Effects of Digital Marketing on Mattress Sales Performance: A Case of Nyamagana District, Mwanza City, Tanzania

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Abstract

Purpose: This objectives was to assess the influence of online promotions on mattress Sales Performance,.

Design/Methodology/Approach: Adopting a positivist research philosophy, the study employed a cross-sectional research design with a quantitative approach. Data were collected from 80 employees purposively sampled from Unoplast Tanzania Ltd, Vitafoam Company Ltd, and Vitanda Manufacturing Industry. Stratified simple random sampling was further used to refine the selection. Structured questionnaires and documentary reviews were utilized as data collection instruments. Descriptive statistics were used to characterize respondent demographics and marketing variables, while multiple regression analysis tested relationships between the independent digital marketing variables and the dependent variable, mattress sales performance.

Findings: Revealed that both online promotions and personalized marketing had significant positive impacts on mattress sales performance, with standardized beta coefficients of 0.484 each (p < 0.001). Influencer endorsements showed a positive but statistically insignificant effect (β = -0.074, p = 0.579). Correlation analysis supported significant positive relationships among all three variables and sales performance, though influencer endorsements exhibited a weaker association.

Originality: Despite global evidence from developed markets (e.g., Smith, 2025; Mtega & Msungu, 2024) demonstrating the effectiveness of digital marketing in driving purchasing behavior, localized research in Tanzania especially at product-specific and district levels remains scarce. The lack of empirical data limits SMEs' ability in Mwanza to design data-driven, context-specific digital strategies that could enhance customer engagement, brand loyalty, and ultimately mattress sales performance.

Practical implications:The study offers practical implications on promotions and personalized marketing effectively that enhance mattress sales performance in the Tanzanian context, while influencer endorsements require further contextual adaptation to achieve greater impact.

1.0 INTRODUCTION

Digital marketing has emerged globally as a powerful driver of sales performance by transforming how businesses interact with consumers. In developed economies, platforms such as TikTok, Instagram, and Facebook have enabled companies to reach broader audiences and increase product visibility. According to Smith (2025), approximately 76% of consumers in the UK are expected to purchase products directly via social media by 2025, highlighting the dominance of social commerce in influencing buying decisions.

Theoretically, this study was guided by the Technology Acceptance Model (TAM) developed by Davis (1989), which posits that technology adoption is primarily influenced by two factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

Conceptually, this study focused on three key digital marketing strategies: online promotions (e.g., digital discounts, social media ads). These strategies were examined in relation to mattress sales performance, measured through variables such as sales volume, conversion rate, and customer engagement. Despite the growing relevance of digital marketing tools, mattress retailers in Nyamagana District face practical challenges in deploying these strategies effectively due to limited resources and digital skills. This study, therefore, sought to fill the empirical gap by examining how these this dimension of digital marketing affect sales performance in a localized Tanzanian setting. It aimed to offer actionable insights for SMEs, digital marketers, and policymakers seeking to enhance competitiveness and embrace digital transformation in the retail sector.

1.4 Objective of the Research

To assess the influence of online promotions on sales performance.

1.5 Significance of the Study

Digital marketing plays a vital role in boosting consumer engagement and sales, particularly in the competitive retail sector. In Tanzania, however, its influence on buying decisions remains underexplored. The research aims to enhance academic understanding, improve theoretical models, and provide actionable insights for businesses and policymakers to strengthen customer trust and competitiveness through effective digital marketing strategies.

2.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), provides a foundational framework for understanding how individuals adopt and use new technologies. It emphasizes two primary constructs perceived usefulness and perceived ease of use as the key determinants of users' attitudes toward technology and their subsequent behavioral intention to adopt it. Perceived usefulness refers to the degree to which an individual believes that using a particular system will enhance their job or task performance, while perceived ease of use relates to how effortless the user expects the technology to be.

The Technology Acceptance Model (TAM) is based on key assumptions that explain how individuals adopt and use technology. One major assumption is perceived usefulness, which suggests that mattress retailers and consumers in Nyamagana District are more likely to adopt digital marketing strategies such as online promotions if they believe these tools will enhance their marketing effectiveness or purchasing experience. Mattress retailers are more inclined to utilize platforms like Facebook Ads or WhatsApp promotions when they find the interface intuitive, the setup process fast, and the cost affordable.

The Technology Acceptance Model (TAM) offers significant strengths in analyzing technology adoption, particularly in digital marketing contexts. One of its primary strengths lies in its simplicity and focused structure, which centers on two core determinants perceived usefulness and perceived ease of use to explain why individuals accept or reject technology. This makes TAM highly practical for assessing how mattress retailers and consumers in Nyamagana District adopt digital marketing strategies son online promotions.

