

HEALTH PRODUCT MARKETING STRATEGIES AND SALES PERFORMANCE; A CASE STUDY OF KAZIRE HEALTH PRODUCTS IN MBARARA CITY, UGANDA

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ABSTRACT: The study was conducted under the theme "Health Product Marketing Strategies and Sales Performance: A Case Study of Kazire Health Products in Mbarara City, Uganda." The study aimed to assess the impact of product strategy execution, pricing tactics, and promotional strategies on sales performance. The specific objectives were to evaluate the influence of product strategy execution on sales performance, determine the relationship between pricing tactics and sales performance, and examine the effect of promotional strategies on sales performance. The study was informed by the Marketing Mix Theory and Customer Relationship Management (CRM) Theory, which provided a structured framework for understanding how businesses optimize their product, pricing, and promotional approaches to enhance sales outcomes.

A cross-sectional research design was adopted, integrating both quantitative and qualitative research approaches. The study population comprised 90 employees from Kazire Health Products Limited, including administrators, sales and marketing professionals, and agents. A sample size of 83 respondents was selected using Krejcie and Morgan's formula. Data collection was conducted using structured questionnaires for quantitative data and key informant interviews for qualitative insights. The study used Pearson correlation and multiple regression analysis to determine the strength and significance of the relationships between the variables. The data analysis was conducted using SPSS version 26, and the findings were presented in tables and descriptive summaries.

The results indicated that product strategy execution had a strong positive correlation with sales performance ($r = 0.762^{**}$, $p < 0.01$), demonstrating that high-quality product development, branding, and packaging significantly enhance sales performance. Similarly, pricing tactics showed a strong positive correlation ($r = 0.723^{**}$, $p < 0.01$), suggesting that value-based pricing and penetration pricing were effective in driving sales growth. However, promotional strategies exhibited a weaker correlation with sales performance ($r = 0.644^{**}$, $p < 0.01$), indicating that while promotions contribute to brand visibility, they are not as influential as product and pricing strategies. Multiple regression analysis revealed that product strategy execution ($\beta = 0.443$, $p < 0.01$), pricing tactics ($\beta = 0.243$, $p < 0.01$), and promotional strategies ($\beta = 0.147$, $p < 0.01$) significantly influenced sales performance, explaining 29.8% of the variance (Adjusted $R^2 = 0.298$, $F = 225.66$, $p < 0.000$).

The study concluded that product strategy execution and pricing tactics play a crucial role in determining sales performance, while promotional strategies have a relatively smaller impact. It was recommended that Kazire Health Products enhance its product quality, improve branding and packaging, optimize pricing strategies, and refine its promotional efforts to improve market competitiveness. Additionally, the company should expand targeted advertising and direct marketing campaigns to increase brand awareness and engage a larger customer base. Future research should explore other external factors such as consumer preferences, economic conditions, and competitive market dynamics that may further influence sales performance in the health product industry.

I. INTRODUCTION

This study examined the relationship between Health product marketing strategies and Sales Performance; a case study of Kazire Health Products, Mbarara City. Sales performance was the dependent variable (DV), while health product marketing strategies (IV) was the independent variable. This chapter presents the study background, problem statement, study objectives, research hypotheses, scope of the study, study significance, scope of the study, conceptual framework, operational definitions and the chapter summary.

Background to the Study

This section contains the theoretical, historical, conceptual, and contextual perspective in relation to the study variables

II. Historical Background

Marketing has been a fundamental business practice for thousands of years, yet it was not until the early 20th century that it evolved into a structured academic discipline in the United States (Wilkie & Moore 2003). Over the past few decades, health marketing strategies have significantly transformed, particularly within the manufacturing sector, to adapt to the global competitive environment. Between 2001 and 2004, businesses in the United States and Europe implemented various advanced marketing techniques, including team marketing, intensive retail health marketing strategies, internet-based marketing, and holistic marketing approaches targeted at both domestic and international markets (Slaughter & Cantwell, 2012). Notable corporations such as The Atlanta Group and Ford Motor Company employed team-based marketing initiatives, while Wal-Mart prioritized operational efficiency, customer engagement, and product leadership to maintain a dominant market position (Pangarkar, 2011).

