CONSUMER SALES PROMOTIONS AND BRAND EQUITY OF SELECTED TOOTHPASTE BRANDS IN NAIROBI, KENYA

BY

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DECLARATION

This is my original work and has not been presented for a degree award or published in this or any other institution of higher learning.

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D65/10350/2018

This research project report is submitted for examination with my approval as the University of Nairobi supervisor.

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DEDICATION

I dedicate this project to my parents Shadrack and Caroline for their constant encouragement and persistence towards pursuit of academic excellence. It's also dedicated to my wife Betty and daughters for their patience, love and moral support throughout my academic journey. My love for you all can never be quantified. God bless you.

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ACRONYMS AND ABBREVIATIONS

BOGOF - Buy-one get-one-free

CSP - Consumer Sales Promotions

FMCG - Fast Moving Consumer Goods

SD - Standard Deviation

SPSS - Statistical Package for Social Sciences

TPB - Theory of Planned Behavior

ABSTRACT

Marketers have historically rallied consumer sales promotions as primary strategy for creating awareness about products in the market thus driving sales by extending value to consumers. Litany of research exists of validity of execution of varied promotion techniques. However, the area of consumer sales promotions and its effect on brand equity for toothpaste brands is less researched. This study sought to examine the effect of consumer sales promotion techniques on the brand equity of selected toothpaste brands at selected retail outlets in Nairobi County. Consumer sales promotion techniques examined include; product samples strategy, coupons strategy, price-off offers strategy and the buy-one get-one-free strategy were deeply examine and the effect they wield on brand equity critically analyzed. The study utilized descriptive survey methodology in the field survey process. The target population for the study encompassed a group of marketing practitioners notably; brand managers, sales managers, retail marketing managers and merchandisers from four leading toothpaste brands in Kenya. Further the study utilized purposive sampling technique in effort to identify the most suited respondents for the study. A structured questionnaire was utilized as the data collection tool. The questionnaire was divided into two parts containing the demographic data relating the respondent's background and the second part covering consumer's sales promotion techniques on brand equity. Questionnaire items were structured with a 5-point satisfaction scale. Descriptive and inferential statistics were used in the analysis of the data. For inferential statistics, linear regression analysis method was used to assess for associations between consumer sales promotions techniques notably; product samples strategy, coupons strategy, price-off offers strategy and the buy-one get-one-free strategy versus brand equity of toothpaste brands. The study established that consumer sales promotions techniques, notably; product samples strategy, coupons strategy, price-off offers strategy and the buy-one get-one-free strategy registered positive influence of brand equity of toothpaste brands. Product sample strategy was found to account for 24% (β_1= 0.5) of variability in brand equity. Coupon strategy for consumer sales promotions was found to account for 45% (β_2= 0.738) of variability in brand equity of toothpaste brands. Also, price-off offers strategy was found to account for 70% (β_3= 0.826) of variability for brand equity of toothpaste brands. Finally, the buy-one get-one-free strategy was found to contribute 44% (β_4= 0.613) of variability in brand equity of toothpaste brands. The study concluded that consumer sales promotion techniques wield varied influence on different dimensions of brand equity of toothpaste brands. Product samples strategy and buy-one get-one-free technique are sufficiently effective in driving market entry promotions as they create brand awareness through visibility. Coupon strategy effectively attracts consumer attention which encourages consumer brand experience thus building brand affiliation. Price-off offers also attract consumer attention contributing to increased shorter sales. Free product samples create an opportunity for consumer brand interaction thus impacting on perception on quality. The study recommends, modeling of consumer sales promotions with the optimal prospect of appealing to consumer brand loyalty. For new toothpaste brands product promotions, the study recommends the utilization of free samples strategy and buy-one get-one-free. In effort to increase market share of existing toothpaste brands, the study recommends the adoption of coupons and price-off offers strategies for product promotions.

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Consumer sales promotions are a primary tool employed by marketers in an effort to accrue gains in market share that is presently occupied by competitor(s). According to Nagar (2009), Santini *et al*., (2015), Shamount (2016) consumer preference remains a key element of brand loyalty which develops as an outcome of effective sales promotions. This highlights the existing link between consumer sales promotion strategy and brand loyalty as an element of brand equity. Kuntner (2017) proposed the existence in alteration of consumer purchasing behavior that is attributed to the model of promotional tools employed by the marketers. Distinct range of products and services have also attracted interest amongst marketers in attempts to identify what techniques for Consumer sales promotions can accrue optimal positive effect on brand equity. Boscheti (2012) found strong positive association between sales promotions for financial services and the traction on brand equity. Kuntner (2017) on the other hand documented that certain aspects of sales promotions, with specific acknowledgement of frequent store price promotions wielded negative affect brand equity. Both Boschetti (2012) and Kuntner (2012) also submitted that, even though Consumer sales promotions yield mixed outcome on different elements of brand equity, the aspect of consumer preference was critical. Consumer choices are often anchored on preference which remains a key component for consideration in every sales promotions campaigns favored by marketers. This shows that, the caveat for any consumer sales promotion campaign should be anchored on the prospective influence on the critical aspect of consumer preference (Wierenga & Soethoudt, 2010; Yusuf, 2010).

The resource based view theory underpins the strategic alignment of organizational resources towards the realization of competitive advantage. Siebers, Zhang, and Li (2013) identified resource based view as a critical anchoring model in which retail positioning can be deployed by organizations in tapping competitiveness. Ramli (2017) submitted that, existence of key intangible assets within an organization can form a critical component for value proposition amongst customers or consumers thus gaining promotional premium. The value of consumer sales promotions as a resource anchoring component in brand

positioning is based on evidence showing that consumer preference is brand centric and consumer sales promotions campaigns wield influence on the consumer behavior. As such, the essence of brand equity is subject to intricate consumer factors of which sales promotion campaigns can influence.

The retail sector in Kenya is divided into direct trade and indirect trade. Direct trade consists of the large supermarkets, mostly hosted in shopping malls while the indirect trade includes smaller supermarkets, the distributors, wholesalers and small scale retailers. The supermarkets are classified into tier's, where tier one's are the larger retail brands in malls, while tier two and tier three are the smaller retail brands located on the outskirts of Nairobi, small towns and within the estates. The retail stores are one of the avenues where the customer can access products from the toothpaste manufacturers in Nairobi. However with many product options available to consumers, firms have found it difficult to retain customers by focusing on brand strength only. In addition, the difficult economic conditions has increased the need to cost save among shoppers. Hence it has become a common practice in the direct trade arm of the retail sector to carry out continuous sales promotions over a period of time to fight off competition and meet business goals.

1.1.1 Consumer Sales Promotions

They are set of communication tactics employed by marketers that seek to provide added value or incentives to consumers with the objective of stimulating or triggering immediate sales (Karthikeyan & Panchanatham, 2013). This study examines four elements for consumer sales promotions, including; product samples strategy, coupons strategy, price-off offers strategy and buy-one get-one-free strategy. It entails a set of short term incentives that stimulate faster response and more purchases of products by customers (Kotler 2002). In essence the consumer sales promotions sounds out a call to action for the consumer to take advantage off within a specified period of time, failure to which they will lose the promotional benefits promised (Blattberg & Briesch, 2012).

As a marketing tool consumer sales promotion can be divided into price promotions that attract customers to increase their spending in shopping malls or non-price promotions that increase foot fall to the retail store (Parsons, 2003). For a consumer sales promotion to succeed sales promotion techniques are combined with some communication efforts so that

the customers can get the information. These techniques may include providing free samples, offering free trials, giving free gifts, offering customer contests, using special pricing, price reductions, offering coupons etc. The consumer sales promotions focuses on addressing the consumers at the point of sale, since it communicates with them at the place and time where most purchase decisions are made (Gedenk, Neslin & Ailawadi, 2006).

While every business investment requires a return on investment, it's important to look at the success of the marketing activity carried out. With this in mind, it's important to consider the effects of the consumer sales promotion techniques employed by the retailers and manufacturers which may include higher sales resulting from stockpiling, brand and category switching. This creates a need to analyze the profits arising from a sales promotion considering that manufacturers and retailers have different objectives. Retailers also have to take into account the manufacturer's trade promotion policy and its impact on their own business (Gedenk *et al*., 2006:342).

1.1.2 Brand Equity

The purview of brand equity centers on popularity aspect, on which a particular product is deemed to derive, is value from its popularity amongst the populace (Schmitz & Villaseñor-Román, 2018). This shows that a well-known product is viewed in the lenses of quality and reliability by consumers ahead of other competing products that are less known (Rahman, Rodríguez-Serrano & Lambkin, 2018). This underscores the element of brand recognition that elevates the value of the particular product in the market; making products associated with the particular brand gain more traction within the market place. The brand popularity and its recognition is critical aspects that aid its differentiation aspects within the market place thus providing the valuable competitive edge (Honarmandi, Sepasi & Azar, 2019).

Aaker (1991) detailed brand equity to be a construct of five critical dimensions that include; brand loyalty, brand name awareness, perceived brand quality, brand associations, and other proprietary brand assets. These constructs have remained popular dimensions in brand equity with support by modern digital marketing researchers notably Rahman *et al*. (2018) and Honarmandi *et a*l., (2019) whom have opined on the strong marketing differentiation value of strong brands. Larkin (2013) detailed the relevance of brand equity

as a strong foundation for firm's intangible assets critical in its market survival and driver of its financial success. Submissions by Schmitz *et al*. (2018), support brand equity as a strong area of marketing research extending across diverse sectors. This study seeks to explore the effects of consumer sales promotion in brand equity for Fast moving consumer goods.

1.1.3 Fast Moving Consumer Goods Industry in Kenya

These are companies that own and produce products that are used frequently by consumers. These products are characterized by affordability, high demand and form a large proportion of the shopping a customer will undertake in a retail store.

The products are in categories such as foodstuff, drinks, personal care, home care, electronics, household cleaning products, utensils etc. This sector is rapidly expanding with the increase in population and acts as a major contributor of industrial growth in Kenya. This in turn has created a variety of product choices for the customers while at the same time creating an attractive business avenue for those with interests in distribution, wholesale and retailing business.

