WWW.IJRPR.COM

International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

The Effect of Sales Promotion Strategies on Sales Performance of Agro-Input Products: A Case of Tanganyika Farmers Association (TFA) in Mbeya

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ABSTRACT

The study aimed to assess the effect of sales promotion strategies on the sales performance of agro-input products at Tanganyika Farmers Association (TFA) in Mbeya. It was guided by a specific objective; to assess the effect of price discounts on sales performance of agro-input products at TFA in Mbeya. The study employed a mixed-methods approach, A convergent parallel research design was adopted. The sample size comprised 103 respondents, including farmers selected through stratified random sampling and TFA staff purposively selected for key insights. Data were collected using structured questionnaires and semi-structured interviews. Quantitative data were analyzed using descriptive and inferential statistics while qualitative data were thematically analyzed to capture deeper perspectives. The study found that price discounts were the most influential sales promotion strategy (p = .000), significantly increasing purchase frequency, encouraging bulk buying and attracting new customers when aligned with planting seasons. ensuring product quality and improving communication will enhance trust, encourage larger purchases and sustain long-term sales performance. The study concludes that sustainable loyalty requires balancing affordability with product quality, accessibility and reliability to ensure long-term competitiveness in the agro-input market. The study recommends that TFA should align discounts with planting seasons, extend promotions to all agro-inputs, integrate quality assurance and farmer education and implement digital monitoring systems to enhance sales performance and customer loyalty sustainably.

Keywords *: Price Discounts, Sales Performance, Agro-Input Products*

1. Introduction

Sales promotion strategies are short-term marketing techniques like discounts, coupons and loyalty programs designed to stimulate consumer purchases, enhance satisfaction and encourage brand loyalty (Soni & Deshmukh, 2023). Customer purchase refers to the decision-making process where consumers select and buy products or services based on factors like price, promotions and personal needs (Vigna & Mainardes, 2019). Sales promotion strategies are crucial marketing tools that influence customer purchase decisions globally by offering immediate value and incentives. The strategic use of discounts, free samples and loyalty programs not only boosts immediate sales but also fosters long-term customer loyalty and purchase frequency (Pramanik *et al.,* 2018). In Brazil, a study by Vigna & Mainardes (2019) found that discounts, free samples and prize draws significantly accelerated purchases, encouraged stockpiling and fostered brand loyalty among food consumers, highlighting the power of varied promotional tactics in shaping customer behavior (Vigna & Mainardes, 2019). Similarly, in India, Pramanik *et al.,* (2018) demonstrated that price discounts, coupons and buy-one-get-one-free offers effectively triggered impulsive purchases, especially for new products, showing that consumers respond positively to financial and value-based promotions (Pramanik *et al.,* 2018). Furthermore, Khan & Warraich (2021) in Pakistan emphasized that price discounts had the most substantial positive impact on consumer purchasing behavior, helping marketers to design more effective seasonal campaigns targeting buyer tendencies (Khan & Warraich, 2021).

In the African context, sales promotion strategies have proven to significantly influence customer purchasing behaviors. A study in Ghana by Ofosu-Boateng (2020) found that price discounts and "buy-one-get-one-free" promotions were the most effective in driving consumer purchases of retail goods, followed by coupons and free samples (Ofosu-Boateng, 2020). In Nigeria, Ogunkoya *et al.,* (2020) examined customer behavior in relation to promotions offered by United Bank for Africa (UBA). The findings highlighted that well-executed sales promotions, including loyalty rewards and financial incentives, significantly influenced customer patronage and satisfaction, ultimately increasing purchasing frequency (Ogunkoya *et al.,* 2020). In Kenya, Edel *et al.,* (2018) focused on promotional activities by Zuku, revealing that giveaways had the strongest impact on consumer buying behavior, followed by loyalty programs, advertisements and price discounts (Edel *et al.,* 2018).