The globalization of markets has prompted companies to expand internationally as a strategy to remain competitive (Suprunenko et al., 2024). This shift underscores the increasing importance of marketing strategy as a critical tool for manufacturing firms aiming to sustain market relevance on a global scale (Kumar, 2016). As the manufacturing sector continues to grow in economic significance, companies face heightened pressure to refine their marketing management practices to enhance sales performance. Effective health marketing strategies play a crucial role in frontline sales, influencing customer engagement and overall business success. For instance, Kazire Health Products Ltd has adopted a variety of sales techniques and marketing methodologies to achieve its revenue targets (Marketing Office Kazire Health Products Ltd, 2022). The key characteristic of highly successful sales programs is the implementation of well-documented health marketing strategies that outline the necessary tools and processes for sales teams. Providing detailed marketing guidelines ensures that all sales personnel, regardless of location, operate in a coordinated manner. This approach enhances consistency, efficiency, and effectiveness in executing sales operations (Ngendahayo, 2019).

Marketing is particularly significant in sub-Saharan Africa's manufacturing sector due to its vital role in national economies. The industrial sector's contribution to GDP implies that any decline in manufacturing can have severe economic repercussions, potentially leading to financial instability and economic downturns (Darley et al., 2013). As a result, many African manufacturing firms have shifted their focus toward strengthening their health marketing strategies to effectively communicate their products and services to consumers. Developing and refining health marketing strategies is imperative for companies seeking sustainable growth in an increasingly competitive industrial landscape. Health marketing strategies not only support business expansion but also contribute to performance optimization in manufacturing firms (Adekola, 2021).

In Uganda, intense competition within the manufacturing sector has driven local businesses to explore innovative marketing approaches to boost sales performance (Nduhura et al., 2022). Over the past six years, domestic manufacturers have encountered numerous challenges, including political instability and market disruptions, which have hindered growth (Ajeigbe & Kibukamusoke 2024). However, the Ugandan government has recognized the sector's potential and continues to support its development, providing opportunities for industry leaders to thrive. Among these, Kazire Health Products Ltd has established itself as a trusted provider of natural health remedies, fruit juices, and root-based drinks. The company has expanded its reach beyond Uganda, supplying products to regional and international markets, thereby reinforcing the impact of strategic marketing on business success. As the manufacturing industry evolves, companies must remain adaptable and innovative in their health marketing strategies to maintain competitive advantage and sustain long-term growth. Strategic marketing is a cornerstone for business development, ensuring that firms effectively engage with consumers, expand their market presence, and optimize sales performance (Etim et al., 2021; Ngendahayo, 2019).

III. Theoretical Perspective

This study was anchored in the Marketing Mix Theory and Customer Relationship Management (CRM) Theory, which provide a structured foundation for understanding how health marketing strategies influence sales performance. The Marketing Mix Theory, introduced by (McCarthy, 1960) and later refined by (Armstrong & Kotler, 2020), identifies product, price, place, and promotion (4Ps) as the core elements of a company's marketing strategy. These components guide businesses in positioning their products, setting competitive prices, establishing effective distribution channels, and implementing promotional campaigns. In the context of Kazire Health Products Limited, the study examined how the company applied these elements to enhance its sales performance within Uganda's health product sector.

The study was also anchored in Customer Relationship Management (CRM) Theory, which highlights the importance of customer engagement, relationship building, and loyalty in driving business success (Payne, 2017). Companies that integrate CRM strategies effectively foster long-term relationships, enhance customer satisfaction, and encourage repeat purchases. Kazire Health Products Ltd implemented CRM through personalized marketing, customer feedback mechanisms, and loyalty programs, strengthening its market position and ensuring sustained consumer trust and brand loyalty.

