



Global Scientific and Academic Research Journal of Economics, Business and Management

ISSN: 2583-5645 (Online)

Frequency: Monthly

Published By GSAR Publishers

Journal Homepage Link- <https://gsarpublishers.com/journals-gsarjebm-home/>



EFFECT OF SALES PROMOTION STRATEGIES ON BUSINESS PERFORMANCE OF COSMETIC PRODUCTS IN RETAIL SHOPS IN MWANZA CITY, TANZANIA

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Article History

Received: 15/11/2024

Accepted: 28/11/2024

Published: 30/11/2024

Vol –3 Issue – 11

PP: -97-103

Abstract

The study aimed to investigate the impact of sales promotion strategies on the business performance of cosmetic products in retail shops in Mwanza City, Tanzania. The study specific objectives are the effects of free samples on the business performance of cosmetic products in retail shops; and the effects of buy 1 get 1 free on the business performance of cosmetic products in retail shops. The study used a quantitative approach to investigate the relationship between promotional tools and business performance. Additionally, the study employed SPSS version 26 to analyze the data using inferential statistics and a descriptive research methodology. 158 owners of stores that sold cosmetics made up the study's population, from which a sample size of 112 was selected. Data was gathered from the field using questionnaires. According to the research findings, price reductions have a negative relationship with business performance; a larger price reduction would result in a loss for the company. In contrast, free gifts, free samples, and buy one get one free promotional tools had a somewhat positive relationship with business performance. Effective company performance can result from the combination of these tools. It is therefore recommended that traders utilize these methods in conjunction, taking care to ensure that the boost in sales covers any additional costs spent by giving out free gifts, samples, or buy one, get one free offer.

Keywords: Sale promotion Strategies, Free sample, Cosmetic Products, Business Performance Additional comments, Conceptual framework add key elements Free sample, production on trial, Promotional product, Buy 1 get 1 free, Bundled product, Product on offer

Introduction

Marketing promotional strategies play a vital role in company's sales and market share development. One of a company's most crucial promotional techniques is sales promotion, which is the act of convincing a potential consumer to purchase the product (Kotler & Armstrong, 2017). According to Olawore (2013), there is a growing interest in the effects of sales promotion on various dimensions, including brand perception, brand switching behavior, brand choice, brand equity evaluation, consumer decision process, and business performance. Indeed, sales promotions have a number of immediate advantages, such as increasing short-term profits (Wong Ai Jean, Yazdanifard, Ai Jean, & Yazdanifard, 2015) or producing a quicker and more immediate sales response for the promoted brand. Sales promotion strategies are of two types namely monetary (sales discount, coupons, promotion packs, gifts, premiums) and non-monetary promotions (samplings, events and contests) Kotler & Armstrong (2019) but more focus is generally placed on monetary sales promotions because their impact is easy to

measure. Prominent cosmetics retailers, like other retail establishments in Tanzania, frequently employ financial sales promotion instruments including price reductions, coupons, and gifts to stimulate impulsive buying (Otieno, 2016; Vigna and Mainardes, 2019; Mohamed et al 2020).

Tanzania has a sizable cosmetics business with a potential future for a range of goods. Value shipments increased by 10.65% in 2022 compared to 2021, and the compound annual growth rate (CAGR) increased by 5.1% in 2022 over the 2017 timeframe. Tanzania is losing market share in the cosmetic products sector, with the HHI index falling from 1929 in 2017 to 2511 in 2022 (IMF World Economic Outlook, 2023). According to data and analytics company Strategy-Helix, the Tanzanian market for cosmetics, particularly skin care products, is expected to increase at a compound annual growth rate (CAGR) of 6.9% between 2021 and 2027. The primary drivers of market expansion include changing lifestyles, growing online and offline distribution channels, and rising disposable income.