The importance of maintaining good oral hygiene is a growing trend giving rise to a continuous and steady demand for toothpaste products in Kenya. This has sustained the presence of subsidiaries of three multinational toothpaste manufacturing companies: Colgate Palmolive, Unilever and GlaxoSmithKline. In addition there is one major local manufacturer, Chemi Cortex which has its headquarters in Tanzania. These manufacturers have the following leading brands, Colgate Palmolive has Colgate which has several sub brands such Colgate Total, Colgate Herbal and Colgate Maximum Cavity among others, Unilever has two brands Close Up and Pepsodent, GlaxoSmithKline has Sensodyne and Aquafresh while Chemi Cortex has Whitedent.

1.1.4 Retail Industry in Kenya

In the last 10 years, the retail sector in Kenya has seen most channels experience growth, which has led to an increase in the number investments in this line of business. This can be seen through the opening of new stores, shops and entry of multinational supermarket chains into the local scene. The retail sector in Kenya is divided into direct trade and

indirect trade. Direct trade consists of the large supermarket chains hosted in shopping malls while the indirect trade includes the smaller supermarkets, distributors, wholesalers and small scale retailers. Of the two segments of retailing, the direct trade has seen an upsurge of new store openings that targets the growing middle class shoppers. This group looks for one stop shopping solution during their purchases. Consequently, the small retail shops in the estates were overtaken by the modern supermarket outlets that are owned by the major supermarket chains. Majority of these chains are found in Nairobi because of its high population. This offers a substantial number of potential shoppers thereby creating a lucrative location for opening new stores and expanding existing ones (Economic Survey, 2010).

A supermarket can be described as a self-service store that is organized into categories of products offering a variety of choices to customers in a single store location. There are over ten multinational and local supermarket chains in Kenya. These can be broadly categorized in to Tier one, tier two and tier three supermarkets. Tier one supermarkets are chains that have overall sales turnover of over two hundred and fifty million shillings per month, tier twos have between fifty and two hundred million shillings while tier three supermarkets have turnovers of below fifty million shillings per month. In addition the categorization looks at the number and size of the retail outlet as a second factor. The major tier one supermarket chains include Carrefour, Naivas, Tuskys and Shopprite. Tier two chains include Tumaini, Quickmatt, Choppies, Game, Magunas and Kamindi. There are many tier 3 supermarkets spread across the country and they are mostly served by the distributors. Tier one supermarkets, are directly served by the manufacturers as key accounts, some tier two are also served as key account depending on their turnover while some are served by the distributors.

1.2 Research Problem

Consumer sales promotion remains a premium tool that is widely utilized by marketers from across the globe as a strategy to awaken consumers into consider particular brands (Nagar, 2009; Santini *et al*., 2015). Corporate organizations employ consumer sales promotion campaigns largely to debut new brands and variants of products in effort to secure a share of the present market and also inform consumers of the existence of

alternative brand options with valuable benefits (Kuntner, 2017). Past studies in diverse economic sectors (Boschetti, 2012; Fam *et al*., 2019; Shamout, 2016; Yusuf, 2010) have pinned existence of association between sales promotions on the elements of brand equity. Interest still persist on the role of consumer sales promotion for consumer goods such as toothpaste and the brand equity of their brands in the scope of large retail chains, therefore the need for this study. As a strategic aspect of marketing management, brand equity can be created, maintained and intensified by strengthening any of its elements (Leuthesser, 1988) and (Farquhar, 1989). With this background sources of brand equity need to be keenly identified to enable marketers understand the specific factors that either positively or negatively influences brand equity (Lin & Kao, 2004). With consumer sales promotion being one of the ways to build brand equity, it would be important to find out if constant promotions can have a negative effect on brand equity (Shoemaker, & Shoaf, 1977) or it can have a positive effect (Joshy & Sivakumaran, 2009).

The manufacturers of toothpaste in Kenya face stiff competition from several players within this category. The first entrant into Kenya was Colgate Palmolive which was able to build a strong brand name over the years leading to high sales. However in the recent years, the competition for market share has intensified among the manufacturers. One of the strategies used to win customers was the use of sales promotion directly in the tier one supermarket stores by some manufacturers. In response every company came up with a sales promotion plan which led to a continuous cycle of promotion in the stores. Over time there have been slight fluctuations in the market shares of different manufacturers as well as profits. This research seeks to find out the influence of consumer sales promotions on elements of brand equity for toothpaste brands in the Kenyan market. Manufactures have massive investment in the sales promotions without necessarily being sure of the financial returns, effect on their brand equity and the influence it has on consumer decision making over time. Hence overtime it’s important for them know what is the best strategy to help build their brand equity in turn strengthening their brand name.

There exist numerous studies that have been carried out in the subject of consumer sales promotions. A study by Karthikeyan, and Panchanatham (2013) examined the influence of consumer promotion tools on Indian consumers for fast-moving consumer goods across

diverse Indian and global brands. The study revealed that, sales promotion techniques were tools preferred by marketers in driving increase within a short period of time. Dube (2017) examined the utilization of coupons model by marketers in consumer promotions of fast-moving consumer goods within Durban area. The study adopted qualitative exploratory technique, which revealed that shoppers responded to coupons if they had a monetary value in gain. A study by Nabukenya (2018) investigated the effect of using sales promotions on brand loyalty for breweries products across Uganda. The study utilized quasi-experimental research design. Free samples and coupons techniques for promotions were found to have positive effect on consumer consumption of beers.

Locally, a number of marketing scholars have explored on different areas of sales promotions. Mbesya (2016) examined the influence of internet promotion on brand equity of Commercial Banks in Kenya and reports that, internet promotion perceived to create brand awareness was considered inferior to other factors of promotion. A study by Kinguyu (2013) found that sales promotion practices positively affect sales performance in fast moving consumer goods manufacturers in Nairobi. According to Onyango (2014), sales promotion strategies practiced in the alcoholic Spirits Industry had a significant positive influence on the consumer behavior in Nairobi Central Business District.

Kabura (2009) analyzed the usage of brand equity assets in positioning brands (the case of agrochemical industries based in Nairobi) and reports that many firms do not understand the concept of brand equity assets. Mwangi (2013) looked at the aspect of brand equity, when he investigated factors that determine brand loyalty among toothpaste manufacturers in Nairobi and reports that's there are many factors that customers consider important in making decision of which toothpaste to buy. This study sought to answer the following question; what is the influence of consumer sales promotion on brand equity of selected toothpaste brands Kenya?

1.3 Research Objectives

To establish the Influence of consumer sales promotions on the Brand equity of selected toothpaste manufacturers in Nairobi

1.4 Value of study

This study offered insights to manufacturers of fast moving consumer goods more so those focusing on modern trade (supermarkets) and in the region because it seeks to establish the influence of sales promotion on brand equity. From the study findings, the brand managers can now develop focused strategies that further enhance brand assets and sustain business goals.

This contributes to theory because it submits the view that brand as an asset will test the application of psychological pricing model as a strategic framework in creating of competitive advantage. It also expounds on Akers brand equity theory, psychological pricing model, theory of planned behavior in relation to consumer sales promotions.

This study finding contributes in policy direction. The study submitted findings that policy makers can utilize in regulating consumer sales promotions activities in the fast moving consumer goods sector in Kenya. Consumer rights groups and professional bodies like the marketing society of Kenya can utilize this report in formulating better programs for protecting consumers against predatory sales promotions employed by the fast moving consumer goods manufacturers.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter explores past scholarly works on the concept of consumer sales promotion and reviews its influence on brand equity with a keen focus on fast moving consumer goods. The section will commence with a review on the theoretical foundations of the study .The subsequent sections covered in the study include; critical review of the study concepts, empirical review and the research gaps.

2.2 Theoretical Review

Theoretical reviews explores on the academic theories of resource based view, psychological pricing model, theory on planned behavior and David Aaker's model of brand equity, which underpin the study and have been accepted by other scholars.

2.2.1 The Resource Based View

This theory is based on the firm attaining operational success, through effective utilization of the existing internal resources to realize competitive advantage (Kamboj, Goyal & Rahman, 2015). According to Yao, Gong and Wei (2016) the competitive advantage of a firm is key to the strategic alignment of the existing internal resources towards enhancing the market position of the firm.

Anees, Wong and Hossain (2016), posited that effective brand management strategies are based on the resource consolidation at the firm level and subsequent deployment to the market. According to Gisip and Harun (2013), the intricate aspects of brand management and subsequent brand success are dependent on the quality of internal operational strategies. This is backed by submissions of Anees *et al*. (2016) who acknowledge the importance of utilizing organizational resources in development of a unique brand. This demonstrates the relevance in utilization of existing scope of organizational resources in strategic planning and the realization of operational competitiveness, which boosts brand development.

The resource based view theory is relevant in this study as it underpins the value of creative utilization of organizational resources towards building a competitive brand. Consumer sales promotions presents a foundation for brand development, through integration of resource based view theory. The theory proposes the need for identification of unique firm attributes like brand equity that offer competitive advantage. In sales promotion strategies, the resource base view principle supports the adoption of effective promotion tools that taps into the existing firm resources and accrues optimal returns in developing the brand perception and awareness (Kamboj *et al.,* 2015).

2.2.2 Psychological Pricing Model

Marketers often employ creative pricing techniques to attract consumer attention thereby driving sales for brand in line (Sozer, 2019). Psychological pricing model is the combination of methods that marketers employ in an effort to score favorable price perception from consumers by grabbing their attention then eventually encouraging them to make a purchase (Banyte *et al*., 2016). Psychological pricing model, employs direct techniques such as modification of price endings in effort to give attract a customer's attention hence taking an initiative to examine the details of the brand. According to Sozer (2019) price tags used in retail display wield significant perception amongst the consumers in regard to the brand. Sozer, also warns of betrayal of perception in deceptive pricing techniques which are only intended to attract consumers but not necessarily giving them good meaningful discounts.

