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Effects of Sales Promotion on Consumer Buying Behavior Of Made In Tanzania Products: A Case of Tanzania Breweries Limited Products in Ilemela District, Tanzania

BY

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Abstract

This study's goal was to investigate the impact of sales promotions on consumer purchasing behavior in the context of Tanzania Breweries Limited. The study's precise goals were to ascertain how product awareness affects consumer purchasing decisions, how brand preference affects consumer purchasing decisions, and how pricing affects consumer purchasing decisions. 219 respondents were chosen for the study's descriptive case study sample size. Questionnaires were employed to obtain the data. Multiple linear regression was used for the data analysis. The study found that product awareness through use of various promotion activities such as rebates, free trial, and free gifts had a positive effect on consumer buying behavior. Other finding included brand preference and pricing was significant in influencing consumer buying behavior. Generally speaking, sales promotion efforts served to inform, remind, and influence consumers to buy TBL items. Further research found that consumer purchasing behavior was influenced by a strong brand image, product quality, and product reputations. More specifically, pricing, the availability of different beers, the economy, culture, and personality traits all have an impact on customer purchasing decisions. Given the current competitive market, the study suggests that TBL continuously make sure to produce new products and packaging innovation to entice customers. Companies that are able to improve and accelerate their product development cycle will undoubtedly have a competitive advantage in this regard. TBL would need to constantly innovate as beer customers seek for new styles and a more complex or varied flavor profile. TBL should create international brands as well global brands through line extensions.

Keywords: product awareness, brand preference, pricing, and consumer buying

Background of the study

Over the years, companies have focused all their effort on producing only quality goods and services, forgetting that the backbone and the pillar of survival are the end users. If marketing has one goal, it's to reach consumers at the moment that most influences their decision. Along with loyalty, acquiring new customers has become very important in modern business as the cost of retaining customers is less than the cost of acquiring new customers. Businesses must therefore rethink the relationship between their consumers' attitudes and behavior if they are to compete and survive. According to Thembaet *al.* (2019), business people naturally need to be able to know consumer tastes, especially from social-psychological aspects and consumers, in order to retain customers Culture that can change at any time. And all businesses need to communicate to the consumer what they have to offer, and to communicate this requires advertising (Ofosu-Boateng, (2020).

Sales promotion refers to the motivational methods to get the consumer to buy the product (Van Heerde & Neslin, 2017). Sales promotion also refers to any communication used to inform, persuade, and/or remind people about the goods, services, image, ideas, community participation, or impact on society of an organization or person (Langgaet *al.*, 2021). It mainly consists of messages and related media used to communicate with the market. The basics of the promotional strategy involve the delivery of the communication message(s) from the manufacturer (or company) to the consumer. The goal of the message is to persuade the audience to buy the product or service. Therefore, the consumer must be receptive to the message and be able to interpret it in a way that induces him to buy the product. Sales promotion is certainly one of the crucial elements in the marketing mix and tool kit for the marketer. Statistics for packaging companies show that sales promotion accounts for

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almost 75% of the marketing budget (Van Heerde & Neslin, 2017).

According to Oyibo *et al.* (2017), consumer buying behavior is the study of individuals, groups, organizations, and all activities associated with the purchase, use, and sale of goods and services, including consumers' emotional, mental, and behavioral responses. The study of consumer behavior addresses all aspects of purchasing behavior – from pre-purchase activities to post-purchase consumption, evaluation, and disposal activities. It also addresses all individuals directly or indirectly involved in purchasing decisions and consumption activities, including brand influencers and opinion leaders. The company and marketers tried to grab consumers' attention with glitzy ad campaigns, and then push them through the funnel to maximize conversions so as not to lose customers in the process. Companies that apply consumer behavior while producing their products and services have a distinct competitive advantage that sets them apart from their competitors. Every business has a target audience and businesses that look at consumer buying behavior tend to understand their end users and this is accomplished through consumer behavior studies and research. The organizations that have an accurate understanding of their target audience have a competitive advantage over those that don't. Establishing a one-to-one relationship and in-depth knowledge of your target audience is a core task for businesses in the 21st century and beyond (Orji *et al.*, 2020).

