City, County a case of Hilton Hotel.

4.2.10 Product Differentiation Strategy on Business Growth

Various statements on how product differentiation strategy influence business growth in five star hotels a case of Hilton Hotel were examined. The respondent were advised to show the level of agreement of every statement where a Likert scale of 1 to 5 where; Strongly agree = 5, Agree = 4, Disagree = 3, Strongly disagree = 2, Not sure = 1. These findings are depicted in table 4.3.

Table 4.3: Product Differentiation Strategy on Business Growth

Statement	N	Mi n	Ma x	Mean	Std. Dev.
The Differentiation Strategy helps in changing customer perception hence increase in sales	45	1.0 0	5.0 0	3.688 9	1.20270
The Differentiation strategy helps in conveying product's unique value	45	1.0 0	5.0 0	4.333 3	.95350
The Content development has enabled the hotel to retain customers in the market hence increase in profitability	45	1.0 0	5.0 0	4.222 2	.94590
Hilton hotel develop and tests her products to confirm adaptability and sustainability to the target customers.	46	1.0 0	5.0 0	3.547 8	1.13950
Aggregate score	45.2 5	1.0 0	5.0 0	3.948 05	1.0604

Source: Author (2021)

The study results indicated that majority of the respondent agreed with a mean of 3.6889 and a standard deviation of 1.20270 that the differentiation strategy aids in changing customer perception hence increases in sales. This study supports (Mumbi, 2019) findings that product differentiation strategy helps increase sales through changing consumers' perception. Furthermore, the respondent agreed that differentiation strategy helps in conveying products' unique values as depicted with a mean of 4.3333 and a standard deviation of .95350. This findings disagreed with (Gituma, 2017) that product differentiation strategy has no impact on the uniqueness of the value of the product.

Additionally, the respondent agreed with a mean of 4.2222 and a standard deviation of .94590 that hotel has enable to retain customer in the market due to content development. As to whether Hilton hotel develop and tests its products to confirm adaptability and sustainability to the target customer, the respondent agreed with a mean of 3.5478 and a standard deviation of 1.13950. This study concurred with (Yang, Liu and Qi, 2014) regarding the adaptability and sustainability of the product to its target clients most hotels did develop test.

4.2.11 Pricing Strategy on Business Growth

This study examined respondents' levels of agreement and disagreement about price strategy's impact on business growth. Table 4.4 indicates the relevant results which depict that on a Likert scale of 1 to 5 where; Strongly agree = 5, Agree = 4, Disagree = 3, Strongly disagree = 2, Not sure = 1.

Table 4.4: Price Strategy on Business Growth

Statement	N	Min	Max	Mean	Std. Dev.
Pricing was the basis of competition in Hilton hotel against other 5 star hotels in Nairobi	46	1.00	5.00	3.1957	1.0027
The customers are attracted to the prices offered by the hotel	46	1.00	5.00	3.4783	1.2603
Market orientation of a product was important for product pricing	46	1.00	5.00	3.8478	1.1149
The clients get the best value for money at the hotel	46	1.00	5.00	3.6957	1.1901
Aggregate score	46	1.00	5.00	3.6957	1.1420

Source: Author (2021)

As depicted in table 4.4, respondent disagreed when it came to the pricing in Hilton hotel was done on the basis of competition amongst other 5 star hotels in Nairobi as indicated by a mean of 3.1957 and a standard deviation of 1.0027. This study concurred with (Wachira, 2019) that most five star hotel base their prices by comparing how the competitor base their prices. Additionally, the respondent agreed with a mean of 3.4783 and standard deviation of 1.2603 that indeed customers are attracted to the prices offered by the hotel. The findings of this study that customers are attracted by the prices offered by Hilton hotel supports earlier study by (Markgraf, 2015) who established that the prices charged by five stars in Nairobi tend to attract clients thus enhances the clientele growth.