Many cosmetic businesses use promotion as one of their marketing strategies to make sure that customers are aware of the products they offer. Promotional mix strategies includes advertising, direct marketing, public relations and publicity, personal selling, sponsorship, and sales promotion. Cosmetic businesses use coupons to boost sales by attracting new customers, encouraging return business from current clients, and appealing to budget-conscious groups in society (Taylor and Long-Tolbert, 2002). Numerous researches indicate that coupon incentives have a favorable impact on customers' purchasing attitudes and behaviors (Cook 2013; Samree 2020; Shahzad et al 2020).

Over the last ten or so years, customers' preferences and way of life have drastically altered (Cummins, 2018). Customers are now more aware of what is available on the market and what to anticipate from the things being sold. The goal of marketing promotional methods is to encourage potential customers to make a purchase (Nadube& James, 2018). Tanzanian cosmetic companies devote a significant portion of their money to marketing and promotional strategy initiatives including sales promotion, personal selling, and advertising, among other things.). International research, however, has not produced a unanimous conclusion about the impact of sales promotion strategies on company success. For example, Zabai (2022) found that price reductions, coupons, and buy one get one free were positively correlated with consumer purchasing behavior in supermarkets and hypermarkets in Lahore, Pakistan; free samples and bonus packs, on the other hand, were not significantly correlated with business performance. A study conducted in the Pakistani garment industry by Shahzad et al. (2020) revealed that although buy one get one free had a somewhat favorable link with customer buying behavior, price reductions and coupons had a substantial positive relationship. Conversely, Seukindo (2017) discovered that sales promotion has a negligible beneficial impact on sales performance in his research of soft drink firms in Dar es Salaam, Tanzania. This discrepancy suggested that there are differences across industries and between nations. Furthermore, while this present study evaluates the impact of four sales promotion tools on business performance in a single study, the majority of previous studies have only looked at one or two sales promotion tools at a time. It is also fitting to determine how the studied sales promotions tools of price discount, coupons, and buy one get one free and free samples influences business performance in Tanzanian context as there has no study on this subject. This study is trying to address this knowledge gap and therefore the study investigated the effect of sales promotion strategies on business performance of cosmetic products in retail shops in Mwanza city, Tanzania.

General objectives of the study

The study intends to investigate the effect of sales promotion strategies on business performance of cosmetic products in retail shops, Mwanza City, Tanzania.

Specific objectives

- i. To establish the effects of free sample on business performance of cosmetic products in retail shops.
- ii. To examine the effects of buy 1 get 1 free on business performance of cosmetic products in retail shops.

Research Questions

- i. What are the effects of free sample on business performance of cosmetic products in retail shops?
- ii. What are the effects of buy 1 get 1 free on business performance of cosmetic products in retail shops?

2.0 Literature Review

Theoretical Framework

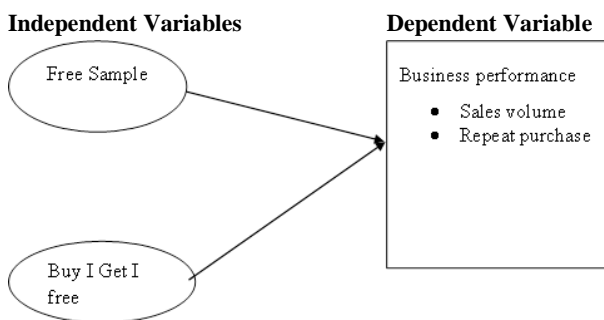
The push-pull marketing theory combines push and pull marketing ideas in varying proportions based on your objectives. Giving and taking are necessary for a marketing effort to succeed in building audience trust. However, how can one choose whether to employ push or pull marketing? A business may use the Push Theory to boost sales by offering incentives to retailers or wholesalers to encourage them to sell more of your goods. From the push theory perspective, the sales promotion tools are tactics deliberately orchestrated by the sellers (producers, wholesalers and retailers) induce consumers to develop an emotional feeling to decide to want/desire a product or service not originally planned to purchase. On the other hand, offering of free sample or discount coupon for new brand in the market as sales promotion tools is a pull strategy that evokes or arouses a consumers' feeling or interest and attitude change which is expressed through of requesting or asking for the product that has run out of stock. That is to say "pull" theory stimulates interest and demand that gets more people to want to buy the product because when consumers get the message and likes the product by way of sample or coupon discount, they start asking for the good or service (consumers request the products from retailers and retailers request the products from the producer).

