EFFECT OF PROMOTIONAL STRATEGIES ON MARKET PERFORMANCE OF CONSTRUCTION MATERIAL MANUFACTURING FIRMS IN UASIN GISHU COUNTY, KENYA

Juma Winnie Opisa

A Thesis Submitted in Partial Fulfillment of the Requirement for the Award of Master of Business Administration (Marketing Option) of Masinde Muliro University of Science and Technology

November, 2024

DECLARATION

This thesis is wholly unique with no submissions to any university.

Signature……………………….... Date:……………..….

Juma Winnie Opisa

MBA/G/01-52748/2018

CERTIFICATION BY UNIVERSITY SUPERVISORS

The aforementioned university supervisors attest to having studied the thesis in question and suggest that Masinde Muliro University of Science and Technology accept the thesis. ***"Effect of Promotional Strategies on Market Performance of Construction Material Manufacturing Firms in Uasin Gishu County, Kenya".***

Dr. Evans Kwendo Signature……………………..... Date:……………….

Department of Business Administration and Management Science

Masinde Muliro University of Science and Technology

Dr. Dishon Wanjere Signature……………………..................... Date:……………….

Department of Business Administration and Management Science

Masinde Muliro University of Science and Technology

COPYRIGHT

DEDICATION

I dedicate my thesis to my family who have been my source of inspiration in my academics and really supported me financially.

ACKNOWLEDGMENTS

My acknowledgement goes to the Almighty God for the strength He has given me to work on my thesis. I acknowledge my supervisors Dr. Dishon Wanjere and Dr. Evans Kwendo for the knowledge offered to the success of my thesis. I appreciate my financier Mr. Juma Rajab who really ensured that he paid fee on time and supported my course work while I was studying, MMUST as an institution that offered my education with qualified lecturers who ensured that they imparted me with enough knowledge, the motivation I got from my classmates and my friend Ms. Edith Kundu at a time when things were difficult. Finally, I appreciate the construction firms that allowed me to collect the data that I needed for my thesis.

ABSTRACT

The companies that assemble development materials play a major role in the local economy, and knowing if limited time methods are viable is essential to encouraging development and seriousness. The investigation employed a fascinating methodology that combined quantitative data collection methods while substantial writing and industry reports provided optional information, organized studies with important industrial partners provided essential knowledge. The goal of the research was to investigate how promotional techniques affected the performance of companies that manufactured building materials in Kenya's Uasin Gishu County. Specific objectives included figuring out how advertising affected the performance of companies that manufacture building materials, looking into how public relations affected the same, figuring out how sales promotion strategies affected the performance of those companies, and figuring out how social media moderated the effects of these factors on those organizations' exhibition in Kenya's Uasin Gishu County. AIDA Theory of Public Relations, Integrated Marketing Communications (IMC) Theory and Social Penetration Theory served as the study's guiding theories. The study focused on 10 Uasin Gishu-based registered building material manufacturing companies that employed 136 employees. A random method was employed to choose 102 workers. Data from the respondents was collected using questionnaires. The piloting was done in Tranzoia County to test the validity and reliability of the research instruments. Descriptive and inferential metrics were used in the analysis. Data was presented in the form of tables. The method of promotion obtained a very high R^2 of 0.565. with response rate of 32% of the variance in construction manufacturing firms, public relation had a significant of 0.496 with the response rate of 25% variance in construction manufacturing firms, sales promotion had a significant of 0.384 implying that it accounted for 15% of the variance in construction manufacturing firms and social media moderately impacted the relationship between market execution and time-limited procedures. The study findings there a positive relationship between promotional strategies and market performance. Social media significantly moderated the association between promotional strategies and market performance. The study recommended on segmentation and targeting, sustainability initiatives, community engagement and contractor partnership on construction manufacturing firms.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS AND ACRONYMS

AIDAS	-	Attention Interest Desire Action and Satisfaction
CBD	-	Central Business District
CFI	-	Corporate Finance Institute
GoK	-	Government of Kenya
MSMEs	-	Micro, Small and Medium Enterprises
NACOSTI	-	National Commission for Science, Technology and Innovation
PHC	-	Primary Health Care
PhD	-	Doctor of Philosophy
SMEs	-	Small and Micro Enterprises
SPSS	-	Statistical Package for Social Scientists
UGT	-	Uses and Gratifications Theory
VIF	-	Variance Inflation Factor

OPERATIONAL DEFINITION OF TERMS

Advertising is a form of communication used by organizations, businesses, or individuals to promote their products, services, ideas, or brands to a target audience. It is a paid, non-personal message delivered through various media channels to inform, persuade, and influence potential customers to take specific actions, such as purchasing a product, using a service, or adopting an idea.

Market Performance refers to the measurement of how well a product, service, or company performs in the marketplace. It reflects the success of an organization in achieving its market-related goals, such as sales growth, market share, customer satisfaction, and profitability. Market performance indicates the effectiveness of marketing strategies and the organization's ability to compete and meet customer needs.

Public Relations is used to describe the process of organizing and sharing information from a person or a group.

Promotional Strategies refer to the plans and actions undertaken by businesses or organizations to effectively communicate with their target audience, increase awareness of their products or services, and influence consumer behavior to achieve specific goals, such as increasing sales, improving brand recognition, or fostering customer loyalty.

Sales Promotion	is used to describe the process of convincing a prospective buyer to purchase the product. It refers to any sponsored strategy used to target customers and typically improve sales in this study. Using money-off coupons or exclusive deals may be required.
Social Media	refers to websites and programmes that let people engage in social networking or produce and share content.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In businesses today, there is more rivalry among firms as they all strive to meet their goals and improve performance, which can lead to higher profits and sales (Piton, Briand & Guillet, 2019). Majority of businesses in today's world have implemented marketing techniques in an attempt to increase revenue. This goal has been accomplished through a variety of direct and indirect methods among them is the promotional strategies.

Promotional strategies, along with their strengths and weaknesses, should never determine the success of the market on their own. According to Fama & Eugene (1970), an organization could optimize its market execution by integrating these unique procedures into the core of its tasks. Companies that promptly incorporated these strategies into their marketing endeavors were most likely to increase their market share and expand their brand. As a result, combining their marketing objectives and market tasks into a single, randomly linked set of procedures was the best model for advancing business sector execution.

In global perspective, countries like the U.S. and Europe, firms often used digital marketing strategies, including online advertising, content marketing, and public relations, to improve brand visibility and reach professional audiences. Studies showed that those strategies positively affected market share and customer loyalty. Social media channels like LinkedIn and industry-specific platforms had been successful in targeting industry professionals and decision-makers (Valens et al., 2023). One limitation in those regions was an over-reliance on traditional media, which may miss engaging younger, more digitally native audiences. Although construction firms had begun integrating social media, they may not fully exploit those channels, limiting their ability to reach emerging markets or younger demographics who favor online platforms (Rossiter & Percy, 2023)In Asian construction firms, particularly in China and India, had effectively used localized social media platforms like WeChat and WhatsApp for promotional strategies. Those platforms enabled direct engagement with consumers and had shown success in enhancing brand recognition and expanding market share (Xu et al., 2019). The effectiveness of those strategies was often limited by language and cultural differences, which posed barriers to firms aiming for international reach. For example, promotional content may not have resonated well in other regions due to those differences, reducing the impact of otherwise well-crafted campaigns. Additionally, digital advertising in less urbanized or rural areas of Asia was less effective due to infrastructure limitations (Saha & De, 2022)

In African markets, where construction firms faced high competition, promotional strategies like sales promotions and public relations were essential. Those approaches had positively influenced customer loyalty and brand positioning, especially as more firms begun leveraging online platforms. Limited digital infrastructure and high costs restricted firms' promotional reach, particularly in rural areas. The heavy investment required for consistent promotional activities presented a barrier for smaller firms, which struggled to compete against larger companies with greater advertising budgets (Ogunmuyiwa, 2022). Additionally, local engagement was often limited, which means promotional content may not always align with the cultural and economic preferences of African consumers, thereby affecting its effectiveness

In East Africa, social media had become a primary tool for promotions, with platforms like Facebook and Instagram helping firms reach a wider audience. Sales promotions were also popular in those cost-sensitive markets and had effectively driven short-term sales. The lack of tailored, localized promotional strategies reduced the impact of advertising in some East African regions. Promotional strategies often lacked cultural relevance, which could limit their effectiveness. Furthermore, the cost of digital advertising remained a challenge, especially for firms operating in rural areas or those with limited resources to maintain consistent promotion (Cambridge Research, 2021). In Kenya, construction firms were increasingly adopting sales promotions, social media marketing, and local event sponsorships as promotional strategies. Studies indicated that those strategies had been effective in increasing brand recognition and customer loyalty. Social media, in particular, had allowed firms to connect with younger consumers who preferred digital engagement. A significant gap in Kenya was the lack of funding and expertise for sophisticated digital marketing strategies, particularly for smaller firms in regions like Uasin Gishu. Many firms lacked localized approaches in their promotional content, which would make them more appealing to Kenyan consumers. Additionally, high advertising costs and limited digital infrastructure remain ongoing challenges for firms aiming to broaden their reach within the country (Shamsan & Otieno, 2015)

Construction manufacturing firms worldwide had a positive impact on market performance when using promotional strategies. However, gaps such as limited digital infrastructure, lack of localized content, and cost barriers affected the success of those strategies in various regions. Addressing those gaps through improved access to digital tools, culturally adapted marketing, and strategic budget allocations could help firms optimize their market performance.

1.2 Statement of the Research Problem

In an ideal scenario, construction manufacturing firms in Uasin Gishu County, Kenya, would have well-defined and optimized promotional strategies that positively and significantly contributed to their overall demeanor and level of intensity. Development-producing companies would carry out a diverse range of promotional strategies. These companies would be characterized by steady revenue growth, a larger share of the market, high productivity, satisfied customers, and well-functioning functional cycles. These firms would be highly competitive in both local and regional markets, capitalizing on effective promotional strategies to gain a competitive edge.

However, the real situation in Uasin Gishu County's construction manufacturing industry differed from the ideal. The real situation involved challenges and discrepancies such as construction manufacturing firms had varied levels of expertise and resources for developing and implementing promotional strategies, which led to disparities in their effectiveness. Performance metrics exhibited fluctuations and firms did not have a clear understanding of whether their promotional strategies directly contributed to these metrics. Businesses had to deal with obstacles to intensity, including competition in the market, shifting consumer preferences, financial constraints, and administrative demands.

In this context, the examination question focused on breaking down any barriers that separate ideal and real-world situations, specifically: "To what extent do the promotional strategies currently employed by construction manufacturing firms in Uasin Gishu

County, Kenya, aligned with the ideal situation, and how the disparities and challenges could be addressed to enhance firm performance and competitiveness?" This assessment question aimed to explore several fundamental perspectives: evaluating the current state of restricted time methods that development fabrication companies employ. examining the relationship between these organizations' real exhibition metrics and time-limited approaches. identifying the gaps and challenges that prevent businesses from coming up with the incredibly clever arrangement, including any intensity limits. Considering suggestions and insights about how development-producing companies could improve their promotional strategies to improve their performance, aligned more closely with the ideal scenario, and addressed the challenges they faced in Uasin Gishu County's specific context.

1.3 Objective of the Study

1.3.1 General Objectives

This research aimed to examine the effect of promotional strategies on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

1.3.2 Specific Objectives

i. To determine the effect of advertising strategy on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya
ii. To investigate the effect of public relations strategy on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya
iii. To establish the effect of sales promotion strategy on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya

iv. To determine the moderating effect of social media strategy on the relationship between promotional strategies and the market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

1.4 Hypothesis

i. $H0_1$: There is no statistically significant effect of advertising on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya

ii. $H0_2$: There is no statistically significant effect of public relation on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya

iii. $H0_3$: There is no statistically significant effect of sales promotion on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya

iv. $H0_4$: There is no statistically significant moderating effect of social media strategy on the relationship between promotional strategies and the market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

1.5 Justification of the Study

In dynamic and competitive landscape of the construction material manufacturing industry, the strategic use of promotional strategies could significantly influence the success and market position of firms. The county is a hub of construction activities, with numerous ongoing projects ranging from residential buildings to infrastructure development. The construction material manufacturing firms in this region play a pivotal role in supplying essential materials such as cement, steel, roofing materials, and more. Understanding the performance of these firms was crucial not only for their individual success but also for the economic growth of the county. A study that focused on the impact of promotional strategies would shed light on how these firms could optimize their marketing efforts to contribute more effectively to the local economy.

Promotional strategies are instrumental by effectively promoting their products through advertising, public relations, sales promotions, and social media, construction material manufacturing firms would increase their visibility, attract new customers and retain existing ones. In Uasin Gishu County, where numerous firms competed for market share, understanding which promotional strategies yielded the best results would be a game-changer. This study provided valuable insights into the most effective approaches for firms to differentiate themselves, establish strong brand presence, and solidify their market positioning. A thriving construction sector in Uasin Gishu County presented significant growth potential for both existing firms and potential investors. When firms demonstrated strong performance and effective promotional strategies, they become more attractive to investors seeking opportunities in the region. By showcasing the positive impact of strategic marketing initiatives on business growth and profitability, this study would contribute to attracting new investments into the construction material manufacturing sector.

Uasin Gishu County, Kenya faced a range of challenges in the construction material manufacturing industry from fluctuating market demands to rising competition from imported materials. Understanding how promotional strategies could mitigated these challenges and capitalized on emerging opportunities was crucial for the long-term sustainability of firms in the sector. Lastly, the study's focused on Uasin Gishu County to ensure its direct relevance to the local context. By examining the performance of construction material manufacturing firms within the county, the findings would provide actionable recommendations that firms could implement immediately. Local policymakers, industry associations, and business owners would use the study's insights to develop targeted support programs, craft industry-specific policies, and implement best practices for sustainable growth. This localized approach ensured that the study's outcomes had direct and practical implications for the businesses and stakeholders.

1.6 Significance of the study

The study would assist those in question in allocating funds wisely to suitable advertising techniques that had the best likelihood of improving their respective marketing performance. The study's findings would be crucial for manufacturing companies since they would have allowed upper management to determine whether or not the promotional tactics, they had used had benefited them, allowing them to develop suitable promotional policies.