Because companies that don't see the consumer as king and their purchasing behavior will not have a share in the competitive market and as such will be on the way to total decline and losing profits. These companies will also not be attractive to investors and they will be left with no choice but to divest or harvest their product. The greater the consumer satisfaction and the higher the value of customer retention, the greater the company's profits (Romdonny & Rosmadi, 2019).

1. Statement of the Problem

The core tenet of a marketing-oriented company is that the customer is the center around which the business revolves. Therefore, understanding what drives people to buy in general and what drives customers to buy in particular is an essential part of business success. This implies that in an ever-changing marketing environment, there is a growing interest or awareness among marketers to carefully study consumer buying behavior around which all marketing activities are conducted. In Tanzania, consumer purchasing behavior towards Tanzanian-made products has been a major challenge for marketers for centuries (Ismail, 2022). A major problem plaguing Tanzania in its efforts to develop its industrial sector is Tanzanians' apparent preference for foreign-made goods. The most immediate manifestation of this problem is smuggling amid various attempts by the Tanzanian governments to restrict the indiscriminate importation of consumer goods. Some important attempts to compare this negative consumer buying behavior with locally produced goods include bans on certain imports and advertisements on radio and television (Wetengere, 2018). Despite this, the

problem remained largely unresolved and the result was a decline in various local industries, with breweries being one of the hardest hit. No amount of patriotic slogans about Tanzanian-made goods has been able to correct this trait in Tanzanian consumers. It has continued to the extent that many retailers in Tanzania are using the foreign tags or labels as a sales tool, particularly to justify high product prices. This negative attitude towards home-made products contributes to the economic development of advanced countries and crowds out the country's cultural heritage in various fields, leading some Tanzanians to import breweries products. The concern is how do we promote Tanzanian-made breweries? In relation to this issue, this study attempts to examine the effect of sales promotions on consumer purchasing behavior of Tanzania Breweries Limited (TBL) products in Tanzanian selected bars using the Castle Light beer brand as a case study.

Specifically, this study was guided by the following objectives:

To determine the product awareness on the effect to consumer buying behavior

To examine brand preference and its effect on consumer buying behavior

To identify the effect of pricing on consumer buying behavior

2. LITERATURE REVIEW

The marketing combination strategy developed by McCarthy (2001) served as the foundation for many academics' marketing strategies. Product strategy, price strategy, sales channel strategy, and promotion strategy, collectively known as the "4Ps," are the four components that makeup McCarthy's (2001) Marketing Combination Strategies. Product, pricing, place, promotion, marketing research, new business, and others make up Olson *et al.* (2018) division of the marketing mix.

1) Theory

Pricing

Price, according to Kotler & Keller (2009) is the exchange of money or any other kind of value for the use or purpose of a good, service, or concept. The pricing component covers pricing exercises and techniques. Additionally, this feature aids mobile phone service providers in identifying the various ways they might "increase" costs without actually doing so, that is, by raising them in a way that prevents consumers from noticing (Pearson, 2006). The cause of this is that businesses may raise prices while also raising the standard of the product. When developing marketing ideas and plans, the organization might employ a number of pricing tactics. One of them is premium pricing, when the costs are high yet the quality of the services or items given is high. Pricing for the "common man" is another name for penetration pricing. The idea behind this is to enter the market, win over customers, and then raise prices. This tactic is typically used by new market entrants (Pearson, 2006). The other is economy pricing, which is based on the state of the economy right now. It is the cost for basic items like food and drinks in a restaurant. It is also known as day-to-day price.

Price skimming, in some cases, involves a company entering the market with high pricing in order to "state its case" and communicate with its rivals; nevertheless, over time, the prices drop to the standard level. New items like clothing, music, and movies typically have higher costs. While psychological pricing aims to elicit a response or a purchase from customers based on their feelings rather than logic and necessities (Ochieng, 2014).

Place or Distribution

In order to meet or satisfy the demands and desires of the target market, distribution refers to the transfer of raw materials, manufactured goods, and/or services from suppliers or producers to consumers or industrial users. It is the network of connections between companies that engage in the activity of purchasing and selling goods and services (Thabit & Raewf, 2018). Distribution is a crucial marketing component since without it, all previous efforts may not be successful in enabling created goods and services to reach their intended customers (Thabit&Raewf, 2018).