From the findings, the respondent agreed that market orientation of products was vital for product pricing as shown by the mean of 3.8478 and a standard deviation of 1.1149. According to (Babu, 2017), established that when determining the price of the product, it was vital to conduct market orientation. In addition, respondents agreed with the foregoing statement with a mean score of 3.6957 and a standard deviation score of 1.1901. Linstrom (2021) findings supports this study findings that most five star hotels in Nairobi provide the best value of money for their customers.

4.2.12 Place Strategy on Business Growth

The respondent were requested to depict their level of agreement with the statement on place strategy on business growth in Hilton hotel.

Table 4.5: Place Strategy on Business Growth

Statement	N	Min	Max	Mean	Std. Dev
Hilton hotel has reliable channels of distribution for their products and services.	46	2.00	5.00	3.9130	0.8901
Location of the hotel impacts on performance and distribution of products and services.	46	1.00	5.00	3.6739	1.0761
The distribution strategy was a key towards customer acquisition.	45	1.00	5.00	3.1778	1.3019
The hotel's brand was recognized country wide resulting into brand identity	46	1.00	5.00	3.6957	1.1327
Aggregate score	46	1.00	5.00	3.6151	1.1002

Source: Author (2021)

Table 4.5 revealed that Hilton hotel has reliable channels of distribution for their products and services as the respondents agreed with a mean of 3.9130 and standard deviation of .8901. This study asserts (Kasim, 2013) that hotels in Nairobi have reliable channels of distribution for their products and services. Majority of the respondent additionally, agreed with a mean of 3.6739 and a standard deviation of 1.0761 that the location of the hotel impacts on performance and distribution of products and services. This concurs with (Wachira, 2019) on the location of the hotels was vital and it influences performance.

Moreover, respondents disagreed that the distribution strategy was a key towards customer acquisition with a mean of 3.1778 and a standard deviation of 1.3019. Additionally, the respondents agreed with a mean of 3.6957 and a standard deviation of 1.1327 that the hotel's brand was recognized country wide resulting into brand identity.

4.2.13 Promotion Strategy on Business Growth

The respondent were advised to show the level of agreement of every statement where a Likert scale of 1 to 5 where; Strongly agree = 5, Agree = 4, Disagree = 3, Strongly disagree = 2, Not sure = 1. These findings are depicted in table 4.6.

Table 4.6: Promotion Strategy on Business Growth

	N	Min	Max	Mean	Std. Dev
Existence of promotion strategies	46	1.00	5.00	3.5000	1.1879
The promotion strategy has enabled the hotel to attain brand loyalty	46	1.00	5.00	3.7826	1.1138
The promotion strategy has improved customer satisfaction	45	1.00	5.00	3.6000	1.4678
The promotion strategy has improved public relation of the hotel	45	1.00	5.00	4.2444	.8843
Aggregate score	45.5	1.00	5.00	3.7815	0.9308

Source: Author (2021)

There was promotion strategies within Hilton hotel as shown by the level of agreement of the respondents with a mean of 3.5000 and a standard deviation of 1.1879. This study concurred with (Wawira, 2016) that promotion strategies exist in most service provider industry. Additionally, the respondents agreed that the promotion strategy has enabled the hotel to attain brand loyalty. This study concurred with (Kithinji, 2017) that brand loyalty was critical in any organization therefore to attain it organization ought to utilize promotion strategy, (Kithinji, 2017).

From the research findings, the respondent agreed that the promotion strategy has improved customer satisfaction with a mean of 3.6000 and a standard deviation of 1.4678. This study concurred with (Ndivo, Waudo and Waswa, 2012) that promotion

strategy has improved customer satisfaction. Further, the majority of the respondent further agreed that the promotion strategy has improved public relation of the hotel with a mean of 4.2444 and a standard deviation of .8843.

4.2.14 Business Growth

Business growth in five star hotels respondent were advised to show the level of agreement of every statement where a Likert scale of 1 to 5 where; Strongly agree = 5, Agree = 4, Disagree = 3, Strongly disagree = 2, Not sure = 1. These findings are depicted in table 4.7.