The government would comprehend how companies that manufacture building materials employed marketing tactics to obtain a competitive advantage in the face of fierce rivalry from both domestic and international businesses, so ensuring their long-term viability. Based on quality inspections, it would be able to create regulations that intended to protect their interests and boost production. Development partners that were typically keen to support the growth of construction material manufacturing companies would have a thorough awareness of the various obstacles that impeded their progress, including sustainability and the degree to which the issues they identified impacted their operations.

The study would complement the academic database, which would then be used in other research and references. The study's conclusions would be useful to marketing professionals and students as they expand their expertise and, if appropriate, work on their research projects. Above all, this study would lay the groundwork for the researcher to conduct additional research on the intricate relationships between the factors in order to create a framework that would function in the Kenyan setting.

1.7 Scope of the Study

The study focused on promotional strategies and market performance of Kenyan construction material manufacturers in Uasin Gishu County. Public relations, social media, sales promotion, and advertising were examples of promotional strategies. The study's focus was on Kenya's Uasin Gishu County. Methodologically, data from ten building material manufacturing companies were gathered using questionnaires. The study had a target population of 136 employees and the sample size was 102 which was used to collect the data. The research was carried out from January 2023 to March 2023.

1.8. Limitation of the Study

This research limitations were. First, Sample Size and Representation, the sample size was not fully represented to all construction material manufacturing firms in the county, leading to potential biases. To mitigate this, researchers employed random sampling techniques and ensured a diverse representation of firms across different sizes and market segments.

Secondly, Data Reliability and Validity, the accuracy of data collected from firms, such as financial reports or sales figures, would be compromised. Researchers mitigated it by use of surveys and secondary data sources. Fourthly, Time Constraints, the study's duration limited the depth of analysis, especially for long-term effects of promotional strategies. Researchers considered longitudinal studies to observe changes over an extended period.

Finally, all external factors that influenced market performance, such as economic changes or competitor strategies were not accounted for in the study. Researchers acknowledged these external influences in their analysis and discussed potential implications. Sensitivity analyses or scenario planning also helped assess how varying market conditions impacted the effectiveness of promotional strategies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter presented the literature review from previous studies on sales promotions, advertising, public relations and social media. The main theories that guided the study were AIDA theory of Public Relations, Integrated Marketing Communication theory and Social Penetration theory.

2.2 Theoretical Framework

Theories underpinning this research included: AIDAS theory of public relations, Theory of Dagmar, The push Model and Social Penetration Theory.

2.2.1. AIDA Theory of Public Relations

The AIDA Theory is a widely used framework for understanding how advertising and public relations promotions move potential customers through stages that ultimately result in a purchase. The theory suggests that effective public relations strategies need to first grab attention, build interest, develop a desire for the product, and encourage consumers to take action (Elmo Lewis, 1898). In construction manufacturing, public relations strategies could be aligned with the AIDA theory to influence the perceptions and actions of potential buyers, such as project managers and contractors.

One criticism of AIDA was that it oversimplified consumer behavior by assuming that all individuals would follow those linear stages, which was not always the case. In the context of construction firms, where decisions were often complex and involved multiple stakeholders, the AIDA theory may not fully capture the nuances of decision-making (Rossiter & Percy, 1987). Additionally, this theory does not account for the influence of post-purchase behavior, such as customer retention or feedback, which was crucial in competitive industries like construction (Belch and Belch, 2003).

2.2.2 Integrated Marketing Communications (IMC) Theory

IMC theory posits that marketing communication should be unified and deliver consistent messages across multiple platforms. By integrating various promotional strategies, including advertising, sales promotions and public relations, IMC ensures a cohesive brand experience, reinforcing the company's message and enhancing its market performance (Schultz, 2003). The IMC approach also emphasizes the synergy between communication tools, which leads to a more significant impact on consumer behavior and market performance. In construction manufacturing, IMC could significantly improve market performance by ensuring consistent messaging across all promotional efforts. By combining advertising (e.g., print ads) and PR (e.g., press releases or sponsorships), construction firms could reach target audiences more effectively and enhance brand recognition in the marketplace. This cohesive approach was particularly important in construction, where technical specifications and trustworthiness were key decision-making factors.

One key criticism of IMC was that it required substantial resources, both in terms of time and budget, which may not be feasible for all construction firms, especially small or regional companies. Moreover, successfully executing IMC required highly coordinated and skilled marketing teams, which could be a challenge in industries with less emphasis on marketing, such as construction (Keller, 2009). Additionally, some argued that IMC is more suited to consumer-oriented industries than B2B markets, like construction, where decisions were more rational and less emotionally driven (Schultz & Schultz, 2004).

2.2.3 Social Penetration Theory

Social Penetration Theory (Altman & Taylor, 1973) suggests that relationships evolve over time through a process of gradual self-disclosure, where individuals share more personal and intimate details. In a marketing context, this theory posits that firms can build deeper relationships with customers by revealing more about their company, values, and products over time, thereby strengthening trust and customer loyalty.

For construction manufacturing firms, social penetration theory suggested that over time, companies could deepen relationships with clients (e.g., architects, contractors, and project managers) by providing more in-depth, transparent information about their products and services. This approach could involve sharing case studies, behind-the-scenes production insights, or showcasing their commitment to sustainable practices.

A common critique of Social Penetration Theory was that it focused primarily on personal relationships and may not fully translate into a business-to-business (B2B) context, especially for firms in industries like construction where transactions were driven more by rational decision-making than personal connections. Furthermore, the theory may oversimplify the complexity of how trust and loyalty were built in professional settings, where multiple factors such as pricing, quality, and reputation played significant roles (Miller, 1987). While the gradual approach to relationship-building may be more applicable in consumer markets, B2B firms, such as those in construction manufacturing, could benefit from social penetration by cultivating trust over time, particularly in long-term partnerships or repeat business scenarios (Williams, 2002). For example, consistently sharing technical innovations, sustainability efforts, and successful project stories could gradually deepen client trust and drive market performance.

2.3 Conceptual Review

The variables to be reviewed were advertising, public relations, sales promotions and social media.

2.3.1 Promotional Strategies

Promotional strategies are the lifeblood of any business, serving as the bridge between products or services and their target consumers. Advertising involved paid communication through various media channels to reach a target audience. Public relations focused on managing relationships and communications between an organization and its stakeholders. Sales promotion involved short-term incentives aimed at encouraging immediate purchase or sales of products. Finally, social media involved creating brand awareness.

Promotional strategies increased brand visibility in a competitive market landscape. Effective promotional campaigns directly impact sales figures. Whether through limited-time offers, promotional discounts, or compelling advertising messages, firms could drive immediate sales and revenue growth (Kotler & Armstrong, 2018). Promotional activities help in cultivating strong relationships with customers. Engaging social media content, personalized offers, and effective PR initiatives could create a sense of loyalty and repeat business (Smith, 2019). Well-executed promotional strategies differentiate a firm from its competitors. Unique advertising campaigns, innovative sales promotions, and engaging social media content can attract new customers and retain market share (Belch & Belch, 2020).

Researchers used surveys to gather consumer perceptions and attitudes toward promotional activities. Metrics such as likes, shares, comments, reach, and engagement rates on social media platforms provided tangible data on campaign performance. Tools like Facebook Insights, Twitter Analytics, and LinkedIn Analytics offered insights into audience interactions (Smith, 2020). Finally, researchers conducted brand awareness studies to measure the effectiveness of advertising campaigns.

2.3.1.1 Advertising

Advertising is a crucial component of the promotional mix for businesses across various industries. Advertising played a pivotal role in introducing construction material manufacturing firms to potential customers. It helped in creating brand awareness and recognition within the target market. According to a study by Okwanya et al. (2020), brand awareness generated through advertising positively influences consumer purchasing decisions, especially in the construction sector. Through advertising, firms could effectively communicate the unique features and benefits of their construction materials to customers. According to Kotler & Armstrong (2020), advertising was a powerful tool for conveying product attributes and competitive advantages to the target audience. Consistent advertising campaigns helped in building trust and credibility among customers, leading to enhanced loyalty towards the brand. Research by Kipkorir & Chelang'a (2021) indicated that advertising contributed significantly to customer retention and repeat business in the construction materials market.

2.3.1.2 Public Relations

According to Grunig & Hunt (2019), effective PR initiatives created a positive perception of the firm, leading to increased trust among customers, suppliers, and the community. PR campaigns contributed to shaping the brand image of construction material firms, highlighting their values, commitments, and contributions. Research by Kitchen & Burgmann (2020) emphasized that a strong brand image, established through PR efforts, led to differentiation and preference among consumers. A study by Coombs (2021) highlighted the importance of proactive PR strategies in mitigating the impact of crises on the firm's market performance. According to Cutlip et al. (2019), strong stakeholder relationships, nurtured through PR efforts, led to long-term loyalty, support, and advocacy for the firm.

2.3.1.3 Sales Promotion

This is a powerful tool in the promotional arsenal of businesses, offering various strategies to stimulate demand, increase sales, and enhance market performance. Sales promotion activities such as discounts, coupons, and product bundling increase the visibility of construction materials among potential customers. According to Kotler & Keller (2021), sales promotions serve as short-term incentives that encourage immediate purchases and create product awareness. Sales promotions offer customers incentives to try new construction materials or make repeat purchases. Research by Hoyer & MacInnis (2020) highlighted that promotional pricing and loyalty programs drove customer engagement and encouraged brand loyalty. For firms with excess stock or seasonal fluctuations, sales promotions helped in clearing inventory and optimizing production capacity. The study by Jones & Singh (2019) emphasized the role of sales promotions in managing inventory levels and minimizing carrying costs. Innovative sales promotion strategies differentiated construction material firms from competitors and attracted price-sensitive customers. Firms that strategically deployed sales promotions gained a competitive edge by offering value and incentives to customers (McKinsey & Company, 2022).

2.3.2 Market Performance

Kenya's Vision 2030 initiative, aimed at transforming the country into a middle-income economy, has led to increased investment in infrastructure projects. However, the economic environment was also marked by challenges such as fluctuating raw material costs, inflation, and regulatory changes. These factors could affect production costs and pricing strategies, thereby impacting profitability. Firms that could effectively manage these economic variables tend to perform better in the market (Nduta, 2022). Both local and international firms vie for market share, driving innovation and efficiency. Local firms often compete on price, quality, and customer service, while international players bring advanced technology and economies of scale (Mugo & Mwangi, 2021).

Market performance is often measured by market share, revenue growth, and profitability. Firms that could differentiate themselves through unique value propositions, such as sustainable manufacturing practices or superior product quality, were more likely to succeed. For example, Rhino Cement had gained a significant market share by focusing on high-quality products and robust distribution networks (Koech, 2023). Effective strategic management was crucial for the market performance of construction material manufacturing firms. This included aspects such as supply chain management, production efficiency and marketing strategies. According to Wachira & Kihara (2020) modern production technologies tend to achieve higher operational efficiency and lower production costs with the firms that adopted lean manufacturing techniques.

Marketing strategies also played a vital role. As highlighted in a study by Mwangi (2022), leveraging both traditional and digital media could reach a broader audience and enhance brand visibility with firms that employed integrated marketing communications. Sales promotions, public relations, and targeted advertising were essential components of successful marketing strategies in this sector. Despite the positive outlook, firms in Uasin Gishu County faced several challenges. High competition, regulatory hurdles, and economic volatility were significant obstacles. Moreover, the sector's reliance on imported raw materials exposed firms to exchange rate risks and supply chain disruptions (Kimani & Otieno, 2023).

However, opportunities abound, particularly in the adoption of sustainable practices and technologies. The global shift towards green construction materials presented a unique opportunity for local firms to innovate and capture new market segments. Additionally, government initiatives aimed at supporting local manufacturing through subsidies and tax incentives could further boost the sector (Ministry of Industrialization, Trade and Enterprise Development, 2023).

2.3.2.1 Customer Loyalty

This is a critical determinant of long-term business success. Customers rely on consistent quality for their construction projects, which directly impacts their satisfaction and loyalty. Studies have shown that firms producing reliable and durable materials were more likely to retain customers over the long term (Kimani and Mwangi, 2023). Excellent customer service, including prompt response to inquiries, effective complaint resolution, and personalized service, significantly enhanced customer loyalty. Firms that prioritized customer relationships and provided exceptional service experiences tend to build stronger loyalty (Wachira & Kihara, 2020).

Competitive pricing, combined with perceived value, influenced customer loyalty. While customers sought affordability, they also looked for value for money. Firms that strike a balance between competitive pricing and high quality attracted and retained more customers (Mugo & Mwangi, 2021). A strong brand reputation, built through consistent quality, ethical business practices, and positive public relations, fostered customer trust and loyalty. Customers were more likely to stay loyal to brands they perceive as trustworthy and reputable (Nduta, 2022). Implementing stringent quality control measures and continuously improving product standards helped ensure consistent quality, which was vital for customer retention. Regular feedback loops and customer satisfaction surveys could guide quality enhancement efforts (Koech, 2023).

Investing in CRM systems enabled firms to manage customer interactions effectively, track customer preferences, and tailored services to individual needs. Personalized communication and targeted marketing campaigns could strengthen customer bonds (Mwangi, 2022). Offering loyalty programs, discounts, and rewards for repeated customers incentivizes continued patronage. Programs that rewarded long-term customers with exclusive benefits could significantly enhance loyalty (Kimani & Otieno, 2023). Maintaining open and transparent communication with customers about product updates, new offerings, and company policies builds trust. Regular newsletters, social media engagement, and transparent business practices could keep customers informed and engaged (Ministry of Industrialization, Trade and Enterprise Development, 2023).

Intense competition both local and international firms made it challenging to maintain customer loyalty. Customers had numerous options, and firms must continually innovate and improve to stay ahead (Mugo & Mwangi, 2021). Economic fluctuations could impact customers' purchasing power and loyalty. Inflation, raw material price changes, and economic downturns could lead to reduced construction activity, affecting customer retention (Kenya National Bureau of Statistics, 2023). Disruptions in the supply chain, whether due to logistical issues or external factors like political instability, could affect product availability and quality. Such disruptions could erode customer trust and loyalty (Kimani & Otieno, 2023). Evolving customer preferences and technological advancements required firms to adapt quickly. Failure to meet new demands or leverage emerging technologies could lead to a loss of loyal customers to more agile competitors (Wachira & Kihara, 2020).

