

Strathmore
UNIVERSITY

BUSINESS SCHOOL

**THE EFFECT OF PROMOTIONAL MIX TOOLS ON THE SALES PERFORMANCE
OF TOURIST DESTINATIONS IN KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENTS OF THE DEGREE OF BACHELOR OF COMMERCE
AT STRATHMORE UNIVERSITY**


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DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution, or university other than Strathmore University. No part of this project may be reproduced without the permission of the author and Strathmore University

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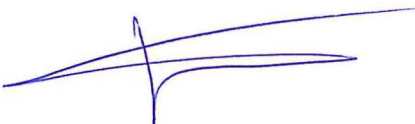
Approval

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I would like to acknowledge my wonderful supervisor especially for giving me the guidance needed to develop this project. It goes without saying that her wise counsel is deeply appreciated. Furthermore, I would like to acknowledge my friends for keeping me accountable especially with encouragement and time management to develop this project

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LIST OF ABBREVIATIONS

SPM	-	Sales Performance Management
PR	-	Public Relations
AD	-	Advertisement
SME	-	Small and Medium Enterprises
Aad	-	Attitude toward the ad
Ag	-	Attitude toward the brand

DEFINITION OF TERMS

Advertising- Advertising as a paid form of marketing communications in an objective form of an organization, product, service, or identified sponsor's idea (Kotler & Keller, 2006)

Personal Selling- Personal selling can be defined as a face-to-face communication tool used to provide and maintain information for building and maintaining long-term relationships with potential customers. (Bregman et al., 2001)

Sales Promotion- The sales promotion method used by sellers said is effective in making short-term sales successful, but also more cost-effective than advertising (Imtiaz, 2017)

Public Relations- Public relations are the activities and attitudes that aim to analyze, adjust, influence, and guide any group or group of people in the interest of a person, group or institution (Weiner, 1996)

Sales Performance- Sales performance is the effectiveness of the sales team, both individually and, in sales activities; ability to meet sales targets (Anaplan, 2019)

ABSTRACT

Promotional mix tools are important in making a business increase demand for the goods or services the business is offering. For businesses to survive, they need to incorporate these promotional tools which include sales advertising, sales promotion, personal selling, and public relations to their sales strategy. Tourist destinations attract a lot of income throughout the seasons in Kenya. However, Kenya being a third world country, prospective tourists find it hard to believe a country like Kenya would have amazing travel destinations they would enjoy. It is therefore great for travel agencies and firms to utilize these promotional mix tools to attract any future travel prospects that may have doubts about touring Kenya, and this in turn will lead to an increase in the sale performance of these travel firms in Kenya. The purpose of this study is to establish the effect of these promotional mix tools on the sales performance of tourist destinations in Kenya. The research adopted a descriptive design to explain the relationship between the variables for this research. The sample size was comprised of 45 employees from travel agencies from travel agencies in Kenya. Purposive sampling was used to get the agencies that fit the description of the study. Primary data was also obtained through a semi-structured questionnaire and data analysis will apply multiple regression and correlation in determining the importance of variables and detecting the relationship between variables.

CHAPTER ONE

INTRODUCTION

1.1 Background

Sagala et al. (2014) Promotional mix is a flow of information, or one-way persuasion that instructs someone to make a demand to people, or an organization. Tanner and Raymond (2012) wrote that budget, product lifecycle, types of product purchase decisions, target market characteristics, consumer purchase readiness, regulations, competitors, environmental factors, and finally media availability are factors that might influence selection of promotional mix. To be able to market a product, a company needs to consider the budget available to your company. The available budget may affect the number of people affected by the promotion and how often the promotion will influence people. Also, in general, each product with a different life cycle is will be a different promotion. Products that require high quality or technical steps must be promoted through personal selling and therefore the customer will have a better understanding of how the product is operated and maintained. Finally, all kinds of media in one product of the company can be used at the same time.

According to Tanner and Raymond (2012), the promotion mix consists of 6 variables, which are: First, advertising is an activity that uses different media to spread the brand identity during the promotion period. Second, personal selling is an activity that involves interaction between buyers and sellers. Third, the sales promotion activities that need to be done can make react quickly, sell a lot, and buy repeatedly. Fourth, publicity is a way to enhance and enhance the company's image by giving positive recognition in public relations. The fifth is direct marketing, which involves the provision of personal promotional materials directly to individual customers through mail, catalogs, the Internet, e-mail, telephone, or direct response to advertisements

1.1.1 Promotional Mix Tools

1.1.1.1 Advertising as a promotional tool

According to (Kotler & Keller, 2006) He defined advertising as a paid form of marketing communications in an objective form of an organization, product, service, or identified sponsor's

idea. Non-personal components of advertising include the use of mass media (TV, radio, newspapers, magazines, etc.). The non-personal does not receive immediate feedback like personal sales and is implemented by a specific advertiser. There are therefore fees paid to influence consumer behavior.

According to (Wang et al., 2009) Advertising is one of the most important links of communication for customers, so it is necessary to keep in mind the image and language customers want with changes in culture, economy and commerce. Therefore, it would be great to keep in mind the message the advertisement intended.

1.1.1.2 Personal Selling as a promotional tool

According to (Bregman et al., 2001), Personal selling can be defined as a face-to-face communication tool used to provide and maintain information for building and maintaining long-term relationships with potential customers. Personal selling is a useful tool for communicating with current and future buyers. According to (Kotler, 2000) Personal selling has two methods of flow of communication between buyers and sellers designed to influence consumers' purchasing decisions. (Fill, 2006) says that the main feature of personal selling is the effect it has, which means that salespeople are likely to break through and attract more consumer attention and may be remembered later. Sales representatives can tailor it to the type of customer who processes the message. Two-way communication allows sales representatives to get immediate feedback, reducing the risk of misunderstandings.

(Karunanithy & Sivesan, 2013) noted that the salesperson's important role is to evaluate the effectiveness of these messages and coordinate this evaluation by collecting and gathering information about prospects, adapting sales strategies based on that information, and delivering messages that implement organizational strategies.

1.1.1.3 Sales Promotion as a promotional tool

According to (Imtiaz, 2017) The sales promotion method used by sellers said is effective in making short-term sales successful, but also more cost-effective than advertising. (c & Tamilselvi, 2015) Classifies Sales Promotions into Consumer Promotions and Trade Promotions. According to their

study, the Consumer Sales promotion shows all the short-term promotion methods planned by retailers to increase the immediate response of customers to their products.

1.1.1.4 Public Relations as a promotional tool

According to (Wirtz & Lovelock, 2016) All organizations use the media to build that they want to achieve full mutual communication with internal or external satisfaction through the implementation of policies and programs based on the principles of social responsibility, consumers. It was fun to build and maintain a strong relationship with. Image of the organization. It also includes all activities used by the organization to improve the image of the organization within the community so that it actively participates and supports social, environmental, health activities and public issues.

1.1.2 Sales Performance

Sales performance refers to the number of deals made in a predefined period of, as opposed to predefined sales levels (Emmaculate, 2016). According to (Hellman, 2009) Sales management is responsible for the performance of the sales function. To understand what is happening in the sales function and to identify areas for improvement, sales managers need methods to measure the current state of the sales function against defined goals. The performance of the sales function can be evaluated in two ways: by measuring the performance and actions of salespeople and by measuring the business results of sales activities. The sales function skills assessment involves creating a picture of the skill levels of the sales organization to identify the necessary human resource development initiatives and to monitor the adoption of these new strategies.