Empirical literature review

A study by Tandoh and Sarpong (2015) on the effect of sales promotion on the performance of Ghana's automotive sector. The majority of survey respondents believed that holding a sales promotion on a certain brand stimulates brand switching, and the study discovered a high correlation between sales promotion aspects and organizational success. Walton (2016) studied the impact of sales promotion on the performance of organizations using Guinness Ghana Breweries Limited as a case study. The analyses were performed using STATA 13. Profit and sales promotion and profitability were revealed to be positively and significantly correlated by the study. However, there was no meaningful connection found between non-financial performance metrics and sales promotion. A research on Yoke Pyo Co. Ltd's organizational performance and sales promotion was conducted by Myint (2021) in Shwe Bo, Vietnam. The data analysis results indicated a favorable

correlation between Yoke Pyo's organizational performance in Shwe Bo and sale promotion. In particular, it demonstrated a modest correlation between sales promotion tools of free trials, bonuses, coupons, and point of sale (POS) and organizational performance, and a large positive correlation between free sample, refund and rebate, premium, and organizational performance. Meseret (2021) conducted research on the impact of promotional mix components on sales volume in the context of Ethiopia's Anbessa Shoe Share Company. The study found a substantial positive association between the dependent variable (sale volume) and sales promotion tool (buy one get one free).

Conceptual Framework



Source: Researcher (2024)

3.0 Research methodology

The study employed positivist philosophical on the idea that numbers may be objectively obtained through quantitative examination, with data collection and analysis being the means by which conclusions are reached (Bryman & Bell 2011). The research design used in the study was descriptive. According to Creswell (2014), descriptive research is the process of gathering data to evaluate hypotheses or provide answers to queries about the present conditions of the study participants. Descriptive research design and positivist philosophy go hand in hand, according to Easter by-Smith et al. (2012). Descriptive research ascertains and documents the state of affairs in their natural environments. The study was carried out in Mwanza City, Tanzania with the reason that the city is a host of large number of cosmetics retail shops/stores and because of competition, they engage in various sales promotion strategies to improve their market share. Also the city has a large population. The population (N) of cosmetic retailers in Mwanza city is about 158 owners that corresponds to a sample size (n) of 112 participants. Convenience sampling was used in this study to pick respondents, who are the owners or managers of each chosen retail cosmetic shop in Mwanza City.

Structured Questionnaires were employed to gather data from the traders in the city. Questionnaires were selected from other data collection instruments because it allows collection data from large population in a relatively short and is inexpensive (Creswell 2014; Malhotra et al 2017). Second, the instrument eliminates researcher bias and all respondents are given the same questions so that respondents are subjected to

same conditions. Questionnaire is the most appropriate in quantitative lead research approach, which is the case in this study (Collis & Hussey, 2009; Cooper & Schindler, 2012). Two methods used to disseminate the questionnaire to the respondents/participants. First, researcher applied drop and pick approach of questionnaires to participants and second, distributed through online and returned through email or through WhatsApp's for those participants who have access to the Internet or social media facilities.

Descriptive statistics analysis such as frequency tables, percentages, means, and standard deviations was used to summarize and present data on the respondents' profile and answers to the four research objectives. Inferential statistical analysis often referred to as "deductive statistics, involving Pearson correlation and multivariate regression analysis was run for testing whether there is a relationship between variables. Data analysis was done with the help of Statistical Package for Social Sciences (SPSS version 26).