Customer loyalty was essential for the sustained success of construction firms, implementing strategic measures like quality assurance programs, CRM, loyalty incentives, and effective communication could further strengthen customer relationships. Despite challenges like market competition and economic volatility, firms that prioritized customer satisfaction and adapted to changing market dynamics could achieve long-term loyalty and success.

2.3.2.2 Company Image

The company image is a vital asset that influences market positioning, stakeholder relationships, and overall success. Firms that consistently delivered high-quality products were perceived more favorably by contractors, builders, and end-users. Quality assurance measures and adherence to industry standards were crucial in building a reputable image (Ngugi, 2019). The level of customer service significantly impacted the company image. Companies that invested in training their staff to handle customer inquiries and complaints effectively were likely to enjoy a better reputation (Kinyua & Muli, 2020). With sustainability being a key concern, firms that adopted environmentally friendly manufacturing practices tend to have a better image.

Engagement in CSR activities such as community development projects, educational initiatives, and support for local causes enhanced a firm's image. Firms that were seen as contributing to the well-being of the community gained trust and loyalty from the public (Muthoni, 2021). Embracing modern technology and innovative practices in manufacturing could set a firm apart from its competitors. Firms perceived as leaders in innovation were often viewed more positively (Omondi & Muturi, 2017). Effective communication of the company's values, mission, and achievements through various channels helped shape a positive image. Transparency and honesty in communication also played a vital role (Kipkorir, 2016).

A strong company image that allowed commanding premium pricing and secure larger market shares could differentiate a firm from its competitors. Firms that enjoyed higher levels of customer loyalty had a good reputation. A positive company image attracted talents and retained employees. Workers were proud to be associated with reputable firms, which boosted morale and productivity. Investors and financial institutions were more likely to support firms with a strong and positive image. Such firms were perceived as less risky and more reliable, making it easier to secure funding for expansion and development projects (Omondi & Muturi, 2017).

2.3.2.3 Customer Retention

One of the primary strategies for retaining customers in the construction material manufacturing industry was ensuring high-quality products and continuous innovation. Research by Zeithaml et al. (2020) highlighted that consistent product quality and innovation were critical drivers of customer satisfaction and loyalty. Manufacturers in

Uasin Gishu County must invest in advanced manufacturing technologies and quality control processes to meet and exceed customer expectations.

Effective customer relationship management (CRM) systems were essential for retaining customers. According to Buttle & Maklan (2019), CRM systems enabled firms to understand customer needs, preferences and purchasing behaviors, facilitating personalized service delivery. Construction material manufacturers in Uasin Gishu County could leverage CRM tools to maintain regular communication with clients, provide tailored solutions, and address any issues promptly. Pricing strategy was another crucial factor in customer retention. Competitive pricing and flexible payment terms could significantly enhance customer loyalty, especially in an industry characterized by large-scale purchases.

2.3.3 Social Media

Social media platforms had transformed into powerful promotional tools for businesses across industries. A well-crafted social media presence allowed firms to showcase their product offered, share project successes, and highlight their expertise within the construction industry (Statista, 2023). This increased visibility not only attracted potential customers but also established the firm as a trusted and reliable supplier of construction materials.

Content marketing on social media enabled firms to create and share valuable, informative content that resonated with their target audience. By sharing industry insights, best practices, product features, and sustainability initiatives, firms could engage followers and position themselves as thought leaders (Chitlangi & Muthoni, 2021).. Active engagement with followers on social media helped construction material manufacturing firms building trust and credibility. Timely responses to inquiries, addressed customer feedback, and provided helpful information demonstrated a commitment to customer satisfaction (Kariuki & Mutai, 2020). Positive interactions on social media platforms created a favorable impression of the firm, influencing purchasing decisions and fostering long-term customer relationships.

2.3.3.1 Facebook

Social media platforms such as face book is widely used to offer opportunities to expand their brand visibility and engage with their target audience globally (Statista ,2023). By creating a business page, firms could showcase their products, share updates on projects, and post informative content related to the construction industry. Facebook facilitated community building by allowing firms to create groups where customers, contractors, builders, and other stakeholders could interact and share insights. This direct engagement helped in building trust and credibility for the firm (Chitlangi & Muthoni, 2021). Regular posts, polls, and live videos could foster meaningful conversations and keep the audience informed about new products or promotions.

Facebook's robust advertising tools enabled construction material manufacturing firms to reach specific demographics, interests, and locations within Uasin Gishu County. Targeted ads could promote new product launches, discounts, and special offers to a relevant audience, increasing the effectiveness of promotional campaigns (Kariuki & Mutai, 2020). The ability to track ad performance and adjust strategies in real-time enhanced the overall market performance.

2.3.3.2 WhatsApp

WhatsApp has become a popular platform for direct communication between businesses and customers. Construction material manufacturing firms could use WhatsApp Business to provide personalized customer support, answer inquiries, and address concerns promptly (Construction Industry Authority of Kenya, 2022). This direct line of communication helped in building strong relationships with customers and ensuring their satisfaction. WhatsApp also allowed firms to send quick updates, notifications, and alerts to customers regarding new products, promotions, or upcoming events. These instant messages kept customers informed and engaged, leading to increased interest and participation in promotional activities (Ondieki & Kimani, 2023). Moreover, WhatsApp groups could be utilized to create exclusive communities for loyal customers, offering them early access to promotions or discounts.

2.3.3.3 Instagram

Instagram Stories, in particular, offered a creative way to provide behind-the-scenes glimpses, product demonstrations, and customer testimonials. Instagram influencers, who had a significant following and influenced within the construction industry, could be valuable partners for promotional campaigns. Collaborations with influencers for sponsored posts, product reviews, or live demonstrations could reach a broader audience and build credibility for the firm's products (Chitlangi & Muthoni, 2021). The visual appeal of Instagram posts and Stories could make promotional content more engaging and shareable.

2.4 Empirical Review

This section focused on the effect of promotional strategies on market performance of construction manufacturing firms. It also discussed effect of social media on the relationship between promotional strategies and market performance.

2.4.1 Effect of Advertising on Market Performance

Advertising was a fundamental component of promotional strategies employed by construction material manufacturing firms worldwide to enhance market performance. It serves to increase brand awareness, influence consumer perceptions, and ultimately drive sales. Advertising involved the strategic communication of promotional messages through various media channels to target audiences. In highly competitive markets like the U.S. and Europe, advertising enhanced brand recognition and market positioning. Firms that emphasized sustainability in their advertising aligned well with consumer expectations. A study in the American Journal of Theoretical and Applied Business noted that firms utilizing digital platforms and targeted ads experience better market traction and consumer engagement (Yismaw, 2023).

In Asia's booming construction industry leveraged digital advertising to capture market segments across China, India, and Southeast Asia. Empirical studies indicated that digital marketing on platforms like WeChat and Facebook boosts brand visibility and influenced purchasing decisions among consumers seeking affordable, durable materials (Xu et al., 2019). This visibility translated into substantial market growth as firms could reach larger audiences in those densely populated regions.

Advertising impacted market performance positively in Africa, especially where firms emphasized local languages and cultural elements. In Nigeria, for instance, strategic advertising had been shown to improve both customer acquisition and brand loyalty (Duru, 2021).

In East Africa, studies suggested that regional advertising campaigns, particularly on radio and outdoor platforms, resonated well with local populations, driving market share and customer retention. In Kenya, construction firms in counties like Uasin Gishu benefiedt from targeted advertising that spoke to local community needs. Research indicated that firms that invested in local media and culturally tailored advertising approaches were more successful in building brand loyalty and increasing sales. According to a study on Kenyan firms, advertising enhanced customer perceptions and strengthened market presence, especially when it aligned with community values (Shamsan & Otieno, 2015).

Advertising significantly enhanced market performance for construction manufacturing firms by building strong brand equity and consumer trust. Tailoring advertising to regional preferences and cultural contexts proved especially effective in emerging markets, while digital advertising played a critical role in more developed markets like the U.S. and Europe.

2.4.2 Effect of Public Relations on Market Performance

In the United States and Europe, firms employing PR tactics like press releases, thought leadership, and case studies had successfully created brand credibility, which positively influenced purchasing decisions (ThomasNet, 2024). For example, publicizing client success stories or sustainability initiatives could position companies as industry leaders, generating long-term customer loyalty and improved market performance.

In African contexts, particularly Nigeria, research indicated that publicity efforts alongside promotional strategies were beneficial. For example, using case studies from prominent firms, scholars observed that proactive communication, transparency, and engagement with local communities strengthened brand identity, making those firms more competitive in local and regional markets (Duru, 2021; Ogunmuyiwa, 2022). Moreover, PR strategies addressing social and environmental concerns resonated with clients and investors, further enhancing business performance.

Studies from Kenya highlighted that strategic PR efforts, particularly in areas like Uasin Gishu County, were linked to higher levels of customer engagement and loyalty. Engaging the public through community programs or local media helped construction firms build a positive reputation and attract new customers, essential for enhancing market performance (Shamsan & Otieno, 2015). These findings collectively showed that public relations not only build a favorable public image but also across different regions and markets played a key role in driving financial outcomes, brand equity, and customer loyalty.

2.4.3 Effect of Sales Promotion on Market Performance

Sales promotion had been shown to directly increase short-term sales and encourage repeat business in competitive markets such as the U.S. and Europe. Studies indicated that construction firms using promotions to highlight unique features (e.g., eco-friendly or durable materials) outperformed those relying solely on traditional marketing. For instance, research by Rossiter and Percy (2023) found that strategic promotions could increase immediate purchase intent by 20-30% for construction materials in those markets

In fast-growing Asian markets like China and India, sales promotions contributed to market expansion by creating demand among budget-conscious consumers. Studies revealed that discounts and limited-time offers significantly influenced purchasing decisions in those regions, with firms reporting improved quarterly sales after running promotional campaigns on popular e-commerce platforms (Saha & De, 2022). This approach helped construction firms attract large customer bases, which were particularly price-sensitive, thereby enhancing market penetration and brand recall. In Africa, sales promotions played a crucial role in capturing market share in price-competitive environments. A study in Nigeria, for example, highlighted that promotional discounts and free trials led to substantial increases in market share for firms within the construction sector (Ogunmuyiwa, 2022).

In East Africa, where local economies may be more cost-sensitive, promotions like trade discounts and bonus packs had been found to encourage bulk purchases among construction firms and retailers. In Kenya, particularly in areas like Uasin Gishu County, sales promotions adapted to local preferences had shown to be effective in driving market performance. A study on Kenyan construction firms revealed that price promotions and value-added offers (e.g., complimentary delivery) increased customer loyalty and repeat business, which were crucial for sustaining competitive advantage in local markets (Shamsan & Otieno, 2015). Sales promotions were particularly effective in the construction manufacturing sector for increasing short-term sales and gaining market share. When strategically executed and culturally tailored, sales promotions could enhance brand loyalty and customer acquisition, thereby boosting market performance across both developed and emerging markets.

2.4.4 Effect of Social Media on the relationship between Promotional Strategies and Market Performance

Social media has transformed how promotion strategies impact market performance, providing construction manufacturing firms across global markets with an accessible platform for engagement and brand visibility. Empirical studies show that social media enhances the effectiveness of promotional campaigns by expanding reach, improving customer engagement, and fostering real-time feedback that can be invaluable for firms aiming to increase market performance. In the U.S. and Europe, social media serves as a strategic platform to amplify promotional efforts, helping firms reach diverse audiences more effectively. Studies have shown that construction manufacturing firms utilizing social platforms like LinkedIn and Twitter to run promotions saw an increase in brand awareness and customer acquisition rates. For example, a 2023 study in Marketing Science observed that construction firms that integrated social media with promotional strategies experienced a 15% uplift in customer engagement and a direct increase in sales compared to traditional channels alone (Valens et al., 2023)

In Asia, platforms such as WeChat in China and WhatsApp in India help firms tailor promotions to local cultural nuances, improving the reach and acceptance of promotional strategies. Research shows that when social media is used alongside discounts and limited-time offers, it effectively drives consumer interest and market penetration. A study found that social media-led promotions in Asian markets led to a 20% rise in sales for construction materials, underscoring the potential of digital channels to enhance market performance (Xu et al., 2019)

Social media in Africa, especially on platforms like Facebook and Instagram, has proven vital for increasing brand awareness and engagement. In markets with limited traditional advertising infrastructure, social media enabled cost-effective promotion. Studies in Nigeria and East Africa revealed that firms using social media for advertising promotions experienced greater customer reach and loyalty (Ogunmuyiwa, 2022). At forms allowed firms to engage directly with consumers, strengthening their market position. In Kenya, particularly in counties like Uasin Gishu, social media served as a bridge between firms and local customers. Empirical research had shown that when Kenyan construction firms leverage social media for targeted promotions, they achieved higher customer engagement and loyalty, which translated into better market performance. A study of Kenyan firms highlighted that combining social media promotions with local community engagement resulted in significant customer acquisition and retention, critical for sustaining competitiveness (Shamsan & Otieno, 2015).

These ggest that social media amplifies the reach and effectiveness of promotional strategies in construction manufacturing. By aligning promotional content with the interactive nature of social platforms, firms could better engage their target markets, fostering customer loyalty and enhancing their market performance across diverse regions.

2.6 Summary and Research Gaps

Promotional strategies are essential for enhancing the market performance of businesses, including construction material manufacturing firms. Despite extensive research on promotional strategies, there are notable gaps that warrant further investigation.

Table 2.1: Research Gap Summary

Author & Year	Title	Methodology	Findings	Gap
Kumar & Raju (2013)	The Role of Promotional Strategies in Enhancing Market Performance	This study utilized a survey methodology, distributing questionnaires to 100 construction material manufacturing firms. The data were analyzed using regression analysis to determine the impact of various promotional strategies on market performance.	The study found that promotional strategies such as discounts, advertising, and sales promotions significantly enhanced the market performance of the firms.	The study did not consider the long-term effects of these promotional strategies and focused primarily on short-term gains. Future research should explore the sustainability of these strategies over an extended period.
Smith (2015)	Impact of Digital Marketing on the Construction Industry	This research employed a mixed-method approach, combining quantitative surveys with qualitative interviews. Surveys were distributed to 150 firms, and in-depth interviews were conducted with 20 marketing managers.	The findings indicated that digital marketing strategies, including social media and email campaigns, positively influenced market performance. However, traditional marketing methods were still predominant.	The study focused heavily on digital marketing and did not adequately compare it with traditional marketing methods. Further research should compare the effectiveness of digital versus traditional promotional strategies.

