

**INFLUENCE OF PROMOTION MIX STRATEGIES ON THE GROWTH OF
CUSTOMERS OF PATHOLOGISTS LANCET KENYA**

BY

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DECLARATION

This is my original work and has not been presented for a study in any University or college.

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SUPERVISOR

This project has been submitted for examination with my approval as the University supervisor

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DEDICATION

To my amazing wife, Juliet, who is infinitely supportive and my loving sons, Ryan and Randy; wise beyond their years.

ACKNOWLEDGEMENTS

I would like thank God for granting me the wisdom and courage to successfully complete this work. I wish to acknowledge too the effort and support of my supervisor, Dr. Raymond Musyoka. I have come from a simple research topic to expansive work of use to the society through his invaluable guidance. I am grateful and may God bless you.

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ABSTRACT

Both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long term relationships and growth in terms of productivity and ultimate survival. However, few studies have been done on the relationship between promotion and customer growth in Kenya. The study, thus, sought to look at influence of promotion mix strategies on the customer growth of Pathologists Lancet Kenya. The study adopted a descriptive research design. The target population was Pathologists Lancet Kenya's customers within Nairobi County. Forty customers were sampled and semi-structure questionnaire administered. Data analysis involved the use of descriptive statistics: mean, standard deviation, frequency and percentages. Pearson correlation and multiple linear regression analysis were done to test the relationship between promotion and customer growth. The study established that Pathologists Lancet Kenya as a brand is associated with product quality and cheap price that both adds value and satisfaction to its customers. The Company uses flyer and brochure, websites, newspapers, television and radio to advertise in addition to several public relation, personal selling and direct marketing. The study concludes that promotion strategies (advertising, sales promotion, public relations, personal selling and direct marketing) positively influence customer growth.

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CHAPTER ONE:

INTRODUCTION

1.1 Background of the Study

Promotion strategy is the direct way an organization tries to reach its publics. Promotion strategy has remained the only way firms gain competitive edge in the market. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007).

The focus on promotional efforts and development of marketing strategies has remained a challenge to many firms in Kenya (Straughan, 2000). However, due to the growth of the service sector, it is necessary for any organizations to focus on promoting their services for them to survive in the dynamic business environment (Kotler, 2007). Today marketing of organizations providing laboratory service has remained a big challenge in Kenya. Since services cannot be separated from the person performing or selling them, it is the responsibility of both large and small organizations to adopt appropriate promotional strategies in order to attract and retain customers (Nicolaud, 1989). Promoting healthcare services using a diversity of communication channels promote attraction and retention of customers (Sanchez and Peinado, 2003).

According to Miller and Straughan (2000), Healthcare organizations have been

encountering numerous challenges during the past two decades, including competition, recessions and image problems. Additionally, many Healthcare organizations have been facing mature domestic markets with limited future growth potential, which as a result, has led to expansion of their services abroad. However, in the dynamic business environment, healthcare organization have been forced to develop effective promotional strategies in order to survive in the competitive business environment hence achieve growth in all aspects of the organization (Quintana, 2003).

1.1.1 Concept of Promotional Mix Strategy

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassington and Pettitt (2000) have categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

1.1.2 Pathologists Lancet Kenya Limited

Pathologists' Lancet Kenya is an ultramodern laboratory that was established in September 2009 and is now a leading independent laboratory in the region. It is part of the industry leading Lancet Group of Laboratories, founded over 60 years ago in South Africa and now with a presence in more than 14 countries across Africa including Uganda and Tanzania. Lancet Kenya has an extensive branch network with over 15

laboratories and patient service points across Kenya (www.lancet.co.ke). They serve clients through collaborative work with other laboratories and hospitals in all towns across the country. Their services are offered directly to patients, their doctors/clinical groups and a wide array of clientele from corporate groups, NGOs, insurances, universities and research teams, and occupational health establishments. They also have a referral service to support other laboratories, clinics and hospitals. They provide a range of routine, specialized and referral services, which are amongst the most extensive offered on the continent (over 3800 tests offered) (www.lancet.co.ke).

