

The Influence of Consumer Sales Promotion on Buying Behavior of Three-Wheeled Vehicles in Nairobi County

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Abstract- This study sought to establish the influence of consumer sales promotions on buying behavior of Three-Wheeled vehicles in Nairobi County, Kenya. The population for this study was all 350 operators of Three-Wheeled vehicles registered with various Sacco's operating within Nairobi County. According to the NTSA (2015), there are 350 registered three-wheeled vehicles operating in Nairobi. Stratified random sampling at rate of 30% was used to select a sample size of 105 members. Primary data was gathered using questionnaires whereby validity and reliability of the instruments were tested prior to actual collection of data on 10% (11) of the sample. Quantitative data was analyzed using descriptive statistics aided by a Statistical Package for the Social Sciences (SPSS) and Excel. Also advanced techniques of data analysis such as multiple regression analysis were conducted to determine the relationship between dependent and independent variables. The collected data was presented using graphs, and tables. This study found that there was a significant relation between sales promotion and buying behavior. Results of Hierarchical Multiple Regression showed that each of free product trials, free gifts, point-on-sale display and price discount had a 22.8% variance with the buying behaviour of the respondents. The study revealed that there was a positive significant relationship between price discount and buying behavior, implying that the consumer purchasing decision is influenced by price discount factors such as Price packs and Coupon discounts offered on three wheeler vehicles. The study further revealed there was a positive significant relationship between free gifts and buying behaviour. This finding imply that the consumer purchasing behaviour is influenced by free gifts factors such as bonus or value packs and Buy-one-get –one free of vehicle accessories among others from automobile companies. It was also revealed that there was a positive significant relationship between point-on-sale display and buying behaviour.

Index Terms- Consumers, Consumer behavior, Free samples, Premium, Price Discounts, Sales promotion, three wheeled vehicles

I. INTRODUCTION

The automotive industry in Kenya is involved in the importation, assembly and distribution of Three -Wheeled vehicles. Automotive companies have often come up with new brands such as Three-Wheeled vehicles so as to meet the fast changing customers' needs, (Alvarez-casielles & zois, 2015). As such there are a number of established Three-Wheeled vehicle dealers operating in Nairobi, including, Cars & General Ltd, Abson Motors, Auto Industries and BMG Holdings (KMSA, 2015). These companies use variety of promotions and spend huge amount of Kenya shillings on sales promotion in order to attract customers and increase their Market share.

The dealers face intense competition from imported second hand vehicles mainly from countries such as Japan and UAE. These imports account 78% of the market (Kenya Motor Industry Association, 2015). The last two years for instance has witnessed a significant decline when it comes to number of new Three-Wheeled auto brands being sold in the Kenyan market. The recent trend therefore indicates a steady recovery; however the numbers still fall far short of numbers recorded three years ago, (Mwangi, 2017).

The situation is also compounded by the current wide spread financial pressure in household with inflation averaging 15% which in turn affected consumer purchasing power and resulted in high cost of living, (Mwangi, 2017). Despite the competitive market of Three-wheeled vehicles and entire automotive industry, dealers in Nairobi increased promotion of all their product ranges with intention of creating positive change in customers brand preference and increase market share, (KMIA, 2017).

Kipchirchir (2008) reported that more sales promotion carried out by some of young automobile dealers in Kenya are usually badly organized and implemented which lead to the aim being defeated thereby having direct effect on sales volume and profit. It has also been reported over the year that some organizations lack perfect sales experts, do not employ appropriate sales promotional tools and have rejected the importance of marketing concept which is people oriented philosophy that regard customers as a king there by leading to loss of sales, (Manah,2017).

A number of studies on the influence of sales promotion on consumers' buyer behaviour have been published during the past decade, such as the impact of in-store displays on product trial and the repurchase behaviour of customers, for instance Oyeniyi *et al.*, (2009) in their study concluded that in order to retain customers, organizations have to understand their behavior and try to satisfy them, by catering for their needs and preferences. Saleem *et al.*, (2002) found that emotional response aspect of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior. Bashir and Malik, (2009) revealed that consumers considered promotion as a reliable source of knowledge about any product or services. However, very little research on the influence of sales promotion techniques on buying behavior especially on motor industry has been conducted in developing countries such as Kenya. Likewise, most of these studies were carried out in different countries with diverse cultural backgrounds, geographical locations, political and economic status. Locally, Ndungu (2008) conducted a survey of the vertical integration strategies used in the automotive industry in Kenya while Kipchirchir (2008) carried out a survey on the Kenyan Motor Vehicle Industry. However, studies done in Kenya did not establish the influence of sales promotion on new vehicle sale of Three-Wheeled Vehicles in Kenya. In addition, some of the previous studies have also been overtaken by time, targeted population different from customers of three-wheeled automotive. This study therefore sought to fill this information gap by investigating the influence of sales promotion on buying behavior of Three-wheeled vehicles in Nairobi County.

The general objective of this study was to determine the influence of sales promotion on buying behavior of Three-Wheeled Vehicles in Nairobi County. The specific objectives were: to establish the influence of point of sale display on consumer buying behavior of three-wheeled vehicles in Nairobi county, to determine the influence of price discount on consumer buying behavior of three-wheeled vehicles in Nairobi county, to assess the influence of free gifts on consumer buying behavior of three-wheeled vehicles in Nairobi county and to establish how free product trials influence consumer buying behavior of three-wheeled vehicles in Nairobi county.