Ahmed et al. (2018)	Evaluating the Effectiveness of Sales Promotions in the Construction Sector	This study utilized experimental design, conducting field experiments across various construction material manufacturing firms to measure the direct impact of sales promotions on sales volume and customer acquisition.	Sales promotions led to a significant increment in sales volume and customer acquisition during the promotional periods.	The research did not assess the impact of these promotions on brand loyalty and customer retention. Future studies should investigate how sales promotions influence long-term customer relationships and loyalty.
Wang and Chen (2019)	The Effect of Integrated Marketing Communication on Firm Performance	This study used a case study approach, analyzing the integrated marketing communication (IMC) strategies of five leading construction material firms. Data were collected through interviews and analysis of marketing materials.	The study found that IMC strategies effectively enhanced brand coherence and market performance. Firms that employed a consistent message across all marketing channels performed better in terms of market share and customer perception.	The study was limited to large firms and did not include small and medium-sized enterprises (SMEs). Future research should explore how IMC strategies impact SMEs in the construction material manufacturing sector.
Brown and Lee (2021)	Promotional Strategy Effectiveness in Emerging Markets: A Focus on the Construction Industry	This research conducted a comparative analysis of promotional strategies in emerging markets, using secondary data from market reports and primary data from	The effectiveness of promotional strategies varied significantly across different markets, with cultural and economic factors playing a crucial role.	The study did not delve into the specific challenges faced by construction material manufacturing firms in implementing these strategies. Further research should address the

	surveys conducted in multiple countries.		barriers and facilitators specific to the construction industry in emerging markets.

Source: Researcher (2023)

2.7 Conceptual Framework

It serves as a foundational structure that guides the development and understanding of theories, research studies, and practical applications within various disciplines. It provides a systematic approach to organizing ideas, concepts, and relationships, thereby facilitating clearer interpretations and insights into complex phenomena. Independent variable was promotional strategies, market performance dependent variable and moderating variable social media as in figure 2.1.

Independent Variable **Dependent Variables**

Promotional Strategies **Market Performance**

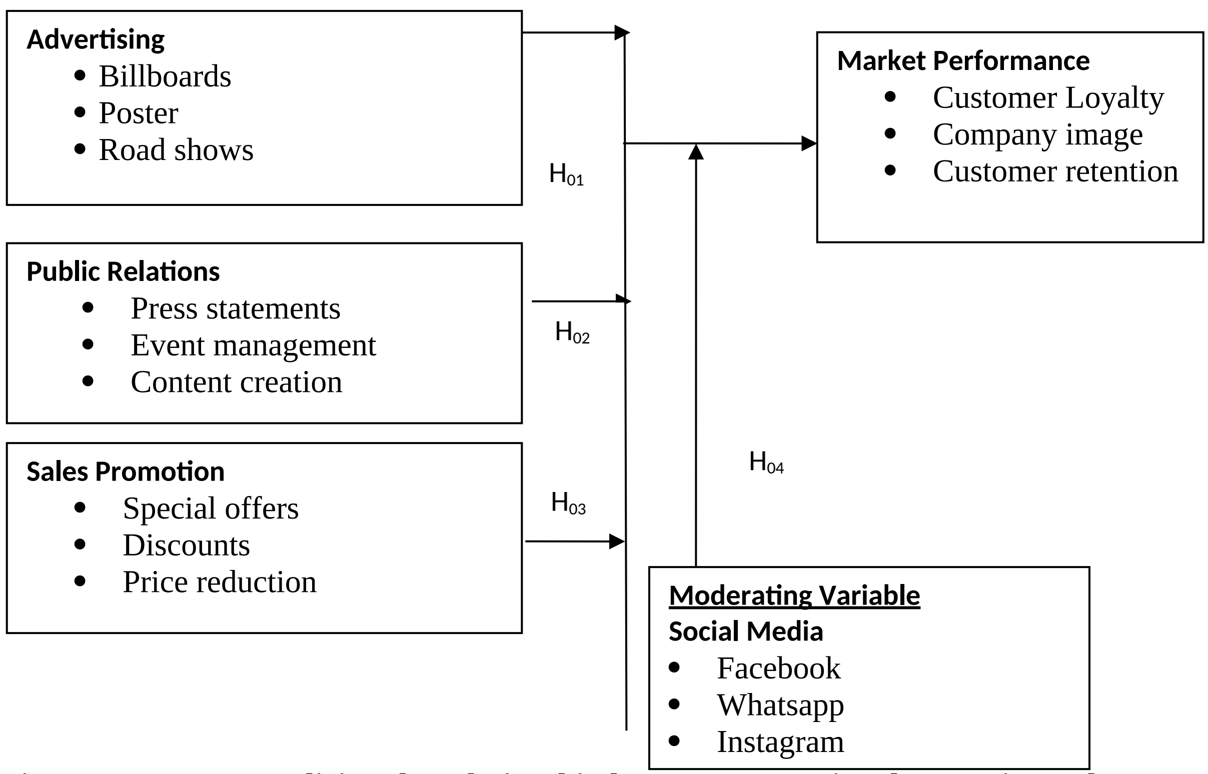

Figure 2.1: Conceptualizing the relationship between promotional strategies and construction material manufacturing firm.

Source: Researcher Own self Conceptualization (2023)

Promotional strategies are the lifeblood of businesses, serving as essential tools in create brand awareness. In advertising billboards is a classic form of outdoor advertising that offers companies a larger-than-life platform to capture the attention of passersby. Placed strategically along busy roads could showcase their products, promotions, and brand messages to a wide audience (Kotler & Keller, 2021).

In public relations, press statements help in shaping public perception and managing reputation of construction material manufacturing firms. Whether announcing new product launches, company milestones, or sustainability initiatives, well-crafted press statements provide journalists and the public with accurate and positive information (Wilcox et al., 2019). These statements reinforced commitment to quality, innovation and social responsibility of the company. Events such as product launches, industry conferences, and community outreach programs offered valuable opportunities for firms to connect with stakeholders. By hosting well-organized and engaging events, companies could create memorable experiences that left a lasting impression (Guth & Marsh, 2020).

In sales promotion, special offers such as limited-time discounts, buy-one-get-one-free deals, and package offered are effective in driving immediate sales. For example, a "50% off on selected construction materials" promotion could attract price-sensitive customers and boost sales. Offering discounts to repeat customers was a proven strategy to encourage loyalty and repeat business. Loyalty programs that rewarded customers with discounts or points for every purchase create incentives for continued engagement with the brand (Kumar & Reinartz, 2018).

One of Facebook's most powerful tools for businesses was its targeted advertising platform. Through detailed demographic targeting, businesses could reach specific audiences based on location, interests, behavior, and more (Grewal & Levy, 2020). WhatsApp had emerged as a popular messaging platform for businesses to communicate directly with customers. With its end-to-end encryption and user-friendly interface, businesses could provide personalized customer support, send updates, and share promotional offers (Kumar & Pandey, 2020).

Instagram, known for its visually-driven platform, offered businesses a canvas for creative storytelling and brand aesthetics (Kaplan & Haenlein, 2021). Through high-quality images, videos, and Stories, businesses could showcase products, behind-the-scenes glimpses, and user-generated content. The platform's filters and editing tools allowed businesses to create a cohesive and visually appealing brand presence. Instagram influencers, with their substantial follower base and influence, offered businesses a powerful channel for brand collaborations (Solis, 2018).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter focused on description of the study area, research design, target population, sampling frame, sampling procedure and sample size. Instruments for data collection, reliability and validity of the research instruments together with data analysis strategies were considered too.

3.2 Study Area

The study focused in Uasin Gishu County, Kenya. The county's administrative, commercial and population centres are all located in the city of Eldoret. Uasin Gishu enjoys a pleasant and moderate temperature due to its plateau location. The counties bordering Uasin County the north is Trans-Nzoia, Elgeyo-Marakwet and Baringo on the east, Kericho on the south, Nandi on the west while Kakamega county on the north-west.

3.3 Research Design

The descriptive survey was the study research design. The goal of descriptive is frequently to gather information about the traits of subjects, occasions, or circumstances. The nature of descriptive research was qualitative. It aided in the determination of whether there was meaningful correlations between variables. According to Creswell and Clark (2015), a descriptive survey addresses the who, what, and how of a phenomenon which was the subject matter of the investigation on the effect of promotional strategies on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

3.4 Target Population

A population is a collection of elements that a researcher wants to draw conclusions about (Cooper & Schindler, 2014). The entire basic set of the particular population components pertinent to the research investigation was the target population. Ten registered construction material manufacturing firms in Kenya's Uasin Gishu County were the study's aim. The list of the cadres to be used appeared in Appendix IV.

Table 3. 1: Target Population

CATEGORY	FREQUENCY	PERCENTAGE
Top Management	14	10
Middle Level Management	32	24
Lower-Level Management	90	66
Total	**136**	**100**

Source: (Construction Material Manufacturing Firms, 2023)

3.5 Sampling Frame, Sampling Procedure and Sample Size

3.5.1 Sampling Frame

Identification of construction material manufacturing firms was the first stage of sample selection. Purposive sampling was used to select the firms. The firms had been in existence for over ten years and share similar characteristics in terms of the promotional strategies and market performance. According to Mutai (2000), purposive sampling is a non-probability sample selected based on the characteristics of a population. The researcher relied on her judgment when choosing members of a population to participate in the study.

This is a suitable method for selecting a sample that could serve as primary sources of data due to nature, design and objectives of the study. The firms had been selected through purposive sampling due to their characteristics and objectives of the study. The selected firms ten construction material manufacturing firms in Uasin Gishu.

3.5.2 Sampling Procedure

Stratified random technique was used to select the respondents. In strata, sampling subjects were selected in such a way that the existing subgroups in the population were more or less reproduced in the sample. In this sample, the strata were formed based on the levels of management each being a stratum and a random sample from each was taken.

3.5.3 Sample Size

A sample size is a group of units selected from the universe to represent it; it shouldn't be excessively big or little. This was necessary since it would have been a waste of time and money to conduct an insufficiently precise investigation. A 95% confidence level would be assumed in the study, indicating that the response obtained was within +/- 27.5 percent of the actual situation. There were various methods for estimating a sample, including formulas, tables and charts. Yamane's statistical formula below was used to determine the most appropriate sample size.

$n = N/(1+ (e)^2)$

Where n = Sample size

N = population under study

e = margin error (0.05)

I = constant

Therefore;

$$n = 136 / (1 + 136 (0.05)^{2})$$

n= 101.49 rounded off to 102

The sample size will therefore be 102 employees from the 10 registered Construction Material Manufacturing Firms in Uasin Gishu County. The instruments that was used were questionnaires to obtain data.

Table 3.2: Sample Size

Firms	**Population**	**sample**
Top Level Management	14	
Middle Level Management	32	
Lower-Level Management	90	
Total	**136**	**102**

Source: (Construction Material Manufacturing Firms, 2023)

3.6 Data Collection Instruments

3.6.1 Types and Sources of Data

Kothari (2004), data are facts or information that are analyzed and utilized to gather knowledge or make judgment. The information that was used to complete the study was gathered from original sources which was primary source. Secondary data was obtained from the literature review. According to Kothari (2007), primary data are ones that are newly gathered, unique, and originally collected.

3.6.2 Quantitative Data Collection

In quantitative, a structured questionnaire was used to collect the data. The questionnaire was divided into two sections. The first section captured demographic data such as gender, age, work experience, level of education, and job title. The second section included questions on various dimensions of promotional strategies such as advertising, public relations and sale promotions, market performance such as customer loyalty, company image and customer retention and school size as moderating variable. The questionnaires were pre-tested before administration to ensure validity and reliability.

3.7 Pilot Study

Piloting took place in Transzoia County, Kenya. The researcher determined the time taken to complete a questionnaire during piloting. The respondents in Trans Nzoia County, Kenya whom the researcher administered 10 questionnaires to fill were not involved in the final study. The researcher retained the study instruments for administering during collection of data using a sample size of 102.

3.8 Reliability and Validity of Instruments

3.8.1 Validity of Instruments

Validity refers to the extent to which a research instrument measures what it is supposed to measure. Content validity and face validity were measures taken to ensure the validity of the instruments used in the study, the questionnaire was reviewed by a panel of experts to ensure that the questions were easy to understand and that they measured the intended constructs and finally using factor analysis, construct validity of the questionnaire was assessed. The factor analysis results indicated that the questionnaire measured the intended constructs of promotional strategies and market performance.

3.8.2 Reliability of Instruments

Reliability refers to the consistency of the results obtained from a research instrument. To ensure the reliability of the instruments used in this study, the following measures were taken: Test-Retest Reliability, the questionnaire was administered to a sample of construction material manufacturing firms' employees twice, with a two-week interval between the two administrations. The results of the test-retest analysis indicated that the questionnaire was reliable, with a high level of consistency in the responses. The internal consistency of the questionnaire was assessed using Cronbach's alpha coefficient. The results of the analysis indicated that the questionnaire had a high level of internal consistency, with a Cronbach's alpha coefficient of 0.70. The instruments used in the study had been validated and found to be reliable. The measures taken to ensure the validity and reliability of the instruments, including content validity, face validity, construct validity, test-retest reliability, and internal consistency, had all been thoroughly implemented to ensure that the data collected was accurate and reliable. Table 3.3 as shown below.

Table 3.3: Cronbach Alpha

Construct	Cronbach's Alpha (α)	Number of Items

Promotional Strategies	.779	3
Social Media	.716	3
Market Performance	.799	3

Source: Researcher's Data (2023)

The findings of Cronbach's alpha coefficients for promotional strategies in table 3.3 revealed that α=.78, social media α=.72, and market performance α=.799 indicated that the measuring scales employed in the study exceeded the recommended lower level of acceptability (Schwarz, Schwarz & Black 2014) and were within the 0.766 and above as recommended by Nunnally (1978). This proved that the measured variables were accurate and suitable for further study.

