



International Journal of Research Publication and Reviews

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

The Effect of Seasonal Campaign Promotion on Customer Satisfaction with Pepsi Products in Mbeya Region, Tanzania

Praise Petro Malila

Department of Business Studies; University of Iringa
malilapraise@gmail.com

ABSTRACT

This study examined the effect of seasonal campaign promotion on customer satisfaction with Pepsi products in Mbeya Region, Tanzania, addressing a gap in empirical evidence on whether time-bound promotional activities meaningfully influence satisfaction in regional Tanzanian markets. Using a mixed-methods approach with a descriptive cross-sectional design, data were collected from 357 Pepsi consumers through questionnaires and 10 key informants through interviews. Quantitative data were analyzed using descriptive statistics, while qualitative data were analyzed thematically. Findings revealed that seasonal campaigns positively influenced satisfaction through multiple mechanisms: 40.6% found campaigns made Pepsi products more appealing, 37.5% indicated promotions influenced purchase decisions, 34.2% felt valued during seasonal promotions and 36.4% were encouraged to continue buying Pepsi. However, only 29.9% agreed that seasonal campaigns improved their overall satisfaction, with 16.8% remaining neutral, indicating that effectiveness depends on perceived value rather than campaign existence. Qualitative findings confirmed that special offers, competitions, gifts and festive activities created additional value when promotions provided genuine benefits. The study concludes that seasonal campaign promotion is effective but contingent upon delivering attractive, relevant benefits that meet customer expectations. Recommendations include developing culturally relevant campaigns targeting local festivals, integrating social media engagement, conducting post-campaign evaluations and aligning promotions with product quality and availability improvements. Future research should examine long-term effects on loyalty, conduct comparative studies across segments and brands and investigate digital marketing's role in campaign effectiveness.

Keywords: Seasonal Campaign Promotion, Customer Satisfaction, Sales Promotion, Pepsi Products, Consumer Behaviour, Mbeya Region; Tanzania.

1.0 Introduction

Sales promotion is an important marketing communication strategy that uses short-term incentives to attract consumers, increase product appeal and stimulate purchases. Among its various forms, seasonal campaign promotion is particularly important because it links promotional activities to specific periods such as holidays, festivals, sporting events and cultural celebrations. These campaigns may involve special offers, discounts, gifts, competitions and special packaging, with promotional and seasonal factors influencing demand in the soft-drink industry (Ramanathan & Muyldermans, 2010).

Seasonal campaigns can influence customer satisfaction by creating excitement, perceived value and positive purchasing experiences. According to Expectation-Confirmation Theory, customers are satisfied when their actual experiences meet or exceed their prior expectations (Oliver, 1980). Therefore, seasonal promotions that provide attractive and meaningful benefits may enhance satisfaction, while promotions that fail to meet expectations may have limited effects. Customer satisfaction is particularly important in the competitive beverage industry because it can influence continued purchasing and favourable perceptions of a brand.

Empirical evidence indicates that promotional activities can influence consumer responses and behavioural outcomes. Ramanathan and Muyldermans (2010) found that promotional and seasonal factors were important determinants of demand in the soft-drink industry, while Wahab (2017) reported that promotional strategies influenced repeat purchase behaviour in Ghana's soft-drink industry. However, existing studies have largely examined sales promotion broadly, with limited attention to the specific effect of seasonal campaign promotion on customer satisfaction, particularly among Pepsi consumers in Tanzania.

This gap is relevant in Mbeya Region, where Pepsi products operate in a competitive soft-drink market. Seasonal campaigns may create excitement, increase product attractiveness and provide additional value to consumers, but their actual contribution to customer satisfaction requires empirical assessment. The present study therefore examines the effect of seasonal campaign promotion on customer satisfaction with Pepsi products in Mbeya Region, Tanzania, focusing on the extent to which seasonal promotional activities contribute to positive customer experiences and satisfaction.

2. Literature Review

2.1 Theoretical Literature Review

Theoretical literature review provides a conceptual foundation for understanding and explaining the relationships among the key variables of a study. It involves examining theories that describe how and why particular phenomena occur and how the theories can be applied to the context under investigation. In this study, the theoretical review focuses on theories that explain consumers' responses to promotional activities and their subsequent evaluations of products. Since the study examines the influence of seasonal campaign promotion on customer satisfaction with Pepsi products, appropriate consumer behaviour and satisfaction theories are important for explaining how promotional activities shape customers' expectations, experiences, perceptions and satisfaction. One of the theories that provides a relevant foundation for the study is Expectation Confirmation Theory (ECT).