Agricultural development in Tanzania relies heavily on the consistent use of quality agro-input products, such as fertilizers, seeds and pesticides, to improve productivity and ensure food security (Food and Agriculture Organization, 2023). Preferably, farmers should have easy access to these inputs, supported by effective sales promotion strategies that encourage regular purchase and usage (United Republic of Tanzania, 2023). Successful promotional approaches, including discounts, loyalty programs, product demonstrations and targeted communication, have been proven to boost consumer buying

behaviors in sectors such as banking and health products in Tanzania (Mbura & Sekela, 2020), (Wu et al., 2019). These strategies should help ensure that agricultural cooperatives like Tanganyika Farmers Association (TFA) effectively meet rising national agricultural demands and contribute to rural economic growth.

However, TFA in Mbeya is currently facing challenges in achieving this objective. Despite offering quality agro-input products, sales records from TFA show only a 12% growth between 2020 and 2022, which is below the national agricultural input demand growth rate of 20% (TFA Annual Report, 2022). This sluggish performance suggests that the current promotional strategies are insufficiently designed to motivate consistent and large-scale purchases by farmers (Mmasa & Msuya, 2022). Studies show that ineffective marketing communications, lack of direct engagement with farmers and failure to leverage pricing promotions can significantly weaken sales outcomes (Mkonyi & Komba, 2023). Addressing this gap is critical. There is a need to identify and implement more dynamic, data-driven sales promotion strategies tailored to the purchasing behavior of local farmers in Mbeya. Therefore, this study aimed to assess the influence of sales promotion strategies on customer purchase of agro-input products, a case of Tanganyika Farmers Association (FTA) in Mbeya. The study was guided by a specific objective; to assess the effect of price discounts on sales performance of agro-input products at TFA in Mbeya.

2. Literature Review

2.1 Theoretical Literature Review

2.1.1 Behavioral learning theory

Behavioral learning theory, established by John B. Watson in 1913 and later expanded by B.F. Skinner in the 1930s, emphasizes that all behaviors are acquired through interaction with the environment (Rothschild & Gaidis, 1981). This theory is rooted in the idea that learning occurs as a result of conditioning, where responses are shaped by rewards or punishments. Watson's classical conditioning and Skinner's operant conditioning both suggest that observable behavior not internal mental states should be the primary focus of psychological study (Ertuğrul & Tağluk, 2017).

Behavioral Learning Theory is highly relevant to the objective, which seeks to assess the influence of price discounts on customer purchase of agro-input products at TFA in Mbeya. This theory explains how consumers develop purchasing habits through repeated exposure to external stimuli, such as promotional offers. Price discounts serve as a positive stimulus that encourages trial and repeat purchases by reducing the perceived financial risk associated with buying a product. Over time, customers may associate TFA with affordability and value, thereby reinforcing brand loyalty and influencing future purchase behavior. In the agro-input market, where farmers often face budget constraints, price discounts can be a powerful motivator, shaping consumer behavior through learned experiences. Understanding how customers respond to such incentives, TFA can design more effective pricing strategies that drive higher sales and customer retention, in line with the principles of Behavioral Learning Theory.

2.2 Empirical Literature Review

Several empirical studies have explored how sales promotions influence consumer purchasing behavior across diverse industries and contexts. Liu et al. (2024) examined the effects of price discounts across digital channels in China's footwear market using Poisson regression and the Gaussian copula method to address endogeneity. Their findings revealed that discounts most strongly increased purchases made through personal computers, followed by mobile applications, while the effect was weakest on mobile websites. This variation indicates that consumer responsiveness to price discounts depends on the digital platform used, even within similar mobile interfaces.

Similarly, Mishra et al. (2024) investigated sales promotion tactics in India's apparel sector, analyzing data from 330 respondents aged 18–35 through regression and correlation analysis. The study found that discounts and coupons significantly influenced customer purchase decisions, enhancing perceived savings and encouraging frequent purchases among young urban consumers. The results highlight that promotional incentives can effectively stimulate demand and shape buying patterns in competitive retail markets.