3.9 Data Analysis and Presentation Techniques

Kothari (2008) stated that the process of analyzing data entailed looking at the information gathered and drawing conclusions from it. The returned questionnaires were proofread for accuracy and consistency before being processed. The information gathered from the questionnaires were organized into several categories, coded, and then evaluated. Descriptive and inferential statistics was used to analyze quantitative data. Mean and standard deviations were used to describe the various dimensions of promotional strategies and market performance descriptive statistics. To examine the relationship between promotional strategies and market performance, regression analysis was used in inferential statistics.

Hierarchical regression was adopted for moderating variable effect. By the use of f-test, the test for significance of coefficient of correlation was determined.

The following regression models were used:

Without moderator

$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$

With moderator

$Y = \beta_0 + \beta_1X_1\,M + \beta_2X_2\,M + \beta_3X_3\,M + \varepsilon$

Where;

Y = Market Performance

B_0 = Y intercept (constant) whose influence on the model is insignificant

X_1 = Advertising

X_2 = Public Relation

X_3 = Sales Promotion

M= Social Media

β_1, β_2 & β_3 = Model coefficients which are significantly large to have significant influence on the model.

ε = is the error term.

3.11 Ethical Consideration

Compliance with the established ethical norms were included in the study. Every participant taking part in the study had dignity and privacy respected. Personal information acquired from sources was kept private and confidential. The study participants' permission was acquired in advance. No one was a study subject unless he or she had been given advance notice and had agreed to participate. There was no pressure or

4

enticement of any type used to get someone to participate in a study. The research authorization from NACOSTI was secured. Plagiarism, fabrication, and falsification of data was avoided at all costs.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter discussed analysis, presentation, interpretation, and research findings. This study examined how promotional strategies affected performance of construction material manufacturing firms in Uasin Gishu County, Kenya. It included analysis based on the respondents' demographic and employment information as well as descriptive and inferential data. The chapter's content was shaped by research aims that were developed to test the hypothesis.

4.2 Reliability Test

Transnzoia County where 30 respondents were involved was a pilot study test. The 5-point likert scale was tested if it was reliable enough where coefficient alpha was used to determine if the proposed threshold of 0.7 for adequate reliable research instrument was attained (Kendell and Jablensky, 2003). The findings were shown in the following subsections.

Table 4.1: Reliability Test Results Cronbach Alpha

Construct	Cronbach's Alpha (α)	Number of Items
Promotional Strategies	.779	3
Social Media	.716	3
Market Performance	.799	3

Source: Researcher's Data (2023)

Table 4.1 revealed that Cronbach's alpha coefficients for promotional strategies α=.78, social media α=.72, and market performance α=.799 indicated that the measuring scales employed in the study exceeded the recommended lower level of acceptability (Schwarz, Schwarz and Black 2014) and were within the 0.766 and above as recommended by Nunnally (1978). This proved that the measured variables were accurate and suitable for further study.

4.3 Demographic Information

The study warranted the utilization of background information as it provided the researcher with essential details about the respondents, such as their gender and educational attainment. The degree of the research questions answers was influenced by the fundamental data. Additionally, it increased trust in the general caliber of the research findings that were analyzed.

4.3.1 Gender

The study was to establish the gender of the respondents. The results were presented in Table 4.2. One of the respondents did not indicate gender basis.

Table 4.2: Gender of the respondents

Gender	Frequency	Percentage
Male	49	48.0%
Female	53	52.0%
Total	**102**	**100.0%**

Source: Field Data (2023)

The study findings in table 4.2 established that majority of the respondents were female employees 53(52.0%) while 49(48.0%) of the respondents were male. It therefore depicted that the Uasin Gishu County, Kenya had attained the gender rule as outlined in Article 27 section 8 of the 2010 Kenya Constitution (GoK, 2010). This indicated that Uasin Gishu County in Kenya had met the constitutional criteria for female representation in the workplace as per a third rule gender.

4.3.2 Educational Level

The results shown in Table 4.3 sought further study on the educational level of the respondents.

Table 4.3: Educational Level of Workers

Educational Level	Frequency	Percentage
Certificate	15	14.7%
Diploma	20	19.6%
Bachelors	43	42.2%
Masters	19	18.6%
PhD	5	4.9%
Total	**102**	**100.0%**

Source: Field Data (2023)

Bachelor's degree was the highest level of education attained by the respondents with 43 (42.2%) followed by PhD who had 5 (4.9%) as shown in Table 4.2. Additionally, it was determined that the educational level of 20 people (19.6%) was a diploma, 19 people (18.6%) had a master's degree, and 15 people (14.7%) had a certificate. This showed that majority of employees in Uasin Gishu County, Kenya had bachelor's qualifications. The study participants were capable of comprehending the study constructs and responding appropriately to the data collection instruments as demonstrated. As a result, they were qualified to offer feedback on the ways in which promotional strategies impacted the performance of companies that manufacture construction materials in Uasin Gishu County, Kenya.

4.4 Descriptive Statistics of the Study Variables

The review planned to decide the effect of special techniques available execution of organizations that production building materials in Uasin Gishu Region, Kenya. The specialist's assertions in regards to the effect of limited time systems on the exhibition of development material assembling firms were evaluated on a five-point Likert scale by the respondents, who showed their degree of understanding or conflict as follows: Emphatically Dissented (SD=1), Deviated (D=2), To some extent Concurred (PA=3), Concurred (A=4), and Unequivocally Concurred (SA=5). The scientist deciphered the information utilizing a mean, as suggested by Johnson and Brown (2019). The mean was determined utilizing SPSS rendition 23 programming and used to examine the information in association with each study objective.

4.4.1 Promotional Strategies

Table 4.4: Descriptive Statistics of Promotional Strategies

	N	Minimum	Maximum	Mean		Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Stat	Std. Error	Stat	Stat	Std. Error	Stat	Std Error

Road shows increase awareness of the product to the customers.	102	1.00	5.00	3.6373	.12368	1.24907	-.708	.239	-.335	.474
Our organization uses posters to market our product depending on the selected recipients	102	1.00	5.00	3.4608	.11291	1.14036	-.453	.239	-.285	.474
In our organization the use of billboards is an effective method of marketing our services.	102	1.00	5.00	3.0294	.12341	1.24643	.100	.239	-.906	.474
In our organization public relations officer releases press statement	102	1.00	5.00	3.4804	.11964	1.20831	-.417	.239	-.758	.474
In our organization public relations officer manages events	102	1.00	5.00	3.5098	.12046	1.21659	-.494	.239	-.752	.474
In our organization public relations officer creates content of the web	102	1.00	5.00	3.3824	.13074	1.32040	-.345	.239	-1.022	.474
Our organization has special offers to encourage customers to instant purchases.	102	1.00	5.00	4.0490	.09791	.98882	-.664	.239	-.431	.474
In our organization we offer discounts to our customers	102	2.00	5.00	4.1863	.08671	.87575	-.556	.239	-1.014	.474
Our organization gives price reduction to goods to our customers	102	1.00	5.00	3.8922	.11225	1.13370	-.741	.239	-.243	.474
Valid N (listwise)	102									

Source: Field Data (2023)

Findings in Table 4.4 revealed that When mean scores on promotional strategies are compared, offering discount to customers had the highest means core of M=4.19 SE=.30, followed by offering special offers to customers 4.05 SE= the least was use of bill boards. All the distribution of the scores were negatively skewed, suggesting that more scores clustered on the right-side (higher scores of the scales than left-side lower scores of the scales). From the study findings it also indicated that by use of promotional strategies led to increase in market performance. The research finding concurs with (Sharma & Johnson, 2021).

4.4.2 Social Media Moderator Variable

Table 4.5: Descriptive Statistics of Social Media

	N	Minimum	Maximum	Mean		Std	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error		Statistic	Std. Error	Statistic	Std. Error
Facebook has an influence in engaging with customers in marketing.	102	1.00	5.00	4.0882	.10249	1.03506	-1.054	.239	.651	.474
Instagram page has promoted brand awareness in the organizations	102	1.00	5.00	3.5490	.13837	1.39750	-.658	.239	-.809	.474
Whatsapp account has enhanced customer interaction with the organization	102	1.00	5.00	4.3333	.08627	.87125	-1.259	.239	1.314	.474
Valid N (listwise)	102									

Source: Field Data (2023)

Results in Table 4.5 showed that when mean scores on social media are compared, whatsapp account had the highest means core of M= 4.33 SE=.08, followed by facebook M= 4.09 and least was Instagram M=3.55 SE=.14. All the distribution of the scores were negatively skewed, suggesting that more scores clustered on the right-side (higher scores of the scales than left-side lower scores of the scales). Lee & Kim (2022), Chen & Wang

(2023) and Gupta, et al. (2021) was in agreement with the study findings. This suggested social media as a moderating variable with studies either aligning with or diverging from the research hypothesis. Industry practitioners were urged to adopt integrated marketing approaches, create engaging content, and leverage analytics to optimize the impact of social media on market performance.

4.4.3 Market Performance

Table 4.6. Descriptive Statistics of the Market Performance

	Minimum	Maximum	Mean		Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
Promotion strategies can enhance the company’s image relationship with its customers	2.00	5.00	4.1275	.09208	.92994	-.636	.239	-.755	.474
Promotional strategies done by company has significant contribution towards customer retention	1.00	5.00	4.0392	.09746	.98425	-.715	.239	-.273	.474
Promotion strategies enhance the repeat purchase of company products by the consumer	1.00	5.00	3.9412	.11726	1.18425	-.979	.239	.142	.474
Valid N (listwise)									

Source: Field Data (2023)

Table 4.6 results showed When mean scores on Market performance, promotional strategies could enhance firm’s image had the highest means core of M=4.13 SE=.09, followed by contribution towards customer retention M= 4.04 SE.10 and the least was repeat purchase of products by the consumer M=3.94 SE .11. All the distribution of the scores were negatively skewed, suggesting that more scores clustered on the right-side (higher scores of the scales than left-side lower scores of the scales). The study is in agreement with Smith and Johnson (2022), Brown and Lee (2022) and Gracia, *et al* (2021) this indicated that the descriptive statistics of market performance regarding the impact of promotional strategies on construction material manufacturing firms revealed a landscape marked by negative skewness. This suggested a prevalent sentiment of inconclusiveness regarding the effectiveness of these strategies. Industry practitioners were urged to approach promotional efforts with a discerning eye, considering the complexities of market dynamics and consumer behavior. By leveraging evidence-based insights and tailored approaches, firms could navigate the challenges of the industry and strive for enhanced market performance.

4.5 Inferential Statistical Analysis

The motivation behind the review was to decide what special methods meant for the exhibition of organizations in Uasin Gishu District, Kenya, that production building materials. Utilizing SPSS adaptation 23 programming to create relationship and regression coefficients, information was investigated concerning each exploration objective. Regression investigation was utilized to decide if to dismiss the review speculation, while relationship examination was utilized to decide the degree and meaning of the relationship between special methods and execution.

4.5.1 Correlation analysis in testing relationship existing between Study Variables

The findings provided the use of Pearson Product Moment Correlations to assess the relationship between promotional techniques and market performance in accordance with the study's objectives. All of the computed correlation coefficients were less than 0.9, which suggests that multicollinearity did not exist. This was due to the fact that significant multicollinearity among the research variable is indicated by correlation coefficients of 0.9 and higher (Elam, 1979).

4.5.1.1Relationship between Promotional Strategies and Market Performance

Promotional techniques and market performance relationship was displayed in Table 4.7. The first study goal was to ascertain the effect of advertising strategy on the market performance of construction material manufacturing firms in Uasin Gishu County, Kenya, was addressed by the table.

Table 4.7: Advertising strategy and Market Performance

		Advertising	Market Performance
Advertising	Pearson Correlation		.565**
	Sig. (2-tailed)		.000
	N	102	102
Market Performance	Pearson Correlation	.565**	1
	Sig. (2-tailed)	.000	
	N	102	102

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

Source: Field data (2023)

At a 95% certainty level, the review findings in Table 4.6 demonstrated a positive and significant relationship between market execution and promotion (r=0.565, α=.000, and p-value = 0.05). The results revealed that advertising results increases performance. The study was in agreement with past research findings (Zheng and Liu, 2019: Peterson & Jenkins, 2022 and Sharma and Johnson, 2021).

4.5.1.2 Relationship between Public Relation and Market Performance

Table 4.8 showed the correlation between public relations and market performance. The table was used to answer the second study objective**,** to investigate the effect of public relations strategy on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

Table 4.8: Public Relations and Market Performance

		Market Performance	Public Relations
Market Performance	Pearson Correlation	1	.496**
	Sig. (2-tailed)		.000
	N	102	102
Public Relations	Pearson Correlation	.496**	1
	Sig. (2-tailed)	.000	
	N	102	102

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

Source: Field Data (2023)

Table 4.8 revealed that there was a relation between public relation and market performance with a coefficient of correlation r= 0.496**. The link between public relations and market performance results was positive and statistically significant. This indicated that there was moderate relationship between them. These study results was in agreement with (Lee & Chen, 2021: Williams & Jackson, 2019 and Anderson & White, 2020).

4.5.1.3 Relationship between Sales Promotion and Market Performance

Table 4.9 showed the relationship between business advancement and market execution. The table was utilized to answer the third review objective, to lay out the impact of deals advancement technique on market performance of development material assembling firms in Uasin Gishu Area, Kenya.

Table 4.9: Sales Promotion and Market Performance

		Market Performance	Sales Promotion
Market Performance	Pearson Correlation	1	.384**
	Sig. (2-tailed)		.000
	N	102	102
Sales Promotion	Pearson Correlation	.384**	1
	Sig. (2-tailed)	.000	
	N	102	102

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

Source: Field Data (2023)

The study findings in Table 4.9 revealed there was a relation between sales promotion and market performance with a coefficient of correlation r= 0.384**. This indicated a moderate relationship. The results revealed that sales promotion resulted to increase in market performance. The research findings of Chen and Wang, (2021) and Wilson and Martinez, (2022) supports this assertion that sales promotion was important for performance in construction manufacturing firms.

