



**Midlands State University**  
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**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT (HMRK)**

**THE INFLUENCE OF PROMOTION MIX ON PURCHASING BEHAVIOR IN B2B  
MARKETS. CASE OF TATU HOLDINGS.**

**DISSERTATION**

**BY:**

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**RELEASE FORM**

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The undersigned certify that they have supervised the student dissertation entitled **the influence of promotion mix on purchasing behavior in B2B markets, case of TATU Holdings** submitted in Partial fulfillment of the requirements of the Bachelor of Commerce Marketing Honors Degree at Midlands State University.

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## **ABSTRACT**

The study aimed at evaluating the influence of promotion mix on purchasing behavior in B2B markets. The study was conducted at TATU Holdings, in the Harare province of Zimbabwe. The study mainly aimed at measuring the effects of the following variables, personal selling on product interest, sales promotion on increasing or decreasing sales and advertising on product awareness. Data in the study was mainly acquired through a mixed method approach conducted using an exploratory and descriptive research designs. Data was generated mostly through questionnaires and interviews with 30 TATU Holdings customers and 7 TATU Holdings employees who were both probabilistic and non-probabilistic sampled. The study findings revealed that personal selling has an impact on product interest; while, sales promotion influence sales of a company and lastly, advertising influence product awareness. The study recommended internet advertising since the world is going digital; a need to venture into other marketing and promotion strategies such as direct marketing, e-marketing, product promotions and lastly, financial and non-financial motivation to sales team such as sales' bonuses, sales' commissions and awarding holiday packages in order to successfully seed an effective team.

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# CHAPTER ONE

## General introduction

### 1.0 Introduction

In the present marketing, there can be something rather than developing a product, good pricing and having it available to target customers. Companies have to communicate with their present and potential clients, along with internally and hence makes it so important in a marketing process. A company manages a difficult marketing communication structure; it connects with its clients, distributors, dealers, consumers and many people. However, for some companies the concern is not whether to communicate, but rather what to say, where, to whom, and when (Koekemoer & Bird,2004). Customers are exposed to a lot of marketing communication daily. Companies compete heavily for attention and tradition of the customer through advertising. Marketing communication tries to provide evidence to the customer about the company's products and service they are offering. The other methods used in communicating with the customer need to stand in agreement to provide a complete and effective message that must satisfy both the organizational and consumer needs. The purpose of the message, is to convince the audience to buying the product or service. Hence the consumer needs to be open to the message and to be able to interpret it in such a way the intent to purchase is established (Koekemoer, 2004). For this to be effective, marketers have to be able to develop messages that will reach and convince the designated target market. Various promotional tools are at the disposal of the marketers to reach the target consumer. This chapter highlights information about the key research elements and expression of the problem faced in the background of the study, the statement of the problem, the objectives of the research, research questions, delimitations, limitations, definition of strange terms and the chapter summary.

## **1.1 Background to the problem**

Different researches has been done in the field of marketing and commerce on promotion mix strategy. There was an increased interest on the impact of promotional mix on purchasing behavior in B2B markets. Promotion strategy is the direct way an organization tries to reach its publics. Promotion strategy has remained the only way firms gain competitive edge in the market. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services (Mbogo, 2013). Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007). The focus on promotional efforts and development of marketing strategies has remained a challenge to many firms in Zimbabwe (Straughan, 2000). However, due to the growth of the service sector, it is necessary for any organizations to focus on promoting their services for them to survive in the dynamic business environment (Kotler, 2007).

B2B is trading between firms and not between businesses and consumers, characterized by relatively large volumes, competitive and stable prices, fast delivery times and, often, on deferred payment basis. In general, wholesaling is B2B and retailing is B2C in marketing.

Hallin, Johansson and Larsson (2006) conclude that, B2B marketing is the process by which businesses employ a multi-layered strategy consisting of web communications, email, media campaigns, and relationship management for the purpose of converting targeted business prospects into customers.

According to TATU Holdings' client performance books and monthly sales reports, for the past year TATU Holdings has been experiencing a decline on its clientele base thus affecting its sales, the researcher believes that this has been happening due to the purchasing characteristics that are being used by businesses while they are operating in the business market. Another reason that might lead to the decrease in sales at TATU Holding might be the way the company carried out its promotional mix strategies. TATU Holdings has been doing more of personal selling

activities and advertising and little of sales promotions and public relations. The following Table 1.1 showed a sales trends that TATU Holding experienced for the previous months.

**Table1.1; Sales Trends.**

<b>Month, 2016</b>	<b>Sales (USD)</b>
January	150000
February	140000
March	135000
April	120000
May	100000
June	87000
July	76000

**Source;** TATU Holdings Monthly Sales Report.

A single customer can account for a huge amount for a huge amount of business in the B2B market. Not only can business products be complex, but so can figuring out the buying dynamics of organizations. Many people within an organization can be part of the buying process and have a say in ultimately what gets purchased, how much of it, and from whom. Having different people involved makes business marketing much more complicated. And because of the quantities each business customer is capable of buying, the stakes are high. Personal selling, sales promotions and advertising are very important in the industrial market as they can help make a business attract a client, if properly done, for some organizations, losing a big account can be financially devastating and winning one can be a financial bonanza.

### **1.2 Statement of the Problem**

Despite that TATU heavily invested in promotional mix marketing activities, it has been struggling in the market as its sales started to decline. TATU Holdings mainly focused on more

of personnel selling and sales promotion activities compared to other promotional mix activities which include advertising and public relations. It is important to investigate whether TATU is able to attract more clients so as to increase its clientele base with the use of the other marketing communication method in the marketing and selling of its products to the market.

### **1.3 Research Objectives**

- To assess the influence of personal selling activities in enhancing product interest on TATU Warehouse products.
- To explore the influence of sales promotion on increasing sales of TATU Warehouse products.
- To investigate the influence of advertising on product awareness of TATU Warehouse products.
- To explore the influence of public relations activities on increasing product interest of TATU Warehouse products.

### **1.4 Research Questions**

- To what extent does personal selling enhance product interest on TATU Warehouse products?
- How do sales promotion activities perform on increasing/decreasing sales turnover of TATU Warehousing?
- What effect does advertising have on product awareness of TATU Warehouse products?
- What public relations activities can be done to enhance TATU Warehouse products?

### **1.5 Significance of the Study**

#### **1.5.1 To Practice**

- The findings of this study brought out awareness to the TATU Holdings management and other companies in the similar industry on the purchasing characteristics that were being done in B2B markets and how they could help to improve company performance.
- The organization might be able to revisit its customer service strategies and make room for amendments if necessary.

- The research became a mark of reference for the company in carrying out further studies.

### **1.5.2 To the Theory**

- Educationists and learners benefit from the study through accessing the research findings about industrial buying behavior and the purchasing characteristics being used in the industrial market that were made available in the University's library and online resources.
- The findings helped learners tap into the information necessary for future and similar research regarding the impact of personal selling on industrial buying behavior.
- The research assisted the university in the development of new curriculums in the future.

### **1.5.3 To the researcher**

- The research also enhanced and improved the researcher's skills in carrying out future research activities in future.
- The research assisted the researcher in the partial fulfilment of the full requirements of the Bachelor of Commerce degree (Honors) in Marketing Management.
- The study assisted the researcher to understand the effectiveness of promotional mix on purchasing characteristics being used in B2B markets.

### **1.6 Assumptions**

- The researcher assumed that the current situation in the organization to prevail throughout the research period and also that all information necessary to carry out the research was made available to the researcher.

### **1.7 Delimitations**

- The study brought out the impact of promotional mix on purchasing characteristics being done in B2B markets.
- The study was conducted and limited to TATU HOLDINGS, Harare.
- Information was strictly collected from management, employees and clients of TATU HOLDINGS.
- The study was conducted between January 2017 and June 2017.

## **1.8 Limitations**

- The study was conducted at TATU Holdings making it the case study hence, generalization of the results and findings was not encouraged (Stake, 2005). However, the findings may be used in similar companies for policy formulation, implementation, monitoring and evaluation purposes as supported by (Mertens, 2005).
- The study focused on a small sample size which does not represent the whole population thus making the findings limited to the population size. However, in-depth interviews and semi-structured questions were used to gather enough data.
- Some participants were not comfortable and interested to give out valid information but with the use of anonymous questionnaires and promise for information anonymity and confidentiality valid and truthful data was gathered.
- Methods of data collection to be used may not permit the collection of enough information.

## **1.9 Definition of strange terms and abbreviations**

B2B – Business to Business

B2C – Business to Consumer

## **1.10 Chapter Summary**

The direction of the study was stated by the background to the problem in this section. The company being understudy was TATU Holdings. The problems being faced by TATU Holdings was the continuous declining of its sales and clientele base. This section also covered on the objectives, questions, assumptions, significance of the study delimitation, and limitations. The next section focuses on the review of related literature regarding industrial buying behavior and purchasing characteristics being used in B2B markets.



## **CHAPTER TWO**

### **Literature review**

#### **2.0 Introduction**

Promotional methods in business-to-business (B2B) marketing contrast from those of business-to-consumer (B2C) brands because of the particular needs and factors containing the industrial business market. Since B2B clients are different organizations and organizations, B2B brands maintain a strategic distance from mass market broadcasts. Similarly, they generally utilize communication channels aimed at specific industries and business audiences. B2B organizations additionally guarantee their brands are represented at industry events where potential clients meet B2B sellers. Comprehensive research and budget analysis are conducted to decide whether particular promotional elements will accomplish short term or long term marketing objectives and contribute to the financial performance of the organization. This chapter includes evaluation of a collection research articles, academic journals, academic dissertations, publications and research papers related to the impact of promotional mix on purchasing behavior in B2B markets. Consideration is on finding areas of convergence, divergence as well as creating gaps related to the effects of promotional mix strategies on purchasing behavior assessment of an accumulation inquire about articles, scholarly diaries, scholastic papers, distributions and research papers identified with the effect of special blend on buying behavior in B2B markets.