Psychological pricing model is a common marketing techniques favored due to its prospect of gaining instant traction in popularizing brand awareness. Wagner and Jamsawag (2012) listed approaches to pricing such as; price-offs, percentage discounts, peculiar price-endings and price-sequencing having an eye-catching factor. Once consumers are hooked to such pricing tags, they gain exposure to the brand. Banyte *et al*. (2016) suggested the aspect of irrationality amongst buyers triggered by peculiar prices. It's observed that consumers are more likely to behave irrationally buy committing to make purchases due to attractive price-tags. The psychological pricing technique is effective in attracting consumer perception on given price, hence gaining the desire to make a purchase (Asamoah & Chovancova, 2011).

Consumer promotion strategies notably; price-off offers and coupons are directly relative to psychological pricing. Therefore, the psychological pricing model explains the art of psychological marketing through deployment of pricing techniques. This entails use of price listing options in driving brand popularity. Therefore, psychological pricing model is valid in this study as it underpins the consumer promotions strategies for pricing notably price-off offers and coupons. Evidence from Asamoah and Chovancova (2011), and, Wagner and Jamsawag (2012) show that any price-off or monetary value gain for shopping such as coupons capture the perception of buyers which informs the purchase decisions they make.

2.2.3 Theory of Planned Behavior

The theory of planned behavior (TPB) is a model used to describe actions people take based on the perceptions and intentions held by norms and attitudes (Han & Stoel, 2017). The planned behavior model, wields a scope of behavioral control that guided people on how they responded to situations which informs the actions they take in the aftermath. Dube (2017) explained that TPB model has a role in marketing promotions, as it triggers consumers responses based on the perceptions they wield. Ferdous (2010) argues that TPB model underpins the relationships between underlying perceptions, behaviors that determine intentions of every action that a person takes.

The planned behavior theory is relevant theory in marketing as it explains the actions marketers use to appeal maximum attention from customers. Submissions by Quoquab, Sadom and Mohammad (2019) detail the consumer behaviors in relation to brand loyalty as an outcome of deep intentions which inform their choice for particular brands. The intentions and actions consumers make in regard to purchases made for particular brand is driven subjective to norms in value and perceived benefits over other substitutes. The theory thus explains consumer sales promotion techniques of buy-one-get-one free and product samples to be effective only if consumers perceive to gain value from them. This theory relates to what consumers perceive as beneficial and therefore gain intention to purchase for belief of valuable gain and benefit. This supports the relevance of planned behavior model for driving consumer promotions for fast-moving consumer goods.

2.2.3 Aakers Brand Equity Model

The brand equity model conceptualized by David Aaker in 1991 is anchored on the brand distinct components that include; brand awareness, perceived quality, brand association, brand loyalty, and other proprietary assets (Seehanam, Akkaranggoon & Ungpannsattawung, 2018). Mohan (2009) posits that the Aaker's concepts on brand equity peg the value of brand on its identity which is central to the brands survival in a complex market. According to Mohan and Sequeira (2013), brand equity offers a strong foundation in which an organization can position itself in a crowded market place to secure a sustainable share of the available market. Integrating strategic business plan, with the facets of brand equity, serves as a pillar for sustaining long-term operational success. This is seen in Vinh (2017), a single successful product brand can serve as the foundation in which future successes can be pegged on. Submissions, by Mohan and Sequeira (2013), and Vinh (2017) indicates an agreement on the business success value enjoyed by a corporate organization that is derived from the brand equity success.

Aaker's model is relevant in this study as it offers a theoretical foundation on the relationship between the subject of consumer sales promotion and the influence on brand equity for consumer goods. Smutkupt, Krairit and Ba Khang (2012) posited that, brand awareness wielded overwhelming attractiveness to consumer perception. As such, the brand effect captures consumer's attention which subsequently plays a key role in the purchasing decision. Mohan and Sequeira (2013) equate brand equity as the main determining factor in the overall business success. This indicates that, there are critical elements of brand equity that are considered when crafting the consumer sales promotions. Vinh (2017) documented that, sales promotions are useful strategies for popularizing a brand in the market space. But upon, conclusion of the initial promotion campaigns, consistency in product aesthetics and quality play a central role in accruing optimal value of brand equity.

2.3 Empirical Review

This section explores on past scholarly publications that have scrutinized the subject of consumer sales promotions and the effect on the brand equity of fast moving consumer goods for the large scale retail outlets.

2.3.1 Consumer Sales promotions on the Brand Equity

Using thematic literature analysis, Shamout (2016) investigated the influence of sales promotions tools on the consumer buying behavior. The promotional tools examined include, coupons, discounts and buy-one-get one free techniques. The findings established a strong correlation between CSP tools, price discounts and buy-one-get-one free on the consumer purchasing behavior. However, no significant influence was established between coupons and consumer purchasing behavior for the brand. The findings also postulate that effective deployment of the sales promotion, enhance brand equity creation. This supports submissions in Nikabadi, Safui and Agheshlouei (2015) on the value creation in brand perception and awareness through persistent sales promotion tools. Both Nikabadi *et al.* (2015) and Shamout (2016), fail to demonstrate, limiting aspects of some sales promotion tools, such as the use of coupons promotions on the value creation for brand equity.

A study by Jee (2018) investigated the effect of sales promotion techniques on the consumer's intention to purchase of high involvement products. The study employed pseudo-experimental factorial design as the research methodology. Jee, reported that the choices for high involvement goods were characterized by exposure to risks but ultimately having lucrative economic prospects. The study established that personal value was the underline determinant on whether sales promotions attracted customers for high involvement goods. Variance in personal value was reported for all the respondents which suggest existence of different perceptions amongst consumers for high involvement. The study fails to determine whether similar results can be drawn for promotions in sector such as the fast-moving consumer goods.

Dube (2017) carried out a study focusing on sales promotion techniques that utilized coupons strategy in effort to determine factors that drove coupon redemption rates for shoppers in Durban, South Africa. The study employed qualitative exploratory method as the research methodology. The study established that the demographic component was critical determinant of consumer level of satisfaction for sales promotion. The study established that shoppers were more likely to redeem coupons if it contained some monetary value.

Monetary reward was evident preference for many shoppers across all demographics in responding to coupon promotions. The study however limits its scope to coupon redemption, thus unable to conclude whether coupons in general wield influence on consumers brand preference for fast-moving consumer goods.

A study by Ashraf *et al*., (2014) utilized descriptive survey approach in Pakistan to assess the relationship between the sales promotional tools and situational factors and how they impacted on purchasing behaviors. The selected promotional tools and the situational constructs that were utilized include; free samples, discounts, physical environment and social environment. The findings determined existence of significant association between summative effect sales promotion tools, free samples and prices discounts in the context of physical and social environment towards defining consumer purchasing behaviors. This outcome is supported in Shamout (2016) on the value of price discounts towards influencing consumer purchase behavior.

Rangaswamy (2015) performed an exploratory literature survey, to investigate the underlying critical success determinants for Apple Inc brand in relation to consumer related attributes. The findings demonstrated that strong basis for brand loyalty and strong reception to media campaigns driven by experience and perception of quality. The findings elucidates that the brand loyalty success is due to proven past experience of product quality in aspects such as the product aesthetics and the ease of use.

A study by Kunwar and Misra (2017), explored on the role consumer sales promotions in scope of consumer buying behaviour in the Indian apparels retail industry. The study deployed descriptive survey, with selected respondents being apparel consumers drawn from diverse scope of demographics, including; education level, age, income and gender. The findings highlighted significant relationship, between models of consumer sales promotions employed by apparel dealers and buying decisions by consumers. However, with distinct demographics, the existence of mixed outcome for sales promotions on consumer purchase preferences shows the unreliability of the method. This is consistent with Ashraf *et al*. (2014) and Rangaswamy (2015) on the relevance of sales promotions towards influence present consumer decisions, but fails to predict the future patterns which could present the likeness to the brand equity factors.

Using Quantitative inquisition Nangoy and Tumbuan (2018) examined the effect of utilizing the sales promotion strategy in popularization of Cable TV services. The study established that sales promotions wielded a significant influence on consumer decision, but equally posited that, immediate purchase decision was pretty skewed. The study also presents a caution in the component of future purchases, and that it wasn't possible to establish that present promotion campaigns can wield a long-term effect on brand loyalty.

A study by Emmadi (2017) explored on the significance of celebrity endorsement strategy for sales promotions on the consumers perceptions and subsequent effect on purchasing decisions and brand perceptions. The findings registered a mixed outcome featuring both positive and negative association in regard to the brands preference and the consumer's perceptions. This finding supports Shamout (2016), in aspect of consumer purchase patterns variation in regard to regard to distinct aspects of sales promotion tools. Further, the findings by Emmadi (2017) suggest that, in the case of negative reception for a particular choice of celebrity endorsement promotion, it could potentially hurt the long-term prospects of the particular brand.

Using both quantitative and qualitative data, Qaisar, Sial and Rathour (2018) examined the impulse buying behavior of consumers utilizing distinctive constructs of sales promotions. The findings found strong positive association between promotional campaigns notably; free sample, buy-one-get-one-free, price discounts to wield a strong influence on impulse buyers purchasing patterns. However, the findings were consistent with Shamout (2016), in regard to the lack of influence of coupons promotions on the consumer purchasing patterns. Both studies by, Qaisar *et al.* (2018) and Shamount (2016) are however silent in regard to the relevance of present consumer preferences to the future purchase patterns in context to brand equity constructs, notably; loyalty, awareness, perceived quality, association and other proprietary assets.

2.4 Summary and Research Gaps

The present study sought to explore the existing published works by past scholars in the subject of consumer sales promotional tools on the brand equity of fast moving consumer goods within the retail sector. The focus on consumer sales promotions centered on sales promotional tools notably; free samples, celebrity endorsements, buy one get one free

approach, coupons and price discounts. The dependent variable, brand equity dimensions including; brand awareness, brand association, brand loyalty, perceived quality and the other proprietary assets were reviewed. Numerous research gaps, relating to contexts and practice of sales promotions and the influence of brand equity factors were identified.