A key weakness of the Technology Acceptance Model (TAM) is its limited consideration of emotional and experiential factors, which are especially important in high-involvement purchases such as mattresses. While TAM focuses on perceived usefulness and perceived ease of use, it does not account for variables like brand attachment, comfort expectations, or the tactile experience associated with buying a mattress factors that often drive final purchase decisions. Another limitation of TAM is its underlying assumption that consumers make rational, utility-driven decisions based on clear benefits and usability.

The perceived usefulness construct of TAM was crucial in assessing whether mattress retailers and consumers in Nyamagana District believe that digital marketing on as online can enhance marketing effectiveness and lead to increased sales. For example, when retailers perceive that online promotions offer tangible benefits like increased visibility, customer reach, or higher conversion rates, they are more likely to integrate them into their marketing strategies.

2.2 Empirical Review

2.2.1 The influence of online promotions on sales performance

Daeli et al. (2024) investigated the impact of online promotion on product sales among SMEs in Lahomi District, West Nias Regency. Using a quantitative research approach, data were collected through structured questionnaires and analysed using T-tests and the coefficient of determination (Adjusted R^2). The study revealed that online promotion has a statistically significant effect on SME sales performance, with a t-value of 6.841 (p = 0.001) and an Adjusted R^2 of 0.589, indicating that online promotional activities explained 58.9% of the variance in sales.

Khanfar and Albatal (2025) conducted a quantitative field study to examine the impact of online sales promotion tools on customer purchasing decisions, using Orange Jordan Telecommunications Company in Amman as a case study. The researchers surveyed 503 randomly selected customers and analysed the effects of four key promotional tools: online contests, online coupons, online discounts, and social media platforms.

Ogunmuyiwa (2022), in his study titled "The Influence of Publicity and Sales Promotion on Marketing Performance in Nigeria", examined how promotional tools affect marketing outcomes using Nigerian Breweries PLC as a case study. Employing a descriptive survey design, data were gathered from 50 purposively selected sales and marketing staff across Lagos and Ota plants. Using Chi-square analysis, the study found that both publicity and sales promotion significantly influenced sales volume, customer buying behaviour, and brand reputation.

Zhao et al. (2019) conducted a comprehensive study on "What Factors Influence Online Product Sales?" to identify the major determinants of sales performance on e-commerce platforms, using data from Taobao.com. The authors developed a Sales Factor Neural Network (SFNN) model incorporating 14 variables across four categories: online reviews, review system curation, promotional marketing, and seller guarantees. Sufian et al. (2020) examined the impact of social media marketing on sales performance of small online businesses in Malacca, Malaysia. Using a quantitative approach, the researchers surveyed 150 online small business owners to investigate the effects of customer feedback, communication, content sharing, and customer relationships on sales performance. The results from Pearson correlation and multiple regression analyses revealed that customer

relationships had the strongest positive impact on sales, followed by communication. The study offered practical insights into the effectiveness of social media strategies for micro-entrepreneurs, particularly in fostering customer loyalty and repeat purchases. Its methodological strength lay in the use of multiple statistical techniques to validate the results.

Ayodele, Ogunlade, and Popoola (2022) investigated the relationship between social media marketing (SMM) and the sales performance of small and medium enterprises (SMEs) in South-West Nigeria. Using a descriptive survey design, data were collected through structured questionnaires from 370 SME owners across Oyo, Lagos, and Ogun states. The study examined four key SMM tools: Facebook, Twitter, Instagram, and YouTube, and measured their impact on sales performance indicators such as market share, customer base, and revenue growth.

3.0 RESEARCH METHODOLOGY

3.1 Research Philosophy
This study adopted the positivist research philosophy, grounded in the belief that knowledge should be derived from observable, measurable, and empirical evidence (Saunders et al., 2019). Positivism views reality as objective and independent of individual perception, aligning well with research that seeks to test hypotheses and identify patterns through quantitative analysis.

3.2 Research Design
The study employed a cross-sectional research design to investigate the impact of digital marketing strategies specifically online promotion on mattress sales performance in Nyamagana District, Mwanza City, Tanzania. A cross-sectional approach was effective for capturing data from the target population at a single point in time, offering valuable insights into consumer preferences and behaviors related to digital marketing.

3.3 Target Population
The target population comprised 101 employees drawn from three major mattress companies operating in Nyamagana District, Mwanza City, Tanzania: Unoplast Tanzania Ltd, Vitafoam Company Ltd, and Vitanda Manufacturing Industry. These firms represented key stakeholders in the region's mattress industry and were actively engaged in marketing, sales, and distribution.