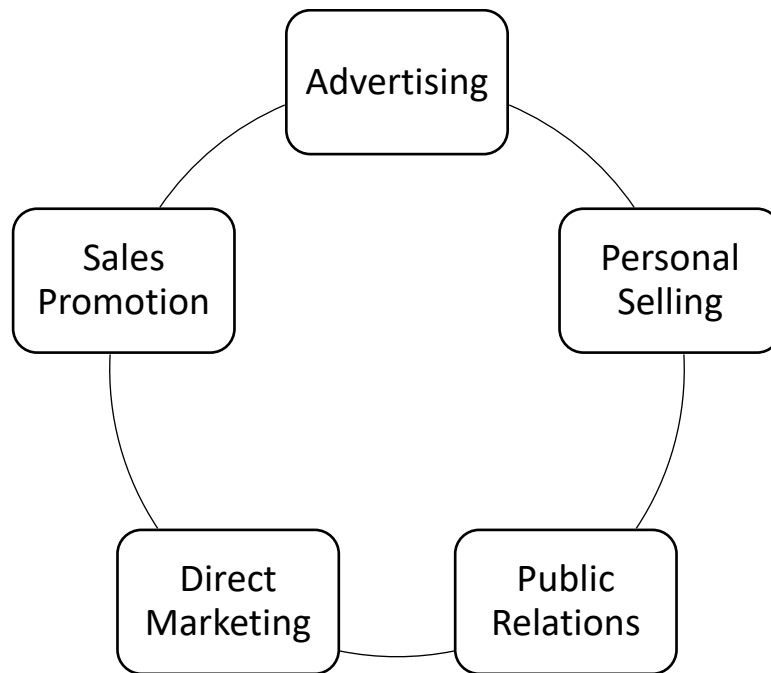
#### **2.1.0 Promotion Mix Strategies**

Ross (2001) sees promotional mix as "the total marketing communication program of a specific product". Adebisi (2006) defined promotion mix as "any marketing effort whose function is to inform or persuades actual or potential clients about the merit a product have for the purpose of inducing a consumer to either start buying or continue to purchase the firms product. The above authors both showed the way they view promotion mix, the researcher views promotion mix as a

marketing communication strategy that is done in order to influence the customers to purchase a product after reviewing to them the benefits of the product.

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization conveys the product or service to its target audiences. Within the business market, advancement is utilized as a part of a wide range of ways (Meidan, 1996). Brassington and Pettitt (2000) has categorized the promotional tools into five principle components; Advertising, Sales promotions, Public relations, Personnel selling, and direct marketing.

According to Belch et al. (2004, 166) there are five major promotional forms in marketing communications mix which are illustrated in (Figure 2.1).



**Fig 2.1: Promotional mix unit**

**Source; Integrated marketing communications (Adopted from Belch et al. 2004, 166)**

Promotion is one of the key factors in the marketing mix and has a key part in market success. Promotion is used to ensure that clients know about the products that the organization is offering. (Ansari, Shahriar.2011). An analysis of the above authors show that they all agree that promotion mix can be broken into five elements, these elements are advertising, personal selling, sales

promotion, public relations and direct marketing. The researcher is going to focus more on the first four elements as they not looked upon deeply in the previous researches.

As one of the marketing mix elements, promotion incorporates every one of the activities targeted to consumers that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumer's satisfaction of their wishes and needs comparing the competitor's commodities. (Mahmud I. Nour et al .2014).

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote a thought (Belch and Belch, 2004). Promotion is having direct or indirect relationship with individuals, groups or organizations for consideration and persuading them to buy organizational products. The researcher found out that promotion is crucial in new product launch since it helps in the clients' attraction towards the new product in a market cluttered with similar products and indirectly it will influence the customer in the purchase decision.

### **2.1.1 Promotional Tools Used in the B2B Marketing Mix**

According to Boundless, B2B organizations utilize promotional methods which are one of a kind to the business market. For example, marketers and sales representatives utilize white papers and product brochures to educate prospects and clients about products or services. These publications are likewise put in industry and trade media to produce good publicity. If done strategically, media placement enforces messaging behind particular marketing exercises over various communication channels.

The researcher thought that in addition to trade shows and public conferences, seminars and workshops may also be held for potential and existing clients. Relationship building is a key perspective in B2B marketing, as brand loyalty and commitment have a tendency to be higher among business clients compared to consumers. Facilitating these seminars an aura of exclusivity and presents a personal discussion where people from B2B organizations can voice concerns, submit feedback, and view product demonstration.

Social media is quick turning into a promotional tool used to position B2B brands in the digital sphere. Despite the fact that B2B organizations have a tendency to be more cautious than B2C

brands in using social media, increasingly B2B organizations are using sites like, Facebook and LinkedIn to interface with clients. In addition, B2B organizations likewise use social media for internal communications to increase collaboration and productivity among workers. Internal and external communication by means of social media can also work simultaneously, as employees frequently share information on events, product releases, and industry developments with other colleagues.

**2.1.2 Elements of Promotional Mix**

According to Ross (2001) each product needs to be drawn to the attention of the target market, and its advantage distinguished. The principal methods are;

- Advertising
- Personal Selling
- Sales Promotions
- Direct Marketing
- Public Relations

The point of an organization’s special technique is to bring existing or potential from a condition of relative unawareness of the organization's product to a condition of actively adopting them. A few stages of client's behavior have been identified. This author supports that promotion mix elements influence product awareness as the activities creates product awareness when done in a proper way. This has been described in several ways, however in summary can be stated as shown in Table 2.1.

**Table 2.1: Stages of product awareness**

Stages	Behaviors
One	Unawareness of product
Two	Awareness of product

Three	Interest in product
Four	Desire for product
Five	Conviction about value of product
Six	Adoption/purchase of product

**Source:** Ross (2001) Stages of Product Awareness

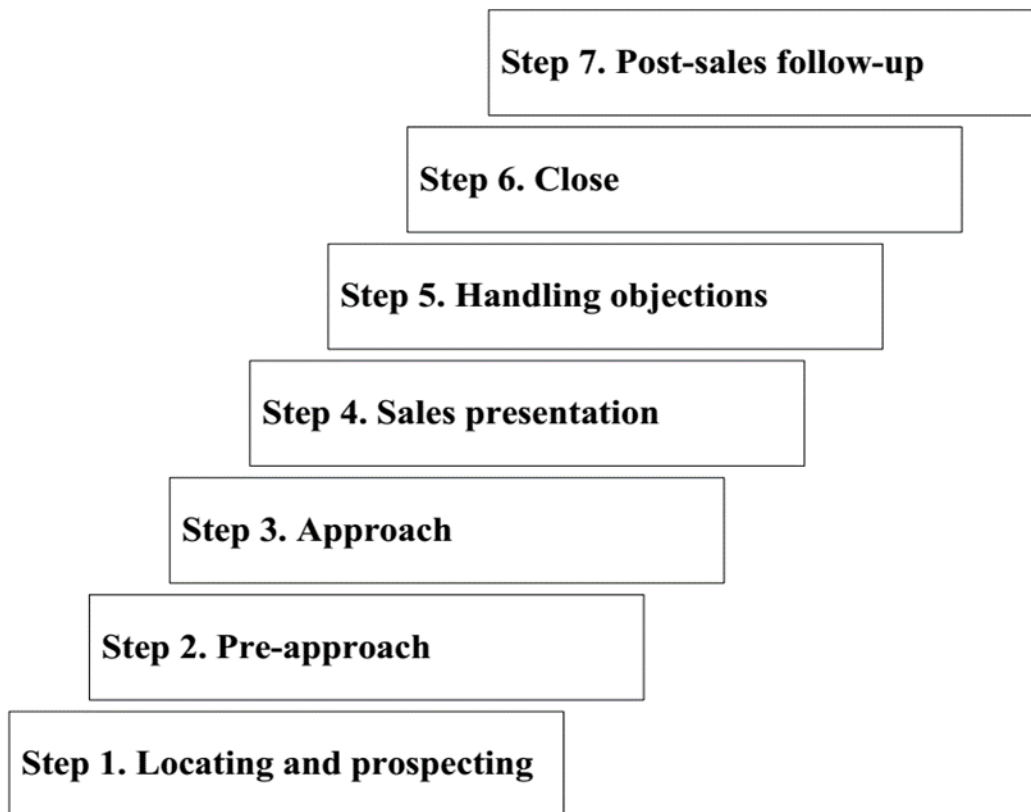
## 2.2 The Concept of Personal Selling

Personal selling has turned into an essential strategy for organizations especially those working in a competitive commercial landscape as it determines a firm's products diffusion. Personal selling includes a two-way flow of communication between a buyer and seller regularly in a face to face encounter, intended to influence a person's or group's purchase decision. Personal selling is a marketing process with which customers are personally persuaded to buy products and services. In other words it is the procedure whereby the seller or his representative ascertains and the needs or wants of the purchaser and satisfies the same to the mutual advantage of both buyer and seller Bächli-Bolvako (2011). According to Reece et al (2007) personal selling includes person to person communication with a prospect thereby, creating relations; finding needs; matching the appropriate products with these requirements and communicating benefits through educating, reminding, or persuading. While, Kotler and Armstrong (2008) characterized personal selling as a communication between a company's sales force and clients for the purpose of making sales and building customer relationship. Basically, personal selling centers on building up a relationship with organization with consumers and potential buyers of a product Okoh (2009). Prominently, personal selling is one of the oldest professions in the world (Kotler and Armstrong, 2008; Kotler and Keller, (2009). The above authors all agree that personal selling is communication between the sales person and the client done in order to persuade a client to purchase a product or service and to build business relationships.

According to Armstrong et al (2005) personal selling is an important part of the promotional mix. It helps in gathering customers' problems information and to adjust the terms of sale and

market offer and increasing purchase chance. Essentially, personal selling plays three main functions namely distributing product information; giving influential information and providing a service. Along these lines personal selling does not only create product demand, but also promotes other promoting tools (Kotler et al., 2005). Lancaster et al, (2009) noted that personal selling gives a connection to clients in many organizations.

### **Personal Selling Model**



**Fig 2.2: Seven steps in personal selling**

**Source:** Seven Steps in Personal Selling Process

*Adapted from:* Kotler et al. (2005)

The seven step model in personal selling is an old philosophy broadly used in marketing (Moncrief and Marshall, 2005). The seven step model is characterized as a set of strategies that a salesperson practice when selling a product/service (Dwyer, Hill, and Martin, 2000: 151; Kotler et al., 2005). The above authors all believe that personal selling is a very important promotion tool and showed how important it is by using the seven step model on how the whole process is done.

Dubinsky (2005) added that, the strength of personal selling lies in the measuring effectiveness and determining the return on investment are much more direct for personal selling than for other marketing communication tolls, where recall or attitude change is often the main measurable effect and long term alley. According to Dubinsky (2005) the sales representative is in a great position to encourage the client to act. Dubinsky (2005) stressed that the one-on-one interaction of personal selling implies that a sales representative can effectively respond to and overcome objections so that the customer is more likely to buy. Sales people can also offer many specific reasons to persuade a customer to buy, in contrast to the general reasons that may urge customers to take immediate action. A sales person can collect payment service or repair products, return products, and collect product and marketing information. In fact sales people are often best at disseminating negative and positive word-of-mouth product information.