Their services include: Histology, Cytology, Immunohistochemistry, Flow Cytometry, Haematology and Coagulation, Chemistry (Special and Routine), Serology and Immunology, Microbiology and Virology, TB testing, HIV monitoring, Wellness Checks, Molecular Pathology (PCR). The Main Laboratory in Upper Hill Nairobi is SANAS Accredited since 2010, and has the widest list of accredited tests in the region. The majority of the specialized tests such as histology, immunohistochemistry and Molecular Pathology (PCR) are done locally in Nairobi which is the regional reference laboratory (www.lacent.co.ke). Lancet Kenya has 5 dedicated pathologists and over 110 technical and support staff. (www.lancet.co.ke).

1.2 Research Problem

To survive in the competitive marketing environment, both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long term relationships and growth in terms of productivity (Reid et al, 2005). Increased revenue, increased client-base and customer loyalty are measures of growth of any organization in the competitive market (Marquardt, 1994). Much of the Pathologists Lancet Kenya Limited marketing literatures have concentrated on

marketing theory more than promotion practice. Unfortunately, the issues of marketing are becoming more complicated as competition of healthcare services continues to change in worldwide (Albers-Miller and Sraughan, 2000).

Promotion strategies adopted by organizations providing laboratory services remain an understudied area. Arising from the findings of the above study, it is evident that, there are many areas about the influence of promotion mix strategies on the growth of Pathologists Lancet Kenya Limited that have not been investigated by previous research studies. It is for this reason that the study seeks to establish the influence of promotion mix strategies on the growth of Pathologists Lancet Kenya Limited.

A study carried out by Kiptugen (2003) looked at the strategic marketing responses of medical companies to a changing competitive business environment established that proactive rather than reactive promotional mix strategies are the core drive of any competitive organization operating in the dynamic marketing environment. However the study did not focus specifically on the effectiveness of promotion on the growth of Pathologists Lancet Kenya Limited. The study sought to answer the following research question; what is the influence of promotion mix strategies on the customer growth of Pathologists Lancet Kenya?

1.3 Research Objectives

a) General Objective

To determine the influence of promotion mix strategies on the growth of customers of Pathologists Lancet Kenya

b) Specific Objectives

This study sought to:

- i. Determine the influence of advertising on the growth of customers of Pathologists Lancet Kenya.
- ii. Determine the influence of sales promotion on the growth of customers of Pathologists Lancet Kenya.
- iii. Determine the influence of public relations on the growth of customers of Pathologists Lancet Kenya.
- iv. Determine the influence of personal selling on the growth of customers of Pathologists Lancet Kenya.
- v. Determine the influence of direct marketing on the growth of customers of Pathologists Lancet Kenya.

1.4 Significance of the study

The findings of the study is important to Pathologists Lancet Kenya Limited as it assesses whether the promotional strategies it has adopted have been beneficial to them or not thus coming up with appropriate promotional policies. The government can understand how Laboratory service firms use promotional strategies to gain competitive edge due to intense competition from local and foreign healthcare firms and hence their sustainability. It is, thus, in a position to formulate policies that are aimed at increasing productivity and safeguarding there interests based on quality checks.

The development partners who are usually interested at helping the Health care organizations to prosper can have an understanding of a wide variety of factors that hinder the them hence sustainability and the extent to which the identified factors affect their operations. The scholars and researchers who would like to debate or carry out more studies on promotional strategies used by laboratory service firms to enhance their growth.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter outlines; the theoretical and empirical literature on the promotion mix strategies, effects of promotional mix strategies on the growth of Pathologists Lincet Kenya and marketing communication theories.

2.2 Promotion Mix Strategies

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization communicates the product or service to its target audiences. Within the healthcare industry, promotion is used in many different ways (Meidan, 1996). Brassington and Pettitt (2000) has categorized the promotional tools into five main elements; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing.

2.2.1 Advertising

Brassington and Pettit (2000) define advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels. Meidan (1996) states that a healthcare services organization can use its advertising for either its short-term or its long-term objectives. Healthcare organizations attempting to create a long-term relationship, should build up of its name by using institutional advertising, while a laboratory services organizations interested in promoting its brand name and its differentiated services would use a brand advertising policy.

The institutional advertising consists of promotion of the firms' image as a whole and promotion of the products offered, with extra emphasis on the specific firm's name organization. The organization seeks through its marketing communications to build awareness and to impress customers looking for the best range of healthcare services, due to the former impression of laboratory services organizations as impersonal institutions with no interest in their customers as people, and of healthcare services as abstract and quite similar the institutional advertising has become more and more important (Meidan, 1996).

Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness of the laboratory services organizations' name and to advertise the different services it is offering. Since healthcare firms are serving a mass of people, the problems of brand advertising are to know who to advertise to, and how to advertise (Pettit, 2000). While institutional advertising is directed towards the whole population, the brand advertising of particular products has to be much more selective since it has to show that the consumer will benefit from the service. Furthermore, all the individual campaigns of brand advertising have to be compatible in tone and presentation and match the image the laboratory services organizations has created through its institutional advertising (Mortimer, 2001)

Mortimer (2001) states that an important part of advertising is to make the service tangible in the mind of the consumer in order to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore she considers it important to advertise consistently, with clear brand image in order to achieve differentiation and encourage word-of-mouth communication. Meidan (1996) suggests that there are two types of advertising channels appropriate for healthcare advertising. That is "above-the-

line” and under-the-line” advertising. Above-the-line advertising contains different channels of communication such as television, radio, posters, magazines and newspapers. Under-the-line advertising constitutes a huge part of a healthcare organization advertising activities. It is the invisible advertising of the banks services including leaflets, pamphlets, explanatory guides and manuals that can be used to support selling of a specific service.

2.2.2 Sales Promotion

According to Brassington and Pettit (2000) sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives. Furthermore, Meidan (1996) states that it has two distinctive qualities. Firstly, it provides a “bargain chance” since many sales promotion tools have an attention gaining quality that communicates an offer that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead to insecure customers, wondering whether the services are reliable or reasonably priced.

Meidan (1996) indicates that due to conflicting ideas concerning the benefits of sales promotions, healthcare organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Petit (1994) claim that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. Thus, price based promotions are difficult and probably dangerous to use for healthcare service markets.

This is due to the fact that the price setting of healthcare service is already a difficult process, and that consumers often see lower prices as a result of lower quality.

However, Meidan (1996) states that sales promotion with healthcare services appear to be most effectively used in combination with advertising. The primary objectives with sales promotion within healthcare services are attract new customers; to increase market share in selected market segments; and to lower the cost of acquiring new customers by seeking to avoid direct price competition with other healthcare organizations.

2.2.3 Public Relation

According to Brassington and Pettit (2000) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.

Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market (Brassington, 2000). Meidan, (1996) states that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the healthcare firm's point of view.

2.2.4 Personal Selling

Brassington and Pettit (2000) argue that, personal selling is a two way communication tools between a representative of an organization and an individual or group, with the

intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post-purchase satisfaction, and in building profitable long-term buyer-seller relationship built on trust and understanding. Verhallen *et al* (1997) states that the increased competition within the fast changing environment of healthcare services has led healthcare organizations to develop and maintain comprehensive relationship with their customers.

Furthermore, Julian and Ramaseshan (1994) state that the long term person to person relationship is an important factor for a retail firms to achieve a competitive advantage. Meidan (1996) points out that once customer has chosen its laboratory services organizations, he is unlikely to switch to another. Thus, personal selling is probably the most important element in the communication press within the financial services industry. Lee (2002) state that personal selling can be performed either face to face or through technological aids such as the internet.

According to Julian and Ramaseshan (1994) the relationship between the salesperson and customer is perceived as being of great importance for the marketing of healthcare organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each services offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services (Meidan, 1996).

2.2.5 Direct Marketing

According to Brassington & Pettit (2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.

Lee (2000) states that the fast advances in technology over the past 30 years have reshaped how consumers today interact with their financial institutions.

The healthcare sector has extended its face to face selling towards direct marketing of products and services in the form of phone, mail or computer transactions. Moles (2000) claim that as computer literacy and the availability of computers increase and the costs decrease. Through the internet, laboratory services organizations can identify their customer interests. Furthermore, the Internet technology also makes it possible to follow individual customer usage. With the information gathered in an integrated database it is possible to read the customers' needs and satisfy them. This knowledge can be used for different kinds of direct marketing (Lee, 2000).

2.3 Marketing Communication Foundation

Various theories have been suggested by different authors in relation to marketing communication. Some of the theories include; AIDA theory, hierarchy of effects theory, and relationship marketing theory.