Past works by Both Ashraf *et al.* (2014), and Shamount (2016) fail to determine whether contextual factor and the type of promotional tools wielded any influence on brand equity. The study by Shamout (2016) demonstrates significant association between select promotion tools, price discounts and buy-one-get one free strategies and consumer purchasing patterns. The study however, fails to demonstrate, a clear determination of the causal association between the selected promotion tools and brand equity constructs such as loyalty or perceived quality.

The study by Rangaswamy (2015) demonstrates the value of brand equity for electronic goods success in a highly competitive market. However, the study fails to demonstrate the practical utilization of sales promotions tools towards the success in brand loyalty for the Apple electronic products, even though it builds a comprehensive case on the incumbency of brand equity. Nagoy and Tumbuan (2018) demonstrated causal link between effective sales promotions and the purchasing decisions for the Cable TV services. However, the findings failed to present a determinate metric for assessment of sales promotion techniques and consumer purchasing decisions, presently and whether, present circumstances can influence the future purchasing decisions. Kunwar and Misra (2017) focused on the Indian apparels retail sector and verified the existence of association between different forms of consumer sales promotions on the consumer buying decisions for the apparels industry. This finding is however limited to the apparel industry in concentrated urban areas and doesn't offer a consistent picture beyond the defined scope.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This section of the study presents the details on the procedure the researcher followed in gathering the data for the study on the influence of consumer sales promotions on the brand equity of toothpaste manufacturers. The sections covered in the study include; the research design, the target population for the study, sampling frame, tools for data collection, data collection process, and the data analysis process.

3.2 Research Design

This study employed descriptive survey design. Coopers and Schindler (2014) posited that the research design is the blue print or the plan for collection, measurement and analysis of data. In descriptive survey approach, data is gathered using designated tools for field survey, such as the questionnaires, interviews or observation (Cooper & Schindler, 2014). Afterwards, the data was cleaned then processed and finally presented, where statistical constructs notably descriptive and inferential approaches were used to present the research findings. This also enables the researcher to employ quantitative dimensions to explain the research findings (Saunders, Lewis & Thornhill, 2015).

3.3 Population of the Study

This encompasses all the subjects that embody common observable characteristics (Saunders, Lewis & Thornhill, 2015). There are four major toothpaste manufacturers responsible for the four major brands found in Kenya. The population of study encompassed employees from marketing department of toothpaste manufacturers, merchandisers and shoppers in supermarkets in Nairobi. The employees included; brand managers, retail marketing managers, sales managers and merchandisers who play a role in designing and executing the different consumer sales promotion activities. The unit of analysis was the brands from different toothpaste manufactures. According to the Kenya business directory (2016) and Muturi (2018), there are over 30 branches of tier one supermarkets stores in Nairobi and its environs, however the study only target selected tier one stores.

3.4 Sampling and Sampling Techniques

Each of the manufacturers has marketing employees and merchandisers acting on their behalf at the retail stores. All of the companies are headquartered in Nairobi thus the brand managers, retail marketing managers and sales managers operate from Nairobi. The Nairobi market contributes to at least sixty percent of total sales turnover in the toothpaste category in Kenya according to scan data sales reports as shared by Nielsen (2019).This study used purposely stratified sampling to identify three respondents from the marketing departments of four major toothpaste manufacturers who included brand managers, retail marketing managers and sales managers. Each brand was represented by one merchandiser who was picked from the branches of six tier one supermarket chains. From each chain two branches were picked within Nairobi and its environs. Therefore, the study sample was made-up of 60 respondents in Nairobi.

3.5 Data collection Tools

In this study, a questionnaire was used by the researcher to collect data. It was formulated and organized on the basis of the research questions to ensure relevance to the research problem. Babbie (2010) defined questionnaire as a collection of questions in a structured sequence prepared to gather information in an area of interest from a respondent. Each participant will be requested to answer a similar set of questions in a preset order. Each section comprised of a balanced structured close-ended questions. Section one covered the background data of the respondents. The other subsequent questions were based on the study variables of study which are consumer sales promotions versus brand equity of fast moving consumer goods.

3.6 Data Analysis

Data analysis centers on the process of analyzing and deducting the collected data to a manageable size, developing summaries, looking for patterns and using statistical techniques. Data collected will be reviewed to detect any possible errors and omissions. Data was then be processed using statistical package for social sciences (SPSS) version 20 computer software by examining out the key correlation between various dimensions/parameters of brand equity.

Data collected was analyzed through SPSS software version 20. The analysis employed both descriptive and inferential statistics which included the measures of central tendency and spread or dispersion. Mean, mode and median are measures of central tendency that provide the information on the closeness of the data collected to the centre of the distribution, for each continuous variable. Measures of spread helping in evaluating the overall data spread from the lowest to the highest. This was computed using range, variance and standard deviation. Inferential statistical analysis includes confidence interval and hypothesis testing that will assist in making valid conclusions for the field data. Confidence interval was used to give a range of values for an unidentified dimension/parameter of the respondent's population via measuring a statistical sample.

CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This section covers analysis, presentation and discussion of findings on the influence of consumer sales promotions on brand equity of selected toothpaste manufacturers. Field data was collected using structured questionnaires. Participants of the study were practitioners drawn from the toothpaste brands sales and marketing departments. The respondents included; brand managers, sales managers, retail marketing managers and merchandisers.

4.2 Response Rate

A total of 60 respondents were identified to participate in the study. All the respondents were provided with the questionnaire and given ample time to respond to the each of the question. Upon completion of the field survey, a total of 50 questionnaires were retuned in time. This represented a response rate of 83%. According to Mugenda (2008) a response rate of above 70% is considered excellent to provide accurate analysis of field data. Therefore analysis of the field data, captures responses from the 50 participants, where N=50 for this study.

Table 4. 1: Response Rate

Feedback	Frequency	Percentage
Questionnaires responded	50	83%
Questionnaires not-responded	10	17%
TOTAL	**60**	**100%**

4.3 Demographic Data

The study captured four demographic details of respondents which included; age, education level, job designation and work experience.

4.3.1 Distribution of Respondents by Age

The findings in Table 4.2 present the distribution of respondents by age. Majority of the respondents, 46% (23) indicated that they were in the age category of 21 – 30 years. Also, 40 %(20) of the respondents indicated to be in the age group, 31 – 40 years, 8% (4) of the respondents indicated to be in the age category of 41 – 50 years. Finally, 6% (3) of the respondents indicated to be over the age of 50 years. The findings show that significant portion of marketing practitioners is young, with elder practitioners taking up leadership and supervisory positions.

Table 4. 2: Respondents Age

Category	Frequency	Percent
21 - 30 years	23	46 %
31 - 40 years	20	40 %
41 - 50 years	4	8 %
Over 50 years	3	6 %
Total	**50**	**100 %**

4.3.2 Distribution of Respondents by Education Level

The computations in Table 4.3 highlight the respondent's distribution by academic attainment which helps in evaluating literacy level amongst marketing practitioners. A majority of the respondents indicated to have attained O-Level/KCSE and Certificate/Diploma tied at 40% (20) for each. Further, 12% (6) of the respondents indicated to have attained a university undergraduate degree, whereas 8% (4) of the respondents indicate to have attained post-graduate degree. The findings show that a significant portion of the marketing professionals have good academic attainment. This shows that literacy and academic qualification are fundamental elements of marketing in the execution of consumer sales promotions that seek to impact on brand equity of toothpaste brands.

Table 4. 3: Respondents Education Level

Category	Frequency	Percent
O-Level/KCSE	20	40 %
Certificate/Diploma	20	40%
Undergraduate Degree	6	12%
Post-Graduate Degree	4	8%
Total	**50**	**100%**

4.3.3 Distribution of Respondents by Job Designation

The finding in Table 4.4 presents frequency and percentage aggregations on the distribution of respondents by job designation. Majority of the respondents, 86% (43) indicated to be Merchandisers. Further, 6% (3) of the respondents indicated to be brand managers, 4 %(2) indicated to be sales managers and finally, 4 %(2) of the respondents indicated to be retail marketing managers. The findings indicate that, merchandisers are the fore-front implementers of consumer sales promotions thus heavily deployed in retail spaces. Also, all other marketing supervisory roles, notably; brand managers, retail marketing managers and sales managers complement their duties in guiding the execution of consumer sales promotions.

Table 4. 4: Respondents by Job Designation

Job Designation	Frequency	Percent
Brand Manager	3	6%
Sales Manager	2	4%
Retail Marketing Manager	2	4%
Merchandiser	43	86%
Total	**50**	**100 %**

4.3.4 Distribution of Respondents by Work Experience

The findings in Table 4.5 highlight the respondents work experience. Majority of the respondents, 68% (34) indicated to have a working experience of less than 5 years. Also, 18% (9) of the respondents indicated to have work experience of 6 -10 years, 6 %(3) of the respondents indicate to have work experience of 11 – 15 years. Finally, a tie of 4% (2)

among the respondents was recorded for those with 16 – 20 years of experience and those with over 20 years of working experience. The findings show existence of diversity among the staff in terms of work experience. This implies that experience in marketing industry is critical attribute for implementation of consumer sales promotions geared towards the influencing brand equity of toothpaste brands.

Table 4. 5: Respondents Work Experience

Work experience	Frequency	Percent
Below 5 years	34	68%
6 - 10 years	9	18%
11 - 15 years	3	6%
16 - 20 years	2	4%
Over 20 years	2	4%
Total	**50**	**100%**

4.4 Descriptive Statistics for Product Samples Strategy

The results in Table 4.6 highlight the respondent's views on the influence of product samples strategy on brand equity of toothpaste brands. A 5-point scale was used to gauge the respondents views, where; 1=strongly disagree, 2 = disagree, 3 = neutral, 4= agree and 5=strongly agree. The findings show that, respondents strongly agree that, utilizing samples strategy enhances the consumer affiliation to a product thus building brand loyalty, which recorded a mean of4.62 (SD=0.530). Findings further show that, respondents agreed that embracing product samples strategy boosts the prospects of brand awareness for fast moving consumer goods, with a mean of4.14(SD= 0.700).