1.1.3 Tourism in Kenya

The tourism industry is travel prevalently sporting or for relaxation purposes or arrangement of administrations to help this recreation travel. (Sindiga, 2005) There are important issues and challenges that affect Kenya's competitiveness and sustainability as a tourist destination. Tourism in Kenya has experienced difficult times for many years. According to (Ikiara, 2001), civil unrest after the 2008 elections and the global economic crisis of 2009 made inbound international tourism

more difficult. Prolonged performance degradation despite recovery periods such as 2004-2007 and 2010 has been a hallmark of the past two decades, raising concerns from key stakeholders.(Akama, 1999). The environment in which an organization operates is constantly changing due to various factors that affect the organization. The tourism industry is characterized by market volatility due to various factors, and the economic, political, and social environment inside and outside the boundary keeps up with this. (Nyangaka, 2009)

The tourism industry has adopted marketing strategies as a remedy for cross-border competition against foreign clients, with several advertisements targeting domestic tourists. Marketing researchers and practitioners are very interested in the evaluation of advertising effectiveness. When consumers respond to advertisements, it is generally accepted that they go through three hierarchical processing stages: cognition, emotion, and empathy. (Barry & Howard, 1990)

As competition between destinations becomes increasingly fierce, destination marketers are investing heavily in the design of effective tourist destination advertisements to attract potential visitors (Byun & Jang, 2015). However, the effectiveness of targeted advertising is primarily in matching the attractiveness of the message and the individual characteristics of the message recipient (Jiang et al., 2020)

1.2 Problem Statement

Kenyan tourism products are suitable for both international and domestic tourism, but without proper promotional skills, it can be difficult to encourage this important sector. So far, economists have focused tourists' attention on the lack of economic significance of tourism. This applies to development economics experts who consider the potential role of tourism as a driving force for economic development, especially in poor countries. Nevertheless, there were some important tasks to estimate the determinants of tourism demand (Stamou & Paraskevopoulos, 2004)

Tourism was promoted in Kenya only to act as a steppingstone during the traditional low season periods of the tourist calendar such as February to April. The lack of interest in tourism is that many Kenyans have not visited popular tourist attractions such as Maasai Mara, Amboseli, Tsavo and new tourist routes such as North Rift, Western Kenya, Central Province and Lake Victoria (Omolo, 2008)

With the vigorous promotion of the tourism sector, the disposable income of Kenyans is gradually increasing and the tourism business is expected to grow substantially. (Nyagaka, 2009)

(Pritchard et al., 2011)The world is driven by marketing and media, and the leisure tourism business, like any other branch, is benefiting from its participation. In practice, this especially applies to leisure and tourism businesses. Vacations are a promotional product because nothing can be pre-tested, and they play a bigger role in leisure and tourism than any other market. Consumers buy vacations purely according to symbolic expectations established promotionally through words, pictures, sounds, or promises.

1.3 The Research Objectives

The objectives of this research included:

- i. To determine the effect of advertising on sales performance
- ii. To determine the effect of personal selling on sales performance
- iii. To establish the effect of sales promotion on sales performance
- iv. To establish the effect of public relations on sales performance

1.4 The Research Questions

The research questions included:

- i. What is the effect of advertising on sales performance?
- ii. What is the effect of personal selling on sales performance?
- iii. What is the effect of sales promotion on sales performance?
- iv. What is the effect of public relations on sales performance?

1.5 Scope of the research

The study will focus on the effect of promotional mix tools on the sales performance of tourist destinations in Kenya. This study will look at four types of promotional mix tools: advertising,

personal selling, sales promotion, and public relations. The research will be conducted between May 2021 and February 2022. The data will be collected through semi-structured questionnaires from Travel Agencies based in Nairobi, Kenya. The sample study will include salespeople, marketing managers and marketing staff from various travel and tourist agencies based in Kenya.

1.6 Significance of the research

This research is important for a variety of players in the tourism industry, including officials of tourism, agencies, governments, researchers, and owners of SMEs in Kenya's tourism industry.

The agency managers can specify the best promotional practices to hire to enhance domestic tourism in Kenya. Manager knows how to implement this to remain competitive with the promotional mix elements that play a major role in attracting more tourists.

Governments can assess the level and importance of the promotional activities they must employ to sell the country as a stable country. Agencies can also ascertain the degree of importance of these promotional mix elements and comply with the guidelines the government has provided to the industry. A government, which relies on tourism for income, can investing heavily in the country's having third party SMEs like agencies to promote and sell the country's tourist destinations.

If an agency is hoping that more and more tourists will visit the country, then they need to invest in safe and high-end facilities. This will result in new roads and highways developed parks, improved public spaces, new airports, and possibly better schools and hospitals. A secure and innovative infrastructure enables the smooth flow of products or services. Residents are also experiencing opportunities for economic and educational growth. Small businesspeople who sell goods to tourists can also know the importance of advertising to promote business, so they will find this study useful.

This research will also be of value to researchers as the basis for further research in the tourism sector. Student scholars will use this research as the basis for discussions about advertising effectiveness in promoting domestic tourism in Kenya. The findings of the study will further be of importance to the body of knowledge as reference material for future research work.

1.7 Chapter Summary

This chapter begins by introducing the title of the research study and the background of the research variables. Background information about the promotional mix tools, sales performance and tourism in Kenya is discussed here. Furthermore, the chapter continues by defining the problem statement. The scope and significance of the study is also discussed above

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, research to do with the effect of advertising in the promotion of tourist destinations in Kenya will be discussed. It is critical to the presentation of the research literature focused on the research variables. It will start with the theoretical review of the various theories which anchor this study, the empirical studies and finally the summary of the research gaps will follow subsequently.

2.2 Theoretical Review

The theoretical framework consists of theories expressed by experts in the field you plan to study and is used to provide theoretical support for data analysis and result interpretation. In other words, the theoretical framework is a structure that summarizes concepts and theories You develop from the knowledge tested and published before. (Kivunja, 2018)

The research is therefore grounded on the following theories: the push vs pull promotion theory and Attitude toward the ad theory.

2.2.1 Attitude Toward the Ad Theory

The attitude toward the ad theory originated from (Mitchell & Olson, 1981) .This model is based on the fact that the attitude towards an advertisement is formed after being exposed to persuasive advertisement, which eventually has an influence on the effects of persuasive advertising, such as changes in attitudes and brand formation or behavior changes. (Ong & Ito, 2019)

For many years, the influence of persuasive communication in training and changing attitudes has attracted social scientists. Marketers pay special attention to advertising because it affects brand attitudes, purchase intentions, and sales. (Edell & Burke, 1984)

The increased interest in attitudes towards advertisements (which is considered here as an evaluation of an advertisement by the consumer rather than the evaluation of a product or brand) is due in part to recent evidence that attitude toward the ad (AAd) acts as a mediator of advertising effectiveness. This evidence comes from studies focused on understanding the impact of advertising on consumers' attitudes toward brands (Ag). The findings support the conclusion that

consumer responses to advertisements consist of more than brand perceptions.(Edell & Burke, 1984). For example, (Mitchell & Olson, 1981) suggest that an important aspect of cognitive structure is likely attitude toward advertisement.

In addition, as the cognitive response literature evolves, it becomes increasingly clear that advertising messages evoke not only the cognitive response of the brand being advertised, but the ideas of the ad itself. (Wright, 1973)

2.2.2 Push vs Pull Theory

Push / pull theory refers to the way information and products move between consumers and manufacturers. Especially in terms of marketing, this strategy refers to the focus of promotional activities used to sell goods or services. In the push theory, suppliers "push" their products to consumers, while in the pull strategy, consumers "pull" information or products that are tailored to their needs. Pull theory is defined as a promotional strategy that focuses on consumers rather than members of marketing channels to promote the flow of goods or services from manufacturers to end users (consumers). (Brocato, 2010)

According to Brocato (2010) all promotional marketing activities belong to one of the two general promotional theories. These theories are called "pushing" or "pulling." All marketing and promotional activities, including advertising, promotion, public relations, and personnel sales, fall into one of these categories.