2.1.1 Expectation Confirmation Theory

Expectation Confirmation Theory (ECT), developed by Oliver (1980), explains customer satisfaction as a post-purchase evaluation arising from the comparison between customers' prior expectations and their perceived experience with a product. The theory proposes that customers first develop expectations before purchasing, experience the product and promotional offer and then compare the actual experience with what they expected. When the experience meets or exceeds expectations, positive confirmation occurs and customers are more likely to experience satisfaction; when performance falls below expectations, negative disconfirmation may result in dissatisfaction. In relation to the present study, ECT provides a strong explanation of how seasonal campaign promotion can influence customer satisfaction with Pepsi products. For example, attractive seasonal packaging, limited-time offers, gifts or campaign-related benefits may create expectations among Pepsi consumers. If consumers perceive that the actual promotional experience provides the expected value, excitement and benefits, their expectations are confirmed and satisfaction may increase. Conversely, if seasonal campaigns create expectations that are not fulfilled, customer satisfaction may decline. Therefore, ECT is appropriate for explaining the relationship between seasonal campaign promotion and customer satisfaction because it links promotional expectations and actual consumer experiences to the resulting satisfaction evaluation.

2.2 Empirical Literature Review

Empirical studies have demonstrated that promotional activities conducted during specific periods can influence consumer evaluations and satisfaction. Ramanathan and Muyldermans (2010), in their study of promotional planning and demand in a soft-drink company in the United Kingdom, found that promotional and seasonal factors were important determinants of demand. Their findings demonstrate that the timing and nature of promotional activities can influence consumers' purchasing responses in the soft-drink market. Similarly, research examining seasonal promotions in the e-commerce sector found that different seasonal promotional mechanisms, including limited-period discounts, contests, gifts and other time-bound incentives, were associated with customer satisfaction. These findings suggest that seasonal promotions can create additional value and stimulate positive consumer responses when promotional benefits are attractive and relevant to consumers. However, much of this evidence comes from e-commerce and developed-market contexts, creating a need to examine whether similar effects occur among consumers of fast-moving beverage products in regional markets such as Mbeya.

Further empirical evidence indicates that promotional strategies can affect customer-related outcomes in the soft-drink industry, although the relationship is not necessarily automatic. Wahab (2017), examining promotional strategies in Ghana's soft-drink bottling industry with particular emphasis on Coca-Cola, found that promotional strategies influenced repeat purchase behaviour, while customer satisfaction had a stronger relationship with loyalty and repeat purchases than promotion alone. This finding is important because it indicates that promotions may attract consumers without necessarily guaranteeing long-term satisfaction; the promotional experience must provide value that meets consumer expectations. In the Tanzanian context, previous research has also examined sales promotion and soft-drink companies, but the evidence has generally treated sales promotion as a broad construct rather than isolating seasonal campaign promotion as a specific determinant of customer satisfaction. Therefore, the present study addresses this gap by specifically examining whether seasonal campaign promotion influences customer satisfaction with Pepsi products in Mbeya Region, Tanzania.

3.0 Methodology

The study adopted a mixed-methods approach and a descriptive cross-sectional research design to examine the effect of seasonal campaign promotion on customer satisfaction with Pepsi products in Mbeya Region, Tanzania. The study was conducted in Mbeya Region due to the widespread consumption of Pepsi products and the prevalence of promotional activities, including seasonal campaigns, in the area. The target population comprised Pepsi consumers and key informants with knowledge of Pepsi promotion and distribution. A total sample of 384 participants was used, consisting of 374 Pepsi consumers who responded to structured questionnaires and 10 purposively selected key informants who participated in semi-structured interviews. Primary data were collected through questionnaires and interviews, while secondary information was obtained from academic literature and published sources.

The questionnaire measured seasonal campaign promotion through indicators including attractiveness of seasonal promotions ("Seasonal campaigns make Pepsi products more appealing"), perceived excitement ("I feel valued when Pepsi runs seasonal promotions") and limited-time offer appeal ("Seasonal promotions influence my purchase decision"). Customer satisfaction was assessed based on overall satisfaction ("Seasonal campaigns improve my overall

satisfaction with Pepsi"), perceived value for money and repurchase intention ("Seasonal promotions encourage me to continue buying Pepsi"). The questionnaire was pre-tested through a pilot study with 30 respondents to assess clarity and relevance and feedback was incorporated to refine the instrument.