Parasuraman et al. (1977) states that personal selling is a tactical marketing tool for several products as it plays different roles in providing important information, giving persuasive information and also providing service. However, in spite of the significance of personal selling as an overall marketing technique of an organization, previous studies have shown that organizations don't hold it to a high esteem like other promotional tools (Emena, 2006).

### **2.3 Sales Promotion**

According to Brassington and Pettit (2000) sales promotion is tactical marketing procedures with mostly short term incentives, which are to enhance the product or service, in order to accomplish particular sales or marketing objectives. Furthermore, Mbogo (2013) cited Meidan (1996) who states that it has two distinctive qualities. Firstly, it gives a "bargain chance" since many sales promotion tools have an attention gaining quality that communicates an offer that despite the fact that they appeal to a wide range of buyers, numerous clients have a tendency to be less brand

loyal in the long run. Secondly, if sales promotions are used too much of the time and carelessly, it could to wondering whether the services are reliable or reasonably priced.

Mbogo.P (2013) continued citing Meidan (1996) who then indicated that due to conflicting ideas concerning the advantages of sales promotions, business organizations must base its decision upon relevance and usefulness of sales promotions as well as cost effectiveness. Petit (1994) claim that normally, coupons, special offers and different types of price manipulation are the predominant forms of sales promotions.

However, Mbogo.P (2013), Meidan (1996), states that sales promotions seem to be most successfully used in combination with advertising. The above authors have the same view in their researches, the primary objectives with sales promotions within B2B market is to attract new customers; to increase market share in chosen market segments; and to bring down the cost of obtaining new clients by trying to stay away from direct price competition with different organizations.

#### **2.4 Public Relations in relation to purchase behavior**

According to Brassington and Pettit (2000) the essence of public relations (PR) is to take care of the nature and quality of the relationship between the organization and its distinctive publics, and to make a mutual understanding. Public relations spread a scope of activities, for instance the creation and maintenance of corporate identity and image; charitable involvement, for example, sponsorship, and community initiatives; media relation for the spreading of good news and additionally for crisis management, for example, damage limitation.

In addition, an organization can attend trade exhibitions to create stronger relationships with key suppliers and clients and also upgrading the organizations presence and reputation within the market (Brassington, 2000). Meidan, (1996) states that another part of PR is the publicity gained through magazines. Industrial products get impressive publicity in supposed quality press, for example, different business journals. In popular daily newspaper the publicity is, in contrary to the quality press.

According to Fill (2006), "public relations is concerned with the management of relationships amongst organizations and their stakeholders". It is an effort to establish and keep up good relationships, shared understanding and goodwill with secondary target groups (also called



publics, they impact opinions about the organization, yet they are not the direct target group for selling products to), audiences or stakeholders. It is accustomed to closing the gap between how its key public sees the organization and how the organization might want to be seen by its key public (De Pelsmacker et al. 2001). Public relations are a two-way type of communication, implying that the organization learns from its publics and passes on information to them. It varies from marketing communication in several ways. Marketing communications have a tendency to be commercial and short term, while PR executives are more worried about the long term goodwill towards and reputation of the organization in general. Marketers need to keep PR people concentrated on marketing objectives, while the role of PR people is to remind about the significance of non-marketing audiences for the wellbeing of the organization in the long run. An important part of PR is to manage the organization through crisis without an excessive damage to its reputation. PR offers greater flexibility since advertising and sales promotion are often very strictly managed by governments (De Pelsmacker et al. 2001). It is relatively cost effective since it produces free media coverage and it enables the organization to achieve a large number of people compared to what it would cost to make an advertising campaign. The major weakness of PR is that there is little control over the media content. Media can publish stories that might be very different from information coming from the PR department. The context and style of the original message might be changed or lost, unlike in advertising where the organization has full control over the content of what is being conveyed (De Pelsmacker et al .2001).

Another author views PR as a non-personal influence of interest for a product, service or business unit by planting significant and positive business news without giving any money by the related organization (haghparast, 1989).

Public relations (PR) part of promotion mix is a strategy of building and maintaining companies' image and goodwill through non-paid communication media .The ultimate objective of PR exercises is to influence various stakeholders about a specific positive perspective about the organization and helps in building mutually beneficial relationships.

## **2.5 Advertising and purchase behavior**

Brassington and Pettit (2000) define advertising strategy as any paid type of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, service or idea. The key difference amongst advertising and other promotional tools is that it is impersonal and speaks with large numbers of people through paid media channels. Mbogo (2013) states that a business organization can utilize its advertising for either its short term or its long term objectives. Business organizations attempting to make a long term relationship, ought to develop its name by utilizing institutional advertising, while a research center services organizations keen on advancing its brand name and its differentiated services would use a brand advertising policy.

The institutional advertising comprises of promotion of the organizations' image all in all and promotion of the products offered, with additional emphasis on the particular firm's name organization. The organization looks through its marketing communications to build awareness and to impress clients searching for the best scope of quality products, because of the former impression of other organizations as indifferent organizations with no enthusiasm for their clients as individuals, and quite similar the institutional advertising has become more and more important (Meidan, 1996).

Brand advertising takes after footsteps of institutional advertising. Its purpose is to create awareness of Industrial organizations' name and to advertise the different services it is putting forth. Since industrial firms are serving a mass of individuals, the issues of brand advertising are to know who to advertise to, and how to advertise (Pettit, 2000). While institutional advertising is directed towards the entire population, the brand advertising of specific products must be much more particular since it needs to show that the buyer will benefit from the service. Moreover, all the individual campaigns of brand advertising must be good in tone and presentation and match the image the organization has made through its institutional advertising (Mortimer, 2001).

Mortimer (2001) states that an essential part of advertising is to make the service tangible in the brain of the consumer in order to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore she considers it as critical to advertise constantly, with clear brand image in order to accomplish differentiation and encourage communication. Meidan

(1996) suggests that there are two ways of advertising channels suitable for B2B advertising. That is "above the-line" and below-the-line" advertising. Above the-line advertising contains different stations of communication, for example, TV, radio, posters, magazines and newspapers. Below-the-line advertising constitutes a huge part of B2B advertising activities. It is the undetectable advertising of the businesses including handouts, flyers, explanatory guides and manuals that can be used to support selling of a particular service or product.

Advertising plays an essential role in marketing communications since it can reach large audiences with simple messages that presents opportunities for the recipients and permitting them to understand what a product is and what primary function it has, and how it relates with other similar products. Hence, the main function of advertising is to communicate with particular audiences, which may be consumer or business audiences. The prime objective is however to build or maintain awareness of a product or organization. It is important to know that advertising does not have a single role since it can be used to get several outcomes. Apart from its ability to reach large audiences, the key strengths of advertising have been to develop brand awareness, values and organizations (Fill, 2006).

Advertising is a non-personal type of mass communication and offers great level of control for the audiences who are in charge of designing and delivering advertising messages (Fill 2006, 16). The message can be transmitted in a specific way and style that have been agreed upon at times and again that matches the management's prerequisites. The consistent use of advertising can be vital for making and keeping up brand personality when it is in cooperation with different components of the marketing communications mix. Advertising plays a significant part in the development of competitive advantage. In consumer markets advertising is the overwhelming type of communication for many organizations (Wright 2004). It is a good marketing communication tool to educate and influence individuals whatever product, service or idea is being promoted. It can be used to fortify the corporate image and its products thus strengthen buyers' loyalty. Advertising in the business-to-business market is more about informing and reminding and to give relevant decisions which can be made. Despite the intended target audience, all advertising requires a message and a transporter to convey the message to the receiver (De Pelsmacker, 2001).

Advertising is a paid, non-personal type of marketing communication that supports group of onlookers through different channels to act in a particular way useful to the advertiser, i.e. to purchase a product or service. Advertising has been intended to direct views also make change in behavior easy and may display the most persuading sales messages with most precise point of view of products or services without much cost (Celeb, 2007). Advertisement is one of the essential communication link with customers, consequently customers' desired image and language along culture, economy and business changes ought to be remembered (Wang, 2009) Advertising helps in building brand awareness and image by repetitive exposure to intended message.

With respect to the variety of advertising media, three public ones are contemplated which are most applied: TV, radio and magazine. With the emergence and relatively quick pace of internet penetration, some advertising exercises, for example, web search engine results, blogs, web journals, social network ads, email messages are becoming more widely used by organizations of any sort and size. It is outstanding to say that online advertisement is the fast growing type these days (Levinson, 2009). An analysis of the above authors show that they all agree that advertising is a very important promotional tool, it gives out information about a product to a client and therefore it has a great influence on product awareness.

## **2.6 Direct Marketing**

According to Brassington and Pettit (2000) direct marketing is an intelligent system of advertising, using at least one advertising media to accomplish measurable reaction anywhere, shaping a bases for making and further building up an on-going direct relationship between an organization and its clients, to have the capacity to make and manage quality organization with sometimes hundreds or even thousands of individual clients, an organization needs to have as much information as possible about each one and needs to be able to access, control and investigate that information, subsequently, the database is essential to the process of building the relationship.

Lee (2000) states that the fast advances in innovation in the course of recent years have reshaped how consumers today associate with their money related establishments. In the B2B market,

organizations have extended its face to face selling towards direct advertising of products and services as telephone, mail or computer transactions. Moles (2000) claim that as computer literacy and the accessibility of computers increase and the costs diminish. Through the internet, B2B organizations can distinguish their client interests. Besides, the internet technology additionally makes it possible to take after individual client use. With the information accumulated in an incorporated database it is possible to peruse the clients' needs and fulfill them. This information can be used for various types of direct marketing (Lee, 2000). Direct mail has been a critical part of the communications mix in B-2-B markets for quite a while. It can support personal selling by building awareness, enhance the image, establish reliability and taking orders, and also giving levels of client management (Fill, 2009).

`Direct' means using direct media, for example, mailings, catalogues, phone, internet, press and posters, and not through middle people, for example, dealers, retailers or sales staff. No media channel overwhelms their work. It is a tool that is used to make and maintain a personal communication with clients, potential clients and other important stakeholders (Fill, 2006).