4.0 Data Analysis and interpretation

4.1 Regression results

Table 4.1 Correlation analysis

		FS	BG	BSP
FS	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	101		
BG	Pearson Correlation	.612**	1	
	Sig. (2-tailed)	.000		
	N	101	101	
BSP	Pearson Correlation	.666**	.616**	1
	Sig. (2-tailed)	.000	.000	
	N	101	101	101

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

Source; Researcher (2024).

From the table above, free sample and buy 1 get 1 has a correlation of 0.612. There is a strong positive correlation between offering free samples and buy 1 get 1 offers. This indicates that these promotional strategies are often used together. Buy 1 get 1 and business sales performance has a correlation of 0.616. There is a strong positive correlation between buy 1 get 1 offers and business sales performance. This indicates that buy 1 get 1 promotions are significantly associated with improved sales performance. This indicates that these promotional strategies are often used together. Free sample and business sales performance has a correlation of 0.666. There is a strong positive correlation between offering free samples and business sales performance. This suggests that providing free samples is significantly associated with better sales performance.

Table 4.2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.588	.36808

a. Predictors: (Constant), BG, PD, FG, FS

a. Predictors: (Constant), BG, PD, FG, FS

Source: Researcher (2024)

From the table results above, the correlation coefficient, R, represents the strength and direction of the linear relationship between the combined promotional strategies and business sales performance. An R value of 0.778 indicates a strong positive correlation. This means that the promotional strategies, when taken together, are strongly associated with improvements in sales performance. A high R value suggests that the model is effective in capturing the relationship between the variables.

The R value of 0.778 shows a strong linear relationship between the promotional strategies and sales performance, indicating a good fit of the model. This means that the promotional strategies are important factors in determining sales performance. The percentage of variance in the dependent variable (company sales performance) that can be predicted from the independent variables (promotional techniques) is measured by the coefficient of determination, or R². With an R² value of 0.605, the model can account for around 60.5% of the variance in sales performance. Given the size of the proportion, it is likely that sales success may be significantly predicted by the promotional techniques.

Table 4.3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19.911	4	4.978	36.741	.000 ^b
Residual	13.006	96	.135		
Total	32.917	100			

a. Dependent Variable: BSP

b. Predictors: (Constant), BG, PD, FG, FS

Source: Researcher (2024)

The number of predictors in the model (BG, PD, FG, FS) is represented by the degrees of freedom (df) of 4. Subtracting the number of predictors by one (n - k - 1), where k represents the number of predictors and n represents the sample size, yields a residual of 96. The ratio of the regression mean square to the residual mean square (4.978 / 0.135) is known as the F-statistic. In comparison to the unexplained variation, it assesses how well the model explains the variance in the dependent variable. An increased F-value signifies that a considerable amount of the variance in BSP may be explained by the model. Assuming the null hypothesis (i.e., assuming all

group means were true) were true, the p-value would represent the likelihood that the observed F-statistic would occur.

A p-value of .000 (or less than 0.05) suggests that there is a statistically significant difference between the means of the groups, leading us to reject the null hypothesis. The p-value (.000) indicates that the regression model is statistically significant, meaning that the promotional strategies (BG, PD, FG, FS) collectively have a significant impact on Business Sales Performance (BSP). The high F-statistic (36.741) and low p-value indicate that the model fits the data well and that the promotional strategies significantly affect BSP.

Table 4.4: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.853	.459		6.210	.000
FS	.156	.046	.301	3.422	.001
BG	.198	.050	.324	3.957	.000

a. Dependent Variable: BSP

Source: Researcher (2024).

From the table results above, the coefficient for Free Sample is 0.156, implying that offering free samples leads to an increase of 0.156 units in BSP, holding other variables constant. The standardized coefficient (Beta) of 0.301 indicates that Free Sample is a significant predictor of BSP. The high t-value and low p-value (.001) show that this effect is statistically significant. The coefficient for Buy 1 Get 1 is 0.198, suggesting that implementing a Buy 1 Get 1 promotion is associated with an increase of 0.198 units in BSP, holding other variables constant. The standardized coefficient (Beta) of 0.324 shows that Buy 1 Get 1 is a strong predictor of BSP. The high t-value and very low p-value (.000) indicate that this effect is statistically significant.