Promotion

Promotion is defined by Kotler and Armstrong (2008) as any actions performed to inform and advertise goods and services to the intended audience. Advertising, sales promotion, public relations, personal selling, exhibitions, brochures, and demonstrations are a few examples of these activities. Promotion is crucial for conveying the value of the client by raising awareness of the existence and features of the product. Customers are informed about product availability through promotions. This study looked into how sales promotions affected consumers' decisions to buy products made in Tanzania. The following provides information on sales promotion:

Sales Promotion

Sales promotion strategies are those that are employed primarily for a brief period of time and are intended to increase sales in the short term (Kotler& Keller (2009). Control is provided, and expenses might be considerably lower than with advertising. Sales promotions' primary traits are that they provide better value for the money and that they aim to elicit responses right away. The most fundamental way to categorize sales promotions, according to Van Heerde & Neslin (2017) is to divide them into trade promotions and consumer promotions. According to Wierenga& Van der Lans (2017), consumer promotion is a marketing strategy used to persuade customers to buy a product. Examples of such consumer promotion tactics include giveaways, contests, free trials, and special pricing. According to Van Heerde & Neslin (2017), consumer sales promotions come in a variety of shapes but are primarily categorized as nonmonetary and monetary promotions. Non-monetary promotions include giveaways like samples, premiums, displays, sweepstakes, and competitions, whereas monetary promotions include financial incentives like coupons, rebates, and discounts. To have a direct impact on consumers' purchasing behavior is one of the most crucial goals of a sales campaign. It is frequently asserted that the majority of sales promotion immediately impacts the decision-making and purchasing phases of the

purchasing process and is very successful over the long term since they directly enhance sales and, consequently, profit (Famet *et al.* (2022).

Theoretical framework

In this study, sales promotion is the external stimulus that is expected to influence the buying behavior of consumers of TBL products in Mwanza City. The internal processes or organism refer to the psychological and emotional responses of consumers to the sales promotion. These responses could include increased brand awareness, perceived value, and positive attitudes towards TBL products. The ultimate response is the actual behavior of consumers, which could be an increase in the purchase of TBL products. The S-O-R model provides a useful framework for understanding the relationship between sales promotion and consumer behavior and can guide the analysis of the data collected in this study.

2) Empirical Literature Review

Empirical literature suggests that sales promotion can be an effective marketing tool for influencing consumer behavior and increasing sales. Several studies have investigated the impact of sales promotion on consumer behavior in various contexts. In a study by Kim *et al.* (2018) on the impact of sales promotion on consumer behavior in the Korean retail industry, it was found that sales promotion had a positive impact on consumer behavior, including purchase intention and actual purchase. The study also found that consumers were more likely to respond to sales promotions that offered price discounts or free gifts. Similarly, in a study by Alghamdi and Omar (2020) on the impact of sales promotion on consumer behavior in the Saudi Arabian retail industry, it was found that sales promotion had a significant impact on consumer behavior, including brand loyalty, purchase intention, and actual purchase. In the context of the beverage industry, a study by Sammut-Bonnici and Galea (2015) on the impact of sales promotion on consumer behavior in the Maltese beverage industry found that sales promotion had a positive impact on consumer behavior, including purchase intention and actual purchase. The study also found that sales promotion was more effective when it was targeted towards specific consumer segments and when it was part of an integrated marketing strategy. In the context of the Tanzanian beverage industry, a study by Fadhili (2015) on the impact of sales promotion on consumer behavior in the soft drink industry found that sales promotion had a positive impact on consumer behavior, including purchase intention and actual purchase. The study also found that sales promotion was more effective when it was supported by other marketing activities, such as advertising and personal selling. Overall, empirical literature suggests that sales promotion can be an effective marketing tool for influencing consumer behavior and increasing sales. However, the effectiveness of sales promotion may depend on several factors, including the type of promotion, the target consumer segment, and the context in which it is used. This study aims to contribute to this literature by investigating the impact of sales promotion on the buying behavior of TBL products consumers in Mwanza City