Direct marketing has a fundamental logic and that is to consider every client as an investment. By recognizing every client implies that one can focus on the most proper communication in an intuitive way. Clients personally addressed and can react, bringing about that the organization may adjust an offer to the requirements of the client in view of the information that have been put away in a database from the transactions (De Pelsmacker et al. 2001). All in all, direct marketing have three main objectives and target groups. The first is that direct marketing communications can be utilized as an interactive way by selling products with no face to face contact, implying that for Instance direct mail is used and orders are taken by telephone or mail. The second one is sales or distribution support. It can be used to support the sales team, dealers or retailers since direct marketing tries to prepare and stimulate sales. Not to overlook, it can likewise be used to follow up sales. The third and last one is customer retention and loyalty. Direct marketing is important and a suitable tool for enhancing customer relationships and increase the satisfaction and loyalty among them. Customer loyalty is vital from many points of view; loyal customers stand for a large amount of sales figures and they become profitable the more they remain in terms of the return as per customer will increase and positive word of mouth leads to new clients (De Pelsmacker et al. 2001). Belch (2004) defines direct marketing as a

"total set of exercises by which the seller attempts to elicit a direct action response". Direct marketing is an interactive marketing framework which utilizes at least one advertising media to give a quantifiable response or trade in every level (Kutler, 2006).

The deal concentrates on direct contact between the seller and the buyer, in the absence of any distributors or retailers. A considerable number of strategies to reach target client are included in this type of promotion. Direct marketing can be acknowledged through direct mailing campaigns and catalogues, mass media (TV, infomercials, online shopping and radio), printing order forms and telemarketing. The internet has likewise improved the opportunities for direct marketing therefore electronic teleshopping has consequently been added to the list of tools.

### **2.7.0 Marketing Communication Foundation**

Various theories have been recommended by various authors in connection to marketing communication. Some of the theories include; AIDA theory, hierarchy of effect theory and relationship marketing theory.

#### **2.7.1 AIDA Theory**

The AIDA model shows a detailed illustration about the whole system of how advertising impacts consumer behavior and the purchase decision. It is an acronym, which comprises of the elements of consideration, interests, desire and action, every one of them significant to the relationship between customer behavior and advertising. AIDA model is initiatory and most straightforward (Aaker and Joachimsthaler, 2000). It explains how individual personal selling works and shows an arrangement of stair-step stages which depict the procedure driving a potential client to buy.

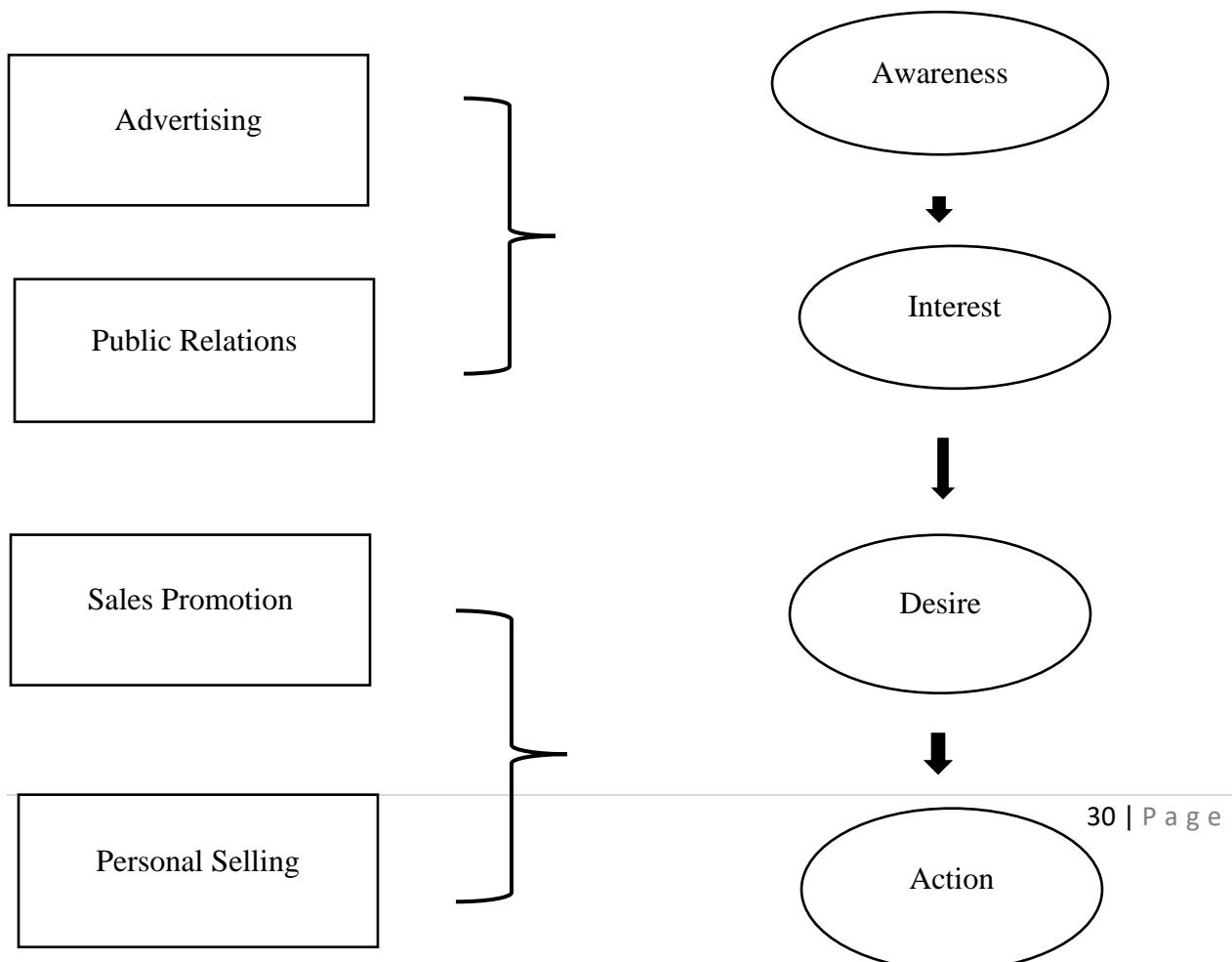
The main component, that is attention, portrays the stage in which the brand manages how to gain the attention of the purchaser through the commercial that he/she has come into contact with. It could be either positive or negative attention or at times, in a worse case, no attention at all. From the advertiser's stance, just the first case is a good one where the buyer gives positive attention to the advertisement and in the long run the brand (Kotler, 2007). Organizations creating attention c, interest, desire, and attraction of their products in the market using proper channels of communication to reach the mass market stimulating demand of existing and new products in the market.

In this manner, adoption of the theory by firms promotes tremendous growth of the organizations as far as customer base and income (Aaker and Joachimsthaler, 2000). They all have three general stages in common, despite the fact that the amount or names of sub-stages may contrast: cognitive stage (what the receiver knows or perceives), effective stage (receiver's feelings or effective level), behavioral stage (consumers action) (Aaker and Joachimsthaler, 2000).

### 2.7.2 Promotional mix and the AIDA Model

In the hierarchy of effects model, the AIDA model is one of the earliest developed models. The AIDA distinguishes that clients go through four stages. The first stage clients go through is awareness (Attention). When clients confronted with promotion of the product, they think about the product existence (Mahsa.F et al, 2015). In the second phase of the model clients know about the product and some of them become interested. The following figure demonstrates the examination of the promotion categories and Hierarchy of effects Model. (Heymer 2008).

**Fig 2.3: AIDA Theory**



**Source;** Comparison between promotion categories and the AIDA model (Pickton & Broderick, 2005)

The promotional tools are predominantly adopted to build awareness and motivate consumers to the second stage through generation interest. However, knowing about the product and generating interest does not automatically result into action or purchase. Therefore, customers should show desire to act and purchase. To arouse desire and obtain action, promotional mix tools attributed to the categories and personal selling are the prevailing means of creating desire and actions. (Heymer, 2008)

### **2.7.3 Hierarchy of Effects Theory**

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, recommends that there are six stages from viewing a product advert to product purchase. The job of the promoter is to urge the client to experience the six stages and buy the product which incorporate; awareness, knowledge, liking, preference and purchase.

Clients see many adverts every day except but just remember the brand of a small part of products. Knowledge of the client starts when the product is advertised using different communication channels which incorporate; the internet, retail advisors and product packaging. In today's digital world this progression has turned out to be more critical as buyers hope to assemble product knowledge at the snap of a catch. Buyers quickly move to competitor brands if they do not get information that they want. The advertiser's job is to guarantee product information is effectively accessible (Belch and Belch, 2003).

Liking of the product includes client ability to purchase a product after information search in the market concerning the product on offer. Preference includes customers being loyal to a specific



brand compared with competitor brands. At this stage advertisers need the customer to disconnect from rival products and concentrate on their specific product. Advertisers need to highlight their brand's benefits and remarkable selling points so that the consumer can separate it from competitor brands. Conviction to a product is a phase of making the client's desire to buy the product in the market. Marketers may encourage conviction by permitting consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the last stage that customers experience in the buying process. The advertiser may need the client to buy their product by emphasizing on the benefits of the product to the purchaser (Belch and Belch, 2003). This stage should be straightforward and simple, otherwise the client get fed up and leave without a buying. For instance a variety of payment options encourages buying while a complicated and slow website discourages buys. Organizations ought to recognize better approaches for expanding buy propensities among purchasers. Modern technologies like online buying and mobile phone advancements ought to drive competitive organizations therefore limiting expenses of operation (Alexander and Schouten, 2002).

#### **2.7.4 Relationship Marketing Theory**

Relationship marketing theory is a type of marketing created from direct response marketing campaigns which stresses customer retention and satisfaction, as opposed to focus on sales transactions (Alexander and Schouten, 2002). As a practice, relationship marketing varies from different types of marketing in that it perceives the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages (Aaker and Joachimsthaler, 2000). With the growth of the internet and mobile platforms, relationship marketing has kept on advancing and moving forward as technology opens more collaborative and social communication channels (Berglof and Bolton, 2002).