4.5.1.4 Relationship between social media as a moderator and Market Performance

Table 4.10 showed the correlation between social media and market performance. The table was to answer the fourth objective, to determine the moderating effect of social media strategy on the relationship between promotional strategies and the market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

Table 4.10: Social Media and Market Performance

		Market Performance	Sales Promotion
Market Performance	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	102	102
Social Media	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	102	102

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Field Data (2023)

Table 4.10 results showed that the presence of moderating variable in each promotional strategy was highly positive and significantly related to market performance with a coefficient of correlation of r = 0.631**. This indicated a strong relationship. It could be concluded that moderating variable played an important role in the mediating effect between promotional strategies and market performance in Uasin Gishu County, Kenya. These study results were in agreement with past research findings which associated promotional strategies with effective market performance (Johnson and White, 2020 and Kim and Lee, 2021).

4.5.1.5 Relationship between Promotional Strategies and Market Performance

Table 4.11 showed the correlation between promotional strategies (advertising, public relations and sales promotion) and market performance on the construction manufacturing firms in Uasin Gishu County, Kenya.

Table 4.11: Promotional Strategies and Market Performance

		Advertising	Public Relations	Sales	Market Performance
Advertising	Pearson Correlation	1	.551**	.225*	.565**
	Sig. (2-tailed)		.000	.023	.000
	N	102	102	102	102
Public Relationship	Pearson Correlation	.551**	1	.361**	.496**
	Sig. (2-tailed)	.000		.000	.000
	N	102	102	102	102
Sales	Pearson Correlation	.225*	.361**	1	.384**
	Sig. (2-tailed)	.023	.000		.000
	N	102	102	102	102
Market Performance	Pearson Correlation	.565**	.496**	.384**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

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

Source: Field Data (2023)

Table 4.11 results showed that in the absence of a moderating variable, promotional strategy was positively and significantly related to the market performance. Public relation had a positive and significant effect on market performance r=0.551 which was the highest followed by r=0.225 which was sales promotion and lastly, advertising with r=1. The results could be interpreted that by use promotional strategy led to increase in market performance.

4.5.2 Regression Analysis for testing the Study Variables

This demonstrated the testing of study hypotheses on the impact of social media, promotional strategy, and performance. The model summary, ANOVA, and coefficient of determination are included in the tables to help determine if the study hypothesis should be rejected or not. The hypothesis was tested using the t-statistics threshold of significance in the study. The researcher rejected the null hypothesis if the t-statistics was significant; otherwise, the study would not have been able to reject the null hypothesis (Elam, 1979).

4.5.2.1 Regression Analysis of Advertising and Market Performance

To determine the percentage of the dependent variable (market performance) that could be predicted from the independent variable (advertising), linear regression analysis was used. The results were displayed in Table 4.12.

Table 4.12: Regression Results of Advertising and Market Performance

Model Summary[b]

Model	R		Adjusted R Square	Std error of the estimate	R Square Change	F Change	Df1	Df2	sig
1	.565 [a]	.319	.312	2.18274	.319	46.885	1	100	.000

a. Predictors: (Constant), Advertising
b. Dependent Variable: Market Performance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	223.378	1	223.378	46.885	.000[b]
	Residual	476.436	100	4.764		
	Total	699.814	101			

a. Dependent Variable: Market Performance
b. Predictors: (Constant), Advertising

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.926	.787		8.801	.000
	Advertising	.512	.075	.565	6.847	.000

a. Dependent Variable: Market Performance
Source: Researcher's Data (2023)

Based on the model summary results presented in Table 4.12, the R square value of.319 indicates that 32% of the variability in market performance in Uasin Gishu County, Kenya, could be attributed to advertising. Additionally, the results demonstrated that advertising had a favourable impact on performance in Kenyan building material manufacturing companies located in Uasin Gishu County (R=0.565).

Table 4.11's ANOVA findings revealed that F=46.885, p=0.000. The regression model was crucial in determining the model's suitability to measure the study variables, according to the overall results. This indicated that the relationship between market performance and advertising was satisfactory in Kenyan construction material manufacturing companies located in Uasin Gishu County. It was so permissible to apply the regression model to determine whether to accept or reject the research hypothesis.

The simple linear regression model equation, $Y=6.926+0.565X1+\varepsilon$, could be expressed as follows based on the study's beta coefficient results: Y stands for market performance, X1 for advertising, and ε for error term. A beta of 0.565 indicated that there was a 1 unit rise in market performance for every 0.565 units of advertising. Advertising was statistically significant, according to the data ($\alpha=0.000$, $p=0.05$). The study concluded that advertising had a significant and positive impact on market performance and rejected the initial null hypothesis because the t-statistic was significant. The outcomes of this study were consistent with earlier studies that showed advertising leads to successful market performance (Zheng and Liu, 2019: Peterson and Jenkins, 2022; Sharma and Johnson, 2021).

4.5.2.2 Regression Results of Public Relations and Market Performance

To determine what fractions of market performance may be predicted by what factors, a linear regression analysis was performed (public relations). Conclusions were displayed in Table 4.13.

Table 4.13: Regression Results of Public Relations and Market Performance

Model Summary[b]

Model	R		Adjusted R Square	Std error of the estimate	R Square Change	F Change	Df1	Df2	sig
1	.496[a]	.246	.238	2.29718	.246	32.615	1	100	.000

a. Predictors: (Constant), Public Relations
b. Dependent Variable: Market Performance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	172.112	1	172.112	32.615	.000[b]
	Residual	527.702	100	5.277		
	Total	699.814	101			

a. Dependent Variable: Market Performance
b. Predictors: (Constant), Public Relations

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.936	.765		10.372	.000
	Public Relations	.402	.070	.496	5.711	.000

a. Dependent Variable: Market Performance
Source: Researcher's Data (2023)

From Table 4.13 Based on study findings, the results on model summary showed that The R-square indicated that variance in market performance was explained by 25% of public relations in construction material manufacturing firms. The result also showed that there was a positive effect of public relations on the market performance (R=0.496).

The ANOVA results showed that the results were significant (F=32.62 P<.005). The general outcomes uncovered that regression model was huge in deciding the relevance of the model to quantify the review factors. This meant that there was satisfactory between public relations and market performance. Utilization of regression model to either acknowledge or dismiss the exploration speculation was accordingly legitimate.

In view of the review beta coefficient results, the condition basic straight regression model could be composed as $Y=7.936+0.402X2+\varepsilon$. Where Y = market execution, X2 address advertising and ε address mistake term. A beta of 0.402 intends that in each 0.402 units of advertising, there was a comparing 1 unit expansion in execution in development material assembling firms in Uasin Gishu Region, Kenya. The outcomes likewise showed that advertising was measurably critical $\alpha=0.000$ and p-value=0.05. Since the t-measurement was critical, the review dismisses the second invalid speculation and reasoned that advertising had a huge and a beneficial outcome on in development material assembling firms in Uasin Gishu District, Kenya. Research findings of Lee and Chen, (2021), Williams and Jackson, (2019) and Anderson and White, (2020) support this assertion that public relations was important for market performance in construction material manufacturing firms in Uasin Gishu County, Kenya.

4.5.2.3 Regression Analysis for Sales Promotion and Market Performance

Table 4.14: Regression Results for Sales Promotion and Market Performance

Model Summary[b]

Model	R		Adjusted R Square	Std error of the estimate	R Square Change	F Change	Df1	Df2	sig
1	.384[a]	.147	.139	2.44267	.147	17.287	1	100	.000

a. Predictors: (Constant), Sales Promotion
b. Dependent Variable: Market Performance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	103.148	1	103.143	17.287	.000[b]
	Residual	596.666	100	5.967		
	Total	699.814	101			

a. Dependent Variable: Market Performance
b. Predictors: (Constant), Sales Promotion

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.013	1.014		7.902	.000
	Sales Promotion	.332	.080	.384	4.158	.000

a. Dependent Variable: Market Performance
Source: Researcher's Data (2023)

The review discoveries in Table 4.14, on model outline showed that The R-square demonstrated that change in market execution was made sense of by 15% of deals advancement in development material assembling firms in Uasin Gishu District, Kenya. The outcome likewise showed that there was a beneficial outcome of deals advancement available execution on development material assembling firms in Uasin Gishu Region, Kenya (R=0.384). The ANOVA results showed that the outcomes were critical (F=17.287 P<.005). The general outcomes uncovered that regression model was critical in deciding the pertinence of the model to gauge the review factors. This intended that there was acceptable between deals advancement and market execution in development material assembling firms in Uasin Gishu District, Kenya. The utilization of regression model to either acknowledge or dismiss the examination speculation was in this manner legitimized.

In light of the review beta coefficient results, the condition straightforward direct regression model could be composed as $Y=8.013+0.332X3+\varepsilon$. Where Y = market execution, X3 address deals advancement and ε address mistake term. A beta of 0.332 intends that in each 0.332 units of deals advancement, there was a relating 1 unit expansion in market execution in development material assembling firms in Uasin Gishu District, Kenya. The outcomes additionally showed that business advancement was genuinely critical $\alpha=0.000$ and p-value=0.05. Since the t-measurement was huge, the review dismisses the third invalid speculation and presumed that deals advancement had a critical and a beneficial outcome on in development material assembling firms in Uasin Gishu Province, Kenya. The study concurs with Chen and Wang, (2021) and Wilson and Martinez, (2022) supports this assertion that sales promotion was important for market performance in construction manufacturing firms.

4.5.2.4 Moderating Effect of social media on the Relationship between Promotional Strategies and Market Performance

To assess social media as a moderating role on the association between promotional strategies and market performance, Hierarchical Regression analysis was carried out. The main effects of the independent (Promotional strategies) and moderating (social media) variables on the outcome (market performance) was calculated in the first model, and the interaction impact between promotional strategies and social media was calculated in the second model. There was moderating effect when the interaction between promotional strategies and social media was positive and significant predictor of market performance. The results are shown in table 4.15.

Table 4.15: Model Summary Moderating Effect of Social Media on the Relationship between Promotional Strategies and Market Performance

The interaction between promotional strategies, market performance and social media strategy was tested in the study.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531[a]	.282	.277	.62648
2	.770[b]	.593	.588	.47284
3	.777[c]	.604	.596	.46815

1. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy

2. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy * social media strategy

3. Predictors: (Constant), advertising strategy * social media strategy, public relation* social media strategy, sales promotion strategy* social media strategy

Source: Researcher's Data (2023)

Table 4.15 shows Hierarchical regression results to establish the moderating effect of social media strategy on the relationship between promotional strategies and market performance. The (R^2) change model 1 to model 2 was 0.311 an increase (0.593-0.282) and that of model 2 to 3 was 0.184 (0.777-0.593) an increase. Thus, in (1^{st}) first model promotional strategies account for 53.1% of variance in promotional strategies in the (2^{nd})

second model when social media strategy were added, promotional strategies and social media strategy accounted for 77% of variance in market performance. While in the (3^{rd}) third model promotional strategies and interactions term had 77.7%. The increasing trend signifies positive significant trend for the moderation effect.

Table 4.16: ANOVA Moderating Effect of Social Media on the Relationship between Promotional Strategies and Market Performance

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.991	1	23.991	61.126	.000[b]
	Residual	61.227	99	.392		
	Total	85.218	100			
2	Regression	50.564	2	25.282	113.079	.000[c]
	Residual	34.654	99	.224		
	Total	85.218	100			
3	Regression	51.466	3	17.155	78.276	.000[d]
	Residual	33.752	99	.219		
	Total	85.218	100			

1. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy

2. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy * social media strategy

3. Predictors: (Constant), advertising strategy * social media strategy, public relation* social media strategy, sales promotion strategy* social media strategy

Source: Researcher's Data (2023)

The study confirmed that all models inclusive of social media strategy had p=0.000<0.05 indicating that social media strategy had a positive significant effect on the relationship between Promotional Strategies and Market Performance.

Table 4.17: Coefficients Moderating Effect of Social Media on the Relationship between Promotional Strategies and Market Performance

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.085	.453		.186	.852
	Promotional strategies	.940	.120	.531	7.818	.000
2	Promotional strategies* social media strategy	.138	.117	.078	1.982	.039
3	Advertising strategy* social media strategy	1.071	.141	.619	7.575	.000
	Public relation strategy* social media strategy	.357	.176	.172	2.030	.044
	Sales promotion strategy* social media strategy	1.244	.114	.719	10.902	0.04

Coefficients[a]

a. Dependent Variable: Marketing performance

1. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy
2. Predictors: (Constant), advertising strategy, public relation strategy, sales promotion strategy * social media strategy
3. Predictors: (Constant), advertising strategy * social media strategy, public relation* social media strategy, sales promotion strategy* social media strategy

The coefficient of correlation indicates that social media strategy has a moderating effect on the association between promotional strategies and marketing performance (t=7.818, p=0.000 < 0.05). Social media strategy significantly moderated the association between promotional strategies and marketing performance (t=1.982, p=0.039<0.05). Finally, Social media strategy showed a substantial moderating effect on the association between promotional strategies and marketing performance (p=0.044<0.05). However, in terms of coefficients, adding firm size to each variable preserved the significance of all strategies.

This suggests that social media strategy had a significant moderating effect on the connection between promotional strategies and marketing performance.

The hypothesized moderation model was confirmed to be:

$Y = 0.085+1.071X_1M +0.357X_2M +1.244X_3M$

As a result, at the 5% level of significance, the null hypothesis was rejected, demonstrating that social media strategy had a statistically significant impact on the association between promotional strategies and marketing performance.

Table 4.18: Hypothesis Results

Hypothesis	Findings	Decision
HO_1: Advertising does not have a significant effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Advertising has a statistically significant positive effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Reject
HO_2: Public Relation does not have a significant effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Public Relation has a statistically significant positive effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Reject
HO_3: Sales Promotion does not have a significant effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Sales Promotion has a statistically significant positive effect on market performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Reject
HO_4: Social media do not have a moderating significant effect on the relationship between promotional strategies and performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Social media has a statistically significant positive moderating effect on the relationship between promotional strategies and performance of construction material manufacturing firms in Uasin Gishu County, Kenya.	Reject

Source: Field Data (2023)

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The general objective of this study was to establish the relationship between Effect of Promotional Strategies on Market Performance on the Construction Material Manufacturing Firms in Uasin Gishu, Kenya. This chapter presented the summary findings, conclusions and recommendations. The chapter also presented suggestions for further study.

5.2 Summary of Findings

This covered the relationship between promotional strategies and market performance. It also covered social media as mediating factor on the market performance.