II. LITERATURE REVIEW

Sandra (2005) used a series of focus groups in three different locations with a total of 85 participants in the study of the effect of point of sale promotions on purchasing behavior of people in metropolitan, regional and rural Australia. Participants were asked questions about their recollection of various POS promotions and the effect of these promotions on their purchasing and consumption behaviour. The majority of participants indicated a strong link between POS promotions and alcohol purchasing and consumption behaviour. A majority of participants demonstrated a strong recall of previous promotions and almost all participants indicated they had been influenced to buy more or a particular brand because of a promotion. Specifically, the results of the study indicate that POS promotions involving volume discounts have a strong impact on young people, and are particularly effective in encouraging the purchase of increased volumes.

Ripon *et al.* (2007) in the study the effects of sales promotion and advertising on consumers purchase behavior reported that that sales promotion is most effective on the consumers who travel through the peripheral route and it can lead the consumer's mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product.

Kwame (2013) in the study titled "does sales promotion influence buyer behavior", identified the automotive sales promotion mechanisms adopted and determined how the sales promotion mechanisms affected the behaviour of young consumers. Apart from adult buyers, young consumers who are senior managers in Ghana, often buy personal cars especially for their use. The study found that the sales promotion has influenced many young consumers to purchase the automotive brands.

Mkanda (2009) analyzed the consumer buying behaviors of Carbonated Soft Drinks in the Tanzanian market. Five hypotheses were empirically tested and the results showed that there is a significant positive relationship between the price of the free product trials and the choice of brand of carbonated soft drinks. Regarding free gifts the results revealed that the free gift of the product positive influenced the decision to purchase a carbonated soft drinks brand. The positive correlation might result from the fact that consumers often judge the products on the basis of variety of information cues that they associate with products.

Moshi (2009) assessed the effectiveness of promotion techniques upon sales performance of the new motor vehicles in South Africa. The overall findings revealed that effective promotion techniques have significant influence on sales performance. In all the promotion mix, price discounts has been effectively used by the organization, and therefore proved to be handy especially for corporate customers. Nonetheless, the intensity of the influence of marketing promotion variables on consumer buying decision varies according to the degree of stimulation influenced by other factors like social groups, and the type of the product promoted.

Mnkeni (2007) on the other hand investigated the impact of marketing promotions on consumers' decision to make increased use of the mobile phone services in Tanzania and found that marketing promotion has a significant influence on increased usage rate decisions. The study established that advertising and sales promotion are effective and efficient marketing promotion strategy that can provide proper marketing information to the consumers. They opinioned that mobile phone service providers need to understand their consumers well and apply the most effective and efficient promotion elements that make consumers aware of the service to consumers with minimal inconveniences

The study adopts the social judgment theory of persuasion despite having been criticized for its failure to explain what happens when an individual's attitude falls within the latitude of

non-commitment. According to sheriff and sheriff (2008) the theory lacks strength when communication has taken black and white stand and not susceptible to alternative interpretations, it also ignores message content. However, it remains to be the most reliable in addressing the problem of study where consumer behavior is under scrutiny. Other theories which would have been selected have more significance shortcomings in this regard. The adaptation level theory relies on the assumption that consumers notice prices of all brands when they want to purchase a case which may not hold true for all consumers, it is also only useful in explaining reactions to price promotions and hence cannot be applicable in non-price promotions where product price is not lowered such as offers and gifts, (Kiestler, 2009).

From this study it has been established that much of the literature has focused on consumer sales promotion on consumer buying behavior, such as the impact of in-store displays on product trial and the repurchase behaviour of customers, for instance Oyeniyi *et al.* (2009) in their study concluded that in order to retain customers, organizations have to understand their behavior and try to satisfy them, by catering their needs and preferences. Saleem *et al.* (2002) found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior.

Bashir and Malik (2009) revealed that consumers considered promotion as a reliable source of knowledge about any product or services. Previous studies suggest that different market segments and consumer profiles react differently towards sales promotion. Several reasons for the variations in effectiveness were suggested, including demographic, cultural and ethnic differences, the value and timing of promotional offerings, as well as the type of product or service promoted (Ailawadi *et al.*, 2009).

Very little research on the influence of sales promotion techniques on buying behavior especially on motor industry has been conducted in developing countries such as Kenya. Likewise, most of these studies were carried out in different countries with diverse cultural backgrounds, geographical locations, political and economic status. Locally, Ndungu (2008) conducted a survey of the vertical integration strategies used in the automotive industry in Kenya while Kipchirchir (2008) carried out a survey on the Kenyan Motor Vehicle Industry. However, studies done in Kenya did not establish the influence of sales promotion on three-wheeled-vehicle in the Kenya. In

addition, some of previous studies have also been overtaken by time, targeted population different from customers of three-wheeled automotive. This study therefore seeks fill this information gap by investigating the influence of sales promotion on buying behavior of Three-Wheeled vehicles in Nairobi county.

III. RESEARCH METHODOLOGY

This study employed descriptive survey research design. Descriptive survey research designs are used in preliminary and exploratory studies to allow researchers to gather information, summarize, present and interpret for the purpose of clarification. Borg & Gall (2009) noted that descriptive survey research is intended to produce statistical information. The study fitted within the provisions of descriptive survey research design because the researcher was able to collect data and report the way things were without manipulating any variable. This design was chosen in this study because it is ideal in describing the characteristics of the targeted population. It is also appropriate for a large sample which had to participate in the study. The design also accommodates both quantitative and qualitative approaches of analysis.