Linking sales promotion and buying behavior

One study that supports the link between sales promotion and buying behavior is by Kotler and Armstrong (2016), who argue that sales promotion can influence consumer behavior by creating a sense of urgency, incentivizing trial or repeat purchase, and enhancing value perception. They suggest that sales promotion is particularly effective in driving short-term sales and can be a useful complement to other marketing strategies, such as advertising and personal selling. Another study by Sohail and Shaheen (2016) found a positive relationship between sales promotion and buying behavior in the context of the retail industry in Pakistan. The study found that price discounts, in particular, had a significant effect on consumers' purchase intentions and actual purchases. Furthermore, a study by Karjaluoto *et al.* (2018) found that sales promotion was positively associated with impulse buying behavior in the context of online shopping. The study suggests that sales promotion can trigger an emotional response and create a sense of excitement, which can lead to impulsive buying behavior. These studies support the link between sales promotion and buying behavior and suggest that sales promotion can be an effective tool for marketers to influence consumer behavior. However, it is important to note that the effectiveness of sales promotion may depend on several factors, such as the type of promotion, the target consumer segment, and the context in which it is used.

The impact of sales promotion on Buying Behavior

Several studies have investigated the impact of sales promotion on buying behavior and have found that sales promotion can have a positive effect on consumers' purchase intentions and actual purchases. For example, a study by Ponnampalasa and Raja (2019) in the context of the Indian retail industry found that sales promotion had a positive impact on consumers' purchase intentions and actual purchases. The study found that price discounts, coupons, and free samples were the most effective types of sales promotions in influencing consumer behavior. Similarly, a study by Chaudhuri and Holbrook (2001) found that sales promotion had a positive impact on consumers' purchase intentions, particularly for products that were hedonic or experiential in nature. The study suggests that sales promotion can create a sense of excitement and enjoyment, which can positively influence consumers' attitudes and intentions to purchase. Another study by Bawa and Shoemaker (1987) found that sales promotion can have a positive impact on consumers' perception of value, which can lead to increased purchase intention and actual purchase. The study suggests that sales promotion can be particularly effective for products that are perceived as being high in risk or uncertainty, as it can provide consumers with a sense of assurance and reduce perceived risk.

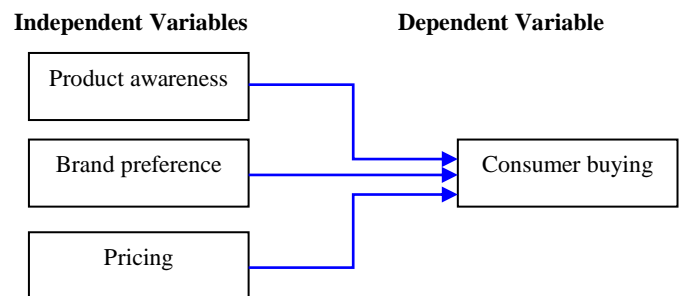
Overall, these studies suggest that sales promotion can have a positive impact on buying behavior by creating a perception of value, incentivizing trial or repeat purchase, and enhancing consumer attitudes and intentions to purchase. However, it is important to note that the effectiveness of sales promotion may depend on several factors, such as the type of promotion,

the target consumer segment, and the context in which it is used.

Sales Promotion and Brand Loyalty

Sales promotion can also have an impact on brand loyalty. Studies have shown that sales promotion can both positively and negatively affect brand loyalty, depending on the nature of the promotion and the relationship between the consumer and the brand. For example, a study by Kim and Park (2016) found that sales promotion can positively impact brand loyalty for consumers who have a strong existing relationship with the brand. The study suggests that sales promotion can enhance the emotional connection between the consumer and the brand, leading to greater loyalty and repeat purchase behavior. On the other hand, a study by Lee and Park (2007) found that excessive use of sales promotion can actually lead to reduced brand loyalty. The study suggests that frequent use of sales promotion can lead consumers to perceive the brand as lower in quality or value, and can also lead to price sensitivity and reduced willingness to pay full price for the brand. Overall, the relationship between sales promotion and brand loyalty is complex and can depend on various factors, such as the type of promotion, the consumer's existing relationship with the brand, and the competitive environment. However, studies suggest that when used appropriately, sales promotion can have a positive impact on brand loyalty by strengthening the emotional connection between the consumer and the brand. Therefore, this study seeks to address the research gap by examining the effects of sales promotion on the buying behavior of consumers of TBL products in Mwanza City, Tanzania. The findings from this study will contribute to the literature on sales promotion in developing countries and provide insights for TBL and other breweries in Tanzania on how to develop effective sales promotion strategies to increase sales and meet consumer demands.