Further, the findings show that respondents strongly agreed that employing samples strategy enables demonstration of product quality which wields an influence on consumer's quality perception for the product with a mean of4.50 and standard deviation of 0.580. Respondents also agreed that offering product samples to consumers presented an opportunity for building brand association, with a mean of 4.42 (standard deviation = 0.575). The findings indicate that respondents agreed that using product samples strategy to attract consumers presents a chance to consumers for them to accrue value in new product choices (mean =4.04, SD= 0.947).

The computed findings also indicated that employing product samples strategy gave a new product better visibility in a complex competition, registering a mean of4.16 (SD=0.817). Respondents also supported the affirmative that product samples strategy forms the first stage in building attachment between a product and its intended consumers (mean=4.36, SD = 0.598). Finally, the findings show that respondents agreed that product samples enable consumers make easier long-term purchase decision based on quality and the value that they derive from a product, recording a mean of4.28(standard deviation = 0.757).

Table 4. 6: Mean and Standard Deviation for product Samples Strategy

Effect of product samples strategy on brand equity	N	Mean	Std. Deviation
Utilizing samples strategy enhances the consumer affiliation to a product thus building brand loyalty.	50	4.62	.530
Embracing product samples strategy boosts the prospects of brand awareness for fast moving consumer goods.	50	4.14	.700
Utilizing samples strategy enables demonstration of product quality which wields an influence on consumer's quality perception for the product.	50	4.50	.580
Offering product samples to consumers presents an opportunity for building brand association.	50	4.42	.575
Using product samples strategy to attract consumers presents a chance to consumers for them to accrue value in new product choices.	50	4.04	.947
Employing product samples strategy give a new product better visibility in a complex competition.	50	4.16	.817
Product samples strategy is the first stage in building attachment between a product and its intended consumers.	50	4.36	.598
Samples enable the consumers make easier long-term purchase decision based on quality and the value that they derive from a product.	50	4.28	.757

4.5 Descriptive Statistics for Coupons Strategy on Brand Equity

The results in Table 4.7 present the respondents feedback on the influence of coupons strategy on brand equity of toothpaste brands. A 5-point scale was used to seek respondents opinion for the structured coupon strategy questions where; 1 = strongly disagree, 2=disagree, 3 = neutral, 4=agree, and 5=strongly agree. The findings indicate that, respondents were in agreement that the use of coupon strategy for product promotions boosts prospects of long-term consumer affiliation over a particular product, with a mean of4.36 (SD=0.663). Results indicate that respondents agreed coupon strategy creates an effective mechanism for market entry for a highly competitive fast-moving consumer goods market as it enhances brand awareness, recording a mean of3.96 (SD= 0.903).

Respondents agreed that coupons make it easier for repeated product purchases which boost long-term brand affiliation among the consumers, recording a mean of 4.46 and standard deviation of 0.579. Further, the findings show that the respondents were in agreement that coupon strategy present a unique consumer attraction strategy for new products through demonstration of the product quality attributes, with a mean 4.40 (SD=0.639). Respondents similarly expressed affirmation in agreement that coupons strategy trigger shared product info among consumers through shared word of mouth which enhances brand awareness (mean= 4.12, SD= 0.872). The findings indicate respondents agreed that using coupons for sales promotions enables consumers accrue value and assess quality gains from a particular product(mean=4.12, SD= 0.689). Finally, results indicate that, the respondents were in agreement that coupons strategy boosts product visibility due to repeated purchases which enables long-term consumer attachment thus boosting brand loyalty with a mean of 4.24 (SD=0.687).

Table 4. 7: Mean and Standard Deviation for Coupons Strategy

Effect of coupons strategy on brand equity	N	Mean	Std. Deviation
Use of coupon strategy for product promotions boosts prospects of long-term consumer affiliation over a particular product.	50	4.36	.663
Coupon strategy creates an effective mechanism for market entry for a highly competitive fast-moving consumer goods market as it enhances brand awareness.	50	3.96	.903
Coupons make it easier for repeated product purchases which boost long-term brand affiliation among the consumers.	50	4.46	.579
Coupon strategy present a unique consumer attraction strategy for new products through demonstration of the product quality attributes	50	4.40	.639
Coupons strategy trigger shared product info among consumers through shared word of mouth which enhances brand awareness	50	4.12	.872
Using coupons for sales promotions enables consumers accrue value and assess quality gains from a particular product	50	4.12	.689
Coupons strategy boosts product visibility due to repeated purchases which enables long-term consumer attachment thus boosting brand loyalty.	50	4.24	.687

4.6 Descriptive Statistics for Price-off offers Strategy on Brand Equity

The results in Table 4.8 present respondents views on the influence of price-offs strategy on the brand equity of toothpaste brands. A 5-point satisfaction scale was used to gauge respondents views, where 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree. The findings indicated that respondents agreed that price-offs strategy encourages more purchases for consumer goods which increases prospects for brand awareness with a mean of 4.16 (SD=0.738). The respondents were also in agreement that price-off offers enable broader base of consumers assess a product quality attributes which boosts prospects of positive perception on quality over other substitutes, registering a mean of 4.26 and standard deviation= 0.694. Further, the results indicate that the respondents agreed that price-off offers increases product sales significantly within a short period of

time enhancing the prospects of increased visibility and more consumer brand affiliation (mean= 4.32, standard deviation= 0.653).

The computed results reported a mean of 4.16 (SD=0.817) which indicate that respondents were in agreement that utilizing price-off creates an increased consumer interest warding off desires for substitutes thus enhancing prospects for brand loyalty among consumers. In addition, findings indicate that respondents agreed that effective deployment of price-off offers, boosts immediate sales and increased brand visibility which can serve as good source for competitive edge (mea =4.14, standard deviation= 0.670) Finally, the findings show that respondents expressed affirmation in support that by integrating an effective price-off offer, creates a platform to facilitate market entry of a new product for a popular brand thus capturing sufficient consumer base and sustained loyalty (Mean= 4.3, SD=0 0.763).

Table 4. 8: Mean and Standard Deviation for Price-off Offers Strategy

Effect of Price-off offers on brand awareness	N	Mean	Std. Deviation
Price-offs strategy encourages more purchases for consumer goods which increases prospects for brand awareness.	50	4.16	.738
Price-off offers enable broader base of consumers assess a product quality attributes which boosts prospects of positive perception on quality over other substitutes.	50	4.26	.694
Price-off offers increases product sales significantly within a short period of time enhancing the prospects of increased visibility and more consumer brand affiliation.	50	4.32	.653
Utilizing price-off creates an increased consumer interest warding off desires for substitutes thus enhancing prospects for brand loyalty among consumers.	50	4.16	.817
Effective deployment of price-off offers, boosts immediate sales and increased brand visibility which can serve as good source for competitive edge	50	4.14	.670
Integrating an effective price-off offer, creates a platform to facilitate market entry of a new product for a popular brand thus capturing sufficient consumer base and sustained loyalty.	50	4.30	.763

4.7 Descriptive Statistics for Product buy-one get-one free

The results in Table 4.9 represent respondent's views on the influence of buy-one get-one-free strategy on brand equity of toothpaste brands. A 5-point rating scale was used to gauge respondents views, where 1 = strongly disagreed, 2 = strongly agreed, 3 = neutral, 4=agree, 5 = strongly agree. The findings indicate that, respondents were in agreement that by employing buy one get one free strategy it encourages consumer affiliation and desire for more purchases which promotes brand association (Mean= 4.12, SD= 0.918). The results also show that, respondents agree that employing buy one get one free for existing product brands creates a unique platform for introducing new product thus creating more product awareness, with a (mean= 3.88, SD=0.940).

The findings indicate that the respondents strongly agree that buy one get one free strategy creates a platform which enables the continued brand loyalty to a given set new products for a given set of band line (Mean = 4.52, SD= 0.505). Also, findings indicate affirmative support among respondents in agreement that utilizing buy one get one free strategy for a popular product brand with strong reputation for quality enables continued perception on brand quality among loyal consumers for new products introduced under the same brand line, with a mean of 4.44 (SD=0.705). Further, the results show that respondents agree that the buy one get one free strategy for set of popular product brand line enhances prospects for consumer perception continued value gain derived from the new products (Mean=4.40, SD= 0.571). Finally, the findings indicate that the respondents agreed that effective utilization of buy one get one free strategy can serve as a source of continued competitive advantage for new product line of a popular brand, with a mean of 4.12 and standard deviation of 0.982.

Table 4. 9: Mean and Standard Deviation for Buy-one Get-one Free

Buy-one get-one free and brand association	N	Mean	Std. Deviation
Employing buy one get one free strategy encourages consumer affiliation and desire for more purchases which promotes brand association.	50	4.12	.918
Employing buy one get one free for existing product brands creates a unique platform for introducing new product thus creating more product awareness.	50	3.88	.940
Buy one get one free strategy creates a platform which enables the continued brand loyalty to a given set new products for a given set of band line.	50	4.52	.505
Utilizing buy one get one free strategy for a popular product brand with strong reputation for quality enables continued perception on brand quality among loyal consumers for new products introduced under the same brand line.	50	4.44	.705
The buy one get one free strategy for set of popular product brand line enhances prospects for consumer perception continued value gain derived from the new products.	50	4.40	.571
Effective utilization of buy one get one free strategy can serve as a source of continued competitive advantage for new product line of a popular brand	50	4.12	.982

4.8 Regression Analysis

4.8.1 Regression Test for Product Samples Strategy versus Brand Equity

The study performed linear regression test with the product samples strategy being the predictor variables and brand equity being the residual. Linear regression facilitate determination whether a relationship exist between product samples strategy and the brand equity of toothpaste brands. The results in Table 4.10 highlight the model summary for product samples versus brand equity, recording an R-value of 0.492 and R^2 value of 0.242. This results imply that a moderate positive correlation exists (R=0.49) between product samples strategy and brand equity. Further, the results imply that product samples accounts

for 24% of variability in brand equity, with 76% of variability in brand equity being attributed to factors external to product samples.