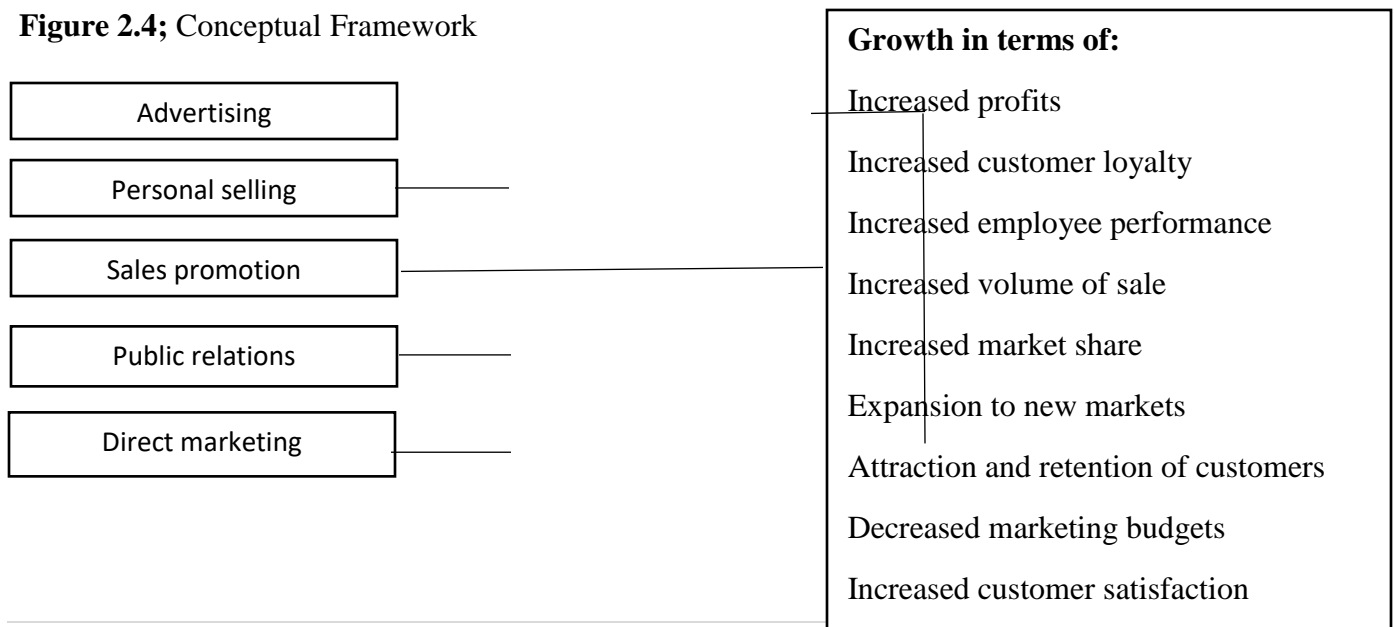
Relationship marketing includes a short term plan where both the purchaser and seller have an interest for providing a more satisfying exchange (Adebsi, 2006). This theory tries to disambiguously transcend the simple post purchase exchange process with a client to make more

truthful and richer contact by giving a more hollistic, customized purchase, and uses the experience to make stronger ties (Aaker and Joachimsthaler, 2000).

Relationship marketing depends upon the communication and securing of consumer requirements exclusively from existing clients in a mutually beneficial exchange for the most part including authorization for contact by the client through an "opt in" system (Adebsi, 2006).With specific importance to customer satisfaction the relative price and quality of products and services produced or sold through an organization alongside customer service generally determine the measure of sales with respect to that of competing organizations (Berglof and Bolton, 2002).

A key principle of relationship marketing is the retention of clients through varying means and practices to guarantee repeated trade from preexisting clients by fulfilling requirements over those of competing organizations through a mutually beneficial relationship (Albers and Straughan, 2000). Extensive classic marketing theories focus on methods for attracting clients and creating transactions rather than maintaining them, the majority usage of direct marketing used in the past is presently step by step being used more alongside relationship marketing as its significance turns out to be more recognizable. Increased profitability related with customer satisfaction occurs due to a few factors that happen once a relationship has been built up with a client (Berglof and Bolton, 2002).

**Figure 2.4;** Conceptual Framework



Independent variables

Dependent variables

**Source;** Advanced Social Humanities and Management journal (2015)

## **2.8 Overall Research Gap**

A number of previous researches of this nature and in this field have been conducted in Kenya and India and in those researches conducted, the researchers made use of regression in their data collection and analysis and also used different methodologies. The previous researchers also made quantitative researches using different case studies in their researches, the researchers also did not put more emphasis on the B2B market but focused more on the consumer market as a whole. The researcher found it worth to conduct a qualitative and quantitative research focusing more on the B2B market in Zimbabwe.

## **2.9 Chapter Summary**

This chapter reviewed literature from reputed authors and scholars on the influence of promotion mix on purchasing behavior in the B2B market. It contemplates the applicability of promotional mix strategies to purchasing behavior in the B2B market by reviewing literature on how different organizations have been experiencing. The sources from which literature was obtained include the internet, e-journals and textbooks. The next chapter will discuss about the methodology to be used in the collection of data from research members.

## **CHAPTER THREE**

### **Research methodology**

#### **3.0 Introduction**

Research methodology the collective term used for the structured procedure of conducting research. The chapter outlines the way how data was gathered in order to obtain information which was used to come up with conclusions and recommendations. This research engaged both quantitative data and qualitative data.

#### **3.1 Research Design**

Yin (2009) defined a research design as a study's blue print whereas, Creswell (2009) further explains it, as the research plan.

##### **3.1.1 Exploratory research**

According to Aaker et al. (1998), an exploratory research design can be defined as a marketing research to collect information that help in outlining the problems and also suggest what can be done. The research explored journals, research articles, newspapers and research publications to achieve a well understanding and also insights in relative to the research's objectives. This

research design was utilized mostly for its determination in giving a hand over the identifying of opportunities, boundaries and other factors of interest which are related to the study.

The examiner chose to use exploratory research as it was seen best suited for this research since it is usually used for further defining company issues, areas for potential growth, alternative courses of action, and prioritizing areas that require statistical research, the most common example of exploratory research takes place in the form of open-ended questions. Think of the exploratory questions in the survey as expanding the understanding of the people that are under surveying. Text responses may not be statistically measurable, but they gave richer quality information that can lead to the discovery of new initiatives or problems that should be addressed.

### **3.1.2 Descriptive research**

Furthermore, the study employed a descriptive survey to gather, review and interpret information for the purpose of clarity. The descriptive study made use of questionnaires and interviews. The open-ended questions used in interviews allowed the research participants to freely say out their feelings towards the impact of promotional mix on purchasing behavior in the B2B market. The researcher used this design since it assists in analyzing information obtained through interviews and questionnaires given by the participants based on what they saw, felt and experienced. It also entails a study of a limited number of cases with a view to draw up conclusions that cover the generality of the whole group under review.

The descriptive research design in this project ensures that the responses gathered enable the researcher to efficiently address the research problem in an understandable way. The main idea why this type of research was used was to better define an opinion, attitude, or behavior held by a group of people on a given subject, since there are predefined categories a respondent must choose from, it is considered descriptive research. These questions gave the unique insights on the issues like exploratory research would. Instead, grouping the responses into predetermined choices that provide statistically inferable data. This allowed to measure the significance of the results on the overall population under study, as well as the changes of the respondent's opinions, attitudes, and behaviors over time.

### **3.2 Target Population**

Population refers to any group of individuals or elements that have one or more characteristics in common that are of interest to the researcher (Best and Khan, 2003). The study population was comprised of customers and employees. The study population comprised of 5 personnel from the management team, 28 employees and 120 businesses TATU to understand the effect of purchasing characteristics being done in B2B markets.

### **3.3 Sampling methods and techniques**

The study employed the random/probability and purposive/non-probability sampling techniques to choose respondents in the study. Probability and non-probability sampling techniques was discussed in detail below.

#### **Probability sampling technique**

A probability sampling method is any method that uses random selection. The type of technique which the researcher under probability is simple random sampling. Probability sampling allowed choosing of sample members at random giving each population member an equal chance of being selected. Probability sampling is a unique technique that does not give the researcher the boundary to the population which could drive to biased results. Probability sampling was chosen because it covers a large population.

#### **Non-probability sampling**

Non-probability sampling uses subjective judgment unlike random sampling. The study employed the convenient sampling which includes all the subjects as part of the sample that makes the sample a better representation of the total population. The study used convenient sampling method in determining the managers at TATU Holdings selected as interviewees. Convenient sampling allowed the researcher to be referred to the rightful employees by the head of department so as to gather the right information from the right respondent

#### **3.3.1 Sample size**

The study utilized a sample size that is 25% of the clients registered to TATU Holdings and 25% team of TATU employees. Kotler (2000) states that a sample size of 25% is good in a

homogenous market. The study also utilized Krejcie and Morgan (1970) chi-square model to calculate the sample size for clients. The model is shown below:

Formula for determining sample size

$$S = \frac{X^2 NP (1-P)}{d^2(N-1) + X^2 P (1-P)}$$

S= required sample size

X<sup>2</sup>= the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N= the population proportion (assumed to be 50 since this would provide the maximum sample size)

D= the degree of accuracy expressed as a proportion (0.5)

The researcher will focus on a small sample size since TATU Holdings clients are few.

### **3.4 Sources of Data**

The researcher utilized both primary and secondary data.

#### **3.4.1 Secondary Source**

According to Kothari (2004) secondary data are published documents which were collected by somebody else and have already passed through statistical process. The study utilized secondary sources from annual report, TATU Holdings sales records, publications, TATU website and annual financial statements. The secondary data gathering was preferred because of limited time and financial resources, therefore, secondary sources are cheap and easy as they save time and financial resources. This was data collected for other uses such as sales figures and graphs.

#### **3.4.2 Primary Sources**

The study also utilized primary sources during the data acquisition process. This allowed generation of first-hand information which is more accurate and relevant. However, primary source gathering was time consuming and required more financial resources as well. Primary data sources were obtained through interview, questionnaires and observations.

### **3.5 Research instruments**

The study generated data from interviews and questionnaires. The two research instruments were described in detail below.

#### **3.5.1 Interview**

The study utilized semi-structured interviews to acquire data from the participants. Interviews gathered participants' responses, perceptions, and interpretations of appropriate situations and information that questionnaires couldn't divulge. The order of questions varied depending on the flow of the conversation. The interviews were appropriate to the managers because they are well versed and knowledgeable of personal selling processing happening in the diffusion of their new service product. Furthermore, interviews allowed gathering of in-depth understanding and the managers being the frontline employees interviewing them yielded much detailed data. Interviews were also chosen because they allowed gathering non-verbal data from gestures, pauses and facial expressions. The researcher improvised through the use of visuals and sounds capturing through cameras and audio recording devices for better storage and future data references.

#### **3.5.2 Questionnaire**

The study utilized questionnaires to gather data from the participants. Questionnaires were mainly used because they are cost-effective and they reduce data misrepresentations. Furthermore, questionnaires allowed to measure employees' personal attitudes and beliefs, some of which were sensitive in nature, but because of the unspecified nature of the questionnaire it allowed participants to express their inner beliefs, attitudes and perceptions freely. The study employed both unstructured and structured questionnaires. The questionnaires comprised of both open ended and closed ended questions to provide all the necessary data that the researcher needed. The researcher distributed the self-administered questionnaires to both the customers and employees.