Population is defined as the entire collection of individual from which we may collect data. It is the entire group that we are interested in, which we wish to describe or draw conclusions about. In other words it is all the people about whom the study is meant to be generalized (Jackson, 2008).The population for this study was all 350 operators of Three-Wheeled vehicles registered with various Sacco's operating in Nairobi county. According to the National Transport and Safety Authority (2015), there are 350 registered three-wheeled vehicles operator in various Saccos within Nairobi.

A sampling frame is a list, directory or index of cases from which a sample can be selected, (Mugenda & Mugenda, 2003). The sampling frame of this study was the list of all Three-wheeled vehicles operators registered under various Sacco's within Nairobi, obtained from National Transport and Safety Authority data (NTSA, 2015). This made an overall population of 350 Three-Wheeled vehicle operators within Nairobi as the target population as shown in the table 3.1:

Table 3.1 Sampling Frame

Population Category	No. of Registered Operators
Parklands Sacco	76
Buruburu Sacco	92
Muthurwa Sacco	116
Dagorretti Sacco	66
Total	350

Source: NTSA Data, (2015)

Since, the population of this research was known; the researcher used sample size calculating formula developed by (Nassiuma, 2000) to determine the sample size of this research. The sample size determination equation is given as:

$$n = \frac{NC^2}{e^2}$$

$$C^2 + (N-1)e^2$$

Where:

n = Sample size, N= Population, C= coefficient of variation, e = Standard error. Nassiuma (2000) asserts that in

most surveys a coefficient of variation in the range of $20\% \leq C \leq 30\%$ and a standard error of $2\% \leq e \leq 5\%$ are usually acceptable.

The study therefore used a coefficient variation of 30 % and a standard error of 2%. This is summarized in the table 3.2.

As such,

$$n = \frac{NC^2}{C^2 + (N-1)e^2}$$

$$n = \frac{350(0.3)^2}{(350-1)(0.024)^2 + 0.3^2}$$

$$n = \frac{350(0.09)}{(349)(0.000602) + 0.09}$$

$$n = \frac{31}{1}$$

$$n = 105$$

The total sample for this research was 105 as in the table below.

Table 3.2: Sample Size

Population category	Frequency	Percentage	Sample size
Parklands Sacco	76	30%	24
Buruburu Sacco	92	30%	27
Muthurwa Sacco	116	30%	35
Dagorretti Sacco	66	30%	19
Total	350	30%	105

Stratified random sampling technique was used in this research. The target population was heterogeneous but internally homogeneous and consisted of members working in different Sacco namely; Dagorretti Sacco (66), Buruburu Sacco (92), Muthurwa Sacco (116), and Parklands Sacco (76). The study thus employed stratified sampling technique. Stratified random sampling at rate of 30% was used to draw a sample size of 105 respondents. 30% of the population was deemed adequate representation as Orodho (2003) recommends a sample size of 30% to 50%. Kothari (2004), adds that it provides a more reliable and detailed information.

Then, simple random sampling technique was used within the stratum. It is a procedure in which respondent is chosen at random entirely by chance, such that each respondent has the probability of being chosen at any stage during the sampling process (Yates *et al.*, 2008). Such technique was used in order to avoid artificial bias in the response of the respondents meaning that each respondent was chosen randomly entirely by chance and had the probability of being chosen at any stage.

The study used primary data. Primary data was gathered by use of closed and open ended questionnaires, which were self-

administered. According to Kothari (2004), primary data is that which is collected afresh and for the first time, and thus happen to be original in character. Questionnaire was used because it offers considerable advantages in the administration. It presents an even stimulus potentially to large numbers of people simultaneously and provides the investigation with an easy accumulation of data. Gay (2002) maintains that questionnaires give respondents freedom to express their views or opinion and also to make suggestions. It is also anonymous. Anonymity helps to produce more candid answers than is possible in an interview. Likert scale questions were used due to their abiding by the principle of validity, reliability and consideration.

A pilot study was conducted to address any unclear and or ambiguous items in the research instruments. Fisher (2010) argued that, the accuracy of data to be collected is largely dependent on the data collection instruments in terms of validity and reliability which can only be established through a pilot test. The first step in conducting the pilot study involved selection and recruitment of participants by employing convenience sampling. The researcher then used 10% of the main sample size for conducting this pilot study as observed by Neuman, 2011. The

next step was to administer the research instrument (questionnaire) to the 10 (10% of sample size) of selected pilot participants. Data entry and analysis was then conducted, and results discussed with supervisor for ironing of errors and spotting of weaknesses in the research instruments.

Validity is defined as the accuracy and meaningfulness of inferences, which are based on the research results, (Mugenda & Mugenda, 2008). In other words, validity is the degree to which results obtained from the analysis of the data actually represents the phenomena under study. Validity, according to Borg & Gall (2009), is the degree to which a test measures what it purports to measure. All assessments of validity are subjective opinions based on the judgment of the researcher (Wiersma, 2005). The pilot study helped to improve face validity of the instruments. Content validity of an instrument was improved through expert judgment. As such, the researcher sought assistance of research supervisor, who, as an expert in research, helped to improve validity of the instrument.

Mugenda and Mugenda (2003), define reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trial. The pilot study enabled the researcher to assess the clarity of the questionnaire items so that those items found to be inadequate or vague were modified to improve the quality of the research instrument thus increasing its reliability. Split-Half technique of reliability testing was employed, whereby the pilot questionnaires were divided into two equivalent halves and then a reliable correlation coefficient of 0.7 for two halves was obtained using the Spearman Brown Prophecy formula. The coefficient indicates the degree to which the two halves of the test provide the same results and hence describe the internal consistency of the test.

Analyzing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what was important. Ary *et al* (2002) noted three steps involved

in analyzing data that was used in this research, including: organizing, interpreting and summarizing data.