Table 4. 10: Model Summary for Product Samples versus Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492[a]	.242	.226	.40362

a. Predictors: (Constant), Product samples strategy

The results in Table 4.11 highlight the Analysis of Variance (ANOVA) results for product samples strategy versus brand equity regression test. The test computes, F-statistic value F (1, 48) = 15.328 with a p-value of .000 (p=0.000, p <0.01). This finding establishes existence of sufficient variances between mean average vales for product samples and brand equity. The results imply that there exists significant statistical association between product samples strategy and brand equity at 0.01 significance level.

Table 4. 11: ANOVA for Product Samples Strategy versus Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.497	1	2.497	15.328	.000[b]
	Residual	7.820	48	.163		
	Total	10.317	49			

a. Dependent Variable: Brand equity

b. Predictors: (Constant), Product samples strategy

The results in Table 4.12 highlight the coefficient results for the product samples strategy versus brand equity. The test deduces beta constant of 2.053 (p=0.001, p < 0.01) and beta-product samples strategy of 0.500 (p=0.000, p<0.01).

The regression equation for the test: **Y (Brand Equity) = $\alpha + \beta_1 X_1$**, where; α = beta-constant (2.053), β_1 = beta-product samples strategy (0.500) and X_1 = product sample strategy. Therefore the equation generated by test: Brand Equity = 2.053 + 0.5*product samples strategy. The results imply that for every unit change recorded in products samples strategy triggers a 0.5 units change in brand equity of tooth brands.

Table 4. 12: Coefficients for Product Samples Strategy versus Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.053	.553		3.708	.001
	Product samples strategy	.500	.128	.492	3.915	.000

a. Dependent Variable: Brand equity

4.8.2 Regression test for Coupon Strategy effect on Brand Equity

The second regression test sought utilized coupon strategy as the independent predictor variable, with brand equity being the dependent response variable. The results in Table 4.13 registered an R-value of 0.667 and R^2-value of 0.445. The findings imply that a strong positive correlation (R=0.667) exists between coupon strategy and brand equity of toothpaste brands. Further, the results reveals that coupons strategy explains 45% of variability brand equity of toothpaste brands, with 55% of variability being attributed to factors external to coupons strategy.

Table 4. 13: Model Summary for Coupon Strategy versus Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.433	.34550

a. Predictors: (Constant), Coupons Strategy

The results in Table 4.14 present the Analysis of Variance (ANOVA) for coupon strategy versus brand equity of toothpaste brands. The test registers an F-statistic value of, F (1, 48) = 38.424 and p-value of 0.000 (p=0.000, $p < 0.01$).

This implies that, the average mean values for coupon strategy and brand equity exhibit significant variance, thus confirming the substantial difference between them. The findings also imply that there exists statistical association between coupon strategy and brand equity of toothpaste brands at; 0.01 significance level.

Table 4. 14: ANOVA for Coupon Strategy versus Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.587	1	4.587	38.424	.000[b]
	Residual	5.730	48	.119		
	Total	10.317	49			

a. Dependent Variable: Brand equity
b. Predictors: (Constant), Coupons Strategy

The results in Table 4.15 present the coefficient results for coupon strategy versus brand equity. The test registered beta-constant of 1.083 ($p=0.008$, $p<0.01$) and the beta-coupons strategy of 0.738 ($p=0.000$, $p<0.01$).

The regression equation for the test: **Y (Brand Equity) = $\alpha + \beta_2 X_2$**, where; α = beta-constant (1.083), β_2 = beta-coupon strategy (0.738) and X_2 = coupon strategy.

Therefore, equation generated by the test; **Brand Equity = 1.083 + 0.738*coupon strategy.**

This finding, imply that for every unit change registered in coupon strategy, will result in a 0.738 units change in brand equity of toothpaste brands.

Table 4. 15: Coefficients for Coupon Strategy versus Brand Equity

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	1.083	.506		2.138	.008
	Coupons Strategy	.738	.119	.667	6.199	.000

a. Dependent Variable: Brand equity

4.8.3 Regression Test for Price-off Offers versus Brand Equity

The third test sought to evaluate the relationship that exists between price-off offers strategy which is the independent variable against dependent variable brand equity of toothpaste brands. The results in Table 4.16 present the model summary for price-off offers strategy versus brand equity. The test records, R-value of 0.837 and R^2-value of 0.700. This finding imply that a strong positive correlation (R=0.837) exists between price-off offers strategy and brand equity. Also, the findings imply that price-off offers account for 70% of variability in brand equity of toothpaste brands, with 30% of variability attributed to factors external to price-off offers.

Table 4. 16: Model Summary for Price-off Offers Strategy versus Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837[a]	.700	.694	.25399

a. Predictors: (Constant), Price-off offers strategy

The results in Table 4.17 presents the Analysis of Variance (ANOVA) for the price-off offers strategy versus brand equity of toothpaste brands. The test registers an F-Statistic, F (1, 48) = 111.918 and p-value of 0.000 ($p<0.01$). These findings imply existence of substantial variances between average values for price-off offers strategy and brand equity. Further, the results imply that there exists significant statistical association between price-off offers strategy and brand equity of toothpaste brands.

Table 4. 17: ANOVA for Price-off Offers Strategy versus Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.220	1	7.220	111.918	.000[b]
	Residual	3.097	48	.065		
	Total	10.317	49			

a. Dependent Variable: Brand equity

b. Predictors: (Constant), Price-off offers strategy

The results in Table 4.18 highlight the coefficient for price-off offers versus brand equity. The test records beta-constant value of 0.721 ($p=0.005$, $p<0.01$) and beta price-off offers strategy of 0.826 ($p=0.000$, $p<0.01$).

The model for price-off offers effect on brand equity: **Y (Brand Equity) = $\alpha + \beta_3 X_3$**, where α= beta-constant (0.721) and β_3 =beta price-off offers (0.826).

The model equation for the test is therefore; **Brand Equity = 0.721+ 0.826*price-off offers**

The findings imply that for every unit change recorded in price-off offers, it result in a 0.826 units change in brand equity of toothpaste brands.

Table 4. 18: Coefficients for Price-off offers versus Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.721	.332		2.173	.005
	Price-off offers strategy	.826	.078	.837	10.579	.000
a. Dependent Variable: Brand equity						

4.8.4 Regression Test for buy-one get one-free versus Brand Equity

The fourth regression test performed by the study sought to evaluate the influence of buy-one get-one free strategy on the brand equity of toothpaste brands. The results in Table 4.19 present the model summary of the linear regression test. The test deduces an R-value of 0.665 and R^2-square value of 0.442. This results imply that a strong positive correlation ($R=0.67$) exists between buy-one get-one free strategy and brand equity of toothpaste brands. In addition, the results indicate that, buy-one get-one free strategy accounts for 44% (R^2 =0.442) of variability in brand equity of toothpaste brands, whereas 56% of variability is attributed to factors external to buy-one get-one free strategy.

Table 4. 19: Model Summary for Buy-one Get-one Free versus Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665[a]	.442	.430	.34635
a. Predictors: (Constant), Buy-one-get-one free strategy				

The findings in 4.20, represents Analysis of Variance (ANOVA) results for buy-one get-one-free strategy versus brand equity. The test deduces an F-statistic value of F (1, 48) = 38.005 with a p-value of 0.000 ($p<0.01$). These results imply that substantial variance exists between average mean values for buy-one get-one-free and brand equity. Further, the results imply that a significant statistical association exists between buy-one get-one-free and brand equity of toothpaste brand at 0.01, significance level.

Table 4. 20: ANOVA for Buy-one Get-one-free Strategy versus Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.559	1	4.559	38.005	.000[b]
	Residual	5.758	48	.120		
	Total	10.317	49			
a. Dependent Variable: Brand equity						
b. Predictors: (Constant), Buy-one-get-one free strategy						

The results in Table 4.21 present the coefficients for the linear regression test buy-one get-one free strategy and brand equity of toothpaste brands. The test registered coefficients for beta-constant of 1.604 ($p=0.000$, $p<0.01$) and beta-buy-one get-one free strategy of 0.613 ($p=0.000$, $p<0.01$).

The model equation for the test is: $\mathbf{Y\ (Brand\ Equity) = \alpha + \beta_4 X_4}$ where α is beta-constant (1.604), β_4 = beta-beta-buy-one get-one free, and X_4= 0.613.

Therefore the regression equation for the test: Brand Equity = 1.604 + 0.613* buy-one get-one free. The findings imply that for every unit change recorded for buy-one get-one free strategy it triggers a 0.613 units change for brand equity of toothpaste brands.

Table 4. 21: Coefficients for Buy-one get-one free versus Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.604	.425		3.772	.000
	Buy-one-get-one free strategy	.613	.099	.665	6.165	.000

a. Dependent Variable: Brand equity

4.8.5 Multivariate Regression Analysis

The study performed a multivariate linear regression test for the combined consumer sale promotions variables notably; product samples strategy, price-off offers, coupons strategy and buy-one get-one free strategy against brand equity of toothpaste brands. The results in Table 4.22 present the model summary for the test, which registered r-value of 0.864 and r^2-value of 0.747. The finding imply that; a strong positive correlation (R=0.864) exists between consumer samples promotion and brand equity of toothpaste brands. The results also imply that, consumer sales promotion variables including; product samples strategy, price-off offers, coupons strategy and buy-one get-one free strategy account for 73% (R^2=0.725) of variability in brand equity of toothpaste brands, whereas 27% of variability is attributed to factors external to consumer sales promotions.