The "push" strategy focuses promotional activities on distribution channels. In other words, sellers push products to wholesalers, who promote them in their retail network, and then place the products in retail stores for consumers to view and purchase (e.g., unfamiliar product terminal displays). On the other hand, the "pull" strategy relies heavily on marketing communication to create awareness and desire, thereby drawing consumers to the store to buy products. Both theories have advantages and disadvantages. Ideally, a combination of the two methods is used to attract and drive demand.

In short, the push strategy is to push the product to the customer and the pull strategy is to drive the customer to the product. The push strategy is a quick way to transfer customers from knowledge to purchase, while the pull strategy is about establishing an ongoing relationship with

the brand. Both help keep customers unaware of the buying process, but attraction strategies tend to be more successful in establishing brand ambassadors. (Joseph, 2017)

2.3 Empirical Review

2.3.1 The effect of advertising in sales performance

Adanu & Belayneh (2017) studied the impact of advertisement on the sales performance of the daily consumer goods of the brewery industry for St Gorge Brewery. The study design adopted was the cross cross-sectional descriptive design. The participants of the survey consisted of employees of St George Brewery in each division of marketing, sales, and distribution. This study used baseline data collected via self-filling questionnaires. The data collected were analyzed and tabulated. In the case of St. Gorge brewery, it is possible to create good images through advertising, promote repetitive purchase of products, create large market sector, larger market. This study demonstrates the fact that advertising helps St. Gorge Brewery create awareness, appeal, standards-making through competition, and beliefs. Advertising impacts sales performance so that companies can improve consumers' purchases of organizational products, increase sales volumes, increase organizational profits, and strengthen relationships with organizations' customers. This study focuses on a brewery while the focus of this research is the tourism industry.

Sagal (2015) studied the impact of advertising on the sales volume of different telecommunication companies selected from Somalia Mogadishu. This study used a survey design. Specifically, descriptive correlations and descriptive comparisons; data were collected from 133 respondents using a self-managed questionnaire as the important collection tool. It was found that which advertisement is high for each carrier in Mogadishu, the level of high sales volume is, and the difference in the degree of advertisement and the number of units sold. The study was conducted in Mogadishu, Somalia while this research is based in Nairobi, Kenya.

(Nzioka, 2020) In this study, sought to determine the effect of an advertisement with a promotional mix tool of sales performance of a commercial bank in Nyeri County, Kenya. The leading theory was a hierarchy of effect theory. A descriptive survey research design was used. The target population consisted of 35 commercial banks with activities in Nyeri County, Kenya. The target population of consisted of a total of 140,444 defendants, a total of marketing managers for 16 banks, branch managers, operations managers, and credit managers. A semi-structured questionnaire was used in data collection and was administrated using the drop and pick method.

Both descriptive and inferential analysis were applied. The census method was used. Multiple regressions and Pearson correlations were used to draw conclusions. The bank recorded an increase in sales units and impressive growth of over the five years from 2015 to 2019. The results of the Pearson Correlation Analysis show that ads have a strong positive relationship with sales performance and a statistically significant relationship. She concluded that advertising as a promotional mix tool plays an important role in determining a bank's firm performance. The study fails to analyze the sales performance and instead does the whole firm's performance which is the focus of this research.

2.3.2 The effect of personal selling in sales performance

Oluoyinka (2019) used Ogun Attention PZ Nigeria Ltd, Lagos State and Dangote Nigeria Plc in analytical units to critically investigate the impact of personal selling on sales growth. This was a descriptive study. The sample size of 100 respondents was selected with the help of sampling techniques. 98 respondents were considered available in the conclusion of the study. Statistical Package for Social Sciences (SPSS) version 20 retrieved data from the questionnaire. This study justified the relationship between personal selling and organizational sales. Personal selling also affected customer demand for products. The study recommended that salespeople in organizations be sufficiently trained in what is expected of them in the workplace so that they can convince customers as to why they should buy these specific products. The representative of the bank explains to the client/customer how much the service they are selling through private selling can meet their needs. The study was done in Nigeria while this research is done Nairobi Kenya.

Murithi (2015) analyzed the effect of personal selling on sales using A Case of Women Groups in Imenti North District, Meru County, Kenya. The purpose of his study was to assess the impact of personal selling on sales of agricultural products produced by a group of women. The population for this survey consisted of a group of 100 women engaged in agricultural activities. A simple random sampling method was used to determine 79 sample sizes. From of each of these groups, one employee was selected as a respondent. Basic data were collected using an individually administered structured questionnaire. Data were analyzed using descriptive statistical techniques such as frequency and percent presented using a frequency distribution table. Personal selling was found to be a widely used promotional method by a group of women primarily targeting women.

Personal selling was found to affect the sale of agricultural products by women groups. The research failed to examine personal selling on sales performance.

(Anyadighibe et al., 2014) This research focuses on the impact of personal selling on the sales performance of selected banks in Calabar Metropolitan (First Bank Plc and Stanbic IBTC). The study determined the significant relationship between personal selling and sales volume. Ordinary Least Squares (OLS) method was used to test the hypothesis. The results of this study show that personal selling has a significant relationship with customer relationships. The study also shows that there is a significant relationship between personal selling and the customer retention rate. The research furthermore shows that personal selling increases the company's sales. The study recommends that banks continue to use personal selling to increase sales performance. The study was done at a bank while this research is done with the tourism industry.

2.3.3 The effect of sales promotion in sales performance

(Tandoh & Sarpong, 2015) The purpose of this study was to assess the impact of sales promotion in Ghana's car industry on sales performance. This study was conducted at PHC Motors Ghana's Retail Outlet in Accra, Ghana. The purpose of this study was to investigate the relationship between promotion and sales performance, to investigate the effectiveness of promotion in the automobile market, and to identify issues that impede it. In this study, the descriptive research approach was used, and data were quantitative. To achieve this goal, 30 respondents were selected using a purposive and random sampling technique. Data was analyzed using SPSS obtained in the field. From a management perspective, most respondents agree that sales promotion not only stimulates reseller demand and efficiency, but also provides additional incentives for purchases. Most sales promotions in the study that end the relationship between sales promotions and organizational performance provide additional incentives to buy and stimulate reseller demand and efficiency. It turns out that effective promotion increases sales. Therefore, the study recommended that PHC Motors executives should undertake more strategic sales promotions to increase market share and profitability. The study failed to analyze the effect of sales promotion on the performance of sales which is a focus of this study.

(Okoye-Chine, 2021) This study examines the impact of sales promotion on sales performance of Coca-Cola beverages in Anambra. This study uses a descriptive survey design. This study was

conducted in Onitsha Anambra State. The researcher used primary sources. The sample size used is 368, which is obtained using Topman's nonparametric formula for determining sample size. Study used the test-retest and Cronbach Alpha methods to confirm the reliability of the research tool. Data for this study were collected through questionnaires interviews. The frequency table and percentage analysis are used to present quantitative data in tabular form. Study also used multiple regression analysis. The results show that in Anambra, sales promotion has a significant impact on the commercialization of Coca-Cola beverages. The study concluded that sales promotion has a significant positive impact on the commercialization of Coca-Cola beverages in Anambra. The study was done in Anambra while this research is done in Nairobi.