Table 4.7: Business Growth

Statement	N	Min	Max	Mean	Std. Dev
With using marketing mix methods, the firm's sales volume has increased.	44	1.00	5.00	3.6818	1.2346
The use of marketing mix methods has resulted in a large growth in the number of clients.	46	1.00	35.00	4.0000	.8166
The use of marketing mix techniques has improved customer service.	46	1.00	5.00	3.4783	1.2245
With the use of marketing mix methods, we have increased our market share.	46	1.00	52.00	4.8696	.7190
With employment of marketing mix strategies the hotel was highly competitive	46	1.00	5.00	3.7826	1.0937
Customer loyalty has increased as a result of the use of marketing mix methods.	46	1.00	5.00	3.6739	1.1936
The firm's profitability has improved as a result of the use of marketing mix techniques.	46	1.00	5.00	3.4448	1.2936

Source: Author (2021)

From the findings, majority of the respondent agreed that using marketing mix methods, firms' sales volume have increased with a mean of 3.6818 and a standard deviation of 1.2346. Moreover, majority of the respondent further agreed with a mean of 4.0000 and a standard deviation of .8166 that the use of marketing mix methods has resulted in a large growth in the number of clients. This

findings concurred with (Wachira, 2019) on marketing mix on the performance of hotel. The respondent further, agreed that utilization of marketing mix techniques has improved customer service has depicted with a mean of 3.4783 and a standard deviation of 1.2245.

Additionally, majority of the respondent strongly agreed with a mean of 4.8696 and a standard deviation of .7190 that marketing mix methods usage have increased the market share. Also. With the employment of marketing mix strategies the hotel was highly competitive as the majority of the respondent agreed with a mean of 3.7826 and a standard deviation of 1.0937. Furthermore, the respondent agreed with a mean of 3.6739 and a standard deviation of 1.1936 that customer loyalty has increased as a result of the use of marketing mix methods. Additionally, majority of the respondent agreed that the firms' profitability has enhanced as a result of the use of marketing mix techniques with a mean of 3.4448 and a standard deviation of 1.2936.

4.2.15 Regression Analysis

To determine how heavily marketing mix variables were correlated with business growth, the study used a multivariate regression analysis. The multivariate regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where; Y= the reliant variable (business growth)

β_0 = constant term

$\beta_1, \beta_2, \beta_3, \beta_4$ = Beta Coefficient.

X_1 – Product Strategy

X_2 – Price Strategy

X_3 – Place Strategy

X_4 – Promotion Strategy

ε - Error term

Table 4.8: Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.823 ^a	0.679	0.677	0.46664

Source: Author (2021)

From the table 4.8 above, the R-Squared was the proportion of variance in the dependent variable that can be explained by the independent variable. In this study the R-Square was 0.679 that depicted that the four independent variables (Product differentiation strategy, price strategy, place strategy and promotion strategy) can explain 67.7% of the dependent variable. Therefore, the other factors not studied in this study explain the 32.3% of the dependent variable (Business growth in five star hotel).

4.2.16 Analysis Of Variance

The table 4.9 demonstrate the findings on the analysis of variance on marketing mix on the business growth in five star hotel a case of Hilton hotel in Nairobi, City County, Kenya.

Table 4.9: Analysis of Variance

Model	Sum of Square	df	Mean Square	F	Sig.
1Regression	11.938	4	2.985	18.254	0.000
Residual	31.601	41	0.164		
Total	43.539	45			

Source: Author (2021)

The analysis of variance was used to establish whether the model was a good fit for the data. From the findings the p-value was 0.000 which was less than 0.05 thus, the model was good in predicting how the four independent variables (product differentiation strategy, pricing strategy, place strategy and promotion strategy) influenced business growth in five star hotels in Nairobi City County, Kenya. Additionally, the F calculated (18.254) was more than the F-critical (2.42) that indicated the model was fit in predicting the impact of marketing mix on business growth in five star hotel.

4.2.17 Regression Coefficient for Marketing Mix on the Business Growth

The study coefficient of the regression mode was shown on table 4.10 below.