2.3.1 AIDA Theory

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behaviour and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behaviour and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favourable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market.

Therefore, adoption of the theory by firms promotes tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioural stage (consumer's action) (Aaker and Joachimsthaler, 2000).

2.3.2 Hierarchy of Effects Theory

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase.

Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

2.3.3 Relationship Marketing Theory

Relationship marketing theory is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions (Alexander and Schouten, 2002). As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages (Aaker and Joachimsthaler, 2000). With the growth of the internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels (Berglof & Bolton, 2002).

Relationship marketing involves a short-term arrangement where both the buyer and seller have an interest in providing a more satisfying exchange (Adebsi, 2006). This theory tries to disambiguously transcend the simple post purchase-exchange process with a customer to make more truthful and richer contact by providing a more holistic, personalized purchase, and uses the experience to create stronger ties (Aaker and

Joachimsthaler, 2000).

Relationship marketing relies upon the communication and acquisition of consumer requirements solely from existing customers in a mutually beneficial exchange usually involving permission for contact by the customer through an "opt-in" system (Adebsi, 2006). With particular relevance to customer satisfaction the relative price and quality of goods and services produced or sold through a company alongside customer service generally determine the amount of sales relative to that of competing companies (Berglof & Bolton, 2002).

A key principle of relationship marketing is the retention of customers through varying means and practices to ensure repeated trade from preexisting customers by satisfying requirements above those of competing companies through a mutually beneficial relationship (Albers & Straughan, 2000). Extensive classic marketing theories center on means of attracting customers and creating transactions rather than maintaining them, the majority usage of direct marketing used in the past is now gradually being used more alongside relationship marketing as its importance becomes more recognizable. Increased profitability associated with customer retention efforts occurs because of several factors that occur once a relationship has been established with a customer (Berglof & Bolton, 2002).

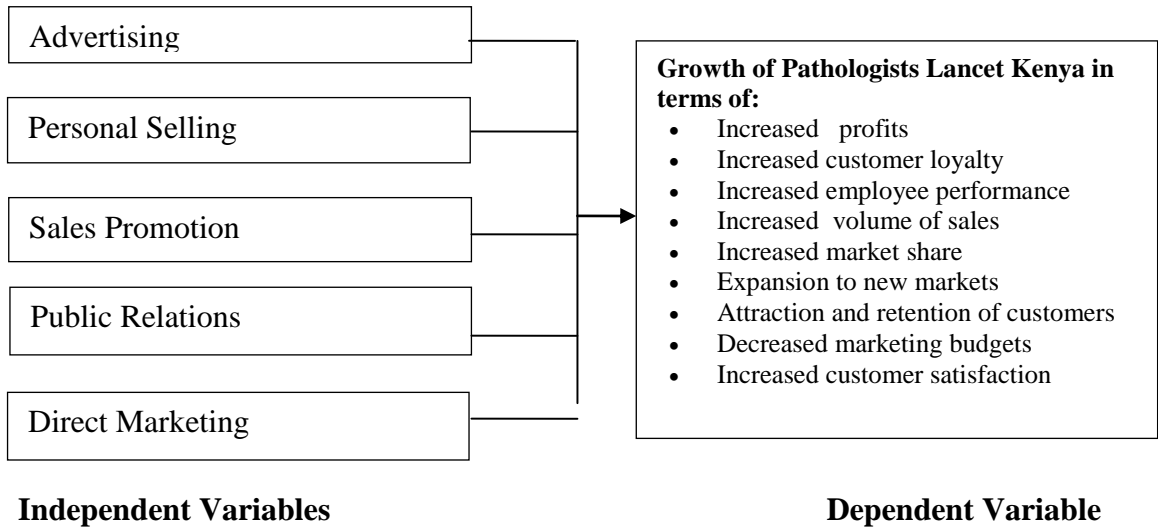


Figure 2.1: Conceptual Framework

(Source: Author, 2013)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research design and methodology that were used in the study. It describes the population studied and the sampling design used. It also discusses the data collection and analysis techniques.

