

**EFFECTIVENESS OF PUSH AND PULL MARKETING STRATEGIES IN
THE SALES AND MARKETING OF OVER THE COUNTER HEALTHCARE
PRODUCTS BY LARGE PHARMACEUTICAL DISTRIBUTORS IN
NAIROBI**

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university.

Signature.....

Date.....

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D61/81499/2015

This research project has been submitted for examinations with my approval as the university supervisor.

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DEDICATION

I dedicate this research study to my loving parents, for always being with me throughout my academic journey. I also dedicate to my family for their constant encouragement and for being patient enough to see me go through my academic struggle thus realizing my long cherished dream

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LIST OF ABBREVIATION AND ACRONYMS

APIs	Active Pharmaceutical Ingredient
EPZ	Export Processing Zone
FMCG	Fast Moving Consumer Goods
KEBS	Kenya Bureau of Standards
KEMSA	Kenya Medical Suppliers Agency
KNBS	Kenya National Bureau of Standards
MNCs	Multi-National Corporations
OTC	Over-The-Counter
PPI	Push and Pull Marketing Strategies Index
SPSS	Statistical Package for Social Sciences

ABSTRACT

The aim of this study was to determine the effectiveness of the push and pull marketing strategies in the sales and marketing of over the counter healthcare products by large pharmaceutical distributors in Nairobi. The research adopted descriptive cross sectional survey research design whereby data concerning the relevant push and pull marketing strategies was obtained. The population of the study consisted of 23 large pharmaceutical distributors in Kenya according to the Pharmacy and Poisons Board. Therefore, the main information gathering instruments was the use of a questionnaire. After data collection the information collected was edited for completeness and then assigned code numbers which was used to generate a coding list. Later the data was fed through the SPSS version 21. Data was presented using the descriptive statistics such as the mean and standard deviation. Further correlation analysis was used to establish relationships between the independent and dependent variables. The study established that negotiation with wholesalers and retailers to stock their products was the main push strategies that were applied in the large pharmaceutical distributors in Nairobi. The study further found that to a great extent that the firms use push strategies to increase the market share. The study also found that to a great extent that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products. The study established that to a great extent the firm used various pull strategies such as advertisement and mass media promotion. The study also established that to a great extent that the firm used the pull strategies to increase company sales. The study further found that to a great extent that the pull strategies were effective in various ways such as customer relations management and demand creation. The study concluded that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products. The study also concluded that the challenges of push strategies were that the demand might not exist among wholesalers, retailers or consumers. The study recommended that large pharmaceutical firms should conduct appropriate marketing research which will enable them to have an idea of how the market situation is and be able to come up with innovations that will help them to provide appropriate services to the customers and at the same time have the best production and processing methods.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The rapidly expanding and highly competitive global marketplace is stimulating awareness of the significance of sales promotion as strategic factors in consumer product choices (Steenkamp, 2012). Sales promotion has become a useful tool that is receiving increasing attention. According to Aaker (2014) and Sthaler (2015) having a good sales promotion enhances a brand's positioning and eventually selection as a brand of choice by a majority of consumers. Marketers are required to go past the variety of persuasions on purchasers and build up an understanding of how buying decisions can be made by consumers, who makes the purchasing decision, the type of buying resolution that is involved and the steps to the buying process (Kotler, 1988).

This study will be anchored on the right set of circumstances theory. This theory was introduced by Kelley and Michela (1996). The correct arrangement of circumstance theory depends on the suspicion that making the correct arrangement of conditions will influence the purchaser to react decidedly and will bring about a deal. The second theory will be the Marketing Mix Theory by Neil H. Borden of 1964 where price, product, promotion and place (4P's) of marketing are postulated as being basic to successful sales promotion. The idea of a marketing mix theory is to organize all aspects of the marketing plan of the target market (McCarthy, 2004).

A combination of push and pull marketing strategies is increasingly being used by Healthcare products manufacturers and their appointed distributors in Kenya (Kroher, 2015). Just like any other FMCG manufacturer operating in Kenyan market, pharmaceutical distributors are faced with stiffer competition both in price competition as well as market leadership, decreasing brand loyalty as a result of

increased value-consciousness among consumers and diminishing product life cycles. Consequently, statistics have shown erratic patterns in consumer purchase decisions as cut throat competitions eats into Kenya's pharmaceutical industry. An understanding of the influences of the sales promotion on consumer choices will greatly inform strategies geared towards enhancing long term brand survival and success.

The Pharmaceutical Industry in Nairobi is growing at an expanding rate and is increasingly becoming aggressive. Thus, every organization needs to receive a few procedures which will empower it to have a focused edge over the others. As rivalry strengthens, numerous organizations keep on seeking gainful routes in which to separate themselves from contenders, thus the need to adopt push and pull marketing strategies that will ensure that the pharmaceutical firms achieve their intended objectives. The firms however ought to be careful in the choice of the marketing strategy to be adopted as they are affected by several factors which needs market analysis before adoption.

1.1.1 The Concept of Strategy

Strategy in an organization systematically defines the direction, focuses energy and resource, and analyzes and modifies the course of the organization to respond to constantly changing environment. It refers to a methodical process that has been documented previously for making some fundamental decisions that an organization that is seen as corporate in general must get correct so as to survive for a couple of years (Olsen, 2012). An effective strategy planning enables an organization to know where it currently stands, determine where it is going, then establish where it wants to go and how it will get there (vision). Positioning strategies process leads to the

creation of organization strategy, diagnosis of the environment and competitive situation (Rumelt & Richard, 2011).

Cetinkaya (2011) pointed out that strategy determines the organizations overall direction in terms of its vision, objectives, moral perception of the social environment and corporate identity and also the business range. The response of an enterprise to rivals, clients, suppliers and the market's government authorities is described by strategy. Positioning strategies provide an environment that enables achievement and sustenance of overall superior performance and returns (Johnson, Scholes & Whittington, 2012). Positioning strategies process takes into consideration, the whole process of decision making and issues faced by the organization. Adeleke (2013), states that positioning strategies involve assessment of the environment. The emphasis of the environment is the necessity for establishment of a connection between the organization's both internal and external environments.

Resource analysis is identifying of the strengths and weaknesses, opportunities and threats facing organizational goals. Strategy implementation needs the exercise of the strategy selected through a process of resource allocation, adoption of a matching organizational structure fit for the strategy and establishment of a suitable environment for implementation of the strategy chosen. Control ensures that implementation is being attained as per the aims and in compliance with the chosen strategy. Monitoring and evaluation outlines the goal attainments, necessary resource allocation, responsibilities, program and other actions outlined (Daft, 2012). Implementation is to effect strategic plans which are usually adjusted to fit emerging circumstances (Uvah, 2015).