Quantitative data were analyzed using SPSS version 25 through descriptive statistics including frequencies, percentages, means and standard deviations. Qualitative interview data were analyzed thematically through transcription, familiarization, coding, theme development and interpretation. The research instrument was tested for validity and reliability, with content validity established through expert review, construct validity confirmed through Kaiser-Meyer-Olkin (KMO) test (0.843) and Bartlett's Test of Sphericity ($p < 0.05$) and reliability assessed using Cronbach's Alpha coefficient (seasonal campaign $\alpha = 0.851$; customer satisfaction $\alpha = 0.755$). Ethical principles including confidentiality, informed participation, research integrity and authorization were observed throughout the study.

4. Results and Discussion

The study assessed the effect of seasonal campaign promotion on customer satisfaction with Pepsi products in Mbeya Region, Tanzania. Seasonal promotional campaigns refer to promotional activities undertaken during special occasions such as Christmas, Easter, Eid, New Year and other festive periods. Such campaigns may include special offers, competitions, discounts, giveaways and other incentives intended to attract customers, create excitement and strengthen relationships between consumers and the brand. The analysis was based on responses from 357 Pepsi consumers who completed the questionnaire. The findings are presented in Table 1.

Table 1: Effect of Seasonal Promotional Campaigns on Customer Satisfaction

Statement	SD	D	N	A	SA	Total
Awareness of Pepsi seasonal promotional campaigns	9 (2.5%)	14 (3.9%)	36 (10.1%)	75 (21.0%)	66 (18.5%)	357 (100%)
Seasonal campaigns make Pepsi products more appealing	7 (2.0%)	12 (3.4%)	36 (10.1%)	80 (22.4%)	65 (18.2%)	357 (100%)
Seasonal promotions influence my purchase decision	8 (2.2%)	19 (5.3%)	39 (10.9%)	73 (20.4%)	61 (17.1%)	357 (100%)
I feel valued when Pepsi runs seasonal promotions	10 (2.8%)	24 (6.7%)	44 (12.3%)	70 (19.6%)	52 (14.6%)	357 (100%)
Seasonal campaigns improve my overall satisfaction with Pepsi	12 (3.4%)	21 (5.9%)	60 (16.8%)	68 (19.0%)	39 (10.9%)	357 (100%)
Seasonal promotions encourage me to continue buying Pepsi	9 (2.5%)	21 (5.9%)	40 (11.2%)	76 (21.3%)	54 (15.1%)	357 (100%)

Source: Field Data (2026).

4.1.1 Attractiveness of Seasonal Promotional Campaigns

The findings indicate that 40.6% of respondents agreed or strongly agreed that seasonal campaigns make Pepsi products more appealing, compared with only 5.4% who disagreed or strongly disagreed. This suggests that seasonal promotional campaigns increase the attractiveness of Pepsi products among consumers in Mbeya Region. Special offers, competitions and festive activities appear to create additional interest and make the purchasing experience more enjoyable.

The qualitative findings supported this result. One respondent explained: *"Pepsi becomes more attractive during festivals because the company introduces special offers and activities that make customers feel connected with the brand."* (Pepsi retailer No. 2, Mbeya Region, 15 May 2026).

Another retailer stated: *"Customers are more interested in buying Pepsi during festive seasons because promotional activities such as competitions and special offers create excitement."* (Pepsi Retailer No. 2, Mbeya Region, 15 May 2026).

These findings indicate that seasonal campaigns can enhance customer satisfaction indirectly by creating attractive and enjoyable experiences. The findings are consistent with Kotler, Keller and Chernev (2022), who argue that promotional campaigns can create excitement, increase perceived value and strengthen relationships between customers and brands. They also support Expectation-Disconfirmation Theory, because customers may experience greater satisfaction when the promotional experience provides benefits beyond their normal expectations.

4.1.2 Effects of Seasonal Campaigns on Overall Customer Satisfaction

Regarding the statement that seasonal campaigns improve overall satisfaction with Pepsi, 29.9% of respondents agreed or strongly agreed, while 16.8% were neutral. The finding suggests that seasonal promotional campaigns have a positive contribution to customer satisfaction, although the effect is not equally perceived by all consumers. This implies that the success of seasonal campaigns depends on whether customers consider the promotional offers attractive, relevant and valuable.