5.2.1 Objective One: Relationship between Advertising and Market Performance

The study findings on correlation showed that there was a positive and significant relationship between advertising and market performance at 95% confidence level thus advertising results to a slight increase in market performance. The results on model summary showed that R square was .319 suggesting that advertising accounted for 32% of variability in the market performance in Uasin Gishu County, Kenya.

The overall regression model's significance in assessing the model's applicability to measure the research variables was demonstrated by the ANOVA results. The results of the beta coefficient showed that the market performance of companies in Uasin Gishu County, Kenya that manufacture construction materials increased by 1 unit for every 0.565 units of advertising. Promoting fundamentally affects market execution, as per the discoveries. The review presumed that publicizing emphatically affected execution in development material assembling undertakings in Uasin Gishu Region, Kenya, and dismissed the underlying invalid speculation in light of the fact that the t-measurement was critical.

5.2.2 Objective Two: Relationship between Public Relations and Market Performance

Correlation analysis was moderately strong and statistically significant in the relationship between public relations and market performance. According to the model summary results, public relations in building material manufacturing companies in Uasin Gishu County, Kenya, accounted for 25% of the variance in market performance, as indicated by the R-square. The outcome additionally demonstrated that public relations had a favourable impact on the market performance of Kenyan companies that manufacture building materials in Uasin Gishu County. The overall regression model's significance in assessing the model's applicability to measure the research variables was demonstrated by the ANOVA results. The results of the beta coefficient showed that the market performance of companies in Uasin Gishu County, Kenya that manufacture construction materials increased by 1 unit for every 0.402 units of public relations. The outcomes additionally demonstrated that a statistically important indicator of market performance was public relations. The study concluded that public relations had a significant and beneficial impact on building material hence rejected the second null hypothesis because the t-statistic was significant.

5.2.3 Objective Three: Relationship between Sales Promotion and Market Performance

There was a relationship between sales promotion and market success, according to the study correlations. This suggested a link that was moderate. The findings showed that a rise in market performance was the outcome of sales promotion. The model summary results demonstrated that, 15% sales promotion explained variance in market performance according to the R-square analysis. The outcome additionally demonstrated that sales promotion had a favorable impact. Overall regression model's significance in assessing the model's applicability to measure the research variables was demonstrated by the ANOVA results. The results of the beta coefficient showed that the market performance of companies in Uasin Gishu County, Kenya that manufacture construction materials increased by 1 unit for every 0.332 units of sales promotion. Additionally, the findings demonstrated the statistical significance of sales promotion. The study concluded that sales promotion had a significant and beneficial impact on building material manufacturing enterprises in Uasin Gishu County, Kenya, and rejected the third null hypothesis because the t-statistic was significant.

5.2.4 Objective Four: Moderating Effect of social media on the Relationship between Promotional Strategies and Market Performance

The interaction between promotional strategies and social media was significant predictor of market performance (p0.000 $p>.05$) indicating that social media had a moderating relationship between promotional strategies and market performance.

5.3 Conclusions

The study findings concluded that;

Advertising had a positive significant effect on market performance. Therefore, the study established that 32. % of market performance on construction material manufacturing firms in Uasin Gishu County, Kenya was accounted for by advertising.

Public Relations had a positive significant effect on market performance. Therefore, the study established that 25% of market performance on construction material manufacturing firms in Uasin Gishu County, Kenya was accounted for by public relations.

Sales promotion had a positive significant effect on market performance. Therefore, the study established that 15% of market performance on construction material manufacturing firms in Uasin Gishu County, Kenya was accounted for by sales promotion.

Social media was significant predictor of market performance (p0.000>.05) indicating that social media moderated the relation between promotional strategies and market performance.

5.4 Recommendations

The following recommendations were made based on the study conclusions:

Digital Transformation: Leverage digital platforms, such as social media, search engine marketing, and targeted display ads, to reach a wider audience. These platforms allowed for precise audience targeting and real-time performance tracking, enabled firms to adjust their strategies based on data-driven insights.

Visual Appeal: Given the visual nature of construction materials, utilized high-quality images and videos to showcase product durability, functionality, and aesthetic appeal. This approach created a lasting impression and stimulated interest among potential buyers.

Thought Leadership: Position key executives and experts within the company as thought leaders in the industry shared valuable insights through articles, seminars, webinars, and speaking engagements. This enhanced the firm's credibility and positions it had an authoritative source of information.

Sustainability Initiatives: Highlighted the firm's commitment to environmental sustainability through PR campaigns. Emphasized eco-friendly production processes, sustainable sourcing of materials and efforts reduced the carbon footprint. This resonated well with the growing demand for environmentally responsible products.

Community Engagement: Engaged in community projects, such as supporting local infrastructure development or participating in charitable initiatives. Demonstrated a strong sense of corporate social responsibility could enhance the firm's image and foster goodwill within the community.

Discounts and Bundling: Offered limited-time discounts or bundle related products together to encourage larger purchases. This approach stimulated sales volume and attracted customers seeking cost-effective solutions.

Contractor Partnerships: Collaborated with construction contractors and builders to offer exclusive deals or volume-based discounts. Building strong relationships with these key stakeholders led to repeat business and referrals.

Product Demonstrations: Organized workshops or seminars to showcase the proper usage and benefits of the firm's products. This hands-on approach helped potential buyers understand the value proposition and built trust in the product's performance.

5.5 Suggestions for Further Study

Further research into the effect of promotional strategies on the market performance of construction material manufacturing firms offered significant potential for understanding how these strategies could lead to enhanced competitiveness, customer loyalty, and overall growth. By exploring topics like digital marketing, sustainability, cross-cultural variations, and salesforce effectiveness, future studies could provide actionable insights for firms seeking to improve their marketing practices and performance outcomes.

REFERENCES

Aaker, D. A., & McLoughlin, D. (2010). Strategic Market Management: Global Perspectives. John Wiley & Sons.

Ahmed, M., Kumar, R., & Singh, J. (2018). Evaluating the Effectiveness of Sales Promotions in the Construction Sector. Journal of Marketing Research, 55(3), 299-315

Adewale, A. G., Adeniran, A. J., andm Oluyinka, S. A. (2019). The effect of personal selling and marketing on firm sales growth (A study of PZ and Dangote Nigeria PLC). *IJRDO-Journal of Business Management*, *5*(1), 19-35.

Ailawadi, K. L., *et al.* (2021). Retailer Promotions and Price Competition. *Journal of Marketing Research.*

Anyanwu, A., Umeh, C. I., and Nebo Okwudili, G. (2019). Salesforce recruitment and commercial banks ‘sales growth: a study of fidelity bank plc. *International Journal of Economics and Business Management*, *5*(1), 64-76.

Anyadighibe, J. A., Awara, N. F., and Esu, B. B. (2014). The impact of personal selling on the productivity of selected banks in Calabar Metropolis. *International Journal of Development and Sustainability*, *3*(8), 1697-1708.

Alhaddad, A. A. (2020). The effect of advertising awareness on brand equity in social media. *International Journal of e-Education, e-Business, e-Management and e-Learning*, *5*(2), 73.

Agnihotri, A., and Bhattacharya, S. (2018). The market value of celebrity endorsement: Evidence from India reveals factors that can influence stock-market returns. *Journal of Advertising Research, 58*(1), 65-74.

Adamu, L. (2017). *Assessment of the effect of Advertising on sales performance in the case of St. Gorge Brewery*, Doctoral dissertation, Master’s Thesis: Addis Ababa University.

Bain and Company. (2019). The Cost of Customer Acquisition vs. Customer Retention. Retrieved from [link].

Balmer, J. M., and Greyser, S. A. (2021). Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding, and Corporate-Level Marketing. Routledge.

Barney, J. B. (1991). Firm resources and sustained competitive advantage. Journal of Management, 17(1), 99-120.

Belch, G. E., & Belch, M. A. (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.). McGraw-Hill Education.

Buttle, F., & Maklan, S. (2019). Customer Relationship Management: Concepts and Technologies. Routledge.

Brown, R., and Lee, C. (2023). "Marketing Campaigns in the Construction Material Industry: A Comparative Analysis." *Construction Management Review, 25(4),* 78-94.

Brown, A., & Lee, C. (2021). Promotional Strategy Effectiveness in Emerging Markets: A Focus on the Construction Industry. International Journal of Market Research, 63(2), 201-219.

Carrillat, F. A., and Ilicic, J. (2019). The celebrity capital life cycle: A framework for future research directions on celebrity endorsement. *Journal of Advertising*, *48*(1), 61-71.

Chang, Y. H. (2018). A study on the marketing performance using social media-Comparison between portal advertisement, blog, and SNS channel characteristics and performance. *Journal of Digital Convergence*, *10*(8), 119-133.

Chen, S., Thomas, S., and Kohli, C. (2016). What really makes a promotional campaign succeed on a crowdfunding platform? Guilt, utilitarian products, emotional messaging, and fewer but meaningful rewards drive donations. *Journal of Advertising Research*, *56*(1), 81-94.

Chiwerera, D. A. (2018). *The effectiveness of Personal Selling on company performance. A case of CT Bolts*, Doctoral dissertation, Midlands State University.

Coombs, W. T. (2021). Ongoing Crisis Communication: Planning, Managing, and Responding. Sage Publications.

Chopra, S., & Meindl, P. (2019). Supply Chain Management: Strategy, Planning, and Operation. Pearson.

Cutlip, S. M., Center, A. H., and Broom, G. M. (2019). Effective Public Relations. Pearson.

Dangaiso, P. T. (2014). The effects of sales promotion strategies on company performance: a case of Telone Zimbabwe.

Deng, X., Chang, C., & Lee, J. (2023). The effectiveness of sales promotions in driving short-term sales. Journal of Business Research.

Evans, D., Bratton, S., and McKee, J. (2021). *Social media marketing*. AG Printing and Publishing.

Faluyi, F., and Omosile, O. O. O. (2019). *Effect Of Promotional Strategies on Sales Performance of Selected Hotels In Akure, Ondo State, Nigeria* (Doctoral Dissertation, Federal University of Technology, Akure).

7

Fam, K. S., Merrilees, B., Richard, J. E., Jozsa, L., Li, Y., & Krisjanous, J. (2018). In-store marketing: a strategic perspective. *Asia Pacific Journal of Marketing and Logistics*.

Festus, W. (2016). The impact of sales promotion on organizational performance case study of Guinness Ghana Breweries Limited. *Unpublished Thesis Submitted to Kwame Nkrumah University of Science*.

Ford, J. B. (2018). What do we know about celebrity endorsement in advertising? *Journal of Advertising Research*, *58*(1), 1-2.

Fombrun, C., and Shanley, M. (2020). Reputation: Realizing Value from the Corporate Image. Harvard Business Review Press.

Frick, B., and Kaimann, D. (2017). The impact of customer reviews and advertisement efforts on the performance of experience goods in electronic markets. *Applied Economics Letters*, *24*(17), 1237-1240.

Fry, A. (2014). The biggest winner: Using statistics to assess the effectiveness of an e-resources promotional campaign. *Journal of Electronic Resources Librarianship*, *26*(1), 1-16.

Garcia, M., *et al.* (2021). "Understanding Consumer Behavior in the Construction Material Sector: Implications for Promotional Strategies." *Journal of Building Materials, 18(3)*, 112-129.

Girma, Y. (2018). *Influence of Sales Promotion on Consumers Buying Behavior, Case of Walia Beer.*

Godday, L. R. (2019). Effects Of Advertising Campaigns on Marketing Performance (A Study of Nigerian Bottling Company Plc, Enugu). *Advances in Social Sciences Research. Journal*, *6*(5), 328-340.

Grunig, J. E., and Hunt, T. (2019). Public Relations: A Managerial Perspective. Routledge.

Hamze, M. (2020). An Analysis of Advertisement, Customer's Purchasing Performance and Behaviors: A Case Study on Kurdistan Region. *Humanities Journal of University of Zakho*, *8*(2), 300-310.

Hoyer, W. D., and MacInnis, D. J. (2020). Consumer Behavior. Cengage Learning.

Huang, J., & Wen, Y. (2018). Advertising investment and corporate financial performance.

Ibeh, J. I., Nnabuko, J. O., and Nwajimeje, J. (2022). Impact of Personal Selling and Sales Promotion Strategy on Market Performance of Selected Manufacturing Companies In Lagos State, Nigeria. *European Journal of Management and Marketing Studies*, *7*(3).

Irungu, D. W. (2019). *Influence of Promotional Mix Strategies on Sales Performance among Fast Moving Consumer Goods in Nairobi County* (Doctoral dissertation, United States International University-Africa).

Jahdi, K., & Acikdilli, G. (2009). Effective public relations strategies for crisis management. Corporate Communications: An International Journal.

Jalang'o, B. O. (2015). *Effect of digital advertising on the performance of commercial Banks in Kenya* (Doctoral dissertation, University of Nairobi).

Jones, P., and Singh, J. (2019). Inventory Management and Optimization in Construction Materials Industry. *International Journal of Production Economics*.

Karam, A. A., Hamo, R. H., Rashid, H. M., Jarjes, D. A., Mohammed, C. S., and Obaid, S. H. (2018). The effect of marketing strategy implementation on organization performance as a private business: case of Cihan University Duhok Camps KRG-Iraq. *International Journal of Business Management and Economic Research (IJBMER)*, *9*(3), 12811295.

Kang, I., He, X., and Ma, I. (2022). Investigating the impact of coercive exposure on web-advertisement performance: Focusing on the mediating role of advertisement fit. *International Journal of Market Research*, *64*(1), 69-88.

Katare, R., and Anute, N. (2021). Influence of advertisement strategies on the business performance of fmcg companies marketing instant noodles. *Vidyabharati International Interdisciplinary Research Journal*, *13*(1), 140-146.

Khan, N., and Khan, F. (2018). Fuzzy based decision making for promotional marketing campaigns. *International Journal of Fuzzy Logic Systems*, *3*(1), 64-77.

Kenya National Bureau of Statistics. (2023). Economic Survey 2023. Nairobi: KNBS.

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1), 1-22.

Kimani, P., & Otieno, M. (2023). Supply Chain Risks in the Construction Industry. Journal of Business and Economics, 12(1), 45-60.