1.1.2 Push and Pull Marketing Strategies

Push and pull techniques are named as generation and appropriation system which depends on a blend of estimates and particular client request (Edward, Hinkelman and Sibylla 2005). A manufacturer may buy components parts in view of offers gauges while make completed products on genuine client request. In push marketing, companies or their appointed distributors focus on pushing high volumes of products to their customers. Various incentives are offered to wholesalers and middlemen to motivate them to recommend and push the products to the customers. These incentives include: Discount to wholesalers, stock on credit, discounts, specialty items and bonus to sales teams among others. This involves the manufacturer or distributor promoting the products to the wholesale pharmaceutical companies, who in turn promote to the retailers (chemists), who promotes to the end users (Douglas & Craig, 2012).

Pull strategy on the other hand focuses on creating the demand for the products in the market and hence all promotional activities are targeted to the end user. Once the demand is generated, the customers pull the product from retailers, who in turn pull more products from wholesalers and the wholesalers pull more products from manufacturer or distributors. In this case the pull incentives used, targets the end users of the products. Over the counter healthcare products refers to those products that are sold in pharmacies without a doctor's prescription. These products may include some medicines, health supplements and test kits among others (Cornish, 2013).

Organizations use push and pull strategies to increase product demand, awareness, market share and sales. Various incentives are offered to wholesalers and middlemen to motivate them to recommend and push the products to the customers. These

incentives include: Discount to wholesalers, stock on credit, discounts, specialty items and bonus to sales teams among others. This involves the manufacturer or distributor promoting the products to the wholesale pharmaceutical companies, who in turn promote to the retailers (chemists), who promotes to the end users (Hopp, & Spearman, 2013).

The push tactics examples are such as promotions at trade shows for encouraging the demand of retailers, selling directly to clients in showrooms additionally called up close and personal, bargaining with the retailers so they can stock their items, viable chain of supply allowing retailers a viable supply and the outline of bundling to influence purchasers and purpose of offer presentations. The pull strategies incorporate publicizing and broad communications advancement, managing of client relationship and deals advancements and rebates. Pull strategies of promotion and advertising aim at directly selling to consumers through venues such as participation in trade shows, kiosks, and displays at other points of purchases and giveaways. Push and pull strategies are often used alongside each other, for example newspaper advertising and sales. Manufacturer and distributors are the ones that mainly apply the push tactics with the hope of persuading the retailers to sell the products of the company while creating the demand for the product to the customers (Gupta, 2013).

1.1.3 Marketing Performance

Measuring marketing performance has been challenging because of the complexity of the metrics involved. Vital indicators of performance differ as per the specific responsibility areas. Product marketing performance can be established using gauges that are brand-related and also sales and the results of the survey of customer satisfaction, market share, price sensitivity, overall sales and sales by avenues. In a

business setting, enhancing sales performance and subsequent organizational effectiveness can be defined as the proportion between yields earned from the business and a contribution made to maintain a business operation. The expressions operational effectiveness, proficiency and efficiency are frequently utilized reciprocally (Gruca & Rego, 2015).

Enhancing sales performance and subsequent organizational effectiveness in organizations can be measured using either financial performance and or the Kaplan (2001) key performance indicators model. Firm's financial efficiency measures how effectively a firm utilizes its assets in its operations to generate revenues over time. The performance is then compared to existing industrial average. Brealey and Marcus (2012) postulated that financial efficiency is indicated by profitability, the liquidity ratio which is an indication of repayment capacity and the level of debt to equity ratio. Financial efficiency is measured by net income/ net operating income.

Kaplan (2001) asserts that accountability is critical if organizations are to achieve high efficiency levels that are in line with their strategic objectives. According to Kaplan organizations traditionally measure efficiency using historical performance ratios. Financial reporting is a practice of measuring historical performance and communicates little in regard to the long run value of the firm. Yacuzzi (2015) also agrees that efficiency measures have traditionally been financial. Approaches such as the balanced scorecard and the multiple dimensions of quality were introduced to deal with the complexity of measuring efficiency and effectiveness (Enrique, 2005).

1.1.4 Pharmaceutical Industry in Kenya

The Kenya pharmaceutical industry according to the Federation of Kenya Manufacturers (FKPM, 2015) consists of 307 firms including pharmacy shops that produce or distributes different pharmaceutical-related merchandise. This is inclusive of firms which are manufacturers of pharmaceutical products, subsidiaries of international firms, Pharmaceutical suppliers of international firms. Firms that manufacture and distribute pharmaceutical products are not generally integrated while the research oriented drug makers are partly integrated forward. The integration is however dependent on a number of factors as the firms reliance on other players vary on a significant way. The Kenyan Government spends about 8% of its GDP on health sector. The country is equally significant in exporting pharmaceutical products to the Africa's Common Market and COMESA (UNIDO, 2011).

The pharmaceutical industry in Kenya is made up of companies involved in manufacturing, distribution and retailing of the products (PSK, 2010). Kenya supplies 50% of the pharmaceutical products to the common market for eastern and southern Africa market. The need for IP protection would therefore play a major role in ensuring that the country benefits economically from not only supplying of such products but invention as well as investment in research on the same sector. The growth and development of the pharmaceutical sector would mean increased employment creation, improved GDP, improved health system.

The main challenge facing the sector is the increasing cost of operations especially the cost involved in the development of new drugs. There has also been increased failure of candidate drugs on clinical trial (Pammolli & Riccaboni, 2008). These companies have also experienced a drop in their sales in the recent past (Jack, 2012). The need for IP protection is therefore very critical in ensuring the survival of the sector as well

as improved participation in economic growth and development. This would help to take advantage of new markets, deal with competition and take advantage of growing move towards knowledge management (Jones, 2009)..

1.1.5 Large Pharmaceutical Firms in Nairobi

The components of pharmaceutical industry in Nairobi include the manufacturers of the products, the suppliers and the merchants who usually are in support of the ministry of health and other stakeholders in the health sector. There exist 30 large pharmaceutical firms in Nairobi which have been licensed. They include the multinationals, joint ventures which are mostly located in Nairobi. Over 2,000 persons have been employed by these firms collectively and about 65% of those work in the direct production. Compounding and packaging of medicines, repackaging of drugs that have been formulated and bulk drug processing into doses mainly using imported active ingredients and recipients is carried out in the industry. According to KNBS economic survey (2016) non-sterile, over the counter products make the bulk of locally manufactured preparations.

There is a continued expansion in the number of companies involved in manufacture and distribution of pharmaceutical products in Kenya, encouraged by the efforts of the government to boost investments, both local and foreign, in the sector. The distribution of pharmaceutical products is largely carried out by Kenya Medical Suppliers Agency (KEMSA), which is a division of the Ministry of Health. It does the distribution of drugs to both public health facilities and private ones. Since the 1st of July 2003, KEMSA has been an independent body. It has the policy to avail important drugs and equipment principally but in exclusively to public facilities.

1.2 Research Problem

To increase sales performance in the market place, sales promotion has been an inevitable undertaking for almost any organization. The maturity and expansion of health care markets calls for utilization of strategies found in other industries. Marketers utilizing the push strategy realize that their products' sale relies on a middleman's endorsement and hence promote their product via a middleman (Aaker, 2014). These organizations use this strategy to increase product demand, awareness, market share and sales. This study therefore intends to establish the assumption on the effectiveness of a combination of push and pull marketing strategies in the sale of OTC healthcare products in the Pharmaceutical industry due to the increasing usage of the strategy in the sector.