In addition to traditional marketing approaches, this study was anchored in the evolving role of digital marketing as highlighted by (Kotler et al., 2023). The increasing reliance on social media, e-commerce, and online advertising has reshaped consumer engagement and purchasing behaviors. To remain competitive, Kazire Health Products Ltd integrated digital marketing into its strategies, utilizing online platforms to promote its products, engage customers, and facilitate direct sales. This combination of traditional and digital marketing approaches positioned the company to expand its reach, optimize customer interactions, and drive overall sales growth.

Conceptual Background

A marketing strategy is a business's overall plan for attracting potential customers and persuading them to purchase its products or services (Mensah, 2021). Adekola, (2021) define marketing strategy as a structured approach aimed at achieving long-term business growth through effective market positioning. Berkowitz, (2021) it as a forward-looking planning method designed to establish a sustainable competitive advantage. Additionally, Caliskan (2019) explained that marketing strategy helps businesses allocate their limited resources toward the most promising opportunities, maximizing sales and ensuring long-term success.

Ali & Anwar, (2021) characterized marketing strategy as a comprehensive plan tailored to achieve an organization's specific marketing objectives. Kotler, (2020) further asserted that health marketing strategies, comprising product, pricing, place, and promotion, serve as essential tools for organizations to navigate both internal and external market dynamics. The 4Ps model, originally developed by (Kotler, 2017), was applied in this study to analyze health product marketing strategies, particularly in the context of Kazire Health Products Limited.

Sales performance is influenced by several factors, including sales effectiveness, customer acquisition, and revenue generation. Ali & Anwar, (2021) described sales performance as the ability of a company's sales professionals to secure deals efficiently at every stage of the customer journey. Ngendahayo, (2019) emphasized that sales performance aims to drive immediate purchases by offering value-driven incentives to customers, distributors, and sales personnel. Payne, (2017) viewed sales performance as a reflection of customer loyalty, determining the strength of the relationship between a company and its consumers. In this study, sales performance was measured through overall sales volume and profitability to assess the effectiveness of health marketing strategies in driving business growth.

Contextual Background

Kazire Health Products Limited (KHPL) is a Ugandan private company established in 2008, dedicated to improving public health and well-being (Kazire Health Products, 2025). Initially a small enterprise serving local towns, KHPL has grown into a well-known producer of natural medicines, health drinks, and fruit and root juices. The company manufactures various health-related products, including Kazire Red Tonic, Kazire Vit Fruit Drink, Kazire Aloe Green Tea Drink, Kazire Lemon Green Tea, Kazire Orange Tea Juice, and Kazire Power Tonic Drink. These products cater to health-conscious consumers seeking natural alternatives to conventional beverages. Beyond product manufacturing, KHPL aims to enhance individuals' well-being, create employment opportunities, and promote agro-processing research and innovation. To further these efforts, the company established Kazire Agriculture, integrating community farmers into its supply chain and supporting socioeconomic development through training, improved planting materials, and enhanced farming practices (Kazire Health Products, 2025).

Despite KHPL's investment of over 400 million Ugandan shillings annually in testing and evaluating health marketing strategies, its sales performance has declined significantly. Reports indicate a sharp drop in sales performance from 68% to 40%, alongside decreasing profitability and market share. Additionally, KHPL operates at only half of its installed capacity of 68,000 tonnes per year due to market limitations. It remains uncertain whether ineffective health marketing strategies contribute to the company's underperformance. There is limited empirical evidence on the extent to which marketing techniques influence KHPL's sales success (Kazire Health Products, 2025). This study was therefore motivated by the need to examine how health marketing strategies impact sales performance at Kazire Health Products Limited.

IV. METHODOLOGY

The study's methodology is covered in this chapter. The approach and procedures that were used for this research endeavour are described in this chapter. The study design, study population, sampling strategies, data collection instruments, and procedures are all supported and described in the opening sections of the chapter. The researcher addressed data management, analytical methods, and ethical concerns in the last parts.