3.2 Research Design

Saunders, Lewis & Thornhill (2009) defines a research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The study employed a descriptive research design. Descriptive survey design according to Kothari (2003) is a powerful form of quantitative analysis. This design was preferred because it enables the researcher describe the area of research and explain the collected data in order to investigate the differences and similarities with our frame of reference within a given period of time (time of research). In addition, the method permits gathering of data from the respondents in natural settings resulting in a description of the data, whether in words, pictures, charts, or tables. Moreover, the data to be collected was both qualitative and quantitative in nature. This design gave the researcher a comprehensive picture of the promotion mix strategies. The descriptive research process helped in collecting data in order to answer questions concerning the current status of the subjects under investigation. In the study, the design was used to answer question pertaining influence of promotion mix strategies on the growth of customers of Pathologists Lancet Kenya.

3.3 Population

The study population was the Pathologists Lancet Kenya's customers. Pathologists Lancet Kenya was selected as a representative of healthcare organizations in Kenya, on the basis of its long and rich history in the healthcare industry in Kenya. Customers were the target population as they were in good stead of appraising the promotion mix strategies that Pathologists Lancet Kenya employed.

3.4 Sample

The study used cluster sampling technique. The cluster sampling technique considers diversity within a target population and selects those clusters that are representative of the entire populations. Cluster sampling technique has an added advantage over other sampling techniques as it deselects redundant clusters from sample which makes it economical (Yates, Moore & Starnes, 2008).

Cluster sampling technique also allows the use of different sampling techniques for different subpopulations and improves the accuracy of estimation (Mugenda & Mugenda, 2003). The target population was clustered into 4 regions in Nairobi (Nairobi East, West, North and South). Ten (10) respondents were chosen from each region. Random sampling technique was applied within individual clusters. The respondents were chosen based on their loyalty to consume products and services of Pathologists Lancet Kenya.

Table 3.1: Study's Clusters

Region	Total Number of Customers	Sample	Total
Nairobi East	20	10	10
Nairobi West	20	10	10
Nairobi South	20	10	10
Nairobi North	20	10	10
Total	80	40	40

3.5 Data Collection

The study relied on both primary and secondary data sources. Primary data was collected using semi-structured questionnaires, with both close-ended and open-ended questions. Secondary data was gathered from library material, medical journals and reports, media publications and various and Internet search engines.

Questionnaire was used as data collection instruments. They are advantageous as they collect information that is not directly observable, are less costly, using less time as instruments of data collection and useful in obtaining objective data (Sekaran, 2003). Pathologists Lancet Kenya customers were our respondents in the study. Questionnaires were administered by the researcher during working hours of the day at the Pathologists Lancet Kenya clinics in the two sub regions (Nairobi West and Nairobi North).

3.6 Data Analysis

The data collected in the research was edited, coded and entries made into made into statistical software (Statistical Package for Social Sciences, SPSS version 20). This involved converting quantitative (nominal and ordinal data) into numerical codes. Descriptive statistics were then run which consisted of frequencies, percentages, means and standard deviation to summarize the data. The study also adopted multiple linear regression and Pearson correlation analysis to establish the relationship between variables of interest. Specifically, multiple linear regression analysis was used to determine the joint relationship between independent and dependent variables. This helped in establishing the inferential significance of the relationship, direction and magnitude between sales promotion, public relations, personal selling and direct marketing, and growth of customers of Pathologists Lancet Kenya. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Y = Growth of Pathologists Lancet Kenya

β_0 = Y intercept

β_1 to β_5 = regression coefficients

X_1 = Advertising

X_2 = Personal Selling

X_3 = sales promotion

X_4 = public relations

X_5 = Direct marketing

ε = error term

Pearson correlation analysis determined if there is a relationship between the promotion mix strategies and growth. This includes the nature, magnitude and significance of such relationship. Pearson Correlation analysis was conducted at 95% confidence level ($\alpha = 0.05$).

3.7 Validity and Reliability

The clarity of the instrument items to the respondents was established so as to enhance the instrument's validity and reliability. According to Sekaran (2003), validity is the degree by which the sample of test items represents the content the test is designed to measure. To establish the validity of the research instrument the research sought opinions of experts in the field of study especially the researcher's supervisor.