A study was carried out by Oskar (2012) in Poland. The aim of the study was to establish the impact of push and pull marketing strategies and a firm's efficiency in Poland. Push and pull marketing strategies was measured using the Push and pull marketing strategies Index (PPI). The study also sought to construct an exhaustive measure of the push and pull marketing strategies for an estimated 298 product based organizations listed in the stock markets of Warsaw Poland from the year 2006 to 2010. The findings from the study confirm that there is a positive correlation between push and pull marketing strategies and efficiency of an organization.

Local studies in Kenya have failed to establish the link of the dimensions of push and pull marketing strategies (combination of push and pull marketing strategies) and their influence on efficiency. Nyambura (2013) for example, focused on the role of the combination of push and pull marketing strategies in the banking service industry and efficiency. The researcher used data on financial expenditure on sales and marketing and financial results of the organization to establish a causal effect

relationship. The findings indicated a positive correlation but the results were limited to one financial institution and hence the findings cannot be generalized.

A study by Mureithi (2013) on the other hand, focused on the role of push and pull marketing strategies in enhancing the effectiveness of sales promotion activities in Kenya's parastatals. The researcher adopted census survey research design by administering questionnaires to the managing directors and used data on financial expenditure on sales and marketing and financial results of the organization to establish a causal effect relationship. However the findings were subjective as the indicator for measuring the relationship were not in adjusted for the influence of other external factors that significantly affected performance in such institutions. The researcher only interviewed the Managing directors leading to a possible bias of opinion; consequently results from the government owned institutions may not be fully applicable to the private sector.

In spite of the large number of works published during the past decades, there are important areas of push and pull marketing strategies still unexplored, such as the relevance of the role of push and pull marketing strategies in determining the efficiency of pharmaceutical industry that are under tight regulation currently. This study will seek to provide the required knowledge that can be able to fill this gap by answering the following research question; what is the effectiveness of the push and pull marketing strategies in the sales and marketing of over-the-counter healthcare products by large pharmaceutical distributors in Nairobi?

1.3 Research Objective

The objective of this study was to determine the effectiveness of the push and pull marketing strategies in the sales and marketing of over the counter healthcare products by large pharmaceutical distributors in Nairobi.

1.4 Value of the Study

In regard to theory the findings informed future researchers in terms of literature and theoretical foundation and appropriate research methodologies to undertaking similar studies in the future. The researchers was also able to evaluate the limitations the methodology adopted in this study if any- for purposes of designing superior research methodologies that result in more reliable research outcome.

This research is an assessment of the push and pulls marketing strategies influence on enhancing sales performance and subsequent organizational effectiveness. Such kind of information is deemed to be invaluable to mangers, shareholders & investors seeking for business continuity and success within a constantly changing business environment within the pharmaceutical industry in Kenya. An understanding of the relevant aspects of the push and pull marketing strategies will inform organizations strategy aimed at utilizing such strategies to enhance pharmaceutical sales performance and subsequent organizational effectiveness.

Policy makers are usually informed by research findings that attempt to explain a phenomenon or address an existing knowledge gap. The Government of Kenya and other industry policy makers are able to make informed policy adjustments either in terms of policy changes, structural adjustments or even reviewing its pharmaceutical industry regulatory policies . Kenya's pharmaceutical industry investors and other

industry players found the information useful especially in implementing strategies to enhancing pharmaceutical sales performance and subsequent organizational effectiveness.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a review of the theoretical literature relevant to the subject of study. It also offers a critical analysis of literature provides a summary statement and highlights the knowledge gap in relation to the subject under investigation.

2.2 Theoretical Foundation

This section reviews the most important theories of sales and marketing. This section will review the literature using the two most widely used theories of right set of circumstances theory of selling and the marketing mix theory.

2.2.1 Right Set of Circumstances Theory of Selling

The theory is also referred to as "situation response" theory. It explores the nature of different animals. This theory was presented by Kelley and Michela (1996). The importance of this theory is that a winning condition in a particular instance will make a typical reaction. This organization of conditions can be either be internal or external in a certain situation. The organization of conditions can be both interior and outside to the prospect. This is basically a vender arranged theory and it focuses on that the sales representative must control the circumstance so as to deliver a deal at last (Rajeshwari, 2006).

Theory of right circumstance of conditions is one of the hypotheses of offering. The correct arrangement of conditions theory depends on the presumption that making the correct arrangement of conditions will influence the purchaser to react emphatically and will bring about a deal (Rajeshwari, 2006). This theory is important to the examination since it clarifies how an association makes client interest for their item

by giving motivators, for example, rebates to retailers and exchange advancements. Engaging bundle outline and keeping up notoriety for dependability, esteem or style are likewise utilized as a part of push methodologies. For pull procedure, client interest for the items by publicizing to develop client interest for an item or administration.

2.2.2 Marketing Mix Theory

The publication of The Concept of Marketing Mix by Neil H. Borden in 1964 prompted advancement of the term marketing mix. He began utilizing the term in the late 1940s in his educating after he was portrayed by James Culliton as a fixings mixer. Borden's marketing mix included the accompanying fixings item arranging, estimating, marking, channels of dispersion, individual offering, publicizing, advancements, bundling, show, overhauling, physical taking care of, and reality finding and investigation. Afterward, E. Jerome McCarthy classified the fixings into four classes that are as of now known as the value, item, advancement and place (4P's) of marketing. These 4P's are the variables that can be controlled by marketing supervisor, subject to the inward and outside tightening influences of the marketing condition (Culliton, 1940).

The intention is to make decisions that focus on the 4Ps of the customer target market for creation of a value perceived and create a positive response. The structure of the marketing mix was particularly useful back in the onset of the concept of marketing when physical products were a representation of larger economy portion (Krohmer, 2015). Marketing, today, is more incorporated into organizations, products and markets are of a wider variety, this has led to attempts of extension of its importance by some authors, suggesting a fifth P, like packaging, people and process.

Nonetheless, the marketing mix, today, remains based on the 4Ps. The use of this model remains strong despite its limitations, probably because of its simplicity and several textbooks of marketing have been organized based on it.

2.3 Empirical Review

A product, as defined by Kotler and Armstrong (2006) is anything that can be exhibited to a business opportunity for consideration, securing or utilization that could fulfill a need or want. Their further definition of consumer product is a product purchased by a final consumer for consumption. With careful planning and comparisons of brands on the basis of price, quality and style, consumers frequently, buy products. An experimental study carried out by Cavusgil and Zou, (2013) confirmed that combination of push and pull marketing strategies is connected to sales growth.

Cavusgil and Zou, (2013) furthermore expressed that mix of push and pull marketing techniques positively affects the general execution of the business. For an organization to adjust safely to varying deals advertises the systems of marketing ought to consider the business environments, both internal and external, that has positive effect on the company to expose greater performance (Bainey, 2008). The marketing strategy influence- push and pull marketing strategies on several magnitude including the real and improved product features on performance in sales markets, has gotten the focus of many researchers. The study conducted by McCullough (2013) employed composite sales performance measures focused on combination of push and pull marketing strategies marketing mix component found favorable to performance of companies practicing push and pull marketing strategies. The findings indicated that such strategies can serve combination of push and pull marketing strategies as a

way of differentiation from rival products and influence the attitudes of customers positively towards the products of the firm.