Table 4.10: Regression Coefficient

	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error			
(Constant)	0.405	0.578		0.702	0.049
Product Differentiation Strategy	0.126	0.207	0.109	0.609	0.549
Price Strategy	0.025	0.176	0.025	0.143	0.887
Place Strategy	0.787	0.17	0.731	4.618	0.000
Promotion Strategy	0.175	0.142	0.188	1.233	0.231

Source: Author (2021)

Based on table 4.10, the equation for regression

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$Y = 0.405 + 0.126X_1 + 0.025X_2 + 0.787X_3 + 0.175X_4 + \epsilon$$

The study established that the interception (β_0) when the four independent variables are held constant the value of business growth in five star hotels in Nairobi was 0.405. In addition, an increase in product differentiation strategy in five star hotels

in Nairobi City County, Kenya would create a 0.126 increase in business growth when held constant with other independent variables. A p-value of 0.5449 indicates that the relationship between the variables is significant. Further, holding other independent variables constant, a unit increase in pricing strategy would lead to a 0.025 increase in business growth in five star hotels in Nairobi City County, Kenya, a case study of the Hilton hotel. The relationship was significantly shown with a p-value of 0.887.

Additionally, with all other independent variables held constant, an increase in place strategy would lead to an increase in business growth in five star hotels in Nairobi City County, Kenya a case of Hilton hotel by 0.787 with a significant relationship depicted by a p-value of 0.000. In addition, having all other independent variable constant, a unit increase in promotion strategy would result to an increase in business growth in five star hotels in Nairobi City County, Kenya a case of Hilton hotel by 0.175 with a significant relationship depicted with a p-value of 0.231. The positive coefficients obtained indicated that all the variables had a positive effect on the business growth in five star hotels in Nairobi City County, Kenya a case of Hilton hotel. Thus increased measures on these strategies would result in improved business growth in five star hotels in Nairobi City County, Kenya a case of Hilton hotel. This was in line with Njeri, et al (2015) who also established the same positive model coefficients on their study variables.

However, the only model that was established to be significant was the place strategy, as its p-value was less than 0.05.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The chapter gives a synopsis of the study findings. The outcome was drawn from the research study and presented together with the recommendation based on the aims of this research study and also areas recommended for further study are also noted.

5.2 Summary

The study sought to determine the various marketing mix strategies put in place by the five hotels in Nairobi enhancing their business growth. The study focused on the five star hotels based in Nairobi and used Hilton hotel as the case study for this study. To aid attain the key objectives, the study used these specific objectives to look at the impact of product differentiation strategy, price strategy, place strategy and promotion strategy to determine business growth in the five star hotels in Nairobi. Marketing mix strategies has gained considerable attention over the years and continues to be a key element that can be manipulated by marketers to enhance business growth and gain competitive advantage (Mumbi, 2019).

The study applied a descriptive research design since it analyzed both quantitative and qualitative data at the same time. A population of 84 staff of Hilton hotel were targeted where a stratified random sampling method was adopted to pick the respondent to engage in the study and a sample of 46 was selected. The study utilized the help of self-administered questionnaire to compile primary data where the questionnaire had both open and closed ended questions and statement. The research findings and results indicated that the questionnaire was both valid and reliable and can be utilized. Further the data was evaluated through descriptive statistic with the bolster of SPSS

VERSION 22 software, where codebook of the different variables were prepared on the basis of numbering structure of the questionnaire. A significance level of 0.05 was used in the study and a multivariate regression analysis ascertained the relationship between the marketing mix strategies and business growth in five star hotels in Nairobi a case of Hilton hotel. The results from the analysis of the study were conferred in form of figures, tables and charts.

The findings revealed the model coefficient obtained by the study indicated that product differentiation strategy had a p-value of 0.887, followed by product differentiation strategy had a p-value of 0.549. Promotion strategy followed had a p-value of 0.231 while place strategy had a p-value of 0.000. This thus implied that all the variables except the place strategy had a positive impact on the business growth in five star hotels in Nairobi.