The quantitative data was analyzed using descriptive statistical package for social services (SPSS). Descriptive statistics was used to analyze, explain and summarize properties of the data collected aided by a Statistical Package for the Social Sciences (SPSS) and Excel. The collected data was presented using graphs, charts and tables. According to Gupta (1996) this technique gives simple summaries about the sample data and present quantitative descriptions in a manageable form.

A correlation analysis was conducted to establish the relationship between the independent and dependent variables. Regression analysis was used to find out if an independent variable predicts a given dependent variable. Linear regression is an approach to model the relationship between scalar variable Y and one or more variables denoted X. It helps to evaluate the contribution of each independent variable in explaining the dependent variable when the other variables are controlled the R square value was obtained for each variable, (Fowler, 2014).

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Response Rate

The study administered 105 instruments to the sampled group, out of which 100 responded giving a response rate of 95% and a non-response rate of 5%. This agrees with Babbie (2004) who asserted that return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good. Based on this assertion 95% response rate is adequate for the study. This commendable response rate was due to extra efforts that were made via follow-up visits to remind the respondents to fill-in and return the questionnaires.

Table 4.1 Response Rate

Nature	Frequency	Percentage[%]
Returned	100	95
Unreturned	5	5
Total	105	100

4.2 Demographic Characteristics

This section analyzes the demographic characteristics of the respondents. This section presents the descriptions of the respondents in terms of their gender, level of education, number of years in current three wheeled vehicle business and age of the respondents.

4.2.1 Gender of Respondents

The respondents were asked to indicate their gender. Results in table 4.2

Table 4.2 Gender of Respondents

Gender	Frequency	Percentage[%]
Male	80	80
Female	20	20
Total	100	100

The study sought to establish the gender distribution of the respondents. According to the findings, majority (80%) of the respondents were male while 20% were females. Three-wheeler vehicle operators in Nairobi County are male dominated sub-sector as the majority of the respondents were male.

4.2.2 Age Distribution of the Respondents

Age is critical to the choice of motor vehicle one purchases and as such it was important for the study to include it among the variables under study, the findings are as shown in Table 4.1 below.

Table 4.3 Age Distribution of the Respondents

Age bracket	Frequency	Percentage [%]
20-25 Years	10	10
25-30 Years	20	20
30-35 Years	40	40
35-40 Years	15	15
40-45 Years	8	8
Above 45 years	7	7
Total	100	100

The age group was categorized into 6 groups in this research. According to the findings as shown in table 4.3, majority, (40%) of the respondents were between 30-35 years, 20% were between 25-30 years, 15% were 35-40 years while 8% of the respondents were between 20-25 years and 7% were above 45years. It can also be concluded that people at the age of 35 years and above would go for three wheeled vehicles which are economical unlike the younger group of people who would go

for speeding car brands. The majority of the respondents were old enough to fully understand the influence of sales promotion strategies on their purchase decision in automotive industry.

4.2.4 Education Level of the Respondents

The study sought to establish the highest level of education of the respondents and the findings are as shown in Table 4.4 below:

Table 4.4 Education Level of the Respondents

Education level	Frequency	Percentage[%]
Primary	8	8
O-level	18	18
Diploma	46	46
Degree	24	24
Higher degree	0	0
Informal education	4	4
Total	100	100

The education levels of the respondents are categories into 6 groups namely, no formal education, O-level, primary, diploma, degree and higher degree. The findings as shown in Table 4.2 above established that most (46%) of the respondents were diploma holders, 24% were graduates, 18% were O-level holders, 8% had primary level education while 4% of the respondents had informal kind of education. This finding implies that indeed most of the respondents were equipped with relevant academic qualification which is likely to have influenced their choice of motor vehicles. It further shows that the respondents

were learned and could therefore give valid and reliable information required for the study.

4.2.5 Number of Years Using Three-Wheeled Vehicles

The number of years using the Three-Wheeled vehicles determines their level of knowledge with sales promotion strategies in Three-Wheeler vehicles. The operators were asked to indicate the number of years they have been using these auto brands. Table 4.5 below illustrates the study findings.

Table 4.5: Level of experience in the Sub-Sector

No. of years	Frequency	Percentage[%]
1-5 years	10	10
6-10 years	60	60
Over 10 years	30	30
Total	100	100

From the findings as shown in Table 4.5 above, most of three-wheeler vehicle users (60%) had been working in the sub-sector for 6-10 years, 30% for over 10 years while 10% for 1-5 years. This finding confirms the previous finding on the age of the respondents implying that indeed have been using Three-Wheeled vehicles long enough to understand the benefits and demerits of such brands. Three-Wheeler vehicle users were thus versed with various promotion strategies used by automobiles

companies in Kenya and therefore have a wealth of knowledge to be shared in this study.