According to Creswell (2017), a research design refers to a structured plan that outlines the steps for data collection, analysis, and presentation within a sequential framework aimed at achieving the research objectives. In this study, a cross-sectional research design was utilized. This design allows for data collection at a single point in time and is suitable for describing and analyzing variables without the need for repeated observations (Sedgwick, 2014). It was deemed appropriate for this study as the researcher collected data at one point in time and drew conclusions based on the findings.

Additionally, the study incorporated both quantitative and qualitative approaches. The quantitative approach involves the objective measurement and analysis of data using statistical tools, which allow for generalization and hypothesis testing (Bryman, 2016). This approach enabled the researcher to quantify data and identify trends. Meanwhile, the qualitative approach seeks to explore participants' perspectives and meanings, providing a rich, descriptive understanding of the research subject (Denzin & Lincoln, 2018). It allowed the researcher to capture more nuanced insights into the experiences of respondents.

The use of both approaches was motivated by the desire to benefit from their respective strengths. While the quantitative approach allowed for numerical analysis, the qualitative approach contributed depth and context to the data, leading to a more comprehensive analysis of the research problem.

A study population is defined as the entire group of individuals or entities that possess specific characteristics relevant to the research and from which the researcher aims to draw conclusions (Shukla, 2020). According to the Human Resource Department, (2023), Kazire Health Products Limited has 90 employees that are related to the administration and sales section, these made up the study population. These were 20 administrators because they administrate these health marketing strategies and were subjected to interviews, 20 agents, and 50 sales and marketing professionals in all. These respondents were studied because they had relevant knowledge to the study variables of the effectiveness of the health marketing strategies and sales performance of the company.

A sample of 83 workers from various departments was chosen using the Krejcie and Morgan (1970) sample size determination table. The sample size was computed on each study population to ensure effective representation of each of the category of the respondents. Three sampling techniques were utilized to select the representative sample from the 90 respondents that were considered in this study.

V. RESULTS

5.1.1 Product strategy execution on Kazire Health Products Limited's sales performance

The study established a strong and significant relationship between product strategy execution and sales performance at Kazire Health Products Limited. The correlation coefficient ($r = .762^{**}$, $p < 0.01$) indicates that product strategy execution has a substantial positive effect on sales performance. Regression analysis further reinforced these findings, revealing that product strategy execution had a standardized beta coefficient of $\beta = 0.443$ ($p < 0.01$), confirming its significance in explaining sales performance. The unstandardized beta coefficient of 0.489 suggests that for every one-unit increase in product strategy execution, sales performance improves by 0.489 units. The significance of the regression model ($F = 225.66$, $p < .000$) further confirms that product strategy execution plays a critical role in predicting sales performance. The adjusted R-squared value of 0.298 suggests that 29.8% of the variance in sales performance can be explained by product strategy execution, pricing tactics, and promotional strategies. This statistical evidence underscores the importance of an effective product strategy in ensuring consistent sales growth and market competitiveness.

These findings align with Begum & Chowdary (2024), who emphasized that a well-executed product strategy, particularly in competitive industries, is a key determinant of business success. Their research on semiconductor product strategy demonstrated that firms with structured product execution strategies experience higher market penetration and improved sales performance. Similarly, Kazire Health Products has leveraged strategic product differentiation, quality improvement, and market-driven product development to strengthen its presence in Mbarara City. By ensuring that its product offerings align with consumer preferences and market demands, Kazire has successfully enhanced customer retention and increased sales volume.

The importance of product strategy execution in driving business success has been widely documented in marketing literature. Adekola (2021) examined the impact of marketing strategies on the performance of manufacturing firms in North Central Nigeria and found that firms that strategically position their products and ensure continuous product improvements experience higher revenue growth. Adekola's study emphasized that product innovation, branding, and packaging play a significant role in enhancing consumer trust and loyalty. This finding is consistent with Kazire's approach, where the company continuously refines its herbal formulations and invests in attractive, informative packaging to appeal to health-conscious consumers. By integrating a well-defined product strategy into its marketing efforts, Kazire has been able to maintain a competitive edge in the health product industry.