On the overall effect of the dependent variable on the independent variable, R obtained was 0.823 and R square value 0.679. This implied that marketing mix strategies had positive relationship with business growth. Marketing strategies explained 82.3% of the variation seen in the business growth in five star hotels in Nairobi was explained by the variables in the study mainly, product differentiation strategy, price strategy, place strategy and promotion strategy. This further meant that only 17.7% of the variation seen in business growth in five star hotels in Nairobi a case of Hilton hotel. The result further indicated that overall, the model was highly significant. This was because the P-value obtained of 0.000 was less than both 0.01 and 0.05. Thus implying that at 5% level of

significance, at least one of the variables included in the model was useful in predicting the growth of business in five star hotels in Nairobi.

5.3 Conclusion

Based on the study findings, the study makes a number of conclusions. The study aimed to establish the marketing mix strategies put in place by five star hotel in Nairobi. The study concludes that adoption of product differentiation strategy, price strategy, place strategy and promotion strategy improve the business growth in five star hotel a case of Hilton hotel. The study also concludes that most adopted price strategy, where market orientation of a product was critical for product pricing, followed by product differentiation strategy where the differentiation strategy helps in conveying products' unique value. Promotion strategy followed where, the most adopted the promotion strategy that has improved public relation of the hotel. This was an indication that most of the strategies have large extents of adoption. This may be due to the impact of marketing mix strategies have on both the effectiveness and efficiency of the operations.

The study also established that the marketing mix strategies have a significant positive relation with the business growth in five star hotels in Nairobi. The study thus concludes that the business growth seen in five star hotels in Nairobi was explained by price strategy, product differentiation strategy and promotion strategy as well as place strategy. Therefore, proper strategies alignment and formulation will result in enhancing growth of the business within the five star hotel in Nairobi. This was due to this strategies marketing mix was the driver of business growth and this enhances the performance of five star hotels in Nairobi.

5.4 Recommendation

Several recommendations are made based on the findings. The type of marketing mix strategies employed in the business can significantly affect its growth. This study recommends that during the strategy formulation process, top priority should be given to the implementation of the marketing mix strategies., adequate time and resources should be allocated in ensuring that the strategies are implemented successfully.

Further, a marketing mix strategy should be supported by an understanding of the structure of five-star hotels, the needs of target customer segments, positional advantages desired, and environmental trends. As a result, growth, share, and profitability of the firm will improve. It is necessary for five-star hotels to focus more on practices that will contribute to their success. As a result, this is likely to serve as a major boost to the future growth of the business.

5.5 Suggestion for Further Study

A number of areas remain unclear and need further research. Without considering much about how they were implemented, the study emphasized only the four marketing mix strategies. As a result, the study concludes that further research should be conducted on the implementation process as well as the challenges involved in implementing the marketing mix strategies. This study focused only on five-star hotels in Nairobi. The study suggests studying hotels in other parts of the country so as to be able to generalize the findings. In addition, studies might be conducted on organizations other than the hotel sector, such as companies engaged in manufacturing, to determine whether the same phenomenon is prevalent there.

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APPENDICES

APPENDIX I: INTRODUCTION LETTER

Dear respondent,

My name is Brenda Njeri Maina. I am a Masters student at Kenyatta University, kindly answer the various questions on the questionnaire provided. Questionnaires collected from respondents will only be used for academic purpose only. Strict confidentiality assured and will not be traced back to the source. This study is a

requirement for the partial fulfillment of Masters of Business Administration program at Kenyatta University. The purpose of this study is to investigate the influence of marketing mix strategies and business growth in selected 5 star hotels in Nairobi Kenya and your organization Hilton hotel was picked for the case study.

I politely ask that you provide any information that will aid in the achievement of this goal. Your response will be kept as private as possible and will only be used for academic purposes.

Thank you

Brenda Njeri Maina

APPENDIX II: QUESTIONNAIRE

The goal of this research is to look into the influence of marketing mix strategies and business growth in selected 5 star hotels in Nairobi Kenya. The research is part of the MBA in Marketing program's requirements. Participants are guaranteed that any data they get will be treated with utmost confidentiality and used solely for academic purposes. Sections A through C must be completed. Your advice will be greatly appreciated.