5.1 Discussion of the Findings

The regression result shows a positive impact of free sample to sales performance. The positive and statistically significant coefficient for Free Sample indicates that providing free samples is associated with increased BSP. The regression coefficient (Beta = 0.156) shows that free samples are an



effective promotional strategy. Free samples allow customers to try products before purchasing, reducing perceived risk and encouraging trial purchases. That mean increase in free sample will result into increase of sales by 15.6 percent. Free samples are designed to attract potential customers and drive sales. By offering customers a chance to try products at no cost, retailers aim to reduce purchase hesitation, build brand loyalty, and increase overall sales performance. Free samples allow customers to experience a product firsthand, which can significantly increase the likelihood of purchase. By offering a free sample, retailers reduce the perceived risk associated with trying a new product. Customers are more likely to purchase a full-sized product if they are confident in its quality and suitability. Customers who are satisfied with a free sample are more likely to become repeat buyers. However providing free samples, retailers incurs additional costs, including manufacturing, packaging, and distribution. Retailers must ensure that the benefits in terms of increased sales and customer loyalty justify these costs. Resources allocated to producing and distributing free samples could be used for other marketing activities. The result are in consistent with those that of Bawa & Shoemaker (2004) who found that customer utilize free samples, and this has impact on business performance.

The findings shows that there is a positive relationship between buy one get one and sale performance. . The coefficient (Beta = 0.158) indicates that Buy 1 Get 1 offers are a strong predictor of sales performance. This strategy likely incentivizes bulk purchasing, driving higher sales volumes. The Buy 1 Get 1 (BOGO) promotion is a popular sales strategy in the retail industry, including the cosmetics sector. This promotion type encourages customers to purchase more by offering an additional product for free or at a significant discount. The result above are consistent with those of Hecker-Gordon et al (2019) who also found that BOGO attract customer attention than using percentages in attracting customers. Such promotions can significantly improve customer satisfaction, as they feel they are getting a better deal. Satisfied customers are more likely to return and make repeat purchases. Frequent BOGO promotions can strain profit margins over time, making it essential to balance these promotions with other, more profitable sales strategies.

5.2 Conclusion

Free samples are a powerful tool for boosting sales performance in the cosmetics retail sector. By reducing perceived risk, enhancing customer satisfaction, and effectively introducing new products, free samples can drive significant increases in sales and customer loyalty. However, to maximize their effectiveness, retailers must strategically plan and manage sampling campaigns, ensuring they target the right audience and provide a positive customer experience. Buy 1 Get 1 (BOGO) promotions can significantly enhance sales performance in the cosmetics retail sector by increasing sales volume, enhancing customer value perception, and effectively managing inventory. However, to maximize their benefits and mitigate potential challenges, businesses must

carefully plan and execute these promotions, ensuring they align with overall marketing and financial objectives.

5.3 Recommendation

Distribute free samples to specific customer segments most likely to convert, such as first-time buyers or high-potential leads. Promote free samples through various channels, including in-store, online, and through partnerships with influencers, to maximize reach and impact. Implement BOGO promotions during peak shopping seasons, product clearances, or special events to boost sales volume and attract customers. The government should provide subsidies and grants to support SMEs in the cosmetics sector to implement effective promotional strategies and enhance competitiveness. Offer training programs on marketing, digital transformation, and customer engagement to help SMEs adopt best practices in retail promotion. Provide tax incentives and funding for research and development in the cosmetics industry to encourage innovation and the introduction of new, high-quality products. Policy makers should develop and enforce fair competition laws to prevent monopolistic practices and ensure a level playing field for all retailers in the cosmetics sector. Establish clear guidelines and regulations for promotional activities, ensuring they are fair, transparent, and beneficial to both retailers and consumers.

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