Specifically, Unoplast Tanzania Ltd involved 4 sales managers, 6 marketing officers, 10 product agents, 10 product wholesalers, and 11 retailers; Vitafoam Company Ltd involved 3 sales managers, 5 marketing officers, 8 product agents, 8 product wholesalers, and 8 retailers; while Vitanda Manufacturing Industry involved 3 sales managers, 4 marketing officers, 7 product agents, 7 product wholesalers, and 7 retailers.

3.4 Sample Size
To ensure the reliability and generalizability of the results, this study adopted a statistically grounded approach to determine the sample size from a total population of 101 employees across Unoplast Tanzania Ltd, Vitafoam Company

Ltd, and Vitanda Manufacturing Ltd, all located in Nyamagana District, Mwanza City Tanzania. Using a 95% confidence level and a 5% margin of error, and applying the Finite Population Correction (FPC), the required sample size was approximately 1 respondent. Accordingly, the study targeted 80 respondents, proportionately allocated by company: about 41 from Unoplast, 32 from Vitafoam, and 28from Vitanda. Respondents were selected proportionately and purposively from key functional roles (sales managers, marketing officers, product agents, wholesalers, and retailers) to ensure adequate representation of departments most relevant to digital marketing and consumer engagement.

3.5 Sampling Procedure
In this study, the sampling procedure involved selecting a representative sample from a target population of 101 employees working in various departments within mattress businesses located in Nyamagana District, Mwanza City, Tanzania. A stratified simple random sampling method was employed to ensure balanced representation across four key functional categories: sales managers, marketing managers, sales agents, and wholesalers. The total population was first divided into these strata, after which a random sampling technique was applied within each stratum.

3.6 Source of Data
This study primarily collected data from primary sources through structured questionnaires administered to employees across various departments in mattress businesses located in Nyamagana District, Mwanza City, Tanzania. Primary data collection was crucial for obtaining firsthand, relevant, and current information from individuals directly involved in the development and execution of digital marketing strategies. The questionnaire consisted of closed-ended questions using a 5-point Likert scale to measure key variables, including online promotions, influencer endorsements, interactive content, and mattress purchasing choices. These variables were measured using validated scales adapted to suit the local context.

3.7 Data Collection Methods
Data were collected primarily through structured questionnaires administered to employees across various departments in mattress businesses located in Nyamagana District, Mwanza City. This method ensured the collection of firsthand, relevant, and current information from individuals involved in the development and execution of digital marketing strategies. The questionnaire comprised closed-ended questions using a 5-point Likert scale, measuring key variables such as online promotions, influencer endorsements, interactive content, and mattress purchasing behavior.

3.8 Variable Measurement
Variables were systematically measured to ensure they accurately represented the constructs under study. This process involved identifying key indicators for each variable and using appropriate measurement scales to quantify respondents' perceptions.

3.9 Data Analysis
The data analysis for this study involved the use of quantitative techniques to assess the relationship between

digital marketing strategies and sales performance. The data collected from the online survey were analysed using statistical tools, primarily focusing on descriptive and inferential statistics.

3.10 Validity and Reliability of Data

This study placed strong emphasis on ensuring the validity and reliability of the data to uphold the research's integrity, particularly in examining the relationship between digital marketing strategies and sales performance. Validity was addressed through multiple approaches. Content validity was established by having digital marketing and consumer behaviour experts review the questionnaire to ensure comprehensive coverage of relevant constructs.

3.11 Ethical Consideration

Ethical considerations were paramount in conducting this research to ensure the protection of participants' rights and the integrity of the research process. Ethical guidelines were followed to ensure that the study was conducted with respect for the participants and the community. Informed consent was a fundamental ethical requirement. Participants were fully informed about the nature, purpose, and objectives of the study, as well as their right to voluntarily participate.

4.0 RESEARCH FINDINGS AND DISCUSSION

4.1 Findings

The findings illustrate the influence of online promotions on sales performance, in relation to the effects of influencer endorsements on sales performance, and the impact of personalized marketing on sales performance.

4.1.1 Correlations Analysis

Table 4. 8: Correlations

Variables	OP	IE	PM	MP
OP	1	0.612**	0.481**	0.671**
IE	0.612**	1	0.614**	0.519**
PM	0.481**	0.614**	1	0.671**
MP	0.671**	0.519**	0.671**	1

Note: r = Pearson Correlation Coefficient; N = 49; Sig. (2-tailed) = 0.000

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

Source: Field Data (2025)

The correlation results in Table 4.7 reveal that all three digital marketing strategies online promotions, influencer endorsement, and personalized marketing have significant positive relationships with mattress sales performance. Online promotions and personalized marketing both recorded a strong correlation of r = 0.671 (p < 0.01) with sales performance, indicating that effective promotional campaigns and customized marketing messages substantially enhance mattress sales outcomes. Influencer endorsement also showed a significant but slightly weaker positive correlation (r =

0.519, p < 0.01), suggesting that the use of trusted social figures positively contributes to boosting customer purchase decisions.