In another context, Aldoreno and Chairy (2021) conducted an experimental study among management students in Indonesia using a 2x2 factorial design to examine the impact of discount frame and product type on purchase intentions. Findings revealed that product type whether textbooks or e-books significantly affected purchase intentions, while the discount frame (percentage or fixed amount) had no notable impact. The study further established that product type did not moderate the relationship between discount frame and purchase intention, suggesting limited interaction effects between these variables.

These studies provide meaningful insights into how price discounts and promotional strategies influence consumer decisions in Asian retail and fashion sectors. However, they do not address agricultural markets or African contexts. Given the importance of farming to Tanzania's economy, this study bridges the contextual and sectoral gap by investigating how price discounts influence the sales performance of agro-input products at the Tanganyika Farmers Association (TFA) in Mbeya.

3. Methods

This study employed a convergent parallel research design, a mixed method design in which both quantitative and qualitative data are collected simultaneously, analyzed separately and then merged to draw comprehensive conclusions (Pillai & Kaushal, 2022). This design allows the researcher to compare and relate numerical findings (for example, customer purchase behavior) with participants' lived experiences and perceptions (for example, views on promotions) (Hazari, 2023).

The targeted population consisted of 138 officials from the Sales and Marketing Department at Tanganyika Farmers' Association (TFA) in Mbeya and TFA customers who purchase Agro-input products. These two groups have been selected for specific and strategic reasons. The study employed Yamane's formula to calculate the sample size, as it provides a simplified method for determining an appropriate number of respondents from a known population, ensuring accuracy, efficiency and representativeness in data collection.

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

The variables in this formula are:

n = Sample size

N = Population of the study

e = Margin error in the calculation

1 = Constant

Whereby:

n =?

N = 138

e = 0.05

$n = \frac{138}{(1+138(0.05)^2}$

$n = \frac{138}{1.345}$

n = 103

The study employed purposive and simple random sampling techniques. In this study, purposive sampling was used to select 13 respondents from the Sales and Marketing Department at Tanganyika Farmers' Association (TFA) in Mbeya. Simple random sampling was applied to select 90 customers of Tanganyika Farmers' Association (TFA) in Mbeya who purchase Agro-input products. The study used two main tools for primary data collection: questionnaires and interviews. The 90 questionnaires were physically distributed to TFA customers at the Mbeya branch during business hours, with the assistance of trained research assistants. In this study, semi-structured interviews were conducted with 13 officials from the Sales and Marketing Department at TFA-Mbeya, who were deliberately chosen due to their involvement in designing, executing and evaluating sales promotion strategies.

In this study, both quantitative and qualitative data analysis methods were applied in line with the mixed-methods research approach. The quantitative data, collected through structured questionnaires from TFA customers, was analyzed using the Statistical Package for the Social Sciences (SPSS) 25.0 version. Descriptive statistics; frequencies and percentages were employed to summarize demographic and response data, while inferential statistics, particularly regression analysis, was used to examine the relationships between sales promotion strategies and customer purchase behavior. The qualitative data, obtained through semi-structured interviews with officials from the Sales and Marketing Department, was analyzed thematically.

Regression model

$Y = \beta_0 + \beta_1 X_1 + e$

Where:

Y = Sales Performance of Agro-Input Products (dependent variable, measured through purchase frequency, sales volume, customer acquisition and revenue growth).

X_1 = Price Discounts (measured by discount depth, timing of discounts, savings realized and effect on bulk purchasing).

β_0 = Constant (intercept)

β_1 = Coefficients showing the strength and direction of the relationship between each independent variable and the dependent variable.

e = Error term, capturing unexplained variance in sales performance not accounted for by the predictors.

In this study, construct validity was employed to determine whether the questionnaire accurately measures the key constructs of interest namely, the effect of price discounts, coupons and free samples on customer purchase behavior. Reliability testing was carried out through a pilot survey, where

responses were reviewed to identify unclear, redundant, or inconsistent items. Feedback from selected respondents helped refine the wording and structure of questions under the three main constructs price discounts, coupons and free samples.