Conceptual Framework



Research Gap

Despite the importance of sales promotion in the marketing mix, there is a gap in the literature on the effects of sales promotion on the buying behavior of consumers of breweries products such as TBL products. While there are studies that have examined the impact of sales promotion on consumer behavior in general, there is a lack of research specifically on the TBL brand in Mwanza City.

3. RESEARCH METHODOLOGY

The research philosophy for this study is interpretivism, which is a qualitative approach that seeks to understand and

interpret the social phenomena from the perspective of the individuals involved. The research design for this study is a mixed-methods approach that combines both quantitative and qualitative data collection and analysis methods. Qualitative data were collected through focus group discussions with a subset of consumers who participated in the survey. The unit of analysis for this study is individual consumers of TBL products in Mwanza City A combination of probability and non-probability sampling methods was used to recruit participants. The sample size for this study was determined using a power analysis for the survey questionnaire. Two main data collection methods were used: survey questionnaire and focus group discussions. The data collected in this study were analyzed using both descriptive and inferential statistical techniques.

Findings and Discussion

Table 1: Reliability test

Cronbach's Alpha	N of Items
.666	7

Table 1 presents the reliability test coefficients whereas effects of sales promotion on consumer buying behavior of TBL Products has higher values greater than 0.666 indicating that the reliability is excellent at the level of the best standardized tests. Therefore, all variables indicate a strong internal consistency of instruments used in data collection.

Gender

Inquiries about the respondents' gender were taken into consideration. The goal was to ensure that respondents who were men and women were represented equally. Sometimes there are differences in opinion between men and women, and it was crucial to include these in the sample. The respondents' gender breakdown is shown in Figure 1.

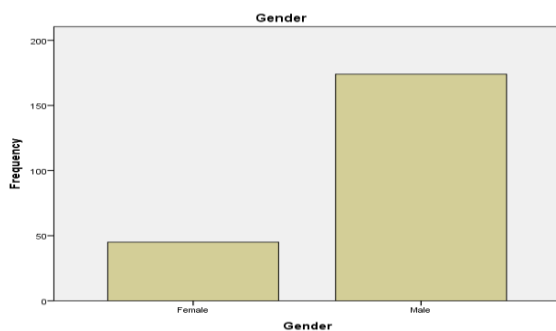


Figure 1: Gender of Respondents

Figure 1 demonstrates that out of 219 respondents, 79.5% were male and 20.5% were female. As a result, the thoughts and opinions expressed in this study are male dominants. Male responders outnumber female respondents by a large margin.

Age of Respondents

Figure 2 demonstrates that the responders to this survey are mature, experienced individuals. 88.1 percent of the respondents who were questioned were young people between the ages of 15 and 35, while 7.8 percent were those between

the ages of 46 and 60. Only a small percentage of responders (4.1%) were between the ages of 36 and 45.

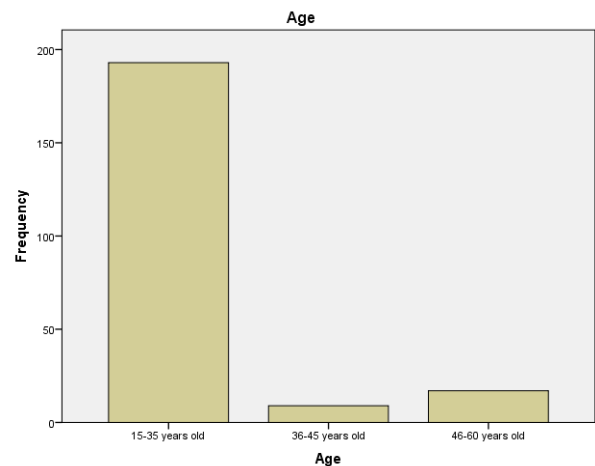


Figure 2: Age of Respondents

Work experience

Figure 3 data indicate that 87.7% of respondents had one to five years of work experience, followed by those with more than ten years of experience (5%). 4.1% of respondents had experience working for six to ten years or more.