The qualitative findings reinforce this interpretation. One respondent stated: *"I become more satisfied when Pepsi provides useful promotions because I feel I receive additional benefits beyond the normal product purchase."* (Pepsi retailer No. 5, Mbeya Region, 15 May 2026).

Similarly, another retailer explained: “*Customers are satisfied when seasonal promotions provide real benefits such as gifts, competitions, or special prices. The value of the offer determines how customers respond.*” (Pepsi Retailer No. 5, Mbeya Region, 2026).

The findings therefore suggest that the existence of a seasonal campaign alone is insufficient to guarantee customer satisfaction. Customers must perceive the campaign as providing meaningful benefits. This is consistent with Zeithaml's (1988) Consumer Perceived Value Theory, which argues that customers evaluate value according to the benefits received relative to the sacrifices made. It also supports Oliver's (1980) Expectation-Disconfirmation Theory because satisfaction is more likely when the actual promotional experience meets or exceeds expectations.

4.1.3 Perceived Excitement during Seasonal Promotional Campaigns

The findings further show that 34.2% of respondents agreed or strongly agreed that they feel valued when Pepsi runs seasonal promotions, while 9.5% disagreed or strongly disagreed. This indicates that seasonal campaigns generate positive emotional experiences among a considerable proportion of Pepsi consumers. Customers may interpret special offers, gifts and competitions during festive periods as evidence that Pepsi recognizes and appreciates their continued support.

The qualitative evidence supports this finding. One respondent stated: “Seasonal promotions make me feel that Pepsi considers its customers because the company provides special benefits during important celebrations.” (Pepsi retailer No. 4, Mbeya Region, 15 May 2026).

Another retailer remarked: “Customers appreciate brands that provide special offers during festive periods because they feel remembered and valued.” (Pepsi Retailer No. 4, Mbeya Region, 15 May 2026).

The findings suggest that seasonal campaigns generate not only functional benefits but also emotional value. When customers feel recognized and appreciated, their overall experience with the brand may become more positive. This is consistent with Grewal and Levy (2024), who emphasize that promotional activities that recognize and reward customers can generate positive emotional responses and strengthen brand attachment. The findings also support Expectation-Disconfirmation Theory because memorable promotional experiences may exceed customers' initial expectations and consequently increase satisfaction.

4.1.4 Limited-Time Offer Appeal

The findings indicate that 37.5% of respondents agreed or strongly agreed that seasonal promotions influence their purchase decisions, compared with 7.5% who disagreed or strongly disagreed. This suggests that limited-time seasonal promotions create urgency and encourage consumers to make purchasing decisions within a specified period. Customers may perceive special discounts, gifts, competitions and festive offers as opportunities that could be lost if they delay purchasing.

The qualitative findings also confirmed the importance of limited-time offers. One respondent explained: “When Pepsi introduces promotions during Christmas or other celebrations, I am more likely to buy because the offers make the product more interesting.” (Pepsi sales manager No. 3, Mbeya Region, 15 May 2026).

A retailer similarly stated: “During seasonal campaigns, customer demand increases because many buyers are attracted by the special offers provided by Pepsi.” (Pepsi Retailer No. 3, Mbeya Region, 15 May 2026).

These findings indicate that limited-time offers can enhance the promotional experience through urgency, excitement and perceived additional value. The findings are consistent with Kotler, Keller and Chernev (2022), who explain that time-limited promotions can stimulate consumer responses by creating urgency and encouraging immediate action. They are also consistent with Expectation-Disconfirmation Theory because unexpected promotional benefits can result in more positive experiences and higher satisfaction.

Overall, the findings demonstrate that seasonal campaign promotion has a positive influence on customer satisfaction with Pepsi products in Mbeya Region. The strongest positive response was observed regarding the ability of seasonal campaigns to make Pepsi products more appealing (40.6%), followed by their influence on purchase decisions (37.5%) and the feeling of being valued when Pepsi conducts seasonal promotions (34.2%). However, the direct statement that seasonal campaigns improve overall satisfaction recorded a comparatively lower positive response of 29.9%, with 16.8% remaining neutral.

This pattern is important because it suggests that seasonal promotions are effective in attracting attention and stimulating purchasing behaviour, but their ability to produce overall satisfaction is more dependent on the actual value delivered to customers. Customers appear to respond more positively when campaigns provide meaningful benefits such as gifts, competitions, special prices and memorable festive experiences. This interpretation is supported by the qualitative findings, which repeatedly emphasize the importance of genuine and useful promotional benefits.