Similarly, Ali & Anwar (2021) investigated how pricing strategies influence consumer purchasing decisions and found that while pricing is a key determinant of sales performance, product execution remains a

primary driver of sustainable business success. Their study highlighted that companies that integrate product differentiation, quality enhancements, and brand positioning into their overall strategy achieve higher sales volumes and customer retention rates. Kazire Health Products exemplifies this approach by positioning its herbal products as premium yet affordable, thereby maintaining strong consumer demand while enhancing brand loyalty.

Furthermore, Cooper & Sommer (2018) explored how agile product development models influence manufacturing success and found that companies that continuously refine and adapt their product execution strategies maintain stronger market relevance and achieve higher sales. Their study highlighted the importance of flexibility in product development, allowing businesses to respond effectively to changing consumer preferences. This is evident in Kazire's case, where the continuous improvement of its herbal formulations and the introduction of new product variations have reinforced consumer trust and led to sustained sales growth. Kazire's commitment to research and development ensures that its products remain effective and aligned with evolving market needs, thereby securing long-term customer loyalty and consistent revenue growth.

Moreover, Darley et al. (2013) examined the role of cultural preferences in international marketing and found that consumer demand is strongly influenced by product quality and differentiation. Their study emphasized that businesses that tailor their product strategies to meet the specific needs of their target audience achieve better sales performance. This finding is particularly relevant to Kazire Health Products, where the company's emphasis on herbal-based, health-conscious formulations has resonated well with Ugandan consumers. By aligning its product strategy with consumer health concerns and local market preferences, Kazire has successfully differentiated itself from competitors and maintained steady sales growth.

Additionally, Goncharova et al. (2019) examined the impact of branding on company marketing strategies and concluded that a strong brand identity enhances customer trust, improves brand recall, and drives repeat purchases. The study highlighted that companies that invest in branding as part of their product strategy execution experience higher consumer engagement and long-term business growth. This aligns with Kazire's approach, where a well-established brand reputation has significantly contributed to increased product demand. Kazire's brand image as a provider of high-quality herbal health products has not only strengthened customer loyalty but also positioned the company as a market leader in the health and wellness sector.

A key aspect of product strategy execution is product innovation, which has been widely recognized as a driver of sales performance. Dotson et al. (2017) emphasized that continuous product innovation allows businesses to stay competitive by addressing emerging consumer needs and market trends. Their study found that firms that introduce new product variations and invest in research and development experience higher market penetration and improved revenue growth. Kazire Health Products has demonstrated a strong commitment to innovation by continuously refining its herbal formulations and expanding its product line. This proactive approach has enabled the company to cater to diverse customer preferences and maintain consistent sales performance.

Another crucial factor in product strategy execution is effective distribution. Etim et al. (2021) investigated how e-marketing strategies impact business performance and found that companies that optimize their distribution networks and leverage digital marketing achieve higher sales volumes. Their study emphasized that ensuring product availability across multiple channels enhances customer convenience and increases purchase frequency. Kazire has successfully implemented a robust distribution strategy by partnering with local retailers, pharmacies, and supermarkets to ensure widespread availability of its products. This strategy has contributed to the company's strong sales performance by making its herbal products accessible to a broader customer base.

5.1.2 The Relationship Between Pricing Tactics and Sales performance

The study established a strong and significant relationship between pricing tactics and sales performance at Kazire Health Products Limited. The correlation coefficient ($r = .723^{**}$, $p < 0.01$) indicates that pricing tactics have a significant positive effect on sales performance. Regression analysis further confirmed these findings, revealing that pricing tactics had a standardized beta coefficient of $\beta = 0.243$ ($p < 0.01$), indicating its importance in predicting sales performance. The unstandardized beta coefficient of 0.345 suggests that for every unit increase in pricing tactics, sales performance improves by 0.345 units. The significance of the regression model ($F = 225.66$, $p < .000$) further supports that pricing tactics play a crucial role in influencing sales performance at Kazire Health Products. The adjusted R-squared value of 0.298 suggests that 29.8% of the variance in sales performance can be explained by pricing tactics, product strategy execution, and promotional strategies, while other factors account for the remaining 70.2%.