Reliability refers to the consistency of measurement and is frequently assessed using the test-retest reliability method (Saunders, Lewis & Thornhill, 2009). Reliability was tested using Cronbach Alpha test with a threshold of 0.7. This facilitated the necessary revision and modification of the research instrument.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The results of the research project exploring the influence of promotion mix strategies on the growth of customer of pathologist's lancet Kenya. The results of the analyses are presented per study objective and described in tables where stated. The sample size for the analysis was 40 customers of Pathologists Lancet Kenya. Once the respondents answered the questionnaire, data was coded and analyzed using SPSS.

4.2 Participation Rate

The target population was clustered into 4 regions in Nairobi (Nairobi East, West, North and South). Random sampling technique was applied within individual clusters. The respondents included customers of Pathologists Lancet Kenya from 4 regions in Nairobi (Nairobi East, West, North and South).

From the study, 38 respondents out of 40 responded, making a response rate of 95% (Table 4.2). According to Mugenda and Mugenda (2003), a 50% response rate is adequate, 60% good and above 70% rated very good. This also concurs with Kothari (2004) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. This implies that based on this assertions; the response rate in this case of 85% is very good.

Table 4.2: Response Rate

Region	Sample	Response	Response Rate
Nairobi East	10	10	100.0
Nairobi West	10	10	100.0
Nairobi North	10	9	90.0
Nairobi South	10	9	90.0
Total	40	38	95.0

4.3 Demographic Information

This section presents the data findings on the respondents' demographics. It specifically looks at their age, level of education and length of time the respondent has been Lancet's customer.

The respondents were required to indicate their age where the study findings indicated that majority (42.1%) indicated that their age bracket was between 31 and 40 years. Analysis of findings also indicated that 34.2% of the respondents were between 41 and 50 years of age. The findings further indicated that 15.8% were between 21-30 years while 7.9% were above 51 years of age. The finding therefore implies that the most respondents were between 30-40 years. The findings of the study are illustrated in Table 4.3.

Table 4.3: Age Distribution

Age Category	Frequency	Percentage
21-30 years	6	15.8
31-40 years	16	42.1
41-50 years	13	34.2
51 years and above	3	7.9
Total	38	100.0

The study sought to find out the respondents level of education. The findings of the study are displayed in Table 4.4. From the findings, majority (47.4%) had college diplomas, followed by 23.7% university degrees, 15.8% A-level, 10.5% O-Level. The findings further revealed that 2.6% of the respondents had post graduates. It is therefore revealed that most respondents had college diplomas as shown in Table 4.3.

Table 4.4: Level of Education

Academic level	Frequency	Percentage
0-Level	4	10.5
A-Level	6	15.8
Diploma	18	47.4
Degree	9	23.7
Postgraduate	1	2.6
Total	38	100.0

The study further determined duration customers have used the services of Pathologists Lancet Kenya. Data collected from the field was coded and analyzed as per the study objective. From the analysis of the findings, 42.1% indicated 2-5 years who were the majority of the respondents, 23.7% said 6-10 years, 18.4% indicated 11-15 years, 10.5% said 16-19 years. The findings of the study further revealed that the remaining percentage said below one year and above 20 years respectively. The results are as shown in Table 4.5.

Table 4.5: Duration customers have used the services of Pathologists Lancet Kenya

Duration	Frequency	Percentage
Below 1 Year	2	5.3
2 - 5 Years	16	42.1
6 - 10 Years	9	23.7
11 - 15 Years	7	18.4
16 - 19 Years	4	10.5
20 Years and above	2	5.3
Total	38	100.0

4.4 Advertising

This section presents the findings on the various advertising techniques used by Pathologists Lancet Kenya to avail information to and attract customers.

The respondents were asked to indicate the medium from which they got to know about Pathologists Lancet Kenya. On electronic media as source of information, Table 4.6 shows that 44.7% of the respondents were informed of Pathologists Lancet through TV (such as Citizen, KBC, NTV, KTN, K24); 39.5% of the respondents were informed through radio stations (local FM stations); and, 15.8% through the internet. This depicts that audio visual media such as television were used much more by Lancet in its advertisements.

Table 4.6: Electronic Media

Source	Frequency	Percentage
Radio [Local FM stations]	15	39.5
TV [Citizen,KBC,NTV,KTN,K24]	17	44.7
Internet	6	15.8
Total	38	100.0

On print media source of information, Table 4.7 shows that 71.1% of the respondents obtained information from newspaper, 21.1% from magazines and 7.9% from journals. This shows that among the print media, newspapers were used more effectively by Lancet.