(Iqbal et al., 2013) In this study, he explores the role of sales promotion dimensions on sales volume in the context of the Fast-Moving Consumer Goods (FMCG) industry. Two research objectives lie within the study and has two hypothetical numbers. Structured questionnaire was used to collect information from (120) respondents through simple random sampling method. Data were analyzed with the help of SPSS. There are two aspects of the promotion namely the bonus package and the premium package. The results show that there is a positive relationship between bonus package and sales and a positive relationship between premium and sales. The study is done in the context of FMCG industry while this research is conducted in the tourism industry.

2.3.4 The effect of public relations in sales performance

(Daniel Axelsson, 2005) The purpose of the study is to study the agency's perspective on the role of public relations for traditional advertising in the stage of introducing a new brand. The authors used a qualitative study in which goals would be achieved by conducting insightful face-to-face interviews with three respondents, having in-depth knowledge of PR and traditional industry advertising. Whether PR as a promotional tool is considered more effective than traditional advertising in introducing a new brand, various variables must be considered. Public relations is more effective in terms of reliability, cost, and scale. One big downside, however, is the control. In addition, we must consider brand attributes because there are brands with PR that are more "friendly" than others. The research conducted focuses on public relations as a marketing tool while this study focuses on public relations being a promotional tool.

(Addo, 2015) The purpose of this research is to determine the relationship between public relations and marketing and whether public relations is a promotional tool. Qualitative research methods are used to achieve established goals. Intentional sampling techniques are used to sample respondents. Data is obtained from interviewees through semi-structured interviews. Public relations professionals with no less than ten years of experience were interviewed to understand their views on the subject. Similar communication tools are used when performing their functions, and they rely on each other most of the time to achieve the best results. Therefore, two disciplines need to work together to ensure the effectiveness of the two fields. This study fails to examine the effects of public relations of sales performance.

2.5 Conceptual Framework

The below conceptual framework hypothesizes the interaction between the promotional mix tools and the sales performance of tourist destinations in Kenya.

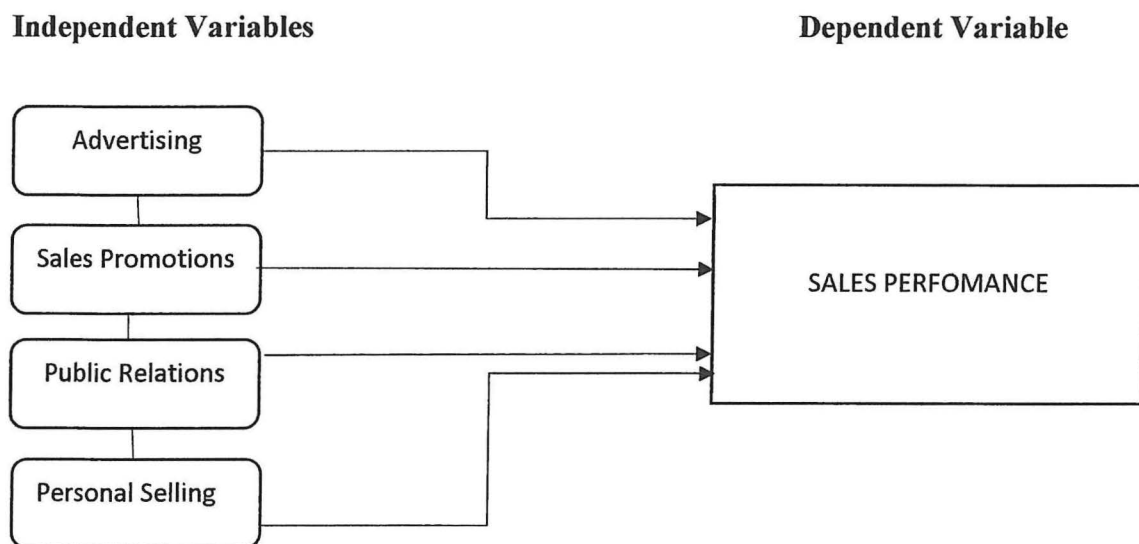


Figure 1: The Conceptual Framework

2.4 Summary of Literature and Research Gaps

The study has been able to review several previous studies based on the themes of the study. The gaps identified in the review are summarized, as shown in the table below

Author	Title	Results	Research gaps
(Adanu & Belayneh, 2017)	Assessment of the effect of Advertising on sales performance in the case of St. Gorge Brewery	Advertising impacts sales performance so that companies can improve consumers' purchases of organizational products hence increase sales volumes	The research focused on a brewery while this study focuses on the tourism industry
(Oluyinka, 2019)	The effect of personal selling and marketing on firm sales growth (A study of PZ and Dangote Nigeria PLC)	This study justified there is a relationship between personal selling and organizational sales volume	The study was done in Nigeria while this research is done Nairobi Kenya.
(Tandoh & Sarpong, 2015)	The Impact of Sales Promotions on the Performance of Auto-Mobile Industries in Ghana: A Case Study of PHC Motors (Accra-Ghana)	It revealed that effective sales promotion increases sales.	The study failed to analyze the effect of sales promotion on the performance of sales which is a focus of this study
(Addo, 2015)	PR as a Marketing Tool- The Perceptions of some public	The study justified the relationship between	This study fails to examine the effects of

	relations practitioners in Ghana	public relations and marketing	public relations of sales performance.
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Table 1: Summary of Literature and Research Gaps

Table 1 above shows some of the past studies that have been carried out in relation to the types of promotional mix tools and how they affect the sales performance of companies from different industries. Some of these studies were carried out in countries that are developed and in well-established firms and organizations. However, Kenya being a third world country, a need has been identified to find out whether the use promotional mix tools influence sales performance of tourist destination. Having only one study on the role of promotional mix tools on sales performance of tourist destinations, this study aims to add to the existing literature by mainly bridging this gap.

2.5 Chapter Summary

This chapter starts by revealing the various theories related to this study; that is, Attitude toward the ad theory and push vs pull theory. The empirical review of this study looked at the effect of promotional mix tools from scholarly written articles. Various research has been done by these scholars however, they fail to look at the effect of this promotional mix tools in the tourism industry. This study looked to bridge this gap.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter reviews the systematic methodology that is applied in the process of solving the research problem. This chapter focused on the philosophical paradigm, the research design, the population of the study, sampling design, data collection instruments, data collection procedures, and the analysis and presentation techniques.

3.3 Research Design

According to (Cooper & Schindler, 2008) research design is a structure by which a researcher conducts their study that provides a systematic order and direction in which the study research was conducted. This study followed a descriptive research design. A descriptive study is generally based on, the results on questions of the, who, what, where, when and how much. The descriptive studies come with research questions and meet a series of study objectives. (Cooper & Schindler, 2008). A descriptive research design was adopted for this study because it enables the research in determining the role of promotional mix tools on sales performance of tourism destinations in Kenya.

3.4 Population and Sampling

3.4.1 Population

Ngechu (2004) stated that the population is the total collection of elements with observable common features about which some conclusions can be drawn. The entire set of items of interest to the researcher is called the population. Kenya has a total of over 400 tourist agencies in the country. A sample is a fraction of the total population included in the study that would represent the entire population. (Irungu, 2019)

3.4.2 Sampling Design

The sampling design is a progression to extract samples from the study population and the samples are accurate. This is usually preferred when is not possible to test for every single element of a population. Given that research is expensive, time consuming and requires effort to gather information, it is considered ideal (Cooper & Schindler, 2008).