Figure 3: work experience

The respondents' level of education was one of the main demographic factors. Employees can boost production by having the appropriate information and skills, which education gives them. The amount of education is thus a key component in this investigation. The respondents' educational backgrounds are depicted in Figure 4. In order to examine each respondent's knowledge of the research questions about the impact of sales promotion on consumer purchasing behavior, the respondents' educational level was evaluated.

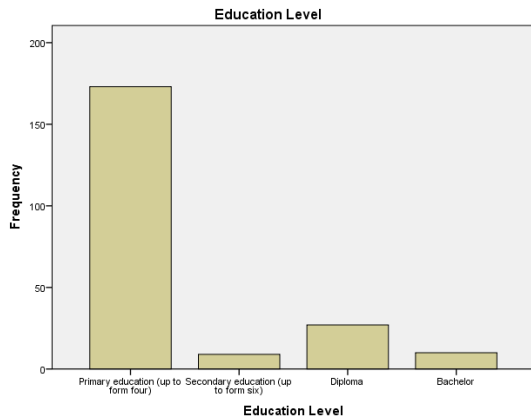


Figure 4: Education of Respondents

The respondents' academic backgrounds were taken into consideration when determining how respondents felt about being both a TBL employee and a consumer of the relevant business. According to the study's findings, 79 percent of respondents had completed their secondary education, followed by 12.3 percent of respondents who had completed their diploma, and 4.6 percent and 4.1 percent of respondents who had completed their bachelor's degree. The study's results also indicate that the majority of respondents have completed primary education (up to form four) and are capable of comprehending how promotions affect customer purchasing decisions.

Descriptive statistics of predictors

To determine the effect that sales promotion has on consumer buying behavior, the data were analyzed with descriptive statistics. This study aimed to investigate the degree to which three separate independent factors, namely product awareness, brand preference, and pricing correlate with the dependent variable, consumer buying behavior. The participants were tasked with evaluating the effects product awareness, brand preference, and pricing, as well as the influence that each of these has on consumer buying behavior. The evaluation was carried out using a five-point Likert scale, "1=strongly agree," "2 = agree," "3 = neutral," "4 = disagree" and "5=strongly disagree."

Product awareness

Table 2 presents descriptive statistics on respondents' views on the effect of product awareness in influencing consumer buying behavior.

Table 2: Descriptive Statistics of Product Awareness

	N	Mean	Std. Deviation
Product Awareness influence consumer buying behavior	219	1.20	.544
Valid N (listwise)	219		

Consumer product awareness is crucial for any business to achieve its sales goals. The purpose of the study was to determine whether sales promotion had made the TBL products known to the consumers. A mean value of 1.20 and

standard deviation of 0.544 is shown by descriptive statistics in Table 2, indicating that the majority of respondents are aware of the products. This suggests that the majority of potential buyers of TBL products (drinks) are already familiar with the brand through sale promotion. Similar conclusions were found by Shabbir in 2020 in his study titled "Attributes Ensuring Positive Consumer Evaluation in Brand Extension of Pakistan."

Table 3: Descriptive statistics of brand preference

	N	Mean	Std. Deviation
Brand preferences influence consumer switching behavior	219	1.17	.463
Valid N (listwise)	219		

Given that TBL offers a variety of items, the study looked at how brand preferences affect consumer purchasing behavior. According to Table 3's descriptive data, the majority of respondents are in agreement that sales promotions increase brand preference, which in turn improves customer purchasing behavior. The mean value is 1.17, and the standard deviation is 0.463 proves this argument. As a result, it is reasonable to expect that the goods' flavors have a significant impact on brand preference, particularly in the case of TBL. Thus, it begs the issue of why, despite having differing tastes, the respondents favor one brand over another.

Influence of pricing on consumer buying behavior

Table presents descriptive statistics on respondents' views on the effect of pricing in switching behavior of consumers.

Table 4: Descriptive statistics of pricing on consumer buying behavior

	N	Mean	Std. Deviation
Pricing of TBL beer products influence consumer switching behavior.	219	1.63	.859
Valid N (listwise)	219		

Table 4 shows mean value is 1.63, with a standard deviation of 0.859. This implies that a majority of respondents agree that pricing was a key factor in brand switching, which increased customer purchasing behavior. The outcome only demonstrates that TBL has drawn clients as a consequence of competitive prices that are consistent with the caliber of the products it offers. Serengeti Breweries and other alcohol-producing businesses, for example, are said to be in fierce competition with one another. TBL is making every effort to persuade clients that its pricing are reasonable, according to the study's findings.