Table 4.7: Print Media

Source	Frequency	Percentage
Newspapers	27	71.1
Magazines	8	21.1
Journals	3	7.9
Total	38	100.0

On outdoor publicity, the findings presented in Table 4.8 shows that 65.8% of the customers got information from posters, and 34.2% got information from billboards.

Table 4.8: Outdoor Publicity

Source	Frequency	Percentage
Posters	25	65.8
Billboard	13	34.2
Total	38	100.0

The study inquired from the respondents if the brand identity (Pathologists Lancet Kenya) adds value to them as a customer. Findings presented in Table 4.9 show that 76.3% of the customers were affirmative while 23.7% through otherwise. This depicts that Lancet as a brand identity adds value to the customers.

Table 4.9: Brand Adding Value to Customers

	Frequency	Percentage
Yes	9	23.7
No	29	76.3
Total	38	100.0

The respondents were required to state the reasons for associative Lancet as brand identity wit value. From Table 4.10, 36.8% of the respondents pointed to quality of services, 26.3% pointed to relatively cheap prices, 18.4% alluded to customer satisfaction, 13.2% pointed to brand awareness, and 5.3% pointed to improved products /services. This shows that the respondents associated Lancet as a brand with quality, cheap price and customer satisfaction.

Table 4.10: Reasons on Why Brand Identity Add Value

Reason	Frequency	Percentage
Quality services	14	36.8
Brand awareness	5	13.2
Customer satisfaction	7	18.4
Employee support	0	0.0
Relatively cheap prices	10	26.3
Improved products /services	2	5.3
Total	38	100.0

The study sought to establish how the respondents, as customers, rated the competitiveness of Pathologists Lancet in the Kenyan market. Table 4.11 shows that 52.6% of the respondents indicated that the Company was competitive, 34.2% of the respondents indicated that the Company was very competitive.

Table 4.11: Competitiveness of Pathologists Lancet in the Kenyan Market

Competitiveness	Frequency	Percentage
Extremely competitive	1	2.6
Very competitive	13	34.2
Competitive	20	52.6
Less competitive	4	10.5
Not competitive	0	0.0
Total	38	100.0

The respondents were further asked to indicate the measures used by Pathologists Lancet Kenya to attract and retain customers. From Table 4.12, 34.6% of the respondents indicated that Lancet provides quick services, 31.6% stated that Lancet provides additional value-added services to customers, and 23.7% stated that Lancet has a close relationship with customers.

Table 4.12: Measures Used to Attract and Retain Customers

Measures	Frequency	Percentage
Close relationship with customers	9	23.7
Provide quick services	13	34.2
Flexibility of opening hours	4	10.5
Additional value-added services to customers	12	31.6
Total	38	100.0

4.5 Sales Promotion

This section presents the findings on the sales promotion techniques used by Lancet Kenya in customer growth. On sale promotion activities carried out by Pathologists Lancet Kenya that satisfies the respondents as a customer, Table 4.13 shows that 31.6% of the respondents pointed to advertisement, 23.7% to price cuts, 18.4% to free samples, 15.8% to discounts, and 10.5% to personal selling.

Table 4.13: Sale Promotion Activities Carried Out by Pathologists Lancet Kenya

Promotion Activities	Frequency	Percentage
Advertising	12	31.6
Discounts	6	15.8
Price cuts	9	23.7
Free samples	7	18.4
Personal selling	4	10.5
Total	38	100.0

4.5.1 Promotion Strategies

The respondents were asked to disclose the extent to which Pathologists Lancet Kenya uses the several promotional strategies. A 5-point Likert scale was used in data collection and analysis where 1 point was accorded to no extent, 2 points to small extent, 3 points to moderate extent, 4 points to great extent while 5 points to very great extent. The findings were presented in Table 4.14. The descriptive results from findings show that: promotion through flyer and brochure had a mean of 4.03; promotion through website had a mean of 3.63; promotion through newspapers had a mean of 3.61; promotion through television had a mean of 3.53; promotion through radio had a mean of 3.47. This shows that the promotion activities carried out by Pathologists

Lancet Kenya are done through flyer and brochure, websites, newspapers, television and radio.