3.4.2.1 Sampling Frame

According to (Cooper & Schindler, 2008), the sampling frame is a set of information that is used to identify a sample population for statistical treatment. A sample frame contains a numerical identifier for each individual and other identifying information about the characteristics of the individuals to aid analysis and allow division into additional frames for further analysis.(Irungu, 2019)

3.4.2.2 Sampling Technique

The research sampling technique is the method that the researcher uses to select a representative list of respondents from the entire research population and provide appropriate research samples. This study will use a stratified random sampling technique. Respondents will be divided into marketing managers, salespeople, and team leaders (Cooper & Schindler, 2008).

3.4.2.3 Sample Size

Sample size is a small section of subjects drawn from the larger population (Saunders et al., 2019).

3.5 Data Collection Instruments

This study relied on structured questionnaire for data collection. The key advantage of a questionnaire is that it included everyone who's information was needed. The structured questionnaire was used in the study because it is easier to collect research data from a larger population. The research instrument was developed in accordance with the research objectives. The first part of the questionnaire contained demographic information, the second part of the questionnaire included statements about the independent variables, and the third part included information about the dependent variable. (Irungu, 2019)

3.6 Data Collection Procedures

Data collection is the assembly of empirical evidence to provide new knowledge about a situation and answer any questions that prompted the investigation. The study collected primary data from respondents using questionnaires. The questionnaires were used because they collect uniform data from all respondents and the questionnaires are easy to interpret and easy for respondents to analyze. Additionally, the questionnaires are an easy way to collect data from respondents.

3.7 Data Analysis

According to (Kombo & Tromp, 2006) Data analysis refers to analyzing what has been collected and applying deduction and interference. It extracts significant variables, detects anomalies, and tests any hypothesis. (Ashirwadam, 2014) stated that Data analysis in a nutshell is a method of locating facts and figures to solve research problems. It is therefore very important to find answers to research questions. Another important part of studies is data interpretation, which is taken from data analysis and draws conclusions. Often it becomes difficult to conclude the raw data, in this case the data must be analyzed, and the results of the analysis concluded. The questionnaires were checked for completeness and consistency; any gaps edited and filled. Data evaluation can be guided with the aid of using studies objectives, objectives, and size of amassed facts to decide styles of amassed facts for decided on variables. The facts at the introduction of tables, descriptive facts and inferential facts were ordered and protected within Google Forms and Microsoft Excel. A multilinear regression was used to check the connection between the independent variable and he dependent variable.

3.8 Research Quality

According to (Creswell & Garrett, 2008) the internal validity and reliability determined the design of the questions, the construction of the questionnaire and pilot testing

3.8.1 Pretesting of Research Instruments

The questionnaires were tested beforehand before being made available to the respondents to ensure the validity and reliability of the instruments. Pre-testing was conducted with five travel agency employees and these 5 respondents will not be included in the final study sample size. According to (Kothari, 2004) the purpose of pretesting the data collection tool is to ensure that the elements of the tool are clearly worded so that the respondents can clearly understand the questions.

3.8.2 Validity of the Research Instrument

According to (Bollen, 2005) there are two ways of determining validity of the research instrument. Validity is the criterion used to indicate the extent to which conclusions are drawn in a study in order to provide an accurate description or clarification of what happened (Gall et al., 2003).

(Bryman & Cramer, 2009) claim that validity implies the accuracy and connotation of conclusions based on research results. This study confirmed the construct validity of for the questionnaire as it will supported by developing a research instrument through adherence to a logical conceptual framework based on a review of the empirical literature. Regarding content validity, the questionnaire were tested by double checking with the help of the research supervisor.

The study used face validity by giving 5 staff members tourist destination questions and asking them to go through the questionnaire and provide suggestions for modification purposes. Of the suggestions given, the researcher will review the questionnaire, making the necessary changes to ensure that the questions are simple and clear in meaning.

3.8.3 Reliability of the Research Instrument

Reliability refers to the consistency, stability, or reliability of data. Whenever a researcher measures a variable, he or she wants to make sure that the measurement gives reliable and consistent results (Cooper & Schindler, 2008). To measure the reliability of data collection instruments, an internal consistency technique will be applied to collected data (Mugenda & Mugenda, 1999). To measure the reliability of data collection tools, an internal consistency technique will be applied to collected data.

This study used internal consistency reliability which will evaluate the level of consistency based on the results of various elements in a test. Cronbach's Alpha test will be used to measure the level of internal reliability. The pretest will be conducted on using a small sample that will not be included in the final study. The result of this method is between 1 and 0 so the acceptable reliability for each scale should be 0.7 or greater. (Taber, 2018)

The Cronbach alpha test will used in establishing reliability of the research instruments. This will be done by comparing with the established 0.7 where a Cronbach alpha of more than 0.7 indicate reliability. (Taber, 2018)

3.8.4 Objectivity of the Research Instrument

(Payne & Payne, 2004) state that researchers should remain distant from their research as much as possible so that they do not influence the results by their beliefs, their personality or even their values. The results of the findings should be based on facts obtained from factual data to avoid any

bias that may arise therefrom. To do this, the selected sample size will be a good representation of the entire population.

3.9 Ethical Issues with the research

During this research, respondents got to complete information about this research and their participation was voluntary. Then the selected respondents who were competent enough to submit the required data will be appreciated. Any privacy and confidentiality issues were considered and the information that was collected will only be used for research purposes. Written consent of respondents was obtained by requiring the respondent to complete and sign a form.

3.10 Chapter Summary

This chapter describes and justifies the research methodology that was used for the research. The chapter explains the research design, the sample design, including the population, the sampling method, the sampling frame, and the sample size. The chapter also defines the data collection method and details the investigation procedures. The chapter also discussed the data analysis methods used. The next chapter presents the results of the collected and analyzed data.

CHAPTER 4 DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.1 Introduction

The respondents of the study were tourist destinations agencies. The purpose of the study was to establish the effect of promotional mix tools on sales performance among tourist destinations in Kenya. The study relied on primary data that was collected using structured questionnaires. The information retrieved was gathered using questionnaires in Google Form that were sent to the respondents to determine the effect of promotional mix tools on sales performance among tourist destinations in Kenya. Once filled, the respondents clicked on submit and the information filled in the questionnaire is reflected on the responses tab of the researcher. Since the COVID-19 outbreak, the number of face-to-face meetings has been limited, so it is recognized as the best data collection method. The results are presented in the table, and conclusions can be drawn from the average values and percentages. It employed descriptive statistics, correlation analysis and regression analysis.

4.2 General information

4.2.1 Response Rate

Table below shows the number of respondents who took time and part in the study through filling the questionnaire that was provided. Out of 50 total administered questionnaires, 32 questionnaires were fully completed therefore marking a response rate of 64%. (Mugenda & Mugenda, 1999) states that a response rate of 50% is sufficient for analysis and reporting, however 60% and above is a good response rate for efficient analysis.

Table 2: Response Rate

	Frequency	Percentage
Responded	32	64%
Failed to respond	18	36%
TOTAL	50	100%

4.3 Background Information

4.3.1 Gender of the respondents

Table below shows the gender of the respondents. From the information given, majority of the respondents were male who made up 71.9% of the total number of respondents, while 28.1% were made up of female respondents.

Table 2: Gender of Respondents

	Frequency	Percentage
Male	23	71.9%
Female	9	28.1%
Total	32	100%

4.3.2 Age of respondents

The table shows the different age-groups of the respondents. Majority of the respondents were quite young between the age 20 to 30 years who made up half the total respondents (50%). The respondents between 31 and 40 years made up 37.5%, respondents between 41 and 50 years made up 12.5%, and lastly, there were no respondents above the age of 50 years.