Table 4. 22: Model Summary for Consumer Sales Promotions versus Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864[a]	.747	.725	.24067

a. Predictors: (Constant), Buy-one-get-one free strategy, Product samples strategy, Price-off offers strategy, Coupons Strategy

The results in Table 4.23 present the Analysis of Variance (ANOVA) for the consumer sales promotions variables versus brand equity of toothpaste brands. The test registers F-statistics value, F (4, 45) = 33.279 with a p-value of 0.000 ($p < 0.01$). This result implies there is a significant statistical association between consumer sales promotion variables including; product samples strategy, price-off offers, coupons strategy and buy-one get-one free strategy and brand equity of toothpaste brands at 0.01 significance level.

Table 4. 23: ANOVA for Consumer Sales promotions versus Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.710	4	1.928	33.279	.000[b]
	Residual	2.606	45	.058		
	Total	10.317	49			

a. Dependent Variable: Brand equity
b. Predictors: (Constant), Buy-one-get-one free strategy, Product samples strategy, Price-off offers strategy, Coupons Strategy

The results in Table 4.24 present the coefficients for the combined linear regression test consumer sales promotions variables versus brand equity of toothpaste brands. The test records, beta-constant of 0.179 ($p=0.009$, $p<0.01$), beta for product samples strategy of 0.016 ($p=0.000$, $p<0.01$), beta for coupons strategy 0.177 ($p=0.004$, $p<0.01$), beta for price-off offers strategy of 0.612 ($p=0.000$, $p<0.01$), and beta for buy-one get-one free of 0.180 ($p=0.006$, $p<0.01$).

The model equation for the study was; **Y (brand equity) = $\alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$**, where; β_1, β_2, β_3 and $\beta 4$ beta-coefficients for product samples strategy, coupons strategy, price-off offers and buy-one-get-one-free strategies.

The model equation for the study is therefore;

Y (brand equity) = 0.179 + 0.016*product samples strategy + 0.177*coupons strategy + 0.612*price-off offers strategy + 0.180*buy-one-get-one-free

The model results for the multivariate regression test imply that; for every unit change recorded in product samples strategy will trigger a 0.016 unit's change in brand equity of

toothpaste brands. Further, for every unit change in coupons strategy, will trigger a 0.177 units change in brand equity of toothpaste brands. Also, the results indicate that for every unit change recorded in price-off offers strategy triggers a 0.612 units change in brand equity of toothpaste brands. Finally, the computed results indicate that for every unit change in buy-one get-one-free strategy, triggers a 0.180 units change in brand equity of toothpaste brands.

Table 4. 24: Coefficients for Consumer Sales Promotions versus Brand Equity

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.179	.390		.458	.009
	Product samples strategy	.016	.106	.016	.154	.000
	Coupons Strategy	.177	.131	.160	1.349	.004
	Price-off offers strategy	.612	.105	.620	5.839	.000
	Buy-one-get-one free strategy	.180	.096	.195	1.881	.006

a. Dependent Variable: Brand equity

4.9 Discussion

The study established that product samples strategy positively impacted on the brand equity of toothpaste brands. The results showed that free samples techniques contributed in creating awareness on a mass scale and attracting first-hand attention from prospective consumers. This finding supports submissions by Kim, Natter and Spann (2014) who postulated that employing free samples was only effective by giving consumers participation through a pay-what-you-want model. This way, it was possible to score repeated purchase through word of mouth shared to other prospective consumers. The findings of the study are in tandem with conclusions by Chen, Duan and Zhou (2017) who

reported that free sampling offers good compliment to word of mouth marketing, it's an effective technique that brings result in terms of amplifying sales.

The study found that coupons played a critical role in deepening consumer association for fast-moving consumer brands. The study also established that, coupons promotion technique registered good performance in market expansion and boosting competitive advantage. These findings are supported in Barat and Ye (2012) whose study established that coupons wielded a strong value in maintaining an existing market. Coupons model present incentives that drive desirability for consumer expenditure on consumer brands. In addition, more access to products brands gives consumers experience which builds an opinion in regard to quality and value. This finding is consistent with the submissions presented by Agarwal and Karim (2015) who reported that coupons strategy wielded influence on user perceptions for issues such as usefulness of a particular brand and accrued quality, which were critical components of brand equity.

The study established that price-off offers wielded sufficient effect in driving short-term exponential growth in volume sales. Price-off offers were found to attract huge brand attention which directly contributed towards boosting brand visibility by a significant section of the existing market. This finding is in line with the conclusions submitted by Larson (2014) who explained that price changes for commodities that seemed to favor consumers attract significant positive response. Further, the findings indicate that price changes contribute to surge in brand popularity and subsequent increase in brand sales. This finding is supported by Drechsler *et al.* (2017) who postulated that price variation wielded significant effect on consumer purchase decision for varied set of brands. In addition the findings are consistent with the submissions of Huang and Yang (2015) who reported that price discounts tailored with quantity value have shown to attract consumer attention and purchase decision, which increases brand popularity.

The findings of the study show that buy-one get-one-free strategy wielded a strong effect in driving increase in volume sales of brands. Increased access to the brands was found to contribute positively in enhancing brand equity factors including brand awareness, brand loyalty and perception on quality.

This finding is backed in a study by Kim, Lee and Park (2016) who explained that buy-one get-one-free strategy transformed consumer promotion process into a brand equity enhancing strategy. Brand equity factors of brand awareness, brand loyalty and perception on quality are all accrued upon consumer brand exposure and user brand experience (Thomas & Chrystal, 2013). The findings thus agree with Thomas and Chrystal (ibid) who observed that increasing free product enabled consumer user experience which was necessary in developing brand affiliation and developing perception on brand quality.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section of the study covers the summary of the findings, conclusion, recommendations and suggestions for further studies on the influence of consumer sales promotions on brand equity of toothpaste brands. Areas of consumer sales promotions that were examined include; product samples strategy, coupons strategy, price-off offers and buy-one get-one-free strategy against the effect they wield on brand equity of toothpaste brands.

5.2 Summary

5.2.1 Effect of Product Samples Strategy on Brand Equity

The study established that there was a positive correlation between product samples strategy of promotion and brand equity of toothpaste brands. Product samples were found to have contributed in significant variation and triggered quantitative change in brand equity. The study also established that product samples strategy wielded a strong influence in driving consumer affiliation. The results also show that product samples technique positively boosted visibility of toothpaste brands, which subsequently resulted in increased brand awareness. Brand awareness through free sampling of toothpaste brands contributes towards third party marketing through the word of mouth. Furthermore, the results show that free samples wield an effect on consumer perception on quality as access to free samples gives consumers firsthand experience on quality.

The study found that product samples strategy was a good approach towards making market entry for a new toothpaste brand. This influences consumer attributes such as it's the product value in the competition which directly influences consumer repurchasing decision. Further, the study established that employing free samples technique was useful in building consumer interest for a particular brand, which is vital aspect of product differentiation. The study finally establishes that utilizing product samples strategy for promotion of toothpaste brands was positive in driving brand awareness, grabbing consumer attention hence influence their perception on quality which eventually determines their re-purchasing decision.

5.2.2 Effect of Coupon Strategy on Brand Equity

The study found that coupon strategy for consumer promotions wielded an influence on the brand equity of toothpaste brands. Results showed that coupons strategy has positive correlation and triggers high level of variability for brand equity for toothpaste brands. Further, the study established that for every coupons strategy drove direct correlation changes in the level brand equity of toothpaste brands for toothpaste brands. The findings show that coupons strategy highly impacts on consumer behaviors notably; brand affiliation, perception on quality and the prospect of repeated purchasing.

The study established that coupon strategy positively impacted on the consumer's first impression. First impressions played an influential role in consumer acceptance of a brand and develop an association. Also, the study found that coupon strategy created an avenue for attracting new customers for a toothpaste brand by capturing their attention. The study established that collective aspects of brand first impression and association wielded significant influence on the prospect of consumer appreciation and likelihood of repeated purchasing.

5.2.3 Effect of Price-off Offers on Brand Equity

The study established that price-off offers technique of promotion has significant influence in driving traction for a product brand within a short period of time which highly boosts brand equity. Results indicate that price-off offers wield positive correlation with brand equity of tooth paste brands. In addition, price-offers were found to induce significant variability and quantitative change in brand equity of toothpaste brands. Direct influence of price-off offers was drawn in boosting current sales amongst many consumers which was contributed by increasing visibility within the market space.

The study found that price-off offers method of sales promotion positively impacted on immediate sales, stabilizing market presence and attracted significant consumer attention. Price-off was found to positively influence sales growth of a brand. Also, price-off offers registered strong influence in market disruption, attributed to increased consumer interest with more visibility, which in turn contributed to boosting competitive edge and growing the present market for toothpaste brands. The study establishes that price-off offers strategy

positively drives brand popularity, visibility and competiveness which in turn boost the aspects of brand equity for toothpaste brands.

5.2.4 Effect of Buy-one Get-one-free Strategy on Brandy Equity

The study established that buy-one get-one-free strategy served as a strong promotion strategy in boosting the prospects of brand equity for toothpaste brands. A strong positive correlation was established between consumer product promotions through buy-one get-one-free strategy and brand equity. Further, the results revealed that buy-one get-one-free strategy wields strong variability in brand equity impacting directly on longitudinal quantitative variations in recorded unit changes. The study establishes that buy-one get-one-free strategy directly on factors notably; increased product sales, increased product visibility in the market, increased consumer experience and proportional increase in market base for toothpaste brands.

The study found that buy-one get-one-free strategy role in increasing product sales, directly contributes to increased product visibility, usability and experience among new and older brand consumers. User experience contributes directly in quality determination amongst brand consumers. Thus the study establishes that perception on quality by new and old consumers was critical in determining repurchasing decision for toothpaste brand. Also, the results show that increased brand distribution driven by buy-one get-one-free strategy boosts efforts of market entry in a competitive industry like the toothpaste sector.