The relationships among the independent variables themselves were also positive and significant, implying a complementary effect among online promotions, influencer endorsement, and personalized marketing strategies. This means that these strategies tend to reinforce one another in driving customer engagement and sales growth. Overall, the findings demonstrate that adopting an integrated digital marketing approach can strongly improve mattress sales performance in the studied area.

Test for linearity

Table 4. 9: ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
MP * PM	Between Groups	(Combined)	16.171	12	1.348	5.009	.000
		Linearity	11.643	1	11.643	43.281	.000
		Deviation from Linearity	4.528	11	.412	1.530	.163
	Within Groups		9.684	36	.269		
	Total		25.855	48			

Source: Field Data (2025)

ANOVA results confirmed a significant linear relationship between the independent variables (online promotions, influencer endorsement, personalized marketing) and mattress sales performance (F = 5.009, p < 0.001). The significance indicated that the predictors collectively explained variance in sales performance, affirming the appropriateness of linear regression analysis for further examination. The findings suggesting these predictors collectively explain changes in sales performance. This aligns with studies from Tanzania such as Chille (2018), who found digital marketing tools like online advertising and social media marketing significantly affect youth purchase decisions, validating their joint predictive power. Similarly, in South Africa, digital marketing's integrated impact on e-commerce growth is well documented as significant, owing to coordinated marketing tactics across channels (Digital Campus, 2025).

Multicollinearity test
Coefficients[a]

a. Dependent Variable: MP

Table 4. 10: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.807	.425		1.898	.064		
	OP	.436	.108	.484	4.055	.000	.608	1.644
	IE	-.073	.131	-.074	-.559	.579	.492	2.031
	PM	.477	.118	.484	4.049	.000	.605	1.653
a. Dependent Variable: MP								

Source: Field Data (2025)

Multicollinearity diagnostics showed VIF values below 10 (range 1.544 to 2.031), indicating no serious multicollinearity issues among predictor variables. Regression coefficients revealed that online promotions ($\beta = 0.484$, $p < 0.001$) and personalized marketing ($\beta = 0.484$, $p < 0.001$) had significant positive effects on mattress sales performance, while influencer endorsement was not statistically significant ($\beta = -0.074$, $p = 0.579$). These findings implied that digital strategies focusing on promotions and personalized marketing effectively increased sales, while influencer endorsements had no significant impact in this context.

4.2 DISCUSSION

4.2.1 Online Promotions and Sale Performance

The study revealed a strong positive correlation between online promotions and mattress sales performance, with a Pearson correlation coefficient of 0.671 ($p < 0.001$). Regression analysis further confirmed that online promotions significantly influenced sales performance, as indicated by a standardized beta coefficient of 0.484 ($t = 4.055$, $p < 0.001$). These results imply that effective online promotional strategies substantially enhance mattress sales within Nyamagana District. This finding aligns with the notion that targeted digital advertising and promotional offers effectively stimulate consumer purchasing behavior.

The positive and statistically significant influence of online promotions on mattress sales performance supports a growing body of research emphasizing the critical role of digital marketing in driving consumer decisions. Wilfred (2023) and Mbura (2020) observed that social media and digital platforms play a vital role in improving brand visibility and consumer engagement in Tanzanian markets, echoing the current study's findings. Similarly, Bagus et al. (2024) highlighted that online promotions significantly accelerate e-commerce growth across Africa by providing direct access to consumers.

Further evidence from related studies reinforces this relationship. Dael et al. (2024) found that online promotions stimulate consumer impulse buying by creating a sense of urgency and scarcity. Khanfar and Albatal (2025) emphasized the importance of interactive digital advertisements in enhancing customer engagement and conversion rates.

Moreover, Zhao et al. (2019) linked targeted online promotions to improved customer satisfaction and loyalty through personalized offers, an essential driver of consistent sales growth. Enyinda et al. (2021) also demonstrated that frequent online promotions, when integrated with mobile marketing strategies, significantly increase purchase frequency in emerging markets.

Collectively, these findings affirm that online promotions are a powerful strategic tool for mattress retailers in Tanzania. By leveraging digital platforms and tailoring promotional messages to consumer preferences and behaviors, businesses can effectively boost sales performance and strengthen customer relationships.

5.0 CONCLUSION

Based on the findings, the study concludes that online promotions influence mattress sales performance in Nyamagana District, Mwanza, Tanzania. This strategies demonstrated strong positive relationships with sales outcomes and significantly predicted sales performance in regression analysis, highlighting their effectiveness in driving consumer purchases. Conversely, influencer endorsements, while positively correlated with sales, did not significantly affect sales performance in the regression model, suggesting limited impact within this context, potentially due to consumer trust levels or market maturity.

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