A study by Johnson (2014) found combination of push and pull marketing strategies and style to a positive firm performance. Whereas other studies researched on the effectiveness of between combined marketing strategies as compared to pull marketing strategy and its impact on firm performance. The relationship was found to be neutrally associated and there was no evidence that combination of push and pull marketing strategy led to better results as compared to just pull strategy (Terpstra & Sarathy, 2015).

The reservations of perceptions of organizations concerning product marketing strategy can be offset by the connection between pull marketing strategy and customer performance and lower the perception of risk regarding the purchase of such goods, thereby affecting sales and financial performance (Terpstra & Sarathy, 2014). This far, the part of mix of push and pull marketing techniques is particularly critical when a firm enters another market. Thomas, (2013) stated that a chance to raise deals execution can be accomplished by serving more portions of clients while marketing, authoritative, and other appropriation expenses can be spread over a few items through the mix of push and pull marketing strategies (Beamish & Munro, 2009).

The results analyzed by Leonidou, Hult, & Tomas (2012) in their studies discovered an important positive correlation between push and pull marketing strategies and overall firm performance in consumer markets. Combination of push and pull marketing strategies greatly mirrors a customer oriented stance on the grounds that the firm associated with push and pull marketing systems efficiently surveys seller and buyer propensities and qualities of host showcase that upgrade the aggregate

execution of the firm (Douglas and Wind, 2015). Second, mix of push and pull marketing systems can cause more noteworthy money related execution, for example, productivity, as a quality product– showcase match can prompt more prominent fulfillment of customer and in this way upgrading customer execution. The weights of meeting an awesome level of exact necessities of the market requests inventiveness and imaginative techniques of marketing, which can cause included items for the local and deals market of the firm (Czinkota & Ronkainen, 2009).

The effect of the strategy of pricing on firm profitability has been confirmed in previous studies. Owomoyela (2013) in his study established significant relationship between price and business performance. Louter (2008) empirical findings proved the correlation between valuing methodology and firm execution, showing a solid positive association between estimating system and general execution. The study conducted by (Christensen, Johansson & Perona, 2009) discovered 6 decisions related to pricing for their probable influence on the sales performance of a firm, including method of pricing, the strategy of pricing, terms of sales, credit policy, strategy of currency and adaptation of price.

Styles & Ambler (2009) carried out an examination of variables that are promotion-related, which are, publicizing, deals advancement, individual offering, exchange fairs, individual visits, and advancement adjustment, for their effects on execution of offers. Most variables related to promotion were discovered to have a positive connection to the firm's performance. Literature review indicates that utilizing trade fairs for promotion of sales has been investigated in various studies (Serinhaus & Rosson, 2012). The study displays the effect of participation in trade fair on sales performance. Especially, the most widely studied promotional mix variable was advertising, in view of the presumption that with sound methodology of publicizing,

firms can pass information, remind continually and persuade clients to buy the items and subsequently deliver more deals. The findings of the study by Cateora and Graham, (2013) confirmed that positive advertising influences sales performance.

2.4 Summary of Literature

This section has investigated two of the most persuasive hypotheses in customary sales and marketing strategies. These hypotheses while having a few contrasts additionally have various imperative similitudes. They to a great extent inspect the connection between the central inward combination sales and marketing strategies, leading group of management actions and eventual effectiveness of sales promotion activities. Specifically, every one of the speculations essentially concentrates on how combination of push and pull marketing strategies basic qualities affect on effectiveness of sales promotion activities. This fixation on combination of push and pull marketing strategies structure has been tremendously evaluated, particularly given the clashing observational writing on the connection between combinations of push and pull marketing strategies and effectiveness of sales promotion activities.

In a review of empirical investigations identified in this study; these examinations revealed a positive relationship and the others a negative connection between the study variables thus blended outcomes. Since there is no concession to this, this investigation is embraced, keeping in mind the end goal to have a more clear vision of the relationship. Indeed, even from this concise writing survey. A portion of the purposes behind these opposing outcomes come from theoretical, operational and methodological contrasts in the perceived relationship between the study variables.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section presents the method that was adopted in collecting, analyzing and interpreting data. It articulates the research design adopted, the research site, study population, sampling techniques and the data collection instruments used.

3.2 Research Design

This refers to the methodological approach adopted for purposes of answering research question and outlines an effective system followed in the study (Kerlinger, 1973). For purposes of this study the research adopted descriptive cross sectional survey research design whereby data concerning the relevant push and pull marketing strategies was obtained. It describes data and characteristics about the population or phenomenon being studied. The design was appropriate to obtain information on push and pull strategies in the sales and marketing of over the counter healthcare product by large pharmaceutical distributors in Nairobi.

3.3 Population of the study

Every item in consideration within any field of questioning consists of population and universe (Kothari, 2004). It is the total number of individuals or things from where a study aims at the generalization of its findings (Cooper & Schindler, 2008). The population for this study comprised of 23 large pharmaceutical distributors in Kenya according to the Pharmacy and Poisons Board. Given the small population size, the study used a census survey. This research targeted the sales /marketing managers, the logistics /distribution managers and the chief executive of the 23 large

pharmaceutical product distributors in Nairobi all totaling to a target of 69 respondents.

3.4 Data Collection

This study used qualitative primary data on the perceived effectiveness of combination of sales strategy. Therefore, the main information gathering instruments was the use of a questionnaire. The questionnaire was divided in two main sections that answered the question that established the reliability of the information provided by the respondent and a second section that attempted to answer on the objective of the research .The respondents were mainly the supply chain and the marketing managers of the targeted pharmaceutical companies. The collected data was coded and tabulated for purposes of further analysis.

3.5 Data Analysis

Berkiwertz (1997) characterizes information analysis and methods as the gathering of strategies that depict convictions, perceive configuration, make illumination and test hypotheses. After data collection the information collected was edited for completeness and then assigned code numbers which was used to generate a coding list. Later the data was fed into the SPSS version 21. The data was presented using descriptive statistics such as the mean and standard deviation. Further correlation analysis was used to establish relationships between push and pull strategies to the sales and marketing performance of large pharmaceutical firms in Nairobi.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents data analysis and discussions. The study sought to determine the effectiveness of the push and pull marketing strategies in the sales and marketing of over the counter products by large pharmaceutical distributors in Nairobi. Primary data was collected through administration of questionnaires to the targeted respondents.

4.2. Response rate

A total of sixty nine (69) questionnaires had been distributed to the respondents, out of which 49 were completed and returned. This gave a response rate of 71%. According to Mugenda and Mugenda (2003) a response rate of 50% is adequate for a study, 60% is good and 70% and above is excellent. Thus, a response rate of 71% was fit and reliable for the study as shown in Table 4.1.