### **3.6 Data collection procedures and administration**

The questionnaires were self-administered to 30 clients and 7 employees in the study. The respondents were served with a letter of introduction on the questionnaires that explained the study objectives and divulged anonymity and confidentiality of information. The letter also



pleaded for truthful and honest co-operation and participation in the study. The researcher also made appointments with the Managers in order to avoid disturbances and for adequate preparation for the interview. Interviews were conducted on the convenient time frames of the managers and in conducive environments for productive interviewing process.

### **3.7 Reliability and Validity**

Data triangulation was used to ensure reliability and validity of the study results. Interviews' and questionnaires' data was triangulated in order to cover for the weakness of one research instrument by the strength of the other. In essence, insights drawn in questionnaires was probed further in interview sessions to gain an in-depth understanding on the effect of personal selling on product/service diffusion. A pilot study was conducted to ensure validity this was made possible by pre-testing the questionnaire questions with colleagues and assessing if constant answers were yield and if there was consistence in the responses. Pilot testing of the questions was done so as to establish whether the questions are suitable. The study preferred simple short questions to long and winding questions because simple and short questioning provided clarity and concise to the question. Furthermore, the study employed probability sampling which eradicated bias thereby allowing for valid and reliable results.

### **3.8 Ethical consideration**

To ensure confidentiality the study assured information confidentiality to all the respondents on the introductory letter on the questionnaires and interview guides. The researcher made sure that there are no fabricated or false information to meet honesty. Moreover the researcher was more careful on minimizing mistakes incurred in the study. In addition, researcher abided by the departmental rules and regulations. Respect for intellectual property through acknowledgement of authors. To ensure integrity the researcher kept promises.

### **3.9 Data analysis and presentation tools**

The researcher used SPSS data collection tool and Microsoft excel to help in analyzing data from the respondents. The quantitative data obtained from questionnaires, interviews and the existing secondary sources of data were both presented in charts, statistical tables, bar graphs and a narrative was included to make it more understandable. Since time was a limited resource, tables were used since they are not time consuming and are easy to construct. Pie charts were used

because they are able to show the categories of data or information in proportion to the whole data set. They are also easy to analyze. Bar graphs were also used during data presentation for data comparative purposes. Qualitative data was analyzed thematically and major categories and themes were developed. Data gathered was presented in respective themes and categories in relation to quantitative data generated in the study.

### **3.10 Chapter Summary**

The chapter discussed the methodological decisions conducted in the study. The chapter discussed the research designs, the study population, the sample and the sampling procedures. The chapter further described how data was generated, managed and ethical issues have been dealt with. The chapter laid for chapter four which follows.

## **CHAPTER FOUR**

### **Data analysis, presentation and discussion of findings**

#### **4.0 Introduction**

The chapter analyze and presents data gathered from questionnaires and interviews on the influence of promotion mix on purchasing behavior in B2B markets. Data analysis was conducted qualitatively and quantitatively. The chapter further discussed the study findings and a summary of findings was presented at the end of the chapter.

#### 4.1 Response rate

**Table 4.1: Response rate**

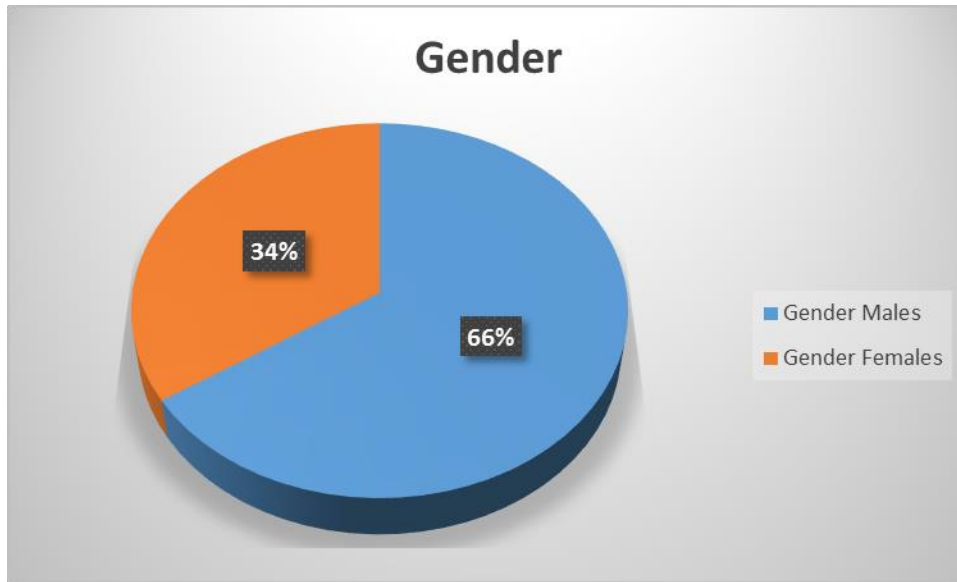
<b>Categories of response</b>	<b>Questionnaires distributed</b>	<b>Questionnaires returned</b>	<b>Response rate %</b>
<b>TATU Customers</b>	30	28	93
<b>TATU Employees</b>	7	7	100
<b>Average response rate</b>			97

As indicated on table 4.1 a high response rate averaging 97% was obtained. The high response rate was achieved because the participants were interested in the topic under study. This was also because the researcher self-distributed the questionnaires and collected them in person

#### 4.2 Analysis of demographic characteristics of research participants

The study was interested in the demographic characteristics of the participants in terms of gender, age, educational level and length of services. These characteristics were important in validating the response data quality.

#### 4.2.1 Gender

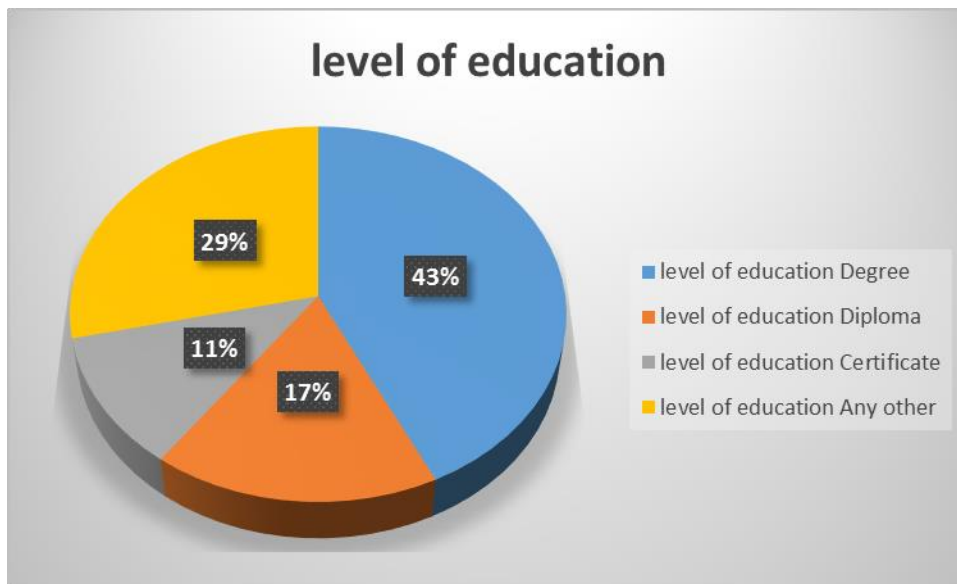


**Fig 4.1: Showing participants' gender**

**Source ; Primary Data**

As shown in fig 4.1 majority (66%) of the respondents were males while, females constituted the remaining 34%. Showing that males are more concerned with how a business is doing in the market.

#### 4.2.2 Level of education

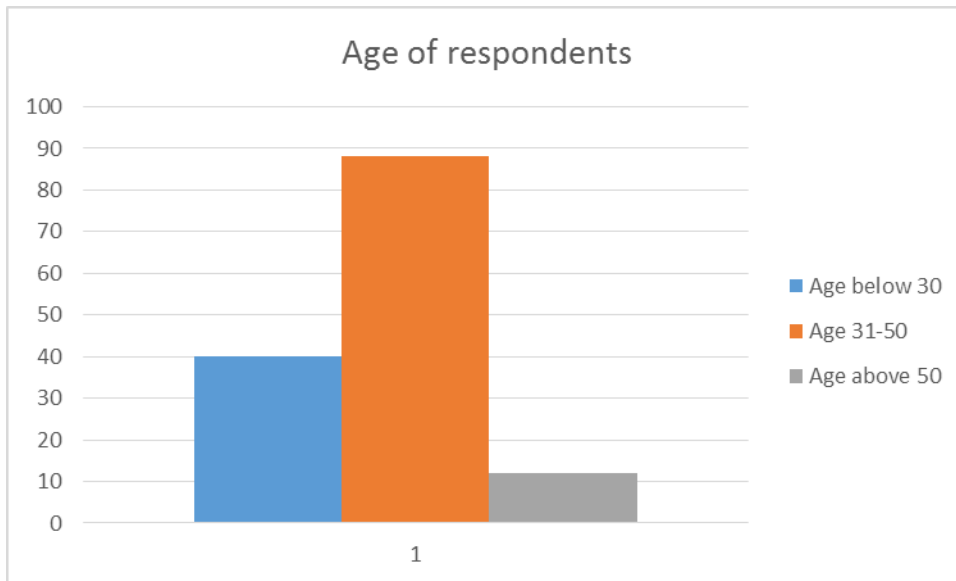


### Fig 4.2: Showing Level of education

Source; Primary data

As shown in fig 4.2 majority of the participants fall in the degree and less in the any other categories showing that the less educated participants are willing to respond that the most educated. Furthermore, this shows that educated customers and employees dominated the study.

#### 4.2.3 Age

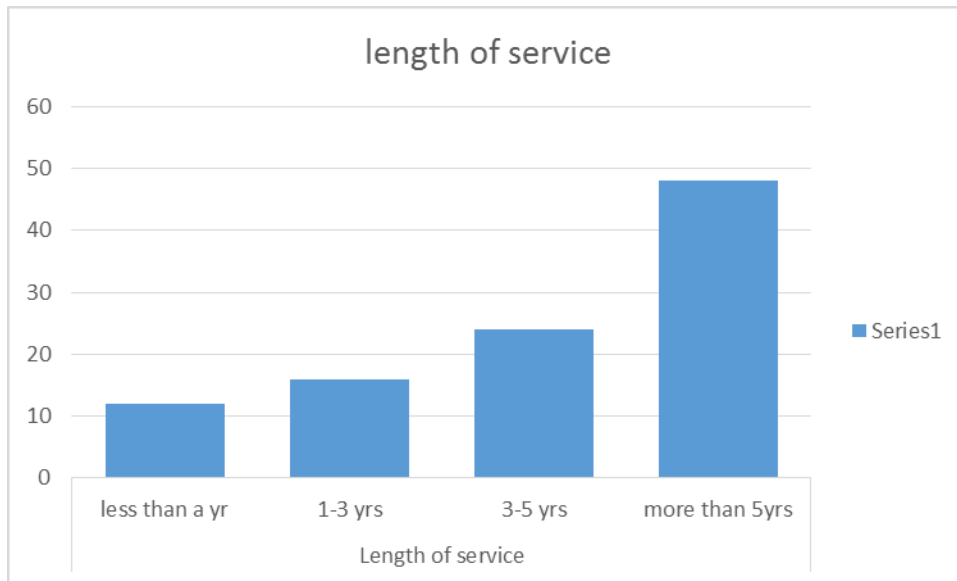


### Fig 4.3: Showing age of respondents

Source; Primary data

As shown in fig 4.3 majority (62%) of the respondents are aged between 31-50 years and fewer respondents (12%) were aged above 50 years. This shows that majority of the respondents (62%) fall in the active, energetic and modern generation which is mostly concerned about the business world and how to survive in the B2B market.