Correlation Analysis

Based on Gogtay & Thatte (2017) claim, a correlation coefficient within the range of 0.10 to 0.29 is considered to exhibit a moderate or weak strength. Still, a coefficient ranging from 0.30 to 0.49 is regarded as having a medium



strength. Furthermore, a coefficient within the range of 0.50 to 1.00 is considered to be indicative of a high or strong value. Table 5 displays the empirical association between the independent factors, specifically product awareness, brand preference, and pricing, and the dependent variable, consumer buying behavior.

Table 5: Correlations Analysis results

	PA	BP	PR.	CB
Pearson Correlation	1			
PA Sig. (2-tailed)				
N	219			
Pearson Correlation	.104	1		
BP Sig. (2-tailed)	.123			
N	219	219		
Pearson Correlation	-.079	.250**	1	
PR Sig. (2-tailed)	.242	.000		
N	219	219	219	
Pearson Correlation	.078	.394**	.348**	1
CB Sig. (2-tailed)	.248	.000	.000	
N	219	219	219	219

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

Where: PA = Product Awareness, BP = Brand Preference, PR = Pricing and CB = Consumer Buying Behavior

Table 5 displays the results of the correlation analysis that was performed to investigate the association between the dependent and independent variables. Based on the results reported in Table 5, a significant positive correlation was identified between product awareness and consumer buying behavior. The connection between product awareness and consumer buying behavior demonstrated moderate strength, as shown by a correlation coefficient 0.078 and a p-value of less than or equal to 0.248. This observation implies a positive link exists between the rise in product awareness and the rise in consumer buying behavior.

Table 6: Collinearity Statistics Test of Independent Variables

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Product Awareness	.977	1.023

Brand preferences	.922	1.085
Pricing	.926	1.080

Table 6 shows that the Variance Inflation Factor (VIF) value for each independent variable was found to be less than or equal to 10 which confirms the existence of multicollinearity between variables. The information shown in Table 6 also demonstrates that the variables PA, BP, and PR showed a modest level of statistical significance in their association. Additionally, this observation indicates that the premise of multicollinearity remains constant.

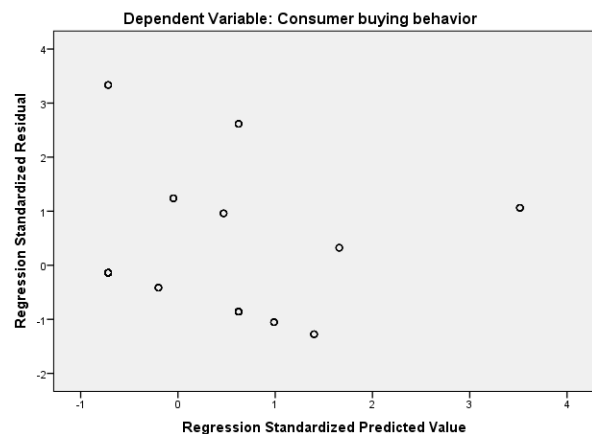


Figure 5: Scatter plot of Consumer Buying Behavior

Normal P-P Plot of Product Awareness influence consumer buying behavior

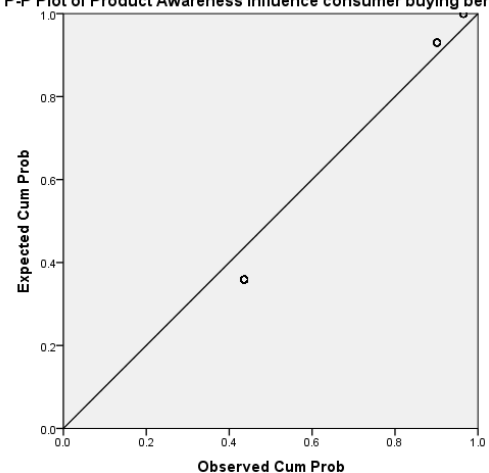


Figure 6: Linearity residual between product awareness and consumer buying behavior