Table 4.1. Response Rate

	Frequency	Percent (%)
Responded	49	71%
Non-respondents	20	29%
Total	69	100

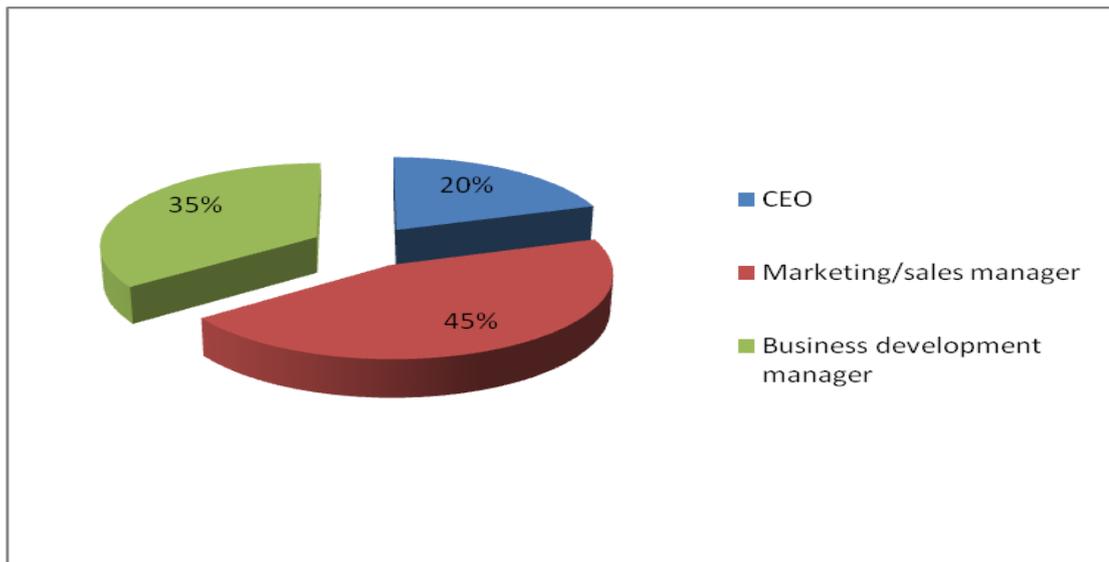
4.3. General information

As part of the general information, the research requested the respondents to indicate the general information concerning the organization. This was important since it forms foundation under which the study would fairly adopt in coming up with conclusions.

4.3.1. Respondents Job Title

The respondents were requested to indicate their job title. Accordingly, the findings are as presented in the table below

Figure 4.1. Respondents Job Title



According to the findings, most (45%) of the respondents were marketing/sales manager, 35% were business development manager and 20% were chief executive officers. This depicts that most of the respondents were marketing/sales manager and thus could offer high quality information in relation to push and pull marketing strategies in the sales and marketing since they had been involved for some time.

4.3.2. Number of Years the Organization has been Operational

The respondents were requested to indicate number of years the organization has been Operational. The findings are presented in the table below

Table 4.2. Number of Years the Organization has been Operational

	Frequency	Percentage (%)
Less than two years	1	2%
2-5 years	4	8.2%
6-10 years	13	26.5%
Over 10 years	31	63.3%
Total	49	100

From the findings, majority (31) of the respondents indicated that their organization has been in operation in Kenya for over 10 years, 13 indicated between 6-10 years, 4 indicated 2-5 years while only 1 indicated less than two years. This implies that most of the organization had been in operation for over 10 years and thus they had used the push and pull marketing strategies in the sales and marketing.

4.3.3. Respondents Age

The respondents were requested to indicate their age category. Accordingly, the findings are as presented in the table below

Table 4.3. Respondents Age

	Frequency	Percentage (%)
Below 30 years	11	22.4%
31-40 years	28	57.1%
41-50 years	7	14.3%
Over 50 years	3	6.2%
Total	49	100%

According to the findings, 28 of the respondents were aged between 31-40 years, 11 indicated below 30 years, 7 were 41-50 years, and 3 respondents were over 50 years. This depicts that most of the respondents were aged enough and thus could offer high quality information in relation to push and pull marketing strategies in the sales and marketing.

4.3.4. Length of continuous service within the organization

The respondents were requested to indicate the length of continuous service within the organization. The findings are presented in the table below

Table 4.4. Length of Continuous Service within the Organization

	Frequency	Percentage
Less than two years	8	16.3%
between 2-5 years	27	55.1%
between 6-10 years	11	22.4%
over 10 years	3	6.1%
Total	49	100%

Based on the findings, 27 of the respondents had worked with the organization for duration between 2-5 years, 11 of the respondents had worked for 6-10 years, 8 of the respondents had worked from less than two year, while 3 of the respondents had worked for over 10 years. This illustrates that the most of the respondents had worked in organization for duration of between 2-5 years which had made them gain experience relating to push and pull marketing strategies in the sales.

4.3.5. Dealing with over the Counter Healthcare Products

The respondents were requested to indicate whether their firm deals in over-the-counter healthcare products. From the findings all (100%) the respondents indicated that their firm deals in over-the-counter healthcare products. This depicts that the firms were involved in selling healthcare products directly to a consumer without a prescription from a health care professional, as opposed to prescription drugs, which may only be sold to consumers possessing a valid prescription.

4.4. Push Strategies

This section presents findings on the push strategies that have been applied in the large pharmaceutical distributors in Nairobi. The findings are presented in the following subsections

4.4.1. Extent of Use of Push Strategies

The respondents were requested to indicate the extent to which their organizations used the following push strategies. The findings are as shown in table below

Table 4.5. Extent of Use of Push Strategies

Strategies	Mean	Std Dev.
Direct selling to customers in exhibitions rooms and face to face	4.55	0.6569
Trade show promotions e.g. In conferences and symposiums	4.60	0.6378
Negotiations with wholesalers and retailers to stock your products	4.78	0.5872
Point of sale displays E.g in-pharmacy displays	4.68	0.5920
Incentives to sales force, E.g. bonuses, gifts, Outings		0.5389
Establishing efficient supply chain	4.72	0.6109
Appealing packaging designs	4.40	
Offering free of charge samples or trial samples	4.38	0.5609
Use of Trade discounts E.g. X% off, 10+1, 1+1 e.t.c	4.49	0.5912

From the findings most of the respondents indicated to a large extent that they used negotiations with wholesalers and retailers to stock their products (mean=4.78),

followed by establishing efficient supply chain (mean=4.72), point of sale displays e.g. in-pharmacy displays (mean=4.68), trade show promotions e.g. in conferences and symposiums (mean=4.60), direct selling to customers in exhibitions rooms and face to face (mean=4.55), use of Trade discounts e.g. X% off, 10+1, 1+1 e.t.c (mean=4.49), Appealing packaging designs (mean=4.40), and offering free of charge samples or trial samples (mean=4.38). This depicts that respondents indicated to a large extent that they used negotiations with wholesalers and retailers to stock their products. This further depicted that negotiation with wholesalers and retailers to stock their products was the main push strategies that were applied in the large pharmaceutical distributors in Nairobi.