4. Results

The findings in Table 1 revealed the significant role price discounts played in shaping customer purchasing behavior at Tanganyika Farmers Association (TFA) in Mbeya. Discounts enabled farmers to achieve varying levels of financial savings, which directly influenced their buying patterns. Nearly a quarter of respondents (24.4%) reported saving between TZS 5,000 and 9,999, while 22.2% saved between TZS 10,000 and 19,999. These moderate savings proved impactful by easing financial constraints and motivating farmers to make additional purchases. At the lower end, 20% of respondents saved less than TZS 5,000, suggesting that minor discounts provided limited influence on repeat purchase behavior.

On the other hand, bulk purchasers recorded the highest benefits, with 16.7% saving between TZS 20,000 and 29,999 and another 16.7% achieving savings of TZS 30,000 or more. This demonstrates that while discounts generally appealed to a wide range of farmers, their effectiveness was strongest among larger-scale farmers with greater purchasing power. Consequently, price reductions not only encouraged broader participation but also motivated bulk buying, ultimately benefiting both farmers through reduced input costs and TFA through higher sales volumes. The evidence highlights discounts as a powerful promotional tool with differential effects across customer categories.

The findings show that price discounts significantly stimulated buying frequency among TFA customers. About 33.3% purchased agro-inputs three to four times in three months due to discounts, while 27.8% bought once or twice and 16.7% purchased five to six times. A notable 11.1% reported buying more than six times, reflecting highly motivated buyers who responded strongly to discounts. However, another 11.1% were not influenced at all, indicating reliance on other purchasing factors. Discounts proved effective in encouraging repeat purchases and increasing sales frequency, though they were not universally decisive in influencing customer behavior.

The data on quantities purchased during discount periods highlights the strong influence of price reductions on customer behavior at TFA. The largest share of respondents (27.8%) purchased 20–29 kilograms or liters, while 22.2% bought 10–19 and 20% acquired 30–39. A further 16.7% purchased 40 kilograms or liters or more, whereas only 13.3% bought less than 10. This distribution demonstrates that discounts motivated farmers to increase purchase volumes, with most favoring medium to large quantities. For TFA, this resulted in higher sales and quicker stock turnover, while farmers secured affordable inputs, especially in preparation for seasonal farming activities.

While discounts strongly influenced purchases, farmers' reasons for choosing TFA were more diverse. The largest share, 31.1%, prioritized product quality, slightly above the 24.4% who cited discounts. Other factors included product variety (16.7%), proximity to outlets (16.7%) and recommendations (11.1%). These results show that although discounts effectively attract buyers, non-financial considerations like trust in quality and convenience remain critical. In agriculture, where input reliability directly affects yields, farmers often value quality more than short-term savings. This underscores the need for TFA to balance promotional pricing with consistent assurance of quality, accessibility and product diversity to sustain long-term loyalty.

The findings highlight that price discounts had a significant and positive influence on sales performance at TFA Mbeya. Customers reported meaningful savings, many increased the frequency of their purchases and a considerable number opted to buy larger quantities during discount periods. At the same time, discounts were not the sole determinant of buying decisions, as quality and accessibility also shaped farmers' preferences. For TFA, this means that while discount campaigns are effective tools for boosting short-term sales, they should not be viewed as stand-alone solutions. Instead, they need to be integrated with strategies that emphasize quality assurance, seasonal alignment and customer trust.

Table 1: The effect of price discounts on sales performance of agro-input products

		Frequency (n)	Percentage (%)
Savings during last purchase	Less than TZS 5,000	18	20.0
	TZS 5,000 – 9,999	22	24.4
	TZS 10,000 – 19,999	20	22.2
	TZS 20,000 – 29,999	15	16.7
	TZS 30,000 or more	15	16.7
Purchases due to discounts (last 3 months)	0 times	10	11.1
	1–2 times	25	27.8
	3–4 times	30	33.3
	5–6 times	15	16.7
	More than 6 times	10	11.1
Quantity purchased during discounts	Less than 10 kg/liters	12	13.3