4.3 Descriptive Analysis based on the Study Variables

The researcher uses itemized rating scale to construct a range. This range was used to measure the perception level of the respondents towards each variable. The study uses the following formula to construct the range.

$$\text{Itemized rating scale} = \frac{Max - Min}{N} = \frac{5 - 1}{5} = 0.80$$

The mean of each individual item ranging from 1- 5 falls within the following interval:

Interval of Means	Perception
1.00 –1.80	Strongly Disagree
1.81 –2.60	Disagree
2.61 –3.40	Neutral
3.41 –4.20	Agree
4.21 –5.00	Strongly Agree

Table 4.6 Analysis of Perception towards Price discount and buying behavior

Statement	Mean	SD	Perception
I make price comparisons when I go to purchase an automobile product	3.69	0.83	Agree
I usually make my purchase if there is price discount offered	3.64	1.00	Agree
I tend to buy more than usual when offered price discounts are offered	3.69	0.91	Agree
I am willing to retain my three wheeler-vehicles if price discount is offered on their purchases	3.44	0.90	Agree
Price discounts influences me to make purchase decision faster.	3.54	0.97	Agree
I am willing to add more three-wheeler vehicle when there is a price discount	2.81	1.01	Neutral

Table 4.6 shows the respondents perception towards the relationship between price and purchase decision while buying three-wheeler vehicle. It shows that most respondents agree on

making price comparison while they go to purchase an automobile product, with mean score of 3.96. Similarly, respondents agree that, they usually make purchase decision if

there is a price discount on the product with mean score of 3.64. Furthermore, respondents agree that, they tend to buy more than usual when offered price discounts with mean score of 3.69. In addition, respondents also agree that they will be willing to retain three wheeler-vehicles if price discount is offered on their purchases with mean score of 3.44. Moreover, respondents are

willing to make purchase decision faster when the price discount is on offer with mean score of 3.54. However, in regarding the willingness to add more three-wheeler vehicle when there is a price discount, respondents have neutral attitude with the mean score of 2.81.

Table 4.7 Analysis of Respondent’s Perception on free gifts and Purchase Decision

Statement	Mean	SD	Perception
Free gifts encourages me to try new auto brand far more easily	3.57	0.92	Agree
I tend to make a purchase an extra automobile when the value of the free gifts is higher.	3.57	0.81	Agree
I tend to make instant purchase decision when free gifts are distributed at point of sale	3.37	0.81	Neutral
I tend to make purchase more often if i have the free gifts offering a promotion.	3.52	0.86	Agree
I often spend more if i can receive a bounce back free automobile gifts .	3.52	0.91	Agree
I usually keep free automobile gifts safe to use for my future purchase.	3.51	0.92	Agree

According to the data illustrated above, respondents agree that they are encouraged to try new products when they are offered free gifts with mean score of 3.57. Respondents also agree that they intend to make a purchase more often when the value of the free gifts is higher with mean score of 3.57. However, respondents have neutral attitude towards making instant purchase decision, when free gifts are distributed at the

point of sale with mean score of 3.37. Respondents, on the other hand agreed that they tend to make purchase more often if they have the free gifts offering with a promotion with mean score of 3.52. Similarly respondents agree that they spend more often if they receive bounce back free gifts and usually keeps the free gifts safe to use for their future purchase both receiving mean score of 3.52 and 3.51 respectively.

Table 4.8 Analysis of Perception Free product trial and Purchase Decision

Statement	Mean	SD	Perception
Free product trial influences me to try new product	3.93	0.78	Agree
Free product trial influences me to make a quick purchase	3.74	0.77	Agree
When offered free samples it influences to me to make purchase decision quickly	3.79	0.78	Agree
I am more willing to buy a new product only free product trial is offered	3.20	0.95	Neutral

According to the illustrated data regarding the perception of respondents towards the free product trial and their purchase decision, respondents agree that free product trial influences them to try new products and influences them to make a quick purchase with mean score of 3.93 and 3.74. Respondents also agree that when the free product trial is offered it influences them

to make purchase decision quickly with mean score of 3.79. However, respondents have a neutral attitude when asked if they are willing to buy a new product only if free product trial of the product is offered with mean score of 3.20. To sum up from the data collected above, it shows that free product trial strongly influence respondents to make their purchase decision.

Table 4.9 Analysis of Respondent’s Point of Sale Display on Purchase Decision

Statement	Mean	SD	Perception
Point of sale display offers unusual information and attracts me	3.74	0.76	Agree
Attractive and clear point of display influences my purchasing decision	3.94	0.79	Agree
Point of sale display affects what, when and how to buy	3.92	0.76	Agree
I often like to purchase products when i analyze with several displayed in the store.	3.80	0.78	Agree

Most respondents agree that the Point of sale display has a big influence on their purchasing decision. Respondents agree that Point of sale display offers unusual information and attract them and attractive and clear point of display influences my purchasing decision with mean score of 3.74 and 3.94

respectively. In addition, respondents agree that Point of sale display affects what, when and how to buy and often like to purchase products when they analyze several products displayed in the store with a mean score of 3.92 and 3.80 respectively.

Table 4.10 Analysis of Respondent’s perception on Sales Promotion and buying behavior

Statement	Mean	SD	Perception
My purchase decision is based on sales promotion offered.	3.74	0.75	Agree

Table 4.10 shows the analysis of the relationship between sales promotion and buying behavior. Most respondents agree that their buying actions are based on the sales promotion offered by the brand with mean score of 3.74. This data shows that majority of respondents take sales promotion into consideration while making their purchase decision offered by the respective brand.