4.4.2. Extent of use of Push Strategies to Achieve Objectives

The respondents were requested to indicate the extent to which firm used push strategies to achieve objectives. The findings are as shown in table below

Table 4.6. Extent of use of Push Strategies to Achieve Objectives

Statements	Mean	Std Dev.
Creating product awareness	4.50	0.9834
Demand creation	4.47	0.9324
Encourage wholesalers and retailers to stock the firm's products	4.41	0.9081
Increase the market share	4.66	0.9189
To increase company sales	4.59	0.9326
To successfully launch new products	4.52	0.9734

From the findings the respondents indicated that to a great extent that they use push strategies to increase the market share (mean=4.66), to increase company sales

(mean=4.59), to successfully launch new products (mean=4.52), creating product awareness (mean=4.50), demand creation (mean=4.47), and encourage wholesalers and retailers to stock the firm's products (mean=4.41). This depicts that to a great extent that the firms use push strategies to increase the market share.

4.4.3. Extent of effectiveness of Push Strategies

The respondents were requested to indicate the extent to which push strategies have been effective. The findings are as shown in table below

Table 4.7. Extent of effectiveness of Push Strategies

Strategies	Mean	Std Dev.
Direct selling to customers in exhibitions rooms and face to face	4.65	0.8901
Trade show promotions E.g. In conferences and symposiums	4.63	0.7723
Negotiations with wholesalers and retailers to stock your products	4.80	0.9240
Point of sale displays E.g. in-pharmacy displays	4.59	0.8245
Incentives to sales force, E.g. bonuses, gifts, Outings	4.53	0.8112
Establishing efficient supply chain	4.45	0.7890
Appealing packaging designs	4.68	0.9021
Offering free of charge samples or trial samples	4.50	0.8923
Use of Trade discounts E.g. X% off, 10+1, 1+1 etc	4.75	0.9782

From the findings the respondents indicated to a great extent that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to

stock the products (mean=4.80), followed by use of trade discounts e.g. X% off, 10+1, 1+1 etc (mean=4.75), appealing packaging designs (mean=4.68), direct selling to customers in exhibitions rooms and face to face (mean=4.65), trade show promotions e.g. In conferences and symposiums (mean=4.63), point of sale displays e.g. in-pharmacy displays (mean=4.59), incentives to sales force, e.g. bonuses, gifts, Outings (mean=4.53), offering free of charge samples or trial samples (mean=4.50), and establishing efficient supply chain (mean=4.45). This depicts that to a great extent that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products.

4.4.4. Challenges Firm Faces when Using Push Strategies

The respondents were requested to indicate the challenges faced by firms when using push strategies. The respondents indicated that push strategies might need a dedicated sales force to actively promote your products to wholesalers. Small businesses might not be able to afford the payroll of a permanent sales team, meaning less experienced employees will have to network and market to wholesalers. Another challenge of push strategies is that the demand might not exist among wholesalers, retailers or consumers. This thus reduces the profitability the firm might have obtained if demand existed in all markets.

4.4.5. Benefits of Using Push Strategies

The respondents were requested to indicate the benefits the firm has experienced from push strategies. The respondents indicated that the benefits of push strategies to include long-term forecast and planning, inventory is stored and kept on hand. Another benefit is that when products are generic, customization and enhancements can be done quickly and in a timely manner, can lead to economies of scale in purchasing and production, and that it allows for planning and controlling.

4.5. Pull Strategies

This section presents findings on the pull strategies that have been applied in the large pharmaceutical distributors in Nairobi. The findings are presented in the following subsections.

4.5.1. Extent of Use of Pull Strategies

The respondents were requested to indicate the extent to which their organizations used the following pull strategies. The findings are as shown in table below

Table 4.8. Extent of Use of Pull Strategies

Strategies	Mean	Std Dev.
Advertisement and mass media promotion	4.70	0.3450
Customer relations management	4.55	0.3874
Sales promotions	4.62	0.4143
Offering discounts	4.51	0.4572
Offering brand reminders and branded gifts	4.59	0.4872
Word of mouth referrals	4.33	0.3902
Organizing and sponsoring consumer awareness camps/events E g medical camps	3.39	0.3875

From the findings above the respondents indicated to a great extent that the firms used various pull strategies such as advertisement and mass media promotion (mean=4.70), followed by sales promotions (mean=4.62), offering brand reminders and branded gifts (mean=4.59), customer relations management (mean=4.55), offering discounts (mean=4.51), word of mouth referrals (mean=4.33), and organizing and sponsoring

consumer awareness camps/events E g medical camps (mean=3.39). This depicts that to a great extent that the firm used various pull strategies such as advertisement and mass media promotion.

4.5.2. Extent of use of Pull Strategies to Achieve Objectives

The respondents were requested to indicate the extent to which firm used pull strategies to achieve objectives. The findings are as shown in table below

Table 4.9. Extent of use of Pull Strategies to Achieve Objectives

Strategies	Mean	Std Dev.
Creating product awareness	4.77	0.7985
Demand creation	4.59	0.7123
Encourage wholesalers and retailers to stock the firm's products	4.61	0.7329
Increase the market share	4.79	0.4561
To increase company sales	4.81	0.4002
To successfully launch new products	4.69	0.4763

From the findings the respondents indicated to a great extent that the firm used the pull strategies to increase company sales (mean=4.81), increase the market share (mean=4.79), creating product awareness (mean=4.77), to successfully launch new products (mean=4.69), encourage wholesalers and retailers to stock the firm's

products (4.61), and demand creation (mean=4.59). This depicts that to a great extent that the firm used the pull strategies to increase company sales.

4.5.3. Extent of effectiveness of Pull Strategies

The respondents were requested to indicate the extent to which pull strategies have been effective. The findings are as shown in table below

Table 4.10. Extent of effectiveness of Pull Strategies

Pull strategies	Mean	Std Dev.
Advertisement and mass media promotion	4.66	0.9954
Customer relations management	4.89	0.8564
Sales promotions	4.86	0.8402
Offering discounts	4.79	0.9100
Offering brand reminders and branded gifts	4.72	0.8743
Word of mouth referrals	4.60	0.8903
Organizing and sponsoring consumer awareness camps/events E g medical camps	4.53	0.9293

From the findings above the respondents indicated to a great extent that the pull strategies were effective in various ways such as customer relations management (mean=4.89), followed by sales promotion (mean=4.86), offering discounts (mean=4.79), offering brand reminders and branded gifts (mean=4.72), advertisement and mass media promotion (mean=4.66), word of mouth referrals (mean=4.60), and

organizing and sponsoring consumer awareness camps/events E g medical camps (mean=4.53). This depicts that to a great extent that the pull strategies were effective in various ways such as customer relations management.

4.5.4. Challenges Firm Faces when Using Pull Strategies

The respondents were requested to indicate the challenges faced by firms when using pull strategies. The respondents indicated that a pull strategy begins to fall when lead times get longer and request changes quickly. It's likewise significantly harder to exploit economies of scale since creation and circulation depend on genuine request, and in this way just booked as required.