5.3 Conclusions

5.3.1 Product Samples Strategy and Brand Equity

The study concludes that product samples strategy is a valuable consumer sales promotions technique for boosting the visibility of fast moving consumer goods like toothpaste brands. Embracing product samples strategy presents avenue in which new brands are introduced to the market or traditional products rebrand in effort to expanding market share. The study concludes that product samples strategy impacts on brandy equity factors notably; perception on quality, brand awareness and brand visibility for toothpaste brands. Therefore, tailoring consumer promotions of toothpaste brands with free product samples

strategy drives market for new brands, solidifies competitive edge and increased prospect for market growth.

5.3.2 Coupon Strategy and Brand Equity

The study concludes that coupon strategy as a technique for consumer sales promotions offers a unique consumer attraction attributes which boost the brand equity of toothpaste brands. Coupon strategy directly impacts on brand association which boosts the prospects of repurchasing decision by consumers. Furthermore, the study concludes that coupon strategy offer strong value towards attracting consumer attention thereby creating the likelihood for continued brand association. Therefore, coupon strategy boosts brand equity aspects of brand association and loyalty for toothpaste brands which enhances long-term market presence and competitive edge.

5.3.3 Price-off Offers strategy and Brand Equity

The study concludes that price-off offers strategy for sales promotions wields an immediate effect on brand popularity amongst consumers. Price-off offers drive sales increasing overall volume of brand distribution within a short-period of time. It gives consumers brand accessibility thus giving them brand experience which determines their perception on the brands quality. The study concludes that price-off offers technique is a great mechanism for increasing customer base and growing of brand's market presence. In addition, the price-off offers strategy contributes strongly in enhancing brand awareness which in turn boost the brand equity of toothpaste brands.

5.3.4 Buy-one get-one-free Strategy

The study concludes that the buy-one get-one-free strategy in sales promotion offers good approach to increasing brand visibility which influences prospects of building consumer affiliation. Buy-one get-one-free strategy serves as a complimentary model for free sampling in which a specific product brand is widely distributed to a market thus exposing it to a larger consumer base. The study concludes that tapping on brand visibility and increased brand awareness contributes to growing consumer affiliation for toothpaste brands. Consumer affiliation factor is a critical brand equity phase in building long-term loyalty for toothpaste brands.

5.4 Recommendations

The study makes the following recommendations;

i. Price-off offers and coupons strategies are great consumer sales promotion techniques that should be structured with the goal of maintaining an existing toothpaste market share or growing the market base. The promotion techniques should be deployed frequently as a measure of advancing toothpaste brand competitive edge as it appeals to brand equity aspects of brand association, brand affiliation and brand loyalty.

ii. Buy-one get-one-free and product samples strategies should be deployed as consumer sales promotion market entry techniques for the new toothpaste brands. Both techniques are effective in driving brand equity factors of product awareness and brand association of toothpaste brands necessary for breaking through in a new market.

iii. Free product samples and buy-one get-one-free strategies should be tailored for driving promotional campaigns aimed at expanding the market share for existing toothpaste brands. The techniques can effectively impact on the brand equity attributes of brand awareness through increasing brand visibility.

iv. Consumer sales promotion campaigns should prioritize enhancing visibility and experience of brands quality attributes. Good quality toothpaste brand can guarantee optimal success of promotional campaigns as it directly influences brand equity attributes of brand quality perception, brand loyalty and brand association.

v. Buy-one get-one-free and product samples strategies should be deployed with intent of surprising consumers with unique experience that surpasses their expectations. This directly impacts positively on all the brand equity factors for toothpaste brands.

5.5 Recommendations for Further Studies

The aim of this study was to examine whether consumer sales promotion techniques notably; product samples strategies, coupons strategy; price-off offers techniques and buy-one get-one-free wield any influence on the brand equity of toothpaste brands. In the course of undertaking this study, numerous other subtopics emerged that will require further analysis in the future. The areas for further studies include;

i. An examination into the role of consumer sales promotions towards capturing consumer's attention in driving for repeated purchases for toothpaste brands.
ii. An examination into whether consumer sales-promotion tactics wield a causal effect on perceived product quality of different toothpaste brands.
iii. An examination into the effectiveness of consumer sales promotion techniques on market entry for new toothpaste brands in a competitive market.

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APPENDIX I: QUESTIONNAIRE

SECTION A: BACKGROUND INFORMATION

1. Age Distribution

a) 21 – 30 years [ ]
b) 31 – 40 years [ ]
c) 41 – 50 years [ ]
d) Over 50 years [ ]

2. Education Level

a) O-Level/KCSE b) Certificate/Diploma [ ]

c) Undergraduate Degree d) Post-Graduate Degree [ ]

3. Job designation in Sales and Marketing

a) Brand Manager [ ] b) Sales Manager [ ]

c) Retail Marketing [ ] d) Merchandiser [ ]

4. Job Experience

a) Below 5 years [ ]
b) 6 – 10 years [ ]
c) 11 – 15 years [ ]
d) 16 – 20 years [ ]
e) Over 20 years [ ]

In the subsequent sections, kindly indicate how much you agree/disagree with the following statements on a scale of 1 to 5 as per the table below:

Level of Agreement				
(1)	(2)	(3)	(4)	(5)
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

SECTION B: PRODUCT SAMPLES STRATEGY						
Please indicate the extent to which you agree with the following statement on the influence of product samples strategy on brand equity of toothpaste brands.						
No.	**STATEMENTS**	**RATING**				
		(1)	**(2)**	**(3)**	**(4)**	**(5)**
1.	Utilizing samples strategy enhances the consumer affiliation to a product thus building brand loyalty					
2.	Embracing product samples strategy boosts the prospects of brand awareness for fast moving consumer goods					
3.	Utilizing samples strategy enables demonstration of product quality which wields an influence on consumers quality perception for the product					
4.	Offering product samples to consumers presents an opportunity for building brand association					
5.	Using product samples strategy to attract consumers presents a chance to consumers for them to accrue value in new product choices					
6.	Employing product samples strategy give a new product better visibility in a complex competition.					

7.	Product samples strategy is the first stage in building attachment between a product and its intended consumers					
8.	Samples enable the consumers make easier long-term purchase decision based on quality and the value that they derive from a product					

SECTION C: COUPONS STRATEGY						
Please indicate the extent to which you agree with the following statement on the influence coupon strategy on brand equity of toothpaste brands						
No.	**STATEMENTS**	**RATING**				
		(1)	**(2)**	**(3)**	**(4)**	**(5)**
1.	Use of coupon strategy for product promotions boosts prospects of long-term consumer affiliation over a particular product.					
2.	Coupon strategy creates an effective mechanism for market entry for a highly competitive fast-moving consumer goods market as it enhances brand awareness					
3.	Coupons make it easier for repeated product purchases which boost long-term brand affiliation among the consumers					
4.	Coupon strategy present a unique consumer attraction strategy for new products through demonstration of the product quality attributes					
5.	Coupons strategy trigger shared product info among consumers through shared word of mouth which enhances brand awareness					

6.	Using coupons for sales promotions enables consumers accrue value and assess quality gains from a particular product					
7.	Coupons strategy boost product visibility due to repeated purchases which enables long-term consumer attachment thus boosting brand loyalty					

SECTION D: PRICE – OFF OFFERS STRATEGY						
Please indicate the extent to which you agree with the following statements on the influence of product price-off offers on brand equity of fast moving consumer goods						
No.	**STATEMENTS**	**RATING**				
		(1)	**(2)**	**(3)**	**(4)**	**(5)**
1.	Price-offs strategy encourages more purchases for consumer goods which increases prospects for brand awareness					
2.	Price-off offers enable broader base of consumers assess a product quality attributes which boosts prospects of positive perception on quality over other substitutes					
3.	Price-off offers increases product sales significantly within a short period of time enhancing the prospects of increased visibility and more consumer brand affiliation					
4.	Utilizing price-off creates an increased consumer interest warding off desires for substitutes thus enhancing prospects for brand loyalty among consumers					
5.	Effective deployment of price-off offers, boosts immediate sales and increased brand visibility which can serve as good source for competitive edge					

6.	Integrating an effective price-off offer, creates a platform to facilitate market entry of a new product for a popular brand thus capturing sufficient consumer base and sustained loyalty					

SECTION E: PRODUCT BUY ONE GET ONE FREE STRATEGY						
Please indicate the extent to which you agree with the following statement on the influence of buy one get one free on brand equity of fast moving consumer goods						
No.	**STATEMENTS**	**RATING**				
		(1)	**(2)**	**(3)**	**(4)**	**(5)**
1.	Employing buy one get one free strategy encourages consumer affiliation and desire for more purchases which promotes brand association					
2.	Employing buy one get one free for existing product brands creates a unique platform for introducing new product thus creating more product awareness					
3.	Buy one get one free strategy creates a platform which enables the continued brand loyalty to a given set new products for a given set of band line.					
4.	Utilizing buy one get one free strategy for a popular product brand with strong reputation for quality enables continued perception on brand quality among loyal consumers for new products introduced under the same brand line					
5.	The t buy one get one free strategy for set of popular product brand line enhances prospects for consumer perception continued value gain derived from the new products.					

6.	Effective utilization of buy one get one free strategy can serve as a source of continued competitive advantage for new product line of a popular brand					

SECTION E:ELEMENTS OF BRAND EQUITY						
Please indicate the extent to which you agree with the following statement on the influence of consumer sales promotion factors on the construct of brand equity factors for fast moving consumer goods						
No.	**STATEMENTS**	**RATING**				
		(1)	**(2)**	**(3)**	**(4)**	**(5)**
1.	Consumer sales techniques employed wield a strong influence on consumer brand loyalty for fast moving consumer goods					
2.	The nature of deployment for consumer sales promotions influence the levels of brand awareness for fast moving consumer goods					
3.	The methods employed for execution of consumer sales promotions impact on the aspect of perceived quality for the fast moving consumer goods.					
4.	Strategies utilized in deploying consumer sales promotions influence the levels of brand association for fast moving consumer goods					
5.	The strategy adopted towards implementation of consumer sales promotions impacts on proprietary assets of fast moving consumer goods.					

Thank you very much, for taking time to answer this questionnaire