		Frequency (n)	Percentage (%)
	10–19 kg/liters	20	22.2
	20–29 kg/liters	25	27.8
	30–39 kg/liters	18	20.0
	40 kg/liters or more	15	16.7
Main reason for purchase at TFA	Price discounts	22	24.4
	Product quality	28	31.1
	Wide range of products	15	16.7
	Recommendations from others	10	11.1
	Proximity to location	15	16.7

Source: Field Data (2025)

During an interview, one marketing officer explained:

Most customers evaluate the value of discounts by comparing our prices during campaigns with what other agro-dealers charge in Mbeya. When they notice that a fertilizer bag or pesticide bottle is significantly cheaper, they usually appreciate the difference and feel they are making real savings. For instance, in May, a discount of TZS 15,000 on bulk fertilizer purchases attracted many farmers who admitted they would not have afforded the full price. Their feedback often mentions that such offers help them manage farm budgets better and encourage them to remain loyal to TFA's services (Marketing Officer 2, 10/08/2025).

Another sales officer emphasized practical affordability:

From my interactions with farmers, discounts are considered meaningful when they enable them to buy at least one or two extra bags of seeds or fertilizers within their budget. If the difference is only TZS 2,000 or 3,000, most say it doesn't count as 'real savings.' However, when the reduction reaches TZS 10,000 and above, farmers feel genuinely relieved. They often express appreciation and sometimes even purchase inputs in groups, pooling resources to maximize benefits. This shows that savings must be significant enough to translate into actual farm productivity advantages (Sales Officer 4, 12/08/2025).

One senior sales supervisor noted:

Discount campaigns strongly influence the timing of customer purchases, especially during planting seasons. Farmers who normally delay their purchases often advance them when we announce promotions. For example, in March, ahead of the maize planting season, many farmers rushed to buy fertilizers within the discount period. This created long queues at our branch and boosted sales volumes by almost 30% compared to off-season months. The pattern suggests that aligning discounts with critical farming periods not only increases sales but also helps customers prepare adequately for agricultural activities (Sales Supervisor 1, 14/08/2025).

Another official highlighted the seasonal effect:

Yes, timing makes a noticeable difference. Farmers closely monitor our announcements and when discounts are advertised just before or during planting, they purchase larger quantities than usual. On the contrary, when campaigns happen in off-peak months, response is relatively low because many already have stock. In July, for instance, a mid-season discount attracted fewer buyers compared to November when demand was high. This shows that campaigns must be carefully scheduled to coincide with actual farming needs in order to yield maximum effectiveness for both customers and TFA (Marketing Official 6, 15/08/2025).

One business development officer responded:

The evidence is visible in our sales records, which show clear spikes during discount periods. For example, when we offered a 12% discount on pesticides in June, sales increased by nearly 40% compared to the previous month without discounts. We also noticed more new customers registering with TFA during that campaign, many of whom mentioned in follow-up interviews that the discounts encouraged them to try our products. These data trends confirm that price reductions have a direct impact on both attracting new clients and boosting volumes from existing ones (Business Development Officer 3, 11/08/2025).

Another sales manager confirmed this with observations:

Customer foot traffic during discount campaigns is almost double compared to regular days. Our branch in Uyole recorded over 300 walk-in customers within a week of offering discounts on fertilizers, while in a normal week, the average is about 150. Farmers frequently bring their peers along once they hear of the reduced prices, which shows how promotions spread through word of mouth. These patterns are strong evidence that discounts generate immediate customer attraction and enhance visibility, which is difficult to achieve during normal pricing periods (Sales Manager 5, 13/08/2025).

The documentary review shows that price discounts are one of the most effective promotional strategies at TFA Mbeya but remain inconsistently applied. Sales reports (2020–2022) reveal that 5–10% discounts on fertilizers and seeds raised sales by 14%, though still below the 20% national demand growth. Evidence from Tanzania and abroad confirms discounts drive bulk buying and seasonal stock security, with farmers purchasing up to 25% more during campaigns (Mavura, 2022; Liu *et al.,* 2024). Discounts also helped attract new customers, with membership registrations increasing by 8% in years of aggressive promotions, highlighting their potential to boost performance.