Thus, the results show that the respondents who participated in the study were old enough and therefore able to make informed decisions by answering the research questions in accordance with the research requirements.

Table 3: Age of Respondents

	Frequency	Percentage
20-30 Years	16	50%
31-40 Years	12	37.5%
41-50 Years	4	12.5%
Above 50 Years	0	0%

Total	32	100%
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4.3.3 Length of service

The table shows how many years each respondent has worked in their company. 14 respondents had worked for less than 3 years making up 43.75% of the total respondents. 10 respondents had worked between 3 and 4 years making 31.25% while 8 respondents had worked for more than 4 years who made up 25% of the total respondents. This implies that majority of the respondents had worked for an adequate number of years and therefore they were informed and handled research questions conveniently

Table 4: Length of Service

	Frequency	Percentage
Less than 3 Years	14	43.75%
3-4 Years	10	31.25%
Above 4 Years	8	25%
Total	32	100%

4.3.4 Education Level of Respondents

The table shows the highest level of education of the respondents. All the respondents are educated with a majority of 59.4% having completed their undergraduate degree. 3.1% have completed a certificate course, 21.8% have completed their diploma and 15.6% have higher education in a masters and PhD. The data shows a high level of literacy among the respondents that work in travel agencies.

Table 5: Education Level

	Frequency	Percentage
Certificate	1	3.125%
Diploma	7	21.875%
Degree	19	59.375%
Masters and above	5	15.625%
Total	32	100%

4.4 Advertising on Sales Performance

Several statements on how advertising affects sales performance of travel destinations in Kenya were identified by the researchers and respondents were thereafter requested to kindly indicate their extent of their agreements with each of the statements using a Likert scale of 1-5 where 1=Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 6: Advertising on Sales Performance

Statement	Mean
Advertising is considered powerful in the overall promotional mix design	4.40
Advertising helps to achieve differentiation	4.16
Advertising helps increase sales	4.83
Advertising helps attract customers to the business	4.67
Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition	3.43
Advertising helps creating goodwill for the company	3.9

From the findings, Advertising is often viewed and supported as a powerful tool in the overall design of the marketing mix. Respondents agreed that advertising is considered powerful in the promotion mix design as indicated by a mean of 4.40. The respondents also agreed that advertising helps achieve differentiation from other companies as demonstrated with a mean of 4.16. Furthermore, respondents agreed that advertising helps increase sales of the company and attract customers to the business as indicated by the 4.83 and 4.67 means respectively. Moreover, the respondents were neutral on how advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition and how advertising helps creating goodwill for the company as indicated by a mean of 3.43 and 3.9 respectively.

4.5 Personal Selling on Sales Performance

Several statements on how personal selling affects sales performance of travel destinations in Kenya were identified by the researchers and respondents were thereafter requested to kindly indicate their extent of their agreements with each of the statements using a Likert scale of 1-5 where 1=Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 7: Personal Selling on Sales Performance

Statement	Mean
Customers get personal attention from salespeople	3.97
The message can be customized depending on the needs of the customer by the sales team	4.48
Personal selling helps build trust with customers	4.25
Personal selling is a great way of getting across large amounts of technical information	3.24
Personal selling gives salespeople a chance for demonstration	4.63
There is a two-way communication therefore feedback in instant	4.85

From the findings, the respondents agree that customers get personal attention from salespeople as indicated by the mean of 3.97. Respondents also agree that the message can be customized depending on the needs of the customer by the sales team and it also builds trust among with the customers as demonstrated by a mean of 4.48 and 4.25. The respondents are however neutral to the statement that personal selling is a great way of getting across large amounts of technical information indicated by a mean of 3.24. Lastly, Respondents agree that personal selling gives salespeople a chance for demonstration and there is a two-way communication therefore feedback in instant as indicated by a mean of 4.63 and 4.85 respectfully.

4.6 Sales Promotion on Sales Performance

Several statements on how sales promotion affects sales performance of travel destinations in Kenya were identified by the researchers and respondents were thereafter requested to kindly indicate their extent of their agreements with each of the statements using a Likert scale of 1-5 where 1=Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 8: Sales Promotion on Sales Performance

Statement	Mean
The aim objective of sales promotion is to make a sale	4.87
Sales promotions exposes the customer to the tourist destinations	4.26
Sales promotions is done to shift purchasing habits so that light users find reasons to buy more	3.24
Sales promotions combat seasonal cycles	3.98
Sales promotion is done to persuade people to try exploring new tourist destinations	4.03
Sales promotion aims to steal attention from the competition	3.35

From the findings, Respondents agree that the aim objective of sales promotion is to make a sale and sales promotions exposes the customer to the tourist destinations as indicated by a mean of 4.87 and 4.26 respectfully. Respondents are neutral to the statements that sales promotions is done

to shift purchasing habits so that light users find reasons to buy more and sales promotions combat seasonal cycles as demonstrated by a mean of 3.24 and 3.98. Respondents agree that sales promotion is done to persuade people to try exploring new tourist destinations as indicated by a mean of 4.03. Respondents are neutral to the statement that sales promotion aims to steal attention from the competition as indicated by a mean of 3.35.

4.7 Public Relations on Sales Performance

Several statements on how public relations affects sales performance of travel destinations in Kenya were identified by the researchers and respondents were thereafter requested to kindly indicate their extent of their agreements with each of the statements using a Likert scale of 1-5 where 1=Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 9: Public Relations on Sales Performance

Statement	Mean
Public relations enable the creation of corporate identity and image in your company	4.46
Through charitable involvement, your organization improves publicity among the society	4.44
Public relations enhance the organization's presence in the public eye	4.83
Organization may create stronger relationships with key consumers of the firm	3.67
Public Relations increases brand credibility of the firm	3.21
Public relations help sway public opinion in the company	4.00

From the findings, respondents agree that public relations enable the creation of corporate identity and image in your company, through charitable involvement, your organization improves publicity among the society and public relations enhance the organization's presence in the public eye as indicated by a mean of 4.46, 4.44 and 4.83. Respondents are however neutral to the statements that organization may create stronger relationships with key consumers of the firm and public relations

increases brand credibility of the firm as demonstrated by a mean of 3.67 and 3.21. Respondents also agree that public relations help sway public opinion in the company as indicated by a mean of 4.00

4.8 Sales Performance

Promotional mix strategies in the organization affect sales performance based on the findings of the respondents by using a Likert scale of 1-5 where 1= Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Table 10: Sales Performance

Statement	Mean
Advertising leads to an increase in sales	4.89
Sales promotion is important to increase sales of a firm	4.25
Personal selling boosts sales performance of a firm	4.57
Customer participation in promotion helps to improve sales performance	4.43
Public relations lead to more customers to make a sale	4.64

From the findings, respondents agreed that advertising leads to an increase in sales as indicated by a mean of 4.89. Respondents agreed that sales promotion is important to increase sales of a firm as indicated by a mean of 4.25. Moreover, respondents agreed that personal selling boosts sales performance of a firm and Customer participation in promotion helps to improve sales performance as indicated by a mean of 4.57 and 4.43. Lastly, respondents agreed that public relations lead to more customers to make a sale as indicated by a mean of 4.64.

4.9 Regression Analysis

To determine the effect of promotional mix tools on sales performance among tourist destinations in Kenya, the researcher conducted regression analysis. The findings of the Model Summary,

ANOVA and Regression coefficient are indicated in subsequent sections. The analysis was done using Microsoft Excel.