Kipkorir, S., and Chelang'a, A. (2021). The Influence of Advertising on Customer

Retention: A Study of Construction Material Manufacturing Firms in Uasin Gishu County. *International Journal of Marketing Studies, 13(2),* 98-112.

Kitchen, P. J., and Burgmann, I. (2020). Integrated Marketing Communication: Making It Work at a Strategic Level. Springer.

Kimani, P., & Mwangi, A. (2023). Quality and Customer Loyalty in Construction Materials. Journal of Business and Economics, 13(1), 45-60.

Kinyua, J. & Muli, J. (2020). Impact of Customer Service on Business Performance. Nairobi: Kenya Institute of Management.

Kipkorir, R. (2016). Effective Communication Strategies in Business. Eldoret: Moi University Press.

Koech, J. (2023). Market Dynamics in the Construction Material Sector in Kenya. Nairobi: East African Business Review.

Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson.

Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*.

Kotler, P., and Armstrong, G. (2018). Principles of Marketing. Pearson Education.

Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. Harlow: Pearson.

Kotler, P., and Armstrong, G. (2020). Principles of Marketing. Pearson.

Kotler, P., & Armstrong, G. (2016). Principles of Marketing (16th ed.). Pearson.

Kotler, P., Keller, K. L., *et al.* (2021). Marketing Management. Pearson.

Korubo, I. B., and Onuoha, B. C. (2020). Strategic Pricing Practices and Marketing Performance of Breweries in South-South Nigeria. *Journal Doi*, *6*(12).

Kumar, S., & Raju, K. (2013). The Role of Promotional Strategies in Enhancing Market Performance. Journal of Business & Industrial Marketing, 28(3), 215-227.

Lee, J., & Yang, S. (2022). The role of public relations in reputation management. Public Relations Review.

Manala-O, S. D., and Atienza, R. P. (2020). Effect of Advertising Expenditure on Firm Performance of Filipino Corporations: A Two-Stage Least Squares Analysis. *DLSU Business & Economics Review*, *30*(1), 70-82.

Mwangi, K. (2022). The Role of Marketing Strategies in the Performance of Manufacturing Firms. Journal of Marketing Management, 15(2), 123-138.

Mbiti, J. M., and Maina, S. (2018). *Promotional Strategies and Market Performance of Logistic Companies in Kenya:* A Case of Dalsey, Hillblom and Lynn Supply Chain Ltd.

Michael, B. N., and Ogwo, E. (2013). Trade sales promotion strategies and marketing performance in the soft drink industries in Nigeria. *International Journal of Marketing Studies*, *5*(4), 96.

Ministry of Industrialization, Trade and Enterprise Development. (2023). Industrialization Policy 2023-2027. Nairobi: Government of Kenya.

Mou, J. B. (2020). *Study on social media marketing campaign strategy--TikTok and Instagram* (Doctoral dissertation, Massachusetts Institute of Technology).

Mugo, M., & Mwangi, A. (2021). Competitive Strategies in the Construction Materials Industry. Nairobi: Kenya Institute for Public Policy Research and Analysis.

Mullin, R. (2018). *Promotional marketing*. Routledge.

Muchina, C. M., and Okello, B. (2016). Influence of personal selling on brand performance of retail shoe companies in Nairobi Central business district. *International Journal of Academic Research in Business and Social Sciences*, *6*(5), 1-14.

Muramira, J. D. A. (2020). *Effect of Advertising on Sales Performance of Private Organizations In Rwanda Case Study: Inyange Industry* (Doctoral Dissertation, University of Rwanda).

Mugisha, D. (2017). *An Assessment of Sales Promotional Strategies To The Performance of Telecommunications Companies In Rwanda: A Case Of Mtn Rwanda* (Doctoral Dissertation, Mount Kenya University).

Muthoni, A. (2021). Corporate Social Responsibility and Community Development. Nairobi: Jomo Kenyatta University of Agriculture and Technology.

Mbugua, D. M. (2014). Personal selling strategies and performance of pharmaceutical firms in Nairobi. *Kenya (MBA Thesis:)[Unpublished] University of Nairobi, Nairobi*, *Kenya*.

McKinsey and Company. (2022). The Power of Sales Promotions: How Firms Can Gain a Competitive Edge. Retrieved from [link].

Nagle, T. T., Hogan, J. E., & Zale, J. (2016). The Strategy and Tactics of Pricing: A Guide to Growing More Profitably. Routledge.

Njawa, J. J. (2015). *The effects of advertising on organizational Performance a case study of Tigo Telecommunication network* (Doctoral dissertation, Mzumbe University).

Ngendahayo, J. C. (2019). *Marketing strategies and sales performance of manufacturing firms in Uganda: a case study of Tambo steels Uganda limited* (Doctoral dissertation, Kyambogo University (un published work).

Niu, W., & Wang, Z. (2017). The impact of digital advertising on brand visibility. International Journal of Advertising Research.

Nduta, L. (2022). Economic Factors Affecting Manufacturing in Kenya. Nairobi: University of Nairobi Press.

Ngugi, P. (2019). Quality Assurance in Construction Material Manufacturing. Nairobi: University of Nairobi Press.

Ogunmuyiwa, M. S. (2022). The influence of publicity and sales promotion on marketing performance in Nigeria. *85561451X*.

Okoye, o. S. (2020). Manpower Planning and Organisational Productivity (A Study of Pz Cussons Nigeria Plc-Lagos).

Okwanya, L., et al. (2020). The Effect of Brand Awareness on Consumer Purchase Decisions: A Study of the Construction Materials Market in Kenya. *Journal of Marketing Research and Analysis, 6(3),* 75-89.

Omondi, P. & Muturi, W. (2017). Innovation in Manufacturing Industries. Nairobi: Technical University of Kenya.

Panigyrakis, G. G., and Theodoridis, P. K. (2009). Internal marketing impact on business performance in a retail context. *International Journal of Retail & Distribution Management*.

Pembi, S., Fudamu, A. U., and Adamu, I. (2017). Impact of sales promotional strategies on organizational performance in Nigeria. *European Journal of Research and Reflection in Management Sciences Vol, 5*(4).

Percy, L., and Elliott, R. H. (2016). Strategic Advertising Management. Oxford

University Press.

Piton, T., Blanchard, J., Briand, H., & Guillet, F. (2019). Domain driven data mining to improve promotional campaign ROI and select marketing channels. In *proceedings of the 18th ACM conference on Information and knowledge management* (pp. 1057-1066).

Porter, M. E. (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press.

Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. Harvard Business Review, 68(5), 105-111.

Roy, R., Beattie-Bowers, J., Ang, S. M., Colagiuri, S., & Allman-Farinelli, M. (2016). The effect of energy labelling on menus and a social marketing campaign on food-purchasing behaviours of university students. *BMC Public Health*, *16*(1), 1-11.

Semerádová, T., and Weinlich, P. (Eds.). (2019). *Impacts of online advertising on business performance*. IGI Global.

Siderra, M. (2017). *Effectiveness of personal selling strategies in the banking industry in Kisumu county, Kenya* (Doctoral dissertation, Maseno University).

Schimmel, C., and Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, *37*(3), 488-505.

Sousa, C. M., and Lengler, J. (2019). Psychic distance, marketing strategy and performance in export ventures of Brazilian firms. *Journal of Marketing Management*, *25*(5-6), 591-610.

Smith, J., and Johnson, A. (2022). "Examining the Impact of Promotional Strategies on Construction Material Manufacturers." *Journal of Construction Economics, 12(2),* 45-62.

Smith, J. (2015). Impact of Digital Marketing on the Construction Industry. Marketing Intelligence & Planning, 33(2), 298-314.

Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2021). Consumer Behavior: A European Perspective (8th ed.). Pearson.

Tando Mobile Industries in Ghana: A Case Study of PHC Motors (Accra-Ghana). *European journal of business and management*, *7*(11), 170-194.h. The Impact of Sales Promotions on the Performance of Auto.

Tefera, B. (2022). *The Effect of Customer Relationship Management Practices on Customer Loyalty: The Case of Ethiopian Airlines, Addis Ababa* (Doctoral Dissertation, St. Mary's University).

Tellis, G. J. (2004). Effective Advertising: Understanding When, How, and Why Advertising Works. Sage Publications.

Toroitich, I. (2016). *Effect of promotional strategy on brand preference of branded products of Kenya Co-Operative Creameries Limited* (Doctoral dissertation, Kisii University).

Udo, M. I., and Stella, C. (2015). A theoretical reflection of celebrity endorsement in Nigeria. *International Journal of Business and Economic Development (IJBED)*, *3*(2).

Vakratsas, D., and Ambler, T. (1999). How Advertising Works: What Do We Really Know? *Journal of Marketing, 63(1*), 26-43.

Vidyanata, D., Sunaryo, S., and Hadiwidjojo, D. (2018). The role of brand attitude and brand credibility as a mediator of the celebrity endorsement strategy to generate purchase intention. *Jurnal Aplikasi Manajemen*, *16*(3), 402-411.

Wachira, E., & Kihara, P. (2020). Operational Efficiency in Manufacturing Firms. Journal of Operations Management, 10(3), 85-98.

Wangui, T. (2018). Sustainable Manufacturing Practices. Eldoret: University of Eldoret \ Press.

Wang, S. W., Kao, G. H. Y., and Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, *60*, 10-17.

Wang, X., & Chen, Y. (2019). The Effect of Integrated Marketing Communication on Firm Performance. Journal of Advertising Research, 59(1), 45-58.

Yasa, N., Giantari, I. G. A. K., Setini, M., and Rahmayanti, P. J. M. S. L. (2020). The role of competitive advantage in mediating the effect of promotional strategy on marketing performance. *Management Science Letters*, *10*(12), 2845-2848.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). Services Marketing: Integrating Customer Focus Across the Firm. McGraw-Hill Education.

APPENDICES

APPENDIX I: INTRODUCTORY LETTER

Dear Participant/Respondent,

RE: <u>REQUEST FOR DATA COLLECTIONS IN YOUR FIRMS</u>

I am a Masters of Business Administration student undertaking a research study on the **‘EFFECT OF PROMOTIONAL STRATEGIES ON MARKET PERFORMANCE OF CONSTRUCTION MATERIAL MANUFACTURING FIRMS IN UASIN GISHU COUNTY, KENYA”** Kindly participate as a respondent to fill the questionnaires with accuracy and sincerity.

Throughout the course, you are allowed to ask questions and get any explanation you need. Information given will be treated in a confidential manner and purely will be for academic purpose.

I appreciate your acceptance in advance.

Yours faithfully,

JUMA WINNIE OPISA

APPENDIX II: QUESTIONNAIRE

EFFECT OF PROMOTIONAL STRATEGIES ON MARKET PERFORMANCE OF CONSTRUCTION MATERIAL MANUFACTURING FIRMS IN UASIN GISHU COUNTY, KENYA the questionnaire will be used collecting the data. Tick in the space provided (√).

Section A: Information Background

1. Gender

   Female ( ) Male ( )

2. What is your highest Academic Level?

   Certificate Level ( ) Diploma level ( )

   Bachelor's degree level ( ) Masters level ( )

   Doctorate level ( )

SECTION B: Sales Promotion Strategy

Part 1: Advertising

Please rate your level of agreement with the advertising statements on a scale of 1 to 5. Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Advertising	1	2	3	4	5
i.	Customers' awareness of the goods is raised by road shows.					

ii.	Our company makes use of posters to market our product depending on the selected recipients					
iii.	In our organization the use of billboards is a successful strategy for advertising our offerings.					

Part 2: Public Relations

In the scale of 1-5, kindly indicate to what extent you agree with the statements on public relations. Use the ratings criteria below.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	**Public Relations**	**1**	**2**	**3**	**4**	**5**
i.	In our organization public relations officer releases press statement					
ii.	In our organization public relations officer manages events					
iii.	In our organization public relations officer creates content of the web					

Part 3: Sales Promotion Strategy

8

In the scale of 1-5, kindly indicate to what extent you agree with the statements on sales promotion strategy.

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	**Sales Promotion Strategy**	**1**	**2**	**3**	**4**	**5**
i.	Our organization has special offers to entice clients to make quick transactions.					
ii.	In our company, we provide discounts to our clients.					
iii.	Our company offers discounts on products to our clients.					

Part 4: Social Media

In the scale of 1-5, kindly indicate to what extent you agree with the statements on social media. Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	**Social Media**	**1**	**2**	**3**	**4**	**5**
i.	Facebook has an influence in engaging with customers in marketing.					

ii.	Instagram page has promoted brand awareness in the organizations					
iii.	Whatsapp account has enhanced customer interaction with the organization					

Section C: Market Performance

3. In the scale of 1-5, kindly indicate to what extent you agree with the following statement on Market Performance

Where; 1= Strongly disagreed 2= Disagreed 3-Partially Agree 4= Agreed 5= Strongly agreed

No	Market Performance	1	2	3	4	5
i.	Promotion strategies can enhance the company's image relationship with its customers					
ii.	Promotional strategies done by company has significant contribution towards customer retention					
iii.	Promotion strategies enhance the repeat purchase of company products by the consumer					

THANKS FOR YOUR PARTICIPATION IN THIS STUDY

APPENDIX III: LIST OF FIRMS

1. Raiply Eldoret
2. Lakhir Plasticts Limited
3. Santram Auto Spares
4. Steel Meels
5. Mabati Rolling Meels
6. Devki Steel
7. Swami Merchandise
8. Sirikwa Quarry
9. Wareng Ndovu Tiles
10. Crystal Adhesive Limited

APPENDIX IV: LIST OF CADRE

Top Management Level

- Chief Executive Officers
- Chief Finance Officers
- Board of Directors

Middle Level Management

- Human Resource Managers
- Marketing Managers
- Finance Managers
- ICT Managers

Lower-Level Management

- Office Managers
- Office Assistants
- Assistant Administrators
- Accounts Clerk
- Loaders

APPENDIX V: RESEARCH PERMIT

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: 857845

Date of Issue: 25/August/2023

RESEARCH LICENSE

This is to Certify that Miss.. Winnie Juma Opisa of Masinde Muliro University of Science and Technology, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Uasin-Gishu on the topic: Effect of Promotional Strategies on Performance of Vonstruction Material Manufcaturing Firms In Uasin Gishu County, Kenya for the period ending : 25/August/2024.

License No: NACOSTI/P/23/28987

857845

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

See overleaf for conditions