Section A: Respondents Details and Bio Data

1. On which gender do you identify with?

Male

Female

2. How old are you?

Below 25

25-35

36-45

Above 45

3. How does your highest educational level?

O' Level

A' Level

Graduate

Masters

Others (Specify)

4. For how many years have you been employed by the Hilton Hotel in Nairobi?

Less than 5 years []

6 – 10 years []

11 – 15 years []

16 – 20 years []

Above 20 years []

5. What is the name of your department?

Marketing []

I.T []

R & D []

HR []

Administration []

Logistics []

Section B: Effects of Business growth of Hilton hotel, Nairobi City County, Kenya

i. Product Differentiation Strategy: Please rate how much you agree with the following statement on a scale of 1 to 5.

Where; Strongly agree = 5, Agree = 4, Disagree = 3, Strongly disagree = 2, Not sure = 1

Indicators	1	2	3	4	5
The Differentiation Strategy helps in changing customer perception hence increase in sales					
The Differentiation strategy helps in conveying product's unique value					
The Content development has enabled the hotel to retain customers in the market hence increase in profitability					
Hilton hotel develop and tests her products to confirm adaptability and sustainability to the target customers.					

ii. Pricing Strategies: Please rate how much you agree with the following statements on a scale of 1 to 5.

Indicators	1	2	3	4	5
Pricing is the basis of competition in Hilton hotel against other 5 star hotels in Nairobi					
The customers are attracted to the prices offered by the hotel					
Market orientation of a product is important for product pricing					
The clients get the best value for money at the hotel					

iii. Place Strategies: Please rate your agreement with the following statements from 1 to 5

Whereas

1= Not sure 2= strongly disagree 3= Disagree 4 = Agree 5=strongly agree

Indicators	1	2	3	4	5
Hilton hotel has reliable channels of distribution for their products and services.					
Location of the hotel impacts on performance and distribution of products and services.					
The distribution strategy is a key towards customer acquisition.					
The hotel's brand is recognized country wide resulting into brand identity					

6. Which are the channels of distribution at Hilton Hotel Nairobi City County, Kenya

.....

7. How effective are the channels in relation to the location of the hotel.....

.....

iv. Promotion Strategies: Please rate how much you acknowledge these statements on a scale of 1 to 5.

Where 1= Not sure 2= strongly disagree 3= Disagree 4 = Agree 5=strongly agree

Indicators	1	2	3	4	5
Existence of promotion strategies					
The promotion strategy has enabled the hotel to attain brand loyalty					
The promotion strategy has improved customer satisfaction					
The promotion strategy has improved public relation of the hotel					

Which promotion strategies are practiced at Hilton hotel.....

.....

Which promotion strategies are mostly effective.....

.....

Which media platforms are mostly used by the hotel for advertisements as a promotion strategy?

.....

Which media platforms are mostly effective as a promotional strategy.....

.....

Section C: Firm Business Growth

Show the existence of the following marketing mix objectives to your organization by checking the corresponding items.

Whereas; 5 =Strongly agree, 4 = Agree, 3 = Disagree, 2 = Strongly disagree, 1 = Not Sure

Indicators	1	2	3	4	5
With using marketing mix methods, the firm's sales volume has increased.					
The use of marketing mix methods has resulted in a large growth in the number of clients.					
The use of marketing mix techniques has improved customer service.					
With the use of marketing mix methods, we have increased our market share.					
With employment of marketing mix strategies the hotel is highly competitive					
Customer loyalty has increased as a result of the use of marketing mix methods.					
The firm's profitability has improved as a result of the use of marketing mix techniques.					

THANK YOU

APPENDIX V: RESEARCH WORK PLAN

Activity	November	December	January		April	May
Topic						
Project draft						
Final project						
Data analysis						
Project draft						
Complete project						

APPENDIX VI: RESEARCH BUDGET

Research Item	Cost
Typing and printing costs	10,000
Stationery	4000
Flash disk	1,000
Total	15000