#### 4.2.4 Length of service



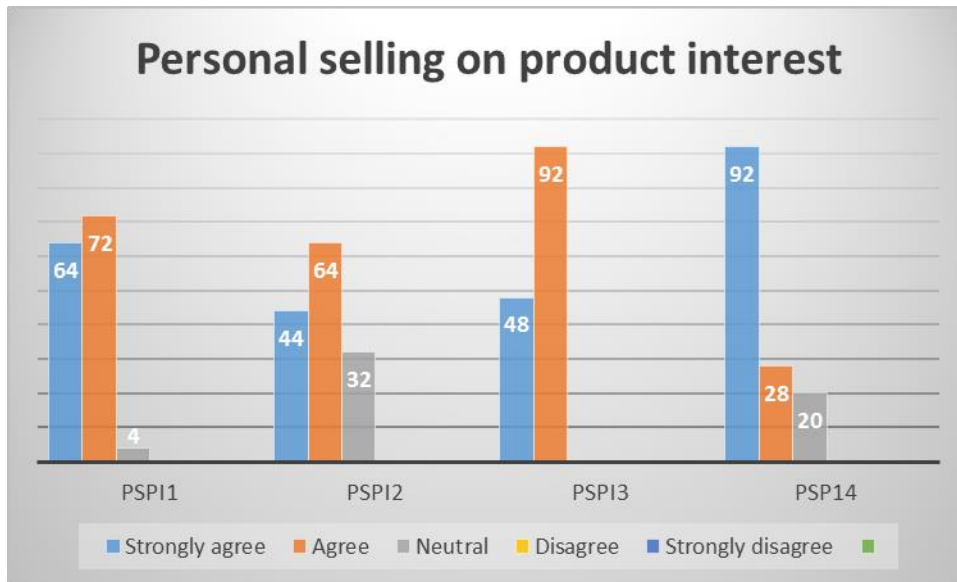
**Fig 4.4: Showing length of service with TATU**

**Source; Primary data**

As shown in fig 4.4 majority (34%) of the respondents fall in the category more than 5 years while the least (3%) had less than a year working in the B2B market. This shows that TATU Holdings products have been widely adopted by respondents for more than 5 years.

#### **4.3 Analysis of responses of influence of personal selling in enhancing product interest on TATU Warehouse products.**

The research sought to analyze the influence of personal selling on enhancing product interest. The responses gathered are presented on fig 4.5.



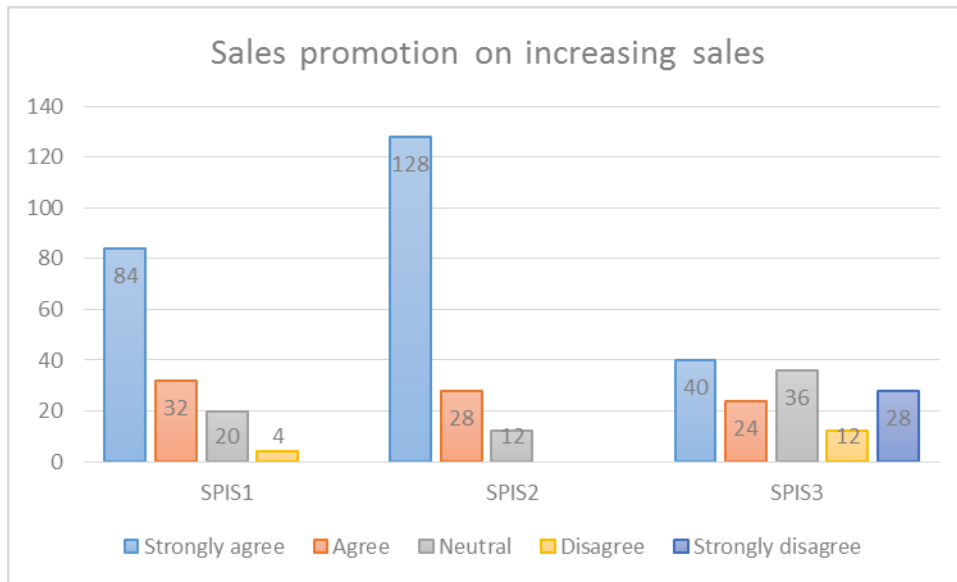
**Fig 4.5: Showing influence of personal selling on product interest**

**Source; Primary data**

As shown in fig 4.5,( 44 %) of the respondents were in strong agreement that personal selling influences personal interest. However, (10%) of respondents were however neutral while about 46% of respondents agreed that personal selling influences product interest. Of the employees respondents who strongly agreed that personal selling influences product interest went on to express the views that personal selling entails an oral, person-to-person communication between a receiver and a communicator, in regard to a brand, product or service. Hence, customers are provided with current and relevant information on the product/service raising their own understanding and familiarizing with the product/service through a peer experience. On the other hand, the customers’ respondents who agreed that personal selling leads to product interest expressed the view that personal selling has been the greatest tool for promotion mix and has been widely used in raising interest on TATU Warehouse products. However, they felt that advertising also contributes to product interest. These are results from the questionnaires are also in agreement with the views expressed from the interviews where the majority of the managers interviewed also mentioned an association between personal selling and product interest. During the interview one manager was quoted saying “look guys with personal selling it means customers can easily get to any information about a product that they wish to buy and therefore it increases product interest.” The findings were in line with Bachli-Bolvako (2011) who agrees

that personal selling plays an important in creating product awareness as it creates a good relationship between the buyer and the seller as the seller will have an opportunity to thoroughly explain the benefits of the product to the customer.

#### 4.4 Analysis of responses of influence of Sales promotion on increasing sales of TATU Warehouse products.



**Fig 4.6: Showing influence of sales promotion on increasing sales.**

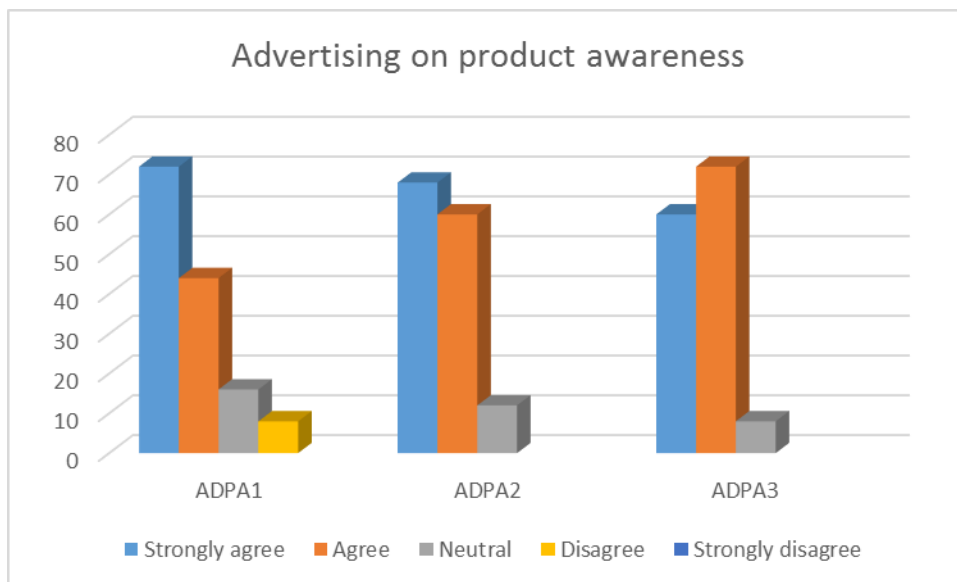
#### Source; Primary data

As shown in fig 4.6, (19 %) of the respondents agreed that sales promotion activities increase sales of a product. While, (10.3%) of customers respondents denied that sales promotion activities does not increase product sales. Of the (55%) of respondents who strongly agreed, reported that sales promotion activities increase product sales they highlighted that sales promotion activities entails personal selling effort that provides prospective buyers with information and motivation to make favorable decisions concerning the seller’s products or services. Hence, customers are provided with relevant, current information and motivated to make a decision towards purchasing the product and this raise their interests in the product/service. On the other hand (10.3%) of the respondents who denied that sales promotion activities increase product sales are of the view that sales promotion activities provides limited information compared to other marketing strategies such as advertising, and personal selling.



These results from the questionnaires are also consistent with the views expressed from the interviews where the majority of the managers interviewed also expressed great emphasis on the effectiveness of sales promotion on product sales. As noted in one manager who explicitly explained that, “from my own experience sales promotion activities are responsible for increasing product sales.” The findings were in agreement with Mbogo (2013) who in his study found out that sales promotion when handled in a correct manner tend to influence sales of a product in a positive way.

#### 4.5 An analysis of the influence of advertising on product awareness of TATU Warehouse products.



**Fig 4.7: Influence of advertising on product awareness**

**Source; Primary data**

As shown in fig 4.7, (47.7%) percent of respondents strongly agreed that advertising has an influence on product awareness. While, (41.7 %) agreed, (8.7%) were neutral and another (3.7%) percent of the respondents disagreed that advertising influence product awareness. Of the (47.7%) who strongly agreed that advertising on product awareness were of the views that advertising has an effect on how customers view a product. Hence, increase in advertising influence product awareness as customers get to know more information about the product through advertising. On the other hand the 3% who disagreed posited the view that it is not always that customers get to know product knowledge through advertising because there are

some clients who are loyal to a certain brand and will always remain loyal to that certain brand whether it is advertised or not that does not matter to them all they just want is to be associated with the brand. These findings are in concurrent with findings and insights drawn from the interviews with the managers who also strongly suggested that advertising influence product awareness to a greater extent, it provides customers with knowledge about the product thus this may lure customers to want to be associated with the product. Wang (2009) supported that advertising creates product awareness as it is a communication link between the business and the client so clients get to know more information with regard to a certain product through advertising.