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change in R Square	F	df1	df2	Sig.	F Change
1	.475 ^a	.226	.215	.576	.226	20.936	3	215	.000	

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a. Predictors: (Constant), Pricing of TBL beer products influence consumer switching behavior., Product Awareness influence consumer buying behaviour, Brand preferences influence consumer switching behaviour

b. Dependent Variable: Consumer buying behavior

The coefficient of determination (R square) was calculated to be 0.226, as indicated by the data presented in Table 7. The numerical value in question measures the degree to which the independent variables (Product awareness, Brand preference, and Pricing) in the model explain the observed variations in the dependent variable, consumer buying behavior To provide more elucidation, it should be highlighted that the R Square coefficient, when multiplied by 100, signifies that the model accounts for 22.6% of the observed variance in the criterion variable, specifically identified as consumer buying behavior.

Table 8: ANOVA^a Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	20.825	3	6.942	20.936	.000 ^b
Residual	71.285	215	.332		
Total	92.110	218			

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), Pricing of TBL beer products influence consumer switching behavior., Product Awareness influence consumer buying behaviour, Brand preferences influence consumer switching behaviour

Table 9: Marginal effect between independent variables and dependent variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	.346	.143		2.412	.017
Product Awareness	.080	.072	.067	1.101	.272
Brand preferences	.447	.088	.318	5.097	.000
Pricing	.207	.047	.274	4.394	.000

a. Dependent Variable: Consumer buying behavior

a. Dependent Variable: Consumer buying behavior

The research employed a multiple linear regression analysis to investigate the influence of predictor variables on the dependent variable, consumer buying behavior. The findings in Table 9 demonstrate that the predictor variables, specifically product awareness, brand preference, and pricing,

had a statistically significant influence on the dependent variable, consumer buying behavior.

Conclusions

Sales Promotion has become one of the main hurdles in the development of the beer industry and the company spends substantial part of their revenue to serve the sales promotion expenses. It is assumed that sales promotion can help the organizations to meet their objectives easily. Tanzania Breweries Limited has relied much on sales promotion to improve its sales and profitability.

Recommendations

Since other service providers have similar advertising messages, it is recommended that for a more distinguished and effective response from the customer, other forms of advert should be used. Regarding product awareness, the sales promotion and advertising department should receive regular, consistent, up-to-date training on product information so that they have the knowledge and skills necessary to handle the advertisements and to ensure that product information is being emphasized in order to inform the customers. When clients are deciding what to buy, sales promotion efforts from various service providers should be used to aid in helping them recognize the company's goods or services. The rise of private-label products is a message to manufacturers to take action to compete more successfully in terms of brand preferences. They must have a deeper understanding of elements like in-store consumer experience, which has been shown to be a deciding factor in the buying cycle. makers of branded beverages should test direct-to-consumer marketing strategies in an effort to close the gap between makers and consumers. A successful sales force assists manufacturers in understanding in-store activity and helps position the proper product at the shop. Such an effort necessitates active monitoring of in-store activity. Manufacturers should give their sales staff the ability to view the process in real-time in order to keep more in touch with the shifting wants of consumers. Since the introduction of mobile devices, this activity is not only possible but also, thankfully, rather common effective. Clearly, businesses who can improve and accelerate their product development cycle will have a competitive edge. Tanzania Breweries Limited would need to constantly innovate as beer customers seek for more and more distinct styles and complex or diversified flavor characteristics. TBL should use new goods that are tailored to local tastes to gain market share in Tanzania and other international markets while attempting to build global brands through line extensions. Additionally, pricing should keep ensuring that pricing approaches remain competitive. This is due to the fact that pricing plans take into account numerous aspects of your organization, including revenue targets, marketing goals, target markets, brand positioning, and product features. Additionally, they are affected by outside variables like market and economic changes, consumer demand, rival price, and general market movements.

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Proposed Future Research

Future research is recommended to focus on Research the interaction between the elements under consideration and other demographic factors like gender to determine how they collectively affect consumer preferences, How best to design an advertising campaign for various age groups might be the subject of an interesting future study. What characteristics most particularly appeal to each age group? The researcher advises additional research into the impact of competition on the financial performance of beer companies in Tanzania based on the study and its related results. The report also urges more research into the elements that influence Tanzanian beer businesses' competitive strategy.

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