4.4 Hypothesis Tests

The hypotheses tests of this research are conducted within the following two grounds: Use Pearson’s correlation test- to - test (X) and dependent (Y) variable of the research. This research uses a standard of 95% confidence interval to test all the hypotheses. The following formula was used in of test- to – test in this research

$$t_r = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where *r* is the [Pearson correlation coefficient](#)
 The *t_{score, intercept}* can be determined from the *t_{score, slope}*:

$$t_{score, intercept} = \frac{t_{score, slope}}{\sqrt{s_x^2 + X^2}}$$

Where *s_x²* is the sample variance

Hypothesis 1: There is significant relationship between point of sale display and

consumer buying behavior

H_A: There is significant relationship between point of sale display and consumer buying behavior

H₀ : There is no significant relationship between point of sale display and consumer buying behavior

Table 4.11 Correlation between Point of sale Display and Buying Behavior

		Point of Display	Buying behavior
Point of sale Display	Pearson Correlation	1	.576**
	Sig. (2-tailed)		.000
	N	100	100
buying behavior	Pearson Correlation	.576**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

From the table above it can be summarized that there is a positive relationship between Point of sale display(X) and buying behavior (Y). The Strength of the relationship r = is 0.576 determine by Pearson’s correlation. The researcher further conducted the test of the significance of the correlation using the t –test. This research uses a standard of 95% confidence interval; therefore, the significance level is defined as 0.95. In order for the claimed relationship to be significant, $t_{obs} \geq t_{0.95}$, the test statistic is given as:

$$t_r = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0.578\sqrt{100-2}}{\sqrt{1-0.578^2}} = 11.39$$

From the above calculation, $t_{obs} = 11.33 > t_{0.95,df=98} = 1.65$ (n = 100), therefore, the researcher concludes that the claimed relationship between point of sale display and buying behavior is statistically significant at 95% confidence interval.

Hypothesis 2: There is a significant relationship between price discount and consumer buying behavior

H_A : There is significant relationship between price discount and consumer buying behavior

H_0 : There is no significant relationship between price discount and consumer buying behavior

Table 4.12: Correlation between Price Discount and buying behavior

		Price Discount	Buying behavior
Price Discount	Pearson Correlation	1	.588**
	Sig. (2-tailed)		.000
	N	100	100
Buying behavior	Pearson Correlation	.588**	1
	Sig. (2-tailed)	.000	
	N	100	100
** . Correlation is significant at the 0.01 level (2-tailed).			

From the table above it can be summarized that there is a positive relationship between price discount (X) and buying behavior (Y). The strength of the relationship is determined=0.588 by Pearson. The researcher further conducts the test of the significance of the correlation using the t –test. This research uses a standard of 95% confidence interval; therefore, the significance level is defined as 0.95. In order for the claimed relationship to be significant, $t_{obs} \geq t_{0.95}$, the test statistic is given as:

$$t_r = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0.588\sqrt{100-2}}{\sqrt{1-0.588^2}} = 11.69$$

From the above calculation, $t_{obs} = 11.69 > t_{0.95, df=98} = 1.65$ (n = 100), therefore, the researcher concludes that the claimed relationship between price discount and buying behavior is statistically significant at 95% confidence interval.

Hypothesis 3: There is a significant relationship between Free Gifts and Consumer Buying behavior

H_A : There is significant relationship between free gifts and consumer buying behavior

H_0 : There is no significant relationship between free gifts and consumer buying behavior

Table 4.13 Correlations between free gifts and consumer buying behavior

		Free gifts	Buying behavior
Free gifts	Pearson Correlation	1	.614**
	Sig. (2-tailed)		.000
	N	100	100
Buying behavior	Pearson Correlation	.614**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

From the table above it can be summarized that there is a positive relationship between free gifts (X) and buying behavior (Y). The strength of the relationship is determined at = 0.614 by Pearson’s correlation. The researcher further conducts the test of the significance of the correlation using the t –test. This research uses a standard of 95% confidence interval; therefore, the significance level is defined as 0.95. In order for the claimed relationship to be significant, $t_{obs} \geq t_{0.95}$. The test statistic is given as:

$$t_r = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0.614\sqrt{100-2}}{\sqrt{1-0.614^2}} = 12.51$$

From the above calculation, $t_{obs} = 12.51 > t_{0.95, df=98} = 1.65$ (n = 100), therefore, the researcher concludes that the claimed relationship between free gifts and buying behavior is statistically significant at 95% confidence interval.

Hypothesis 4: There is significant relationship between product trials and consumer buying behavior

H_A : There is significant relationship between free product trials and consumer buying behavior

H_0 : There is no relationship between free product trials and consumer buying behavior

Table 4.14 Correlation between free product trials and consumer buying behavior

		Product trials	Buying behavior
Free product trials	Pearson Correlation	1	.590**
	Sig. (2-tailed)		.000
	N	100	100
Buying behavior	Pearson Correlation	.590**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

From the table above it can be summarized that there is a positive relationship between free product trials (X) and buying behavior (Y). The strength of the Relationship is determined=0.590 by Pearson’s correlation. The researcher further conducts the test of the significance of the correlation using the t-test. This research uses a standard of 95% confidence interval; therefore, the significance level is defined as 0.95. In order for the claimed relationship to be significant, $t_{obs} \geq t_{0.95}$. The test statistic is given as:

$$t_r = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0.590\sqrt{100-2}}{\sqrt{1-0.590^2}} = 11.76$$

From the above calculation, $t_{obs} = 11.76 > t_{0.95,df=98} = 1.65$ (n = 100), therefore, the researcher concludes that the claimed relationship between Product trials and buying behavior is statistically significant at 95% confidence interval.