#### **4.7 Chapter Summary**

The chapter has analyzed data in both qualitative and quantitative terms. The following results were produced: Majority of the employees (72%) were in strong agreement that personal selling increases product interest, it is a great promotional tool while a higher percentage of 85% of the customers respondents also agreed that it leads to awareness though a certain percentage felt otherwise. Majority of the employees agreed that sales promotion increases sales turnover of TATU Warehouse products while the other respondents had a lower rate of acceptance as they thought that loyalty and customer relationships also contributes when it comes to increasing sales. Majority of the employees strongly agreed that advertising has an influence on product awareness and same as customers who are less in agreement that advertising influence product awareness. The management agreed that if the organization starts doing PR activities like sponsorship they may enhance TATU Warehouse products.

The next chapter presents summary, conclusions and recommendations.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

The general introduction chapter served the purpose of introducing the whole study. The chapter discussed the background information on promotion mix and purchasing behavior in the marketing field of commerce. The chapter therefore further described the study's research objectives whose main purpose was, to find out if the personal selling had an influence on product interest; if sales promotion had an influence on increasing or decreasing sales; the influence advertising has on product awareness and lastly whether public relations activities can influence product interest when they are practiced.

#### Summary of the study

The general introduction chapter went on to justify the importance of the study to the commerce sector, society, students and to the University. The literature review chapter served to review related literature to promotion mix and purchasing behaviors. The chapter begun by explaining the promotion mix strategies and the major contributors to this section were Belch, etal (2004) who gave a framework of the promotion mix unit and several contributions from Adebisi (2006); then the concept of personal selling Kotler and Keller (2009) and an exquisite model from Kotler (2005) which helped to describe and explain the personal selling concept. The major arguments in the study highlighted that personal selling has an influence on product interest and major contributions have come from the likes of Dubinsky (2005); Bachli-Bolvako (2011) and Reece (2004). The second argument has been on the influence of sales promotion on increasing sales. The likes of Mbogo.P (2013) and Brassington and Petit (2000) were the major contributors arguing that sales promotions have an influence on increasing or decreasing sales. Fill (2006) and Mortimer (2001) argued on the influence of advertising on the rate of product awareness. The chapter winds up by discussing the overall gap.

The methodology chapter discussed the mixed method approach used in the study. The chapter further discussed the descriptive research design employed to gather data from TATU customers

and employees. The study employed both probability sampling and non-probability sampling techniques to select 30 customers and 7 employees respectively. The chapter further described the semi-structured questionnaires used to acquire data from the customers and employees and the face to face interviews conducted with the managers in the study. The chapter also discusses data analysis process and the ethical issues dealt with in the study.

The data presentation, interpretation, analysis and discussion chapter has presented, interpreted and discussed the study findings. The study found out that there is absolute evidence from the study that promotion mix influences purchasing behavior in the B2B market; personal selling activities influence product interest and advertising has influence on the way customers view a product. The study further found out that further training in customer handling, communication skills; etiquette and grooming; education and sales force motivation as strategies to enhance customers to buy products. In essence the chapter gave evidence of research and provided answers to the research questions.

## **5.1 Conclusions**

Research results obtained have allowed the researcher to make the following conclusions

### **5.1.1 The influence of personal selling on product interest.**

Based on the findings that majority of the employees (72%) and customers (85%) strongly agreed while, 38% of the customers were neutral on the influence of personal selling on product interest. Based on the study findings the study therefore, concludes that personal selling has an impact on product interest but the few customer who remained neutral felt who but not at the extent at which other modes can reach customers such as internet advertising.

### **5.1.2 Influence of sales promotion on increasing sales**

Given that the majority of the employees (100%) and customers (86%) respondents agreed that sales promotions increase sales. Whilst, 14 % of the customers were in disagreement that sales promotion activities increase sales. Based on the study findings the study therefore, concludes that sales promotions increase sales of a business when proper management of the activities is done.

### **5.1.3 Influence of advertising on product awareness**

Based on the findings presented that show that the majority (47%), strongly agreed and (40%) of the customers and of the employees agreed that advertising has an influence on product awareness. While 10% of the customers and of the employees were neutral that advertising influence product awareness, 3% of the employees and customers disagreed that advertising increases product awareness. Based on the findings the study therefore concludes that advertising influence product awareness.

## **5.2 Recommendations**

Conclusion reached has motivated the following recommendations from objectives:

- There is need to promote personal selling it proved to be a useful tool for promotion mix and has potential to yield more on raising awareness of a product.
- There is need to use internet advertising since the world is going digital.
- There is need to promote and support sales promotions since they proved an effective tool to influence sales of a product. Hence, there is need to conduct research before sales promotion activities to ensure more persuasive activities.
- Although sales promotions proved a handy tool towards increasing the rate of sales, it was not convincingly enough hence there is need to venture into other marketing and promotion strategies such as advertising and personal selling.
- There is need for financial and non-financial motivation such as sales' bonuses, sales' commissions and awarding holiday packages.

## **5.3 Area for further research**

This research covered on the influence of promotion mix on purchasing behavior in B2B market; personal selling on product interest; advertising on product awareness and lastly, sales promotions on increasing sales therefore, further research can be recommended in the areas of other marketing strategies such as public relations which was partly covered, e-marketing, product promotion as these were not included in the study.

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## Appendix A; Questionnaire for Employees



### MIDLANDS STATE UNIVERSITY

I am **Phlincrose Zondiwa R134611V** studying Marketing at the Midlands State University in the faculty of Commerce. It is in partial fulfilment of my degree that I'm supposed to conduct a study. Therefore, I'm currently exploring the Influence of promotional mix on purchasing behavior in the B2B market. Your support, truthful and honest responses in this Questionnaire is highly appreciated. The outcome is strictly used for academic purposes, anonymity and confidentiality of information is guaranteed.

#### SECTION A: Demographic information.

Please Tick correct box (es)

##### 1. Age:

1.1 Below 30 years

1.2 31-50 years

1.3 Above 50 years

##### 2. Gender:

2.1 Male

2.2 Female

##### 3. Length of service

3.1 Less than a year

1.1 1- 3 years

1.2 3- 5 years

1.3 More than 5years

**4. Academic qualification:**

4.1 Certificate

4.2 Diploma

4.3 Degree

Other specify .....

**Section B: Influence of personal selling activities in enhancing product interest on TATU Warehouse products.**

5. Please indicate your opinion to the following statements on a 5 point scale where:

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
PS/PI1	Personal selling is the greatest promotional tool to enhance product interest.					
PS/PI2	Positive personal selling enhance product awareness on TATU Warehouse products.					
PS/PI3	Did personal selling raised your product interest on TATU Warehouse products?					
PS/PI4	Negative personal selling activities diminishes product interest on TATU Warehouse products.					

**Section C: Influence of Sales promotion on increasing sales of TATU Warehouse products.**

8. Please indicate your opinion to the following statements on a 5 point scale where:

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
SP/IS1	Sales promotions increase sales of TATU Warehouse products.					
SP/IS2	Provision of post-sale support services to customers raise their interest in the product.					
SP/IS3	Consulting with customers during the selling process of TATU Warehouse products raise customers interest in buying the product.					

**Section D: The influence of advertising on product awareness of TATU Warehouse products.**

**9. Please indicate your opinion to the following statements on a 5 point scale where:**

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
AD/PA1	Advertising increase product awareness.					
AD/PA2	Advertising has an effect on how customers view a product.					
AD/PA3	Advertising's knowledge and innovation influence the rate of product awareness.					

**10. From your own opinion what can be done to enhance TATU Warehouse product interest?**

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**Thank you**

## Appendix B: Questionnaire for clients



### MIDLANDS STATE UNIVERSITY

I am Phlincrose Zondiwa R134611V studying Marketing at the Midlands State University in the faculty of Commerce. It is in partial fulfilment of my degree that I'm supposed to conduct a study. Therefore, I'm currently exploring the Influence of promotional mix on purchasing behavior in the B2B market. Your support, truthful and honest responses in this Questionnaire is highly appreciated. The outcome is strictly used for academic purposes, anonymity and confidentiality of information is guaranteed.

#### SECTION A: Demographic information.

Please Tick correct box (es)

##### 4. Age:

- a. Below 30 years
- b. 31-50 years
- c. Above 50 years

##### 5. Gender:

- 5.1 Male
- 5.2 Female

**1. Length of service**

1.1 Less than a year

1.2 1- 3 years

1.3 3- 5 years

1.4 More than 5years

**4. Academic qualification:**

4.1 Certificate

4.2 Diploma

4.3 Degree

Other specify .....

**Section B: Effect of advertising on Product Awareness on TATU Warehouse products.**

5. Please indicate your opinion to the following statements on a 5 point scale where:

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
AD/PA1	Gossip on a product raise your awareness.					
AD/PA2	Seeing an advertisement raise your awareness on TATU Warehousing.					
AD/PA3	An advert can persuade you to purchase TATU Warehousing products.					

**Section C: Influence of personal selling in enhancing product interest on TATU Warehousing products.**

8. Please indicate your opinion to the following statements on a 5 point scale where:

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
PS/PI1	Personal selling has an influence on your product being sold.					
PS/PI2	Direct contact with the salesperson increase your interest in the product being sold.					
PS/PI3	Salesperson's presentation of the product being sold influence your interest in the product.					

**Section D: Salesforce Promotion activities on increasing Sales of TATU Warehouse.**

9. Please indicate your opinion to the following statements on a 5 point scale where:

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Code	Statement	1	2	3	4	5
SP/IS1	Sales promotions increases the rate customers' accept and adopt a product.					
SP/IS2	Sales promotion activities influence customers' rate of acceptance or rejection of a product.					

SP/IS3	Exhibition of adequate knowledge on the new product by the salesperson influence customers' decision on buying or trying the product.					
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**Open question**

10. As a loyal customer to TATU Holdings, what do you think should be done to increase customers' awareness and interest of TATU Warehousing products?

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**Thank you**



### **Appendix C: Interview Guide for Managers**

1. From your own working experience is Personal selling effective in promoting customers' awareness and interest of a product?
2. Does advertising have a significant influence on customers' awareness on a product?
3. Which sales promotion activities enhance customers' interests in a product?
4. From your own opinion how does sales promotion activities influence customers' rate of product interest?
5. How best can the TATU Holdings raise awareness and interest of its products?
6. From your own experience and opinion what public relations activities can be done to increase to enhance TATU Warehouse products?

**Thank you**