4.5.5. Benefits of Using Pull Strategies

The respondents were asked for to show the advantages the firm has encountered from pull strategies. The respondents indicated that advantages included higher administration levels bring down conveying costs, diminished stock levels, and fewer markdowns. The pull strategies have prompted expanded consumer loyalty and eventually expanding the firm productivity.

4.6. Comparative Table for Push and Pull

This section shows the comparison between the push and pull strategies to determine the effectiveness of the two in improving the sales performance of the firm. The findings are as shown below:

Table 4.11. Comparative Table for Push and Pull

Push strategies	Mean	Pull strategies	Mean
Direct selling to customers in exhibitions rooms and face to face	4.65	Advertisement and mass media promotion	4.66
Trade show promotions E.g. In conferences and symposiums	4.63	Customer relations management	4.89
Negotiations with wholesalers and retailers to stock your products	4.8	Sales promotions	4.86
Point of sale displays E.g. in-pharmacy displays	4.59	Offering discounts	4.79
Incentives to sales force, E.g. bonuses, gifts, Outings	4.53	Offering brand reminders and branded gifts	4.72
Establishing efficient supply chain	4.45	Word of mouth referrals	4.6
Appealing packaging designs	4.68	Organizing and sponsoring consumer awareness camps/events E g medical camps	4.53
Average	4.62		4.72

From the findings above the pull strategies were more effective in the sales and marketing of over the counter products by large pharmaceutical distributors in Nairobi

(mean=4.72). This depicts that pull strategies should be utilized more in facilitating the company sales and improving performance.

4.7. Correlation Analysis

The Pearson’s coefficient was used to verify the existence or non-existence of linear correlation between and among the push and pull strategies variables with sales and marketing. The findings are presented as follows;

Table 4.12. Correlation analysis

	Sales and Marketing	Push strategies	Pull strategies
Sales and Marketing (r)	1.000		
(p) Sig. (2 tailed)			
Push strategies (r)	0.679	1.000	
(p) (2 tailed)	0.009		
Pull strategies (r)	0.612	0.326	1.000
(p) Sig. (2 tailed)	0.013	0.021	

From the findings above it was revealed that there exist a relationship which is positive and significant between push strategies and sales and marketing ($r = .679$, P -value < 0.009). This implies that push strategies influences sales and marketing of over the counter products by large pharmaceutical distributors in Nairobi. The findings also disclosed a significant positive relationship between sales and marketing of over the counter products by large pharmaceutical distributors in Nairobi ($r = .612$, P -value < 0.013). Thus, implying that both push and pull strategies influences sales and marketing of over the counter products by large pharmaceutical distributors in Nairobi.

4.8. Discussion of Findings

This section presents the discussion of findings which are discussed in the subsequent headings:

4.8.1. Push Strategies

The study established that negotiation with wholesalers and retailers to stock their products was the main push strategies that were applied in the large pharmaceutical distributors in Nairobi. The study further found that to a great extent that the firms use push strategies to increase the market share. According to McCullough (2013) push marketing strategies are favorable to performance of companies practicing push marketing strategies. The findings indicated that such strategies can serve as a way of differentiation from rival products and influence the attitudes of customers positively towards the products of the firm. The study also found that to a great extent that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products.

Additionally the study established that the challenges of push strategies were that the demand might not exist among wholesalers, retailers or consumers. This thus reduces the profitability the firm might have obtained if the demand existed in all markets. The study further found that the push strategies were beneficial in that when products are generic, customization and enhancements can be done quickly and in a timely manner, can lead to economies of scale in purchasing and production, and that it allows for planning and controlling. Cavusgil and Zou, (2013) expressed that push strategies positively affect the general execution of the business. For an organization to adjust safely to contrasting deals advertises the methodologies of promoting ought to consider the business situations, both interior and outer, that has beneficial outcome

on the organization to uncover more prominent execution. This further utilizes economies of scale which helps in the planning to facilitate effective performance.

4.8.2. Pull Strategies

The study established that to a great extent that the firm used various pull strategies such as advertisement and mass media promotion. The study also established that to a great extent that the firm used the pull strategies to increase company sales. The study further found that to a great extent that the pull strategies were effective in various ways such as customer relations management. The study established that the challenges of pull strategies is that they can't be able to maximize on the available opportunities in the market in that the goods are produced as a result of the actual demand in the market. The study further established that the pull strategies have led to increased customer satisfaction and ultimately increasing the firm profitability. Leonidou, Hult, & Tomas (2012) in their studies discovered an important positive correlation between pull marketing strategies and overall firm performance in consumer markets. Pull marketing strategies greatly mirrors a customer oriented stance on the grounds that the firm engaged with push and pull strategies deliberately surveys customer and purchaser propensities and qualities of host advertise that improve the aggregate execution of the firm (Douglas and Wind, 2015). Second, pull techniques can cause more prominent budgetary execution, for example, gainfulness, as a quality product– showcase match can prompt more noteworthy fulfillment of client and along these lines improving client execution. The pressures of meeting a great level of precise requirements of the market demands creativity and innovative strategies of marketing, which can cause added products for the domestic and sales market of the firm (Czinkota & Ronkainen, 2009).

CHAPTER FIVE: SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

This chapter presents summary, conclusion and recommendations on the effectiveness of the push and pull marketing strategies in the sales and marketing of over the counter healthcare products by large pharmaceutical distributors in Nairobi.

5.2. Summary of findings

This section presents the summary of the findings and they are discussed in subsequent headings:

5.2.1. Push Strategies

The study established that negotiation with wholesalers and retailers to stock their products was the main push strategies that were applied in the large pharmaceutical distributors in Nairobi. The study further found that to a great extent that the firms use push strategies to increase the market share. The study also found that to a great extent that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products. Additionally the study established that the challenges of push strategies were that the demand might not exist among wholesalers, retailers or consumers. This thus reduces the profitability the firm might have obtained if the demand existed in all markets. The study found that the push strategies were beneficial in increasing demand, market share and overall sales. The study also found out that their use resulted in economies of scale in purchasing and production, and that it allows for planning and controlling of resources.

5.2.2. Pull Strategies

The study established that to a great extent that the firm used various pull strategies such as advertisement and mass media promotion. The study also established that to a great extent that the firm used the pull strategies to increase company sales. The study further found that to a great extent that the pull strategies were effective in various ways such as customer relations management. The study also established that the challenges of pull strategies is that they can't be able to maximize on the available opportunities in the market in that the goods are produced as a result of the actual demand in the market. The study further established that the pull strategies have led to increased customer satisfaction and ultimately increasing the firm profitability.

5.3. Conclusion

The study concluded that the push strategies were effective in that they facilitated negotiations with wholesalers and retailers to stock the products. The study also concluded that the challenges of push strategies were that the demand might not exist among wholesalers, retailers or consumers. This thus reduces the profitability the firm might have obtained if the demand existed in all markets. The study found that the push strategies were beneficial in increasing sales, market share and overall sales. The study also found out that their use resulted in economies of scale in purchasing and production, and that it allows for planning and controlling of resources. The study also concluded that the challenges of pull strategies is that they can't be able to maximize on the available opportunities in the market in that the goods are produced as a result of the actual demand in the market. The study finally concluded that the pull strategies have led to increased customer satisfaction and ultimately increasing the firm profitability.