These findings align with Ali & Anwar (2021), who examined the influence of pricing strategies on consumer purchasing decisions and found that competitive pricing, value-based pricing, and penetration pricing significantly impact sales performance. Their study emphasized that firms adopting strategic pricing mechanisms, such as premium pricing for high-value products and discount pricing for customer acquisition, experience higher revenue growth. Kazire Health Products has effectively utilized pricing tactics by employing

penetration pricing to attract new customers and value-based pricing to sustain long-term sales growth. By pricing its herbal products based on their perceived health benefits, Kazire has managed to retain customers while maintaining profitability.

Additionally, Adekola (2021) investigated the role of pricing in manufacturing firms and found that flexible pricing strategies allow firms to adapt to market conditions, optimize revenue, and enhance customer retention. This aligns with Kazire's approach, where the company strategically adjusts its prices in response to market trends and consumer demand. Adekola also emphasized that businesses that fail to integrate pricing with overall marketing strategies often struggle with fluctuating sales performance. In Kazire's case, the company has successfully linked its pricing tactics with branding and promotional efforts, ensuring consistency in market positioning and customer appeal.

The significance of penetration pricing in driving initial sales has been well documented. Kotler & Keller (2020) highlighted that penetration pricing is particularly effective in markets where price sensitivity is high and product differentiation is minimal. Kazire has effectively leveraged penetration pricing to enter competitive markets, offering lower initial prices to attract first-time buyers. However, Kotler et al. (2023) cautioned that while penetration pricing can boost short-term sales, companies must gradually adjust prices to prevent long-term profitability losses. Kazire has addressed this by gradually increasing product prices once customer loyalty is established, ensuring sustained revenue growth without alienating its customer base. Furthermore, Begum & Chowdary (2024) explored pricing strategies in competitive industries and found that value-based pricing enables companies to align product prices with customer perceptions of quality and benefits. Their research emphasized that firms that effectively communicate product value can justify premium pricing, leading to increased customer willingness to pay. This aligns with Kazire's pricing strategy, where the company positions its herbal products as high-quality, health-enhancing solutions, allowing it to charge slightly higher prices compared to generic health drinks. By reinforcing the therapeutic benefits of its products, Kazire has successfully cultivated a loyal customer base that prioritizes product efficacy over price.

Another critical aspect of pricing tactics is price promotions and discounts, which have been shown to influence consumer purchasing behavior. Etim et al. (2021) examined the impact of promotional pricing on business performance and found that temporary price reductions significantly boost sales volume. Their study revealed that price-sensitive customers respond positively to discounts, leading to higher short-term revenue. Kazire Health Products has applied this tactic during promotional periods, strategically offering discounts to attract customers and stimulate demand. However, Cooper & Sommer (2018) cautioned that excessive reliance on price promotions could devalue a brand, making customers associate frequent discounts with lower product quality. To mitigate this, Kazire has ensured that price promotions are used selectively to complement its long-term pricing strategy rather than becoming a primary sales driver.

Another significant aspect of pricing tactics is competitive pricing, which has been a key factor in Kazire's ability to maintain market share. Darley et al. (2013) examined pricing competition in emerging markets and found that firms that strategically price their products relative to competitors gain a competitive advantage. Their study emphasized the importance of pricing intelligence, where firms continuously monitor competitor pricing trends and adjust their own pricing strategies accordingly. Kazire Health Products has employed a similar approach by ensuring its prices remain competitive while maintaining superior product quality. This has enabled the company to compete effectively in Uganda's growing herbal health market.