4.5 Regression Analysis

4.6 Table 4.15 Hierarchical Multiple Regression

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	1.305	.170		7.667	.000
1	Price discounts	.097	.082	0.588	1.178	.000
	Free gifts	.075	.075	0.614	1.006	.000
	Product trials	.082	.086	0.590	.947	.000
	Point of Sale display	.141	.080	0.576	1.760	.000

a. Dependent Variable: Buying Behaviour

R2 = 0.257, ΔR2 = 0.228

The result of Pearson Correlation test revealed that there was a highly significant positive relationship between attitude towards price discounts and buying behavior among respondents

(β= 0.588, p = 0.000). The results of this study reaffirmed those findings of previous study by, Blackwell, Miniard and Engel (2001) that price discounts plays positive role in influencing consumers’ purchase. There was a highly significant relationship

between attitude towards free gifts and buying behavior ($\beta=0.614$, $p = 0.000$). This study also found that, there was a highly significant relationship between attitudes towards free product trials and buying behavior ($\beta= 0.590$, $p = 0.000$). The conclusion is reliable with Shimp buying behavior. Besides, Lammers (1991) also verified that free product trial did have a positive impact on immediate sales of the product. Lastly, there was also a highly significant relationship between point of sale display and buying behaviour ($\beta=0.576$, $p = 0.000$). It showed that the promotion of point of sale display has significant positive impact on buying behavior. All the four selected variables namely: Price discounts, Free gifts, point of sale display, and Product trials which significantly related to buying behaviour was regressed using hierarchical method.

V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

The study administered 105 instruments to the sampled group, out of which 100 responded giving a response rate of 95% and a non-response rate of 5%. According to the findings, majority of the respondents were male and therefore Three-wheeler vehicle operators in Nairobi County is a male dominated sub-sector. According to the findings, majority of the respondents were old enough to fully understand the influence of sales promotion strategies on their purchase decision in industry. The findings show that majority of the respondents had a sound academic background to allow them to understand the market trends of three-wheeler vehicles. It further shows that the respondents were learned and could therefore give valid and reliable information required for the study. Majority of three-wheeler vehicle users had been working in the sub-sector for longer period and thus had in-depth information useful to this study.

The objective of this research was to examine the influence of sales promotion on the purchasing behaviour of three-wheeler vehicle users. As such the researcher studied various promotional tools like price discounts, free gifts, product trial and point of sale display that affect the consumer purchasing behaviour. The result of this research provides important information about the impact of sales promotion on consumer buying behaviour of three - wheeled vehicles and also leads us towards the most effective sales promotion tool that customers are inclined towards nowadays.

5.1.1 Point Of Sale Display on Consumer Buying Behavior

Majority of respondents agreed that the Point-of-sale display has a big influence on their purchasing decision. Respondents agree that Point of sale display offers unusual information and attract them and attractive and clear point of display influences my purchasing decision with mean score of 3.74 and 3.94 respectively. This was also proved by the research of Gilbert and Jackaria (2002) who reported that point of sale display ranked high as the promotion one of widely used promotion.

The first hypothesis of the study states that there is significant relationship between point of sale display and consumer's buying behaviour. The results show that there is a

positive correlation between point of sale display and consumer buying behaviour of three wheeled vehicles with $r = 0.57$ and $rt = 11.33$ significant at 95% confidence interval and thus hypothesis accepted. The result of this research is consistent with the previous studies that support the statement that consumer's purchase decision is influenced by point of sale display. According to (Gedenk *et al.*, 2006) sales promotions best address the customers at the point of sale; meaning that communication regarding the product or services is best conveyed to the customers at the place where most of the purchasing decision are made. Similarly, Ferrell & Hartline, (2008) stated that point of purchase display builds store traffic, advertise a product, and induce impulse purchase.

5.1.2 Price Discount on Consumer Buying Behavior

Finding shows that majority of respondents agree on making price comparison while they go to purchase an automobile product, with mean score of 3.96. The findings were consistent with observation by Gupta (1988), who suggested that price discount is very effective in attracting consumer of other brands. Furthermore, findings from Bucklin, Gupta and Siddarth (1998) also indicated that price discounts induced households to switch brands and buy earlier than planned.

The second hypothesis states that price discounts significantly influences the consumer's buying behaviour. The results show that there is a positive correlation between price discounts and consumer buying behaviour of three wheeled vehicles with $r = 0.58$ and $rt = 11.69$ significant at 95% confidence interval and thus hypothesis accepted. This is consistent with the findings of the previous studies. Assunção and Meyer, (1993) show that consumption is an indigenous decision variable driven by price discounts. Similarly, in another analytical study, (Chandon *et al.*, 2002) stated that stockpiling is often observed when there is a heavy price discount on convenience goods.

5.1.3 Free Gifts on Consumer Buying Behavior

According to findings, majority of respondents agreed that they are encouraged to try new products when they are offered free gifts with mean score of 3.57. The result was consistent with the present result of Li and Sun, (2003) which found that extra product promotions would speed up clearance sales more than do price promotions.

The third hypothesis states that free gifts significantly influences consumer's buying behaviour. The hypothesis result revealed that there is a positive correlation between free gifts and buying behaviour of three wheeled vehicles with $r = 0.61$ and $rt = 12.5$ significant at 95% confidence interval and thus hypothesis accepted. The result of this study is consistent with the findings of the previous studies. Cummins (2008) stated that free gifts help sellers to attract new buyers, and deal prone consumers to make an instant purchase. According to Roger *et al.*, (2003) suggest that free gift encourages customer to try new products far more easily. Although it has been proved that free gifts have a positive impact on the customer's purchase decision, and it encourages customers to try new products easily.

5.1.4 Free Product Trials Influence on Consumer Buying Behavior

According to findings regarding the perception of respondents towards the free product trial and purchase decision, majority of respondents agreed that free product trial influences them to try new products and influences them to make a quick purchase with mean score of 3.93 and 3.74. The findings shows that free product trial strongly influence respondents to make their purchase decision and is consistent with findings by Shimp (2003) who reported that free sample had positive effect on consumer's buying.