Table 11: Regression Analysis

Regression Statistics	
Multiple R	0.568081
R Square	0.322716
Adjusted R Square	0.252652
Standard Error	0.273244
Observation	32

The table above illustrates that the correlation co-efficient, Multiple R, is 0.57 indicating that there's a weak positive correlation and the Adjusted R Square, which is the co-efficient of determination is 25.27%. This shows that there is a weak positive correlation between the sales performance of travel destinations and the promotional mix tools. The three independent variables studied, namely the advertising, personal selling, public relation, and sales promotion, explained 32.27% of the sales performance as represented. As a result, other factors not investigated in this study account for 67.73% of tourist destinations sales performance. This implies that these variables are not very significant, and as a result, there is some need to consider them in any effort to improve the sales performance of tourist destinations.

Table 12: ANOVA Analysis

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	1.031693	0.3438	4.606032	0.009367
Residual	29	2.165213	0.07465		

Total	32	3.196907			
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The relationship identified in table 4.13 above was found to be significant with a p value of 0.00937 which is less than 0.05 and $F = 4.61$ which is greater than one. This implies that the model developed was significant and could be relied upon in making prediction.

Table 13: Coefficient Table

	Coefficients	Standard Error	t Stat	P-value
Intercept	0.076494	0.228012	0.335484	0.739675
Advertising	0.033591	0.054501	0.616345	0.542475
Personal Selling	0.237491	0.084906	2.797121	0.009061
Public Relations	-0.17839	0.060653	-2.94119	0.006365
Sales Promotion	0.424318	0.142165	2.984684	0.00515

4.10 Chapter Summary

This chapter contains the results of the data collected through a questionnaire via Google forms. They have been represented using various tools such as charts and tables and analyzed through Microsoft Excel. The study objectives were used in breaking down the collected data for ease of understanding. The next chapter will discuss the findings of the study by interpreting the data collected and analyzed in this chapter through the guidance of the study objectives, form conclusions and recommendations.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter of the study summarizes the results obtained by conducting the study. It includes a discussion of important discoveries, conclusions drawn, recommendations for improvement and suggestions for further study, and improvement.

5.2 Summary of the findings

In this section, we summarize the findings according to the purpose of the study. The study population consisted of 50 travel agencies. A total of 32 questionnaires were completed. Data were analyzed using descriptive study designs and using descriptive statistics such as means. The data has been presented in tabular format for clarity and easy to understand.

5.2.1 Summary of Advertising on Sales Performance

The research sought to determine the impact of advertising on sales performance. From the findings, Advertising is often viewed and supported as a powerful tool in the overall design of the marketing mix. It is considered powerful in the promotion mix design. Advertising helps achieve differentiation from other companies as different companies can come up with different advertisement to attract a wide variety of customers to their respective companies. Advertising helps increase sales of the company and attract customers to the business. Moreover, advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

5.2.2 Summary of on Personal Selling on Sales Performance

The research sought to determine the effect of Personal Selling on Sales Performance. From the findings, customers receive personal and greater attention from the salespeople. Personal Selling also allows for messages to be customized according to the customer being attended to by the salespeople and therefore there is connection and trust built between the two for a sale to take place. Salespeople are also able to demonstrate and put across a large amount of technical information that may be asked by the customer and through this, there is a two-way communication and feedback may be instant.

5.2.3 Summary of Sales Promotion on Sales Performance

The research sought to determine the effect of sales promotion on sales performance. The main objective of sales promotion is to make a sale. When using sales promotion, the customer becomes aware and exposed to the travel destinations being promoted by the company. Sales promotions also enable travel agencies to combat seasonal cycles like travel only during holidays. It also persuades people to try exploring new tourist destinations and this can make light users to go to different travel destinations more often.

5.2.4 Summary of Public Relations on Sales Performance

The research sought to determine the effect of public relations on sales performance. Public relations enable the creation of corporate identity and image in your company, through charitable involvement, your organization improves publicity among the society and public relations enhance the organization's presence in the public eye. Organizations may create stronger relationships with key consumers of the firm and public relations increases brand credibility of the firm and public relations help sway public opinion in the travel destination.

5.3 Discussion

The research done by (Adanu & Belayneh, 2017) demonstrates the fact that advertising helps St. Gorge Brewery create awareness, appeal, standards-making through competition, and beliefs. Advertising impacts sales performance so that companies can improve consumers' purchases of organizational products, increase sales volumes, increase organizational profits, and strengthen relationships with organizations' customers. This study focused on a brewery while the focus of this research is the tourism industry.

The explores the role of sales promotion dimensions on sales volume in the context of the Fast-Moving Consumer Goods (FMCG) industry. Two research objectives lie within the study and has two hypothetical numbers. There are two aspects of the promotion namely the bonus package and the premium package. The results show that there is a positive relationship between bonus package and sales and a positive relationship between premium and sales. The study is done in the context of FMCG industry while this research is conducted in the tourism industry.(Iqbal et al., 2013)

The research done by (Barry & Howard, 1990) the agency's perspective on the role of public relations for traditional advertising in the stage of introducing a new brand. Whether PR as a promotional tool is considered more effective than traditional advertising in introducing a new

brand, various variables must be considered. Public relations is more effective in terms of reliability, cost, and scale. One big downside, however, is the control. In addition, we must consider brand attributes because there are brands with PR that are more "friendly" than others. The research conducted focuses on public relations as a marketing tool while this study focuses on public relations being a promotional tool.

Personal selling ensures that customers are satisfied after they make a purchase. To complete the value exchange, both the seller and the buyer engage in a negotiation process. The exchange, or selling process, was governed by implied rules and stages that could be identified. The levels of buying and selling necessitate the formation of acquaintances and an assessment of each party's value-based needs for the other's item, as well as determining whether the values to be exchanged are equivalent or nearly so, or, in buyer's terms, worth the price. Effective selling necessitates a systems approach, involving at the very least roles that sell, enable selling, and develop sales capabilities. It also requires salespeople who have a specific and distinct set of skills that are useful in facilitating the exchange of value with customers.(Irungu, 2019)

5.4 Conclusion

Sales promotion had significant effect on sales performance of tourist destinations. Sales promotions lead aims at increasing the quantities purchased. The Company charge reduced prices in times of sales promotion.

Advertising was a significant predictor of sales performance among tourist destinations. Firms may use advertising for both short-term and long-term objectives. Advertising is impersonal. Rising the total spend of a firm attracts new customers. Institutional advertising puts emphasis on the specific firm's name organization. Advertising function is of recent origin. The High total spend helps to increase market share.

Personal selling had significant effect on sales performance of tourist destinations. Presentation creates a desire for the product into a customer. Salespeople can get more attention than an advertisement or a display. Personal selling establishes long-term buyer-seller relationship. Presentation demonstrates an exceptional product without pressuring customers.

Public relation significantly predicted the sales performance of tourist destinations. The public is constantly demanding for greater transparency in the movements. Through charitable involvement, an organization improves publicity. Organization may create stronger relationships with key suppliers.

5.5 Recommendations

The study recommends firms to use advertising for both short-term and long-term goals, advertising should be impersonal, and increasing a firm's total spend should attract new customers. Institutional advertising should emphasize the specific firm's name organization, a high total spend should aid in increasing market share, and the advertising function should be of recent origin. Customers should be informed about the availability of tourist destinations, advertising should help achieve differentiation on a consistent basis, and businesses should use impressions to build awareness. Advertising should be regarded as effective in their company's overall marketing mix design.