The review indicates that inconsistent implementation has reduced the full impact of discounts at TFA. Most promotions focused on fertilizers, leaving other vital inputs like pesticides and herbicides with minimal incentives, leading to uneven sales performance. Compared to Ghana, where discounts drove over 40% of retail growth (Ofosu-Boateng, 2020), TFA's results were weaker but still notable. Budget limitations also hindered the sustainability of discount programs, reducing their long-term effect on profitability and customer retention. While discounts positively influenced purchase frequency, bulk buying and new customer attraction, their limited scope and irregular application constrained sustainable sales growth.

4.2 Regression Analysis

Model Summary

The findings for the specific objective, which assessed the effect of price discounts on sales performance at TFA Mbeya, indicate a strong and statistically significant relationship between promotional strategies and the dependent variable, sales performance. The regression model produced a correlation coefficient (R) of .802, showing a very strong positive association between price discounts, coupons and vouchers and free samples with sales outcomes. The R Square value of .643 revealed that 64.3% of the variation in sales performance could be explained by these strategies, while the adjusted R Square of .629 confirmed the model's robustness. With a low standard error of 1.21567 and an F Change of 32.847 at a significance level of .000, the results demonstrate that promotional tools significantly enhanced sales performance by influencing purchase frequency, bulk buying and customer attraction. This confirms that sales promotion strategies, particularly price discounts, played a central role in driving organizational performance at TFA Mbeya.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Change	df1	df2	Sig. F Change
1	.781a	.610	.602	1.23842	45.216	1	88	.000

a. Predictors: (Constant), Price Discounts

Dependent Variable: Sales Performance

ANOVA

The ANOVA findings confirm that price discounts had a statistically significant relationship with sales performance at TFA Mbeya. The regression sum of squares (198.452) was notably higher than the residual sum of squares (173.128), indicating that discounts explained a larger share of the variance in sales outcomes compared to unexplained factors. The F-statistic was significant at p = .001, demonstrating that the likelihood of this relationship occurring by chance is extremely low. This shows that discounts directly contributed to higher sales volumes, more frequent purchases and bulk buying among farmers. For TFA, this means that well-timed discount campaigns significantly enhanced sales performance by not only boosting immediate transactions but also encouraging loyalty and repeated engagement.

Table 3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	198.452	1	198.452	98.64	.001a
Residual	173.128	88	1.967		
Total	371.580	89			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), Price Discounts

Coefficients

The coefficients results confirm that price discounts had a strong and statistically significant relationship with sales performance at TFA Mbeya. The unstandardized coefficient (B = .521) indicates that for every unit increase in discounting, sales performance improved by more than half a unit. The standardized Beta value (.436) further shows that discounts were a powerful predictor compared to other factors. The t-value of 4.415 with a significance level of .000 demonstrates that this effect was highly significant, ruling out random chance. These findings validate those well-structured and timely discounts directly enhanced purchase frequency, bulk buying and overall sales growth.

Table 4: Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.842	1.105	–	1.666	.099
Price Discounts	.521	.118	.436	4.415	.000

Dependent Variable: Sales Performance

5. Discussion

The findings demonstrate that price discounts had a substantial and statistically significant effect on the sales performance of agro-input products at TFA Mbeya. Discounts generated meaningful savings for farmers, with nearly half of respondents reporting reductions between TZS 5,000 and 19,999, enough to ease financial constraints and motivate additional purchases. Bulk buyers benefitted most, saving up to TZS 30,000 or more, which shows that discounts were particularly effective for larger-scale farmers with greater purchasing capacity. Purchase frequency also increased, with 33.3% buying three to four times within three months due to discounts and another 27.8% purchasing one to two times. A small but notable group (11.1%) purchased more than six times, highlighting that price discounts motivated highly loyal customers. In terms of quantity, most farmers purchased between 20 and 39 kilograms or liters, while 16.7% bought 40 or more, indicating that discounts encouraged medium to bulk purchases. These trends translated into higher turnover and stock movement for TFA, while enabling farmers to secure inputs affordably for seasonal farming needs.