The fourth hypothesis of the study states that there is significant relationship between free product trial and consumer buying behaviour of three wheeled vehicles. The results show that there is a positive correlation between free product trial and consumer's purchasing decision with $r = 0.59$ and $rt = 11.76$ significant at 95% confidence interval and thus hypothesis accepted. The result of this research is consistent with the previous studies that support the statement that consumer's purchase decision is influenced by free samples. Fill, (2002) stated that free product trial has a great impact on consumers purchase decision as it provides a product presentation in front of customers at free of charge.

5.1.5 Consumer Buying Behavior

Findings showed the relationship between sales promotion and buying behavior. Most respondents agree that their buying actions are based on the sales promotion offered by the brand with mean score of 3.74. This data shows that majority of respondents take sales promotion into consideration while making their purchase decision offered by the respective findings by Raaij *et al*, (2001) showed that respondents, who have a high level of buying behavior, set the level of involvement in paying attention to the development of sales promotion

The relationship between sales promotion and consumer's purchasing decision results show that there is a positive correlation between sales promotion and consumer's purchasing decision with $r = 0.57$ and $rt = 11.39$ significant at 95% confidence interval. The result of this research is consistent with the previous studies that support the statement that consumer's purchase decision is influenced by the sales promotion. Studies regarding behavioral and economic theory have provided supporting evidence that sales promotion has direct impact on consumer behavior and it accelerates the selling process by influencing consumer to make a swift purchase, (Wansink & Despande, 1994) support that customer's consumption behavior responds to sales promotion.

Similarly, other studies highlight that customer's purchase decision is highly influenced by sales promotion on products of high convenience compared to that of low convenience.

5.2 Conclusion

This study found that there is significant relation between sales promotion and buying behavior. Results of Hierarchical Multiple Regression showed that each of free product trials, free gifts, point-of-sale display and price discount had a 22.8% variance with the buying behaviour of the respondents. The results of this study would help marketers to select the types of promotion that greatly influence the buying behaviour of the respondents. Hence, this could help them in their planning to become more competitive and gain more profit and market share.

The study revealed that there was a positive significant relationship between price discount and buying behaviour.

The study further revealed there was a positive significant relationship between free gifts and buying behaviour. This finding implies that the consumer purchasing decision is influenced by free gifts factors such as bonus or value packs and Buy-one-get –one free of vehicle accessories among others from automobile companies. It was also revealed that there was a positive significant relationship between point- of -sale display and buying behaviour. This finding implies that the consumer purchasing decision is influenced by point- on -sale display factors such as feature advertising and demonstrations. Finally the study revealed that there was a positive significant relationship between product trials factors and buying behaviour. This finding implies that the consumer purchasing decision is influenced by product trials factors such as convenient payment and free models offered by automobile companies

The study concludes that the sales promotion strategies practiced in the selling of three-wheeled vehicles had positive and significant influence on the consumer buying behaviour. Thus, the kinds of sales promotion activities undertaken by the firms selling three-wheeled vehicles influenced the behavior of the customers with effect to the purchase of the products offered. The study concludes that various factors enhance the effectiveness of sales promotion strategies in the three-wheeler vehicles. Factors such as price reduction, point of sale display, free samples and free gifts are important when formulating a firm's sales promotion programmes. Hence, consideration and application of these factors was likely to enhance the firm's sales promotion strategies and thereby positively influencing consumer behavior. Thus, while launching any sales promotion, brands need to analyze and study who their customers really are, how much do they earn, what kind of lifestyle do they adhere to and how do they perceive the overall brand.

5.3 Recommendations

The study found out that the sales promotion strategies practiced in the sale of three-wheeled vehicles had a significant positive influence on the consumer behaviour. The study therefore recommends that the management of selling companies to formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favourable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales.

The study revealed that various factors such as price reduction, display of products, free samples and free gifts attached enhance the effectiveness of sales promotion strategies in the sector. The study thus recommends that the management of the outlets should focus on all these rationale of sales promotion, though unique from each other, so as to achieve a long term effect on increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

The study recommends that firms dealing with three-wheeler vehicles need to consider the various economic factors that influence consumer decision making such as free product trials, free gifts, point on sale display and price discount. In this regard they need to design motor vehicle for different categories of customers in different income brackets in Kenya. There is a

need to make sure that investments in quality occur in areas that will resonate with customers.

Finally it was important to understand the little things that consumers use as the basis for making a judgment of when it comes to purchasing decisions. The study recommends the need for automobile companies to consider consumers' demographic characteristics such as age, gender, marital status, occupation, education and income when designing the products to offer into the Kenyan market. This is because demography factors are vital and measurable statistics of a population that helps to locate target market, they are easier to measure and are suitable for psychographic and socio-cultural studies. Additionally demographic factors have a huge impact on the assessment of different features which are generally associated with consumer behaviour.

5.4 Recommendations for Further Research

Since this study explored the influence of sales promotion on consumer behavior in the sale of three-wheeled vehicles in Nairobi County, the study recommends that; similar study should be done in other counties for comparison purposes and to allow for generalization of findings on the influence of sales promotion strategies on consumer behavior in the automobile sector. Future researchers may further scope to duplicate the study in different environment and different geographical locations. Since this study was conducted in Nairobi County, it could not represent other people in urban or rural areas where the quality of life is different. Thirdly, future researchers are suggested to use interview technique in doing research especially at the place where transactions happen. This will enable the researchers obtain an accurate information based on the respondents' fresh memory. On Promotional tools that influence buying behavior, future researchers are suggested to determine other promotional tools such as rebates, sweepstakes, in pack premiums and so forth.

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