The study recommends personal selling should arouse a customer's desire to travel to a tourist destination, salespeople should receive more attention than an advertisement or a display, and presentations should demonstrate an exceptional service without pressuring customers. Personal selling's overall success should be determined by the frequency of purchases, personal selling should ensure customers' post-purchase satisfaction, and creative skills should assist sellers in considering customer opinions as valuable.

The study recommends travel destinations that through public relations, the company should improve publicity, the organization should strengthen relationships with key suppliers, and public relations should enable the creation of corporate identity and image. Independent relationships should be linked by public trust to form dependable family-like relationships. Public relations should be used to increase the organization's visibility. Public recognition should entice consumer loyalty, and publicity should be more effective than advertising because it opens a wide range of opportunities for the company. Any successful human relationship should be built on public trust.

The study recommends sales promotions should aim to increase the purchase by customers. In times of sales promotion, the company charge should lower prices. Customers' involvement in sale promotion should reflect customer loyalty, sales promotion should work best on simple items

whose features are judged at the point of purchase, and older consumers pay lower prices and shop more frequently during sales promotions.

5.6 Limitations of the research

The research contained a sample population and sample size of 50 tourist destination agencies. This covers a very small portion of the total travel agencies operating in Kenya. This makes most tourist destinations still unknown on whether the promotional mix tools influence their sales performance.

The second limitation is that respondents were extremely hesitant about taking part in the study and disclosing the required information. As a result, the researcher cannot be certain that all responses were correct, particularly when it comes to the respondent sales performance of their company.

5.7 Suggestions for further research

Further studies can adopt other methodologies of research such as interviews, observations and focus groups to get a more in depth understanding of the relationship between promotional mix tools and sales performance of tourist destinations in Kenya. Qualitative data could be collected from these methodologies to get more precise information for analysis. In addition, another study should be conducted with different objectives other than the ones investigated in this study to increase the body of knowledge and literature to determine the effect of promotional mix tools on sales performance of tourist destinations in Kenya.

5.8 Chapter Summary

This chapter illustrated the discussions and conclusions of the research that was carried out. It has outlined a detailed summary of all the discussions with reference to the objectives of the research conducted. Furthermore, the chapter covered the conclusions, recommendations, and limitations of the research study. Finally, the chapter gave suggestions for further research on the effect of promotional mix tools on sales performance of tourist destinations in Kenya.

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APPENDICES

APPENDIX I: COVER LETTER

DAISY KAJUJU

PO.BOX 35355-00200

EMAIL: daisy.kajuju@strathmore.edu

: dsmwenda@gmail.com

Dear Respondent,

RE: THE EFFECT OF PROMOTIONAL MIX TOOLS ON THE SALES PERFORMANCE OF TOURIST DESTINATIONS IN KENYA

I am a current university student at Strathmore University pursuing my Bachelor's degree in Commerce with a specialization in Marketing. As part of my coursework, I am required by the school to carry out research on my topic of interest which is, "The Effect of Promotional Mix Tools on the Sales Performance of Tourist Destinations in Kenya. The main purpose of this study is to investigate whether promotional mix tools has an impact on the sales performance of tourist destinations in Kenya.

The importance of this study is to analyze which types of promotional mix tools; advertising, personal selling, sales promotion and public relations, directly and significantly affect tourist destinations agencies and firms in order for these businesses to use these tools to their advantage in the sales teams. Please note that the information you give will be confidential. This information will only be used for academic purpose.

Thank you for your cooperation.

Yours faithfully,

Daisy Kajuju.

APPENDIX II: Questionnaire

THE EFFECT OF PROMOTIONAL MIX TOOLS ON THE SALES PERFORMANCE OF TOURIST DESTINATIONS IN KENYA

You are called upon to fill this questionnaire below to the best of your ability. Please remember that every single piece of information you give will be confidential. It will therefore be used for academic purposes only. You are requested not to write your name or any personal information on this questionnaire.

SECTION A: Background Information

1. Name of your company:
2. Kindly indicate your gender
 - a) Male
 - b) Female
3. What is your age?
 - a) 20-30 Years
 - b) 31-40 Years
 - c) 41-50 Years
 - d) Above 50 Years
4. Which position do you hold in the firm?
 - a) Owner
 - b) Manager
 - c) Staff
5. How many years in total have you worked in the tourism industry?
 - a) Less than 3 Years
 - b) 3-4 Years
 - c) Above 4 Years
6. What is your highest academic qualification?
 - a) Certificate
 - b) Diploma
 - c) Degree

d) Masters and above

SECTION B: ADVERTISING ON SALES PERFORMANCE

The statements you see in the first column below are assumption made on how advertising affects sales performance. Please do indicate the degree in which you agree with them using the Likert scale 1-5 where 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Statement	1	2	3	4	5
Advertising is considered powerful in the overall promotional mix design					
Advertising helps to achieve differentiation					
Advertising helps increase sales					
Advertising helps attract customers to the business					
Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition					
Advertising helps creating goodwill for the company and gains customer					

SECTION C: PERSONAL SELLING ON SALES PERFORMANCE

The statements you see in the first column below are assumption made on how advertising affects sales performance. Please do indicate the degree in which you agree with them using the Likert scale 1-5 where 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Statement	1	2	3	4	5
Customers get personal attention from salespeople					
The message can be customized depending on the needs of the customer by the sales team					
Personal selling helps build trust with customers					
Personal selling is a great way of getting across large					

amounts of technical information					
Personal selling gives salespeople a chance for demonstration					
There is a two-way communication therefore feedback in instant					

SECTION D: SALES PROMOTIONS ON SALES PERFORMANCE

The statements you see in the first column below are assumption made on how advertising affects sales performance. Please do indicate the degree in which you agree with them using the Likert scale 1-5 where 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Statement	1	2	3	4	5
The aim objective of sales promotion is to make a sale					
Sales promotions exposes the customer to the tourist destinations					
Sales promotions is done to shift purchasing habits so that light users find reasons to buy more					
Sales promotions combat seasonal cycles					
Sales promotion is done to persuade people to try exploring new tourist destinations					
Sales promotion aims to steal attention from the competition					

SECTION E: PUBLIC RELATIONS ON SALES PERFORMANCE

The statements you see in the first column below are assumption made on how advertising affects sales performance. Please do indicate the degree in which you agree with them using the Likert scale 1-5 where 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Statement	1	2	3	4	5
Public relations enable the creation of corporate identity and image in your company					

Through charitable involvement, your organization improves publicity among the society					
Public relations enhance the organization's presence in the public eye					
Organization may create stronger relationships with key consumers of the firm					
Public Relations increases brand credibility of the firm					
Public relations help sway public opinion in the company					

SECTION F: SALES PERFORMANCE












The statements you see in the first column below are assumption made on how advertising affects sales performance. Please do indicate the degree in which you agree with them using the Likert scale 1-5 where 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Statement	1	2	3	4	5
Advertising leads to an increase in sales					
Sales promotion is importance to increase sales of a firm					
Personal selling boosts sales performance of a firm					
Customer participation in promotion helps to improve sales performance					
Public relations lead to more customers to make a sale					
Frequency of purchases shows the rate of sales performance					

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Sources included in the report

SA	Ruth Kimani MBA Proposal 4_13th August presentation.docx Document Ruth Kimani MBA Proposal 4_13th August presentation.docx (D15397090)		2
W	URL: http://erepo.usiu.ac.ke/bitstream/handle/11732/4605/DIANA%20WAMBUI%20IRUNGU%20MBA%202019.pdf?isAllowed=y&sequence=1 Fetched: 2021-01-18T07:44:22.5530000		46
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