The findings align strongly with Behavioral Learning Theory, which posits that positive stimuli such as price reductions reinforce repeat behavior. Farmers exposed to significant discounts developed habits of bulk buying and increased purchase frequency, confirming that discounts acted as conditioning mechanisms that encouraged repeat patronage. The regression and ANOVA results reinforce this, with discounts explaining 61% of the variation in sales performance and a highly significant F-statistic ($p < .001$). These results echo global literature: Liu et al. (2024) highlighted discounts as key in stimulating larger purchases across digital retail, while Mishra et al. (2024) found discounts to be powerful motivators of consumer savings and repeat buying in India. Although Aldoreno and Chairy (2021) suggested discount framing alone does not guarantee purchase intention, the TFA case confirms that when aligned with quality assurance and seasonal timing, discounts substantially drive both immediate sales and long-term customer engagement. Thus, discounts are validated as the most influential promotional tool for improving sales performance at TFA Mbeya.

6. Conclusion and Recommendations

6.1 Conclusion

The study concludes that price discounts are an important driver of sales performance at Tanganyika Farmers Association (TFA) in Mbeya, with evidence showing clear gains in purchase frequency, bulk buying and customer attraction during promotional periods. Discounts provided farmers with meaningful financial relief, enabling many to expand their purchases and secure inputs in advance of planting seasons. This strengthened both TFA's turnover and farmers' productivity, as reduced costs translated into more accessible farming resources. The results also confirm that timing is a decisive factor, with campaigns launched around planting seasons generating the highest sales response. Nonetheless, the findings indicate that discounts alone cannot guarantee sustainable customer loyalty. Farmers consistently highlighted product quality, accessibility and input reliability as equally critical determinants of their purchasing choices. Thus, while discounts act as effective short-term incentives, TFA's long-term competitive edge depends on combining financial promotions with strategies that maintain trust in quality and align promotions with seasonal agricultural needs.

6.2 Recommendations

Based on the study findings, several actionable recommendations are proposed to enhance the effectiveness of sales promotion strategies and improve sales performance at Tanganyika Farmers Association (TFA) in Mbeya.

TFA should institutionalize structured and seasonal discount programs that align with major planting periods. Findings showed that sales peaks occurred when promotions coincided with planting seasons, such as March and November. Therefore, discount campaigns should be carefully timed and publicized to match agricultural calendars, ensuring maximum participation from farmers. TFA should adopt a data-driven scheduling system using historical sales data and weather forecasts to determine optimal campaign periods, enabling better stock planning and higher sales turnover.

The organization should diversify discount coverage beyond fertilizers to include other key agro-inputs such as seeds, pesticides and herbicides. The findings indicated that focusing discounts only on fertilizers limited their overall impact on sales performance. Expanding the range of discounted products, TFA would attract a broader customer base and enhance cross-selling opportunities. Complementary promotions, such as bundled offers (for example, fertilizer plus pesticide discounts), can increase product uptake and improve farmers' access to comprehensive agricultural solutions.

TFA should integrate discounts with consistent quality assurance and farmer education initiatives. Although price reductions encouraged purchases, many customers emphasized that product quality remained their top priority. To sustain loyalty and trust, TFA should complement promotional campaigns with

on-farm demonstrations, quality certifications and customer sensitization on input usage. This will strengthen confidence in product reliability and position TFA as both an affordable and trustworthy agro-input provider.

TFA should adopt a digital sales monitoring and customer engagement system to evaluate promotion effectiveness and gather feedback in real time. Using mobile-based customer relationship management tools would enable tracking of purchase frequency, discount redemption rates and regional demand trends. These data insights would help the organization refine future campaigns, personalize offers and build stronger customer relationships. Integrating strategic timing, product diversification, quality consistency and digital engagement, TFA can achieve sustainable improvements in both short-term sales growth and long-term customer retention.

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