5.1.3 The Relationship Between Promotional Strategies and Sales performance

The study established a significant but weaker relationship between promotional strategies and sales performance at Kazire Health Products Limited. The correlation coefficient ($r = .644^{**}$, $p < 0.01$) indicates that promotional strategies have a positive effect on sales performance, though to a lesser extent compared to product strategy execution and pricing tactics. Regression analysis confirmed these findings, revealing that promotional strategies had a standardized beta coefficient of $\beta = 0.147$ ($p = 0.002$), suggesting that while promotional efforts influence sales, their impact is not as strong as other marketing strategies. The unstandardized beta coefficient of 0.286 suggests that for every unit increase in promotional strategies, sales performance improves by 0.286 units. The significance of the regression model ($F = 225.66$, $p < .000$) supports the conclusion that promotional strategies contribute to overall sales performance at Kazire Health Products, though they account for a smaller share of the variance compared to product strategy execution and pricing tactics. The adjusted R-squared value of 0.298 suggests that 29.8% of the variance in sales performance is explained by promotional strategies, product strategy execution, and pricing tactics, while other factors account for the remaining 70.2%.

These findings align with Kotler & Keller (2020), who emphasized that promotional strategies serve as an essential tool for increasing brand awareness and stimulating consumer demand. Their study on marketing management highlighted that companies that strategically use advertising, sales promotions, direct marketing, and personal selling often experience improved sales outcomes. However, Kotler & Keller also noted that the effectiveness of promotional strategies depends on their alignment with overall business goals and market

conditions. In the case of Kazire Health Products, promotional strategies such as advertising and direct marketing have contributed to brand visibility but have had a less significant impact on actual sales performance compared to pricing and product strategy execution.

Similarly, Adekola (2021) examined the role of promotional strategies in manufacturing firms and found that while promotions help attract customers, they are not always sufficient to guarantee long-term sales growth. His study emphasized that promotions must be combined with strong product differentiation and competitive pricing to yield sustainable results. This aligns with the findings at Kazire Health Products, where promotional efforts have increased awareness but have not been the primary driver of sales performance. The study suggests that while promotions create short-term spikes in sales, their overall impact is weaker compared to pricing and product strategy execution.

The role of advertising in promotional strategies has been widely studied. Darley et al. (2013) examined how cultural factors influence advertising effectiveness in Sub-Saharan Africa and found that consumers respond better to advertisements that emphasize local relevance and product benefits. Their study concluded that firms that tailor their advertising messages to resonate with cultural and health-conscious preferences achieve higher engagement levels. Kazire Health Products has applied a similar approach by focusing its advertising efforts on the health benefits of its herbal products. However, the weaker correlation between promotional strategies and sales performance suggests that advertising alone is not enough to drive significant sales growth.

Additionally, Ali & Anwar (2021) explored the effectiveness of direct marketing in influencing consumer purchasing decisions and found that while direct marketing helps build customer relationships, its impact on actual sales is often limited. Their study concluded that direct marketing is more effective when combined with other promotional efforts such as discounts and loyalty programs. Kazire Health Products has engaged in direct marketing by using sales representatives and community health campaigns to educate consumers about its products. However, the findings indicate that while these efforts have enhanced brand recognition, they have not been the strongest contributor to increased sales.

Sales promotions, such as discounts and special offers, have also been examined in the context of promotional strategies. Cooper & Sommer (2018) found that while promotions temporarily boost sales, they may not always lead to long-term customer retention. Their study emphasized that businesses must be strategic in their use of promotions to avoid conditioning consumers to expect frequent discounts. Kazire Health Products has utilized promotions selectively, offering discounts during new product launches and seasonal sales campaigns. However, the study's findings suggest that the impact of these promotions on overall sales performance has been limited compared to pricing tactics and product strategy execution.