5.4. Recommendations

In view of the above discussion and findings, the following recommendations will be useful to the pharmaceutical firms in the process of marketing their products for better delivery of products to their customers which will in turn increase performance through patronage and customer loyalty.

The large pharmaceutical firms should conduct appropriate marketing research which will enable them to have an idea of how the market situation is and be able to come up with innovations that will help them to provide appropriate services to the customers and at the same time have the best production and processing methods

They should also conduct consultative selling where they should analyze the customer requirements before they offer them the products and the services. They should have a dialogue with the customers which will provide them with a platform to express their feeling towards a product

The pharmaceutical companies should use the programs that are focused towards the customer and which evaluate the customer's tendency to purchase a certain product. They should also evaluate customers purchasing behavior which will give them a rough idea of the next purchase the customer will make.

The pharmaceutical firms should apply the pull strategies more as they are effective in facilitating sale of products to the customer which will increase profitability and boost the income of the firm.

5.5. Recommendations for Further Studies

The study recommends that further research on the following:

A research should be done on push and pull strategies all over the country not only Nairobi County which will facilitate the comparison of the different results obtained. This would provide information on the various strategies utilized by pharmaceutical firms in penetrating the market. Further research should be conducted to find out the effect of increased product promotion techniques and how they influence the sale of goods and services. This would also provide information on how well they influence the performance of the company.

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APPENDICES

Appendix I: Research Questionnaire

This questionnaire is aimed at collecting data regarding effectiveness of push and pull marketing strategies in the sales and marketing of over the counter healthcare products by large pharmaceutical distributors in Nairobi. You have been selected to participate in the study and are requested to take a few minutes of your time to kindly answer the questions presented. Kindly give your most accurate response to all the questions as requested. We assure you that your responses will be confidential. Your kind support is deeply appreciated.

SECTION A: BACKGROUND INFORMATION

1. Name of the organization (optional)

2. Please indicate here your job title

3. Is your department involved in formulation of marketing strategies?

Yes () No ()

4. How many years has the organization been in operation in Kenya?

Less than two years ()

2-5 years ()

6-10 years ()

Over 10 years ()

5. Age bracket

Under 30 years ()

31-40 years ()

41-50 years ()

Over 50 years ()

6. Length of continuous service within the organization

Less than two years ()

2-5 years ()

6-10 years ()

Over 10 years ()

7. Does your firm deal in over-the-counter healthcare products?

Yes () No ()

SECTION B: effectiveness of the push and pull marketing strategies in the sales and marketing of over the counter products

8. To what extent does your firm use the following push strategies? Tick

appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5]

To a very large extent

Push Strategies	1	2	3	4	5
Direct selling to customers in exhibitions rooms and face to face.					
Trade show promotions e.g. In conferences and symposiums					
Negotiations with wholesalers and retailers to stock your products					
Point of sale displays E.g in-pharmacy displays					
Incentives to sales force, E.g. bonuses, gifts, Outings					
Establishing efficient supply chain					
Appealing packaging designs					
Offering free of charge samples or trial samples					
Use of Trade discounts E.g. X% off, 10+1, 1+1 e.t.c					

9. To what extent does your firm use push strategies to achieve the following objectives? Tick appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5] To a very large extent

Objectives	1	2	3	4	5
Creating product awareness					
Demand creation					
Encourage wholesalers and retailers to stock the firm's products					
Increase the market share					
To increase company sales					
To successfully launch new products					

10. To what extent has the following push strategies been effective? Tick appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5] To a very large extent

Push strategies	1	2	3	4	5
Direct selling to customers in exhibitions rooms and face to face.					
Trade show promotions E.g. In conferences and symposiums					
Negotiations with wholesalers and retailers to stock your products					
Point of sale displays E.g. in-pharmacy displays					
Incentives to sales force, E.g. bonuses, gifts, Outings					
Establishing efficient supply chain					
Appealing packaging designs					
Offering free of charge samples or trial samples					
Use of Trade discounts E.g. X% off, 10+1, 1+1 etc					

11. What challenges has the firm faced when using push strategies?

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12. What benefits has the firm experienced from push strategies?

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PULL STRATEGIES

13. To what extent does your firm use the following pull strategies? Tick appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5] To a very large extent

Pull strategies	1	2	3	4	5
Advertisement and mass media promotion					
Customer relations management					
Sales promotions					
Offering discounts					
Offering brand reminders and branded gifts					
Word of mouth referrals					
Organizing and sponsoring consumer awareness camps/events E g medical camps					

14. To what extent does your firm use the pull strategies to achieve the following objectives? Tick appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5] To a very large extent

Objectives	1	2	3	4	5
Creating product awareness					
Demand creation					
Encourage wholesalers and retailers to stock the firm's products					
Increase the market share					
To increase company sales					
To successfully launch new products					

15. To what extent has the following pull strategies been effective? Tick appropriately. [1] No extent [2] Small extent [3] Moderate extent [4] Large extent [5] To a very large extent

Pull strategies	1	2	3	4	5
Advertisement and mass media promotion					
Customer relations management					
Sales promotions					
Offering discounts					
Offering brand reminders and branded gifts					

Word of mouth referrals					
Organizing and sponsoring consumer awareness camps/events E g medical camps					

16. What challenges has the firm faced when using pull strategies?

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17. What benefits has the firm experienced from pull strategies?

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Appendix II: List of Large Pharmaceutical Distributors in Nairobi

1. Bayer East Africa Limited – Nairobi
2. Beta Healthcare (Shelys Pharmaceuticals) – Nairobi
3. Cosmos Limited – Nairobi
4. Dawa Pharmaceuticals Limited – Nairobi
5. Elys Chemical Industries Ltd – Nairobi
6. Glaxo SmithKline – Nairobi
7. Glenmark pharmaceuticals - Nairobi
8. Globe pharmaceuticals- Nairobi
9. Harleys ltd – Nairobi
10. High Chem East Africa Ltd – Nairobi
11. Laborex pharmaceutical – Nairobi
12. Lords pharmaceuticals Ltd - Nairobi
13. Medisel pharmaceutical Ltd - Nairobi
14. Merck Pharmaceutical Ltd – Nairobi
15. Novartis Rhone Poulenc Ltd – Nairobi
16. Pfizer Corp (Agency) – Nairobi
17. Pharmaceutical Products Limited – Nairobi
18. Phillips Pharmaceuticals Limited – Nairobi
19. Regal Pharmaceutical Ltd – Nairobi
20. Sai pharmaceuticals ltd - Nairobi
21. Sun pharma Ltd - Nairobi
22. Surgipharm pharmaceuticals - Nairobi
23. Universal Pharmaceutical Limited – Nairobi

Source: (<http://pharmacyboardkenya.org/downloads>)