The findings are consistent with Expectation-Disconfirmation Theory (Oliver, 1980). When Pepsi provides promotional benefits that meet or exceed what customers expect, positive disconfirmation occurs and satisfaction is enhanced. Conversely, if customers perceive that the promotional benefits are insufficient, the campaign may attract attention without producing strong overall satisfaction. The findings also support Consumer Perceived Value Theory (Zeithaml, 1988) because seasonal promotions increase satisfaction when customers perceive that the additional benefits and experiences justify the costs associated with purchasing Pepsi products.

The study found that seasonal promotional campaigns positively influence customer satisfaction with Pepsi products in Mbeya Region. Seasonal campaigns made Pepsi products more appealing to 40.6% of respondents, influenced purchase decisions for 37.5% and made 34.2% of respondents feel valued. Furthermore, 29.9% reported that seasonal campaigns improved their overall satisfaction with Pepsi, while 36.4% agreed or strongly agreed that seasonal promotions encouraged them to continue buying Pepsi. The findings therefore indicate that seasonal campaigns contribute to customer satisfaction mainly through attractiveness, emotional appreciation, perceived value, excitement and limited-time promotional benefits.

5. Conclusion

This study concludes that seasonal campaign promotion is an important marketing strategy for influencing customer satisfaction with Pepsi products in Mbeya Region, Tanzania. The effectiveness of such promotional campaigns depends not only on their ability to attract consumers but also on their capacity to create meaningful customer value, fulfil consumer expectations and provide positive experiences. Seasonal campaigns can therefore contribute to stronger customer relationships when they are appropriately designed, relevant to consumer needs, credible and supported by genuine and valuable promotional benefits. From the perspective of Expectation Confirmation Theory, customer satisfaction is more likely to occur when the experiences obtained from promotional campaigns meet or exceed the expectations created before or during the purchasing process. The study therefore concludes that Pepsi should approach seasonal campaign promotion as a strategic tool for building long-term customer relationships rather than merely as a short-term mechanism for increasing sales. This requires the company to ensure that promotional promises are realistic and fulfilled, offers are relevant and valuable to consumers and campaign experiences are consistent with customers' expectations. Overall, the sustained effectiveness of seasonal campaign promotion lies in its ability to combine promotional attractiveness with actual customer value, thereby supporting positive brand perceptions, customer satisfaction, repeat purchasing and stronger relationships between Pepsi and its consumers.

6. Recommendations

Based on the empirical findings of this study, Pepsi Tanzania should continue implementing seasonal promotional campaigns with greater emphasis on designing campaigns that provide genuine and meaningful value to customers, developing promotional calendars that align with culturally significant periods in Mbeya Region including Christmas, Easter, Eid, New Year and other local festivals and investing in market research to understand customer preferences for seasonal promotions while communicating campaigns effectively through appropriate channels including social media, television, radio and in-store displays to maximize awareness and participation. Marketing managers should ensure that seasonal campaigns are strategically designed to create positive customer experiences by offering clear and attractive benefits, maintaining product quality during promotional periods, monitoring customer feedback to evaluate effectiveness and integrating seasonal promotional strategies with improvements in product quality, consistent product availability and excellent customer service to convert short-term promotional interest into long-term satisfaction and loyalty. Distributors and retailers should support campaigns by ensuring promotional products are readily available, displaying promotional materials prominently, communicating offer terms clearly and maintaining adequate stock levels, while government agencies should continue promoting fair competition and consumer protection by ensuring promotional campaigns are transparent and compliant with regulations. Future research should examine the long-term effects of seasonal campaigns on customer loyalty, conduct comparative studies across customer segments and competing brands, employ longitudinal designs to track satisfaction changes and investigate the role of digital marketing in enhancing campaign effectiveness in the Tanzanian context.

References

- Grewal, D., & Levy, M. (2024). *Marketing: 2024 release ISE*. McGraw Hill.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson Education.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Ramanathan, U., & Muylldermans, L. (2010). Identifying demand factors for promotional planning and forecasting: A case of a soft drink company in the UK. *International Journal of Production Economics*, 128(2), 538–545. <https://doi.org/10.1016/j.ijpe.2010.07.007>
- Wahab, H. K. A. (2017). Effect of promotional strategies on customer loyalty and repeat purchase on the soft drink bottling industry in Ghana with special emphasis on Coca Cola's (Coke). *Journal of Marketing and Consumer Research*, 36.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>