Moreover, Goncharova et al. (2019) examined the role of branding as a promotional tool and found that strong brand positioning enhances consumer trust and loyalty. Their study concluded that companies that invest in branding as part of their promotional strategies achieve better long-term sales growth. This aligns with Kazire's approach, where branding efforts have played a key role in maintaining customer trust. However, the study suggests that while branding contributes to consumer loyalty, it does not directly translate into immediate sales growth.

The findings also align with Etim et al. (2021), who examined how e-marketing strategies influence business performance. Their study found that firms that effectively use digital marketing tools such as social media advertising, email marketing, and search engine optimization experience better engagement with customers. Kazire Health Products has leveraged digital marketing to expand its reach, but the weaker correlation between promotional strategies and sales performance suggests that these efforts have had a limited direct impact on sales volumes.

VI. CONCLUSION

The study established that product strategy execution, particularly focusing on quality, packaging, and branding, plays a crucial role in driving sales performance at Kazire Health Products Limited. The strong correlation between product strategy execution and sales performance indicates that consumers value high-quality herbal products and associate them with reliability and health benefits. Packaging was found to influence consumer purchasing behavior, as it not only enhances the visual appeal of the products but also provides essential health-related information that customers rely on before making purchasing decisions. Branding efforts further proved effective in differentiating Kazire from competitors, reinforcing customer trust in a market where product efficacy and authenticity are critical. One of the most interesting findings was that product innovation, while important, did not emerge as a primary driver of sales performance. This contrasts with existing literature suggesting that continuous product development is a major factor in sustaining market competitiveness. While Kazire has introduced new product variations, the study suggests that maintaining consistent product quality and branding has had a more significant impact on sales performance than frequent product innovation.

In relation to pricing tactics, the study revealed that value-based pricing and penetration pricing significantly influence sales performance. Value-based pricing enabled Kazire to position its products as premium, allowing customers to justify paying slightly higher prices based on the perceived health benefits. Penetration pricing also played a crucial role in attracting new customers, especially in price-sensitive markets where affordability is a key purchasing factor. Interestingly, price promotions, which were expected to have a stronger influence on consumer purchasing behavior, were found to have only a temporary effect. While discounts and promotional pricing led to short-term increases in sales, they did not have a lasting impact on consumer purchasing habits. This contradicts the expectation that promotional pricing would significantly enhance brand loyalty and sustained revenue growth. The study indicates that while customers responded positively to promotions, they did not base their long-term purchasing decisions on discounted pricing, suggesting that Kazire's brand reputation and perceived product value carry greater weight than price reductions.

The study showed that promotional strategies, while positively correlated with sales performance, had a weaker impact compared to product and pricing strategies. Advertising, particularly targeted marketing efforts, contributed to increased brand awareness, but its overall effect on sales was lower than expected. Direct marketing, which was assumed to be a valuable tool for engaging consumers, did not yield substantial results, as consumers in this market segment appeared to prioritize product quality and personal recommendations over direct promotional messages. This finding challenges the assumption that aggressive marketing campaigns directly translate into higher sales. Instead, Kazire's sales success appears to be more reliant on organic growth through word-of-mouth referrals and customer trust rather than extensive promotional campaigns. Despite the modest impact of promotional strategies, the study suggests that there is significant potential for growth if Kazire expands its advertising reach and enhances customer engagement efforts through digital marketing and community-based promotional campaigns.

VII. RECOMMENDATION

The study recommends the following basing on the study findings.

There is a need to maintain and strengthen the product quality management in terms of product packaging and branding so as to consolidate the consumers of the healthy products by the company.

Kazire Health products limited needs to do regular research to ensure that they are up to date concerning new developments in the market and considering consumer demands. This will help the company to maintain a bigger market share.

There is also a need to maintain a proper pricing tactic in relation to value based pricing and penetration pricing so as to keep the sales performance at the peak.

There is need to put in more effort in the promotion strategies since their contribution to the sales performance is minimum but positive. Meaning when they are given attention they can contribute well towards the sales performance of the company.

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