Table 4.14: Extent of Use of Promotion Strategies

	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Promotion through demonstration	0	12	21	5	0	2.82	0.643
Promotion through Telephone handling	0	9	20	9	0	3.00	0.688
Promotion through flyer and brochure	0	0	10	17	11	4.03	0.743
Promotion through Office setting	0	14	13	11	0	2.92	0.807
Promotion through radio	0	1	21	13	3	3.47	0.678
Promotion through television	0	3	16	15	4	3.53	0.786
Promotion through newspapers	0	2	16	15	5	3.61	0.779
Promotion through Billboards	3	7	9	12	7	3.34	1.198
Promotion through sponsorships	0	6	18	14	0	3.21	0.694
Promotion through website	0	0	17	18	3	3.63	0.625

4.5.2 Public Relations

To the question on the extent of use of public relations by Pathologists Lancet Kenya, the findings were presented in Table 4.15. The study used a 5-point Likert Scale in collecting the data so that the factors could be ranked based on their weighted mean as previously indicated. From the results: clear vision and goals had a mean of 4.45, coping with competition had a mean of 4.03, bargaining power on prices and relatively cheap services had a mean of 4.0, collecting market information on customer needs had a mean of 3.95, adequate marketing campaigns had a mean of 3.89, enter into new markets and strategic location/store layout had a mean of 3.66, investment in new products/services had a mean of 3.61, good/attractive premises had a mean of 3.53, opening more branches had a mean of 3.43. From the findings it can be deduced that Pathologists Lancet Kenya, as public relations activities, has a clear vision and goals,

has a higher bargaining power on prices and offer relatively cheap services, collects market information on customer needs, has an adequate marketing campaigns, makes entry into new markets and has a strategic location/store layout.

Table 4.15: Extent of Use of Public Relations

Public Relations	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Collecting market information on customer needs	0	0	12	16	10	3.95	0.759
Adequate marketing campaigns	0	0	13	16	9	3.89	0.754
Enter into new markets	0	0	18	15	5	3.66	0.699
Opening more branches	0	0	23	13	2	3.45	0.594
Good/attractive premises	0	3	17	13	5	3.53	0.819
Strategic location/store layout	0	0	18	15	5	3.66	0.699
Bargaining power on prices	0	0	11	16	11	4.00	0.761
Relatively cheap services	0	0	12	14	12	4.00	0.795
Investment in new products/services	0	2	16	15	5	3.61	0.779
Coping with competition	0	0	11	15	12	4.03	0.778
Clear vision and goals	0	0	0	21	17	4.45	0.497

4.5.3 Personal Selling

The study sought to establish to what extent Pathologists Lancet Kenya uses personal selling to grow its customers or market share. A five point Likert scale was used as previously indicated. Table 4.16 shows that: positive word of mouth from loyal customers had a mean of 4.16, personal contact with customers had a mean of 3.97, close relationship had a mean of 3.79, and influence of sales people had a mean of 3.74. This depicts that Pathologists Lancet Kenya as personal selling technique uses, to a great extent, positive word of mouth from loyal customers, personal contact with customers and close relationship, and influence of sales people.

Table 4.16: Extent of Use of Personal Selling

Personal Selling	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Personal contact with customers	0	0	10	19	9	3.97	0.707
The influence of sales people	0	3	11	17	7	3.74	0.849
Close relationship	0	0	15	16	7	3.79	0.731
Positive word of mouth from loyal customers	0	0	8	16	14	4.16	0.744

4.5.4 Direct Marketing

The study sought to establish to what extent Pathologists Lancet Kenya uses direct marketing to grow its customers or market share. A five point Likert scale was used as previously indicated. Table 4.17 shows that: direct marketing by email had a mean of 4.05, personal contact with customers had a mean of 3.95, and telemarketing had a mean of 3.68. This depicts that Pathologists Lancet Kenya conducts direct marketing using emails, personal contact with customers and telemarketing.

Table 4.17: Extent of Use of Direct Marketing

Direct Marketing	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Personal contact with customers	0	0	11	18	9	3.95	0.724
By email	0	0	9	18	11	4.05	0.724
By telemarketing	0	4	12	14	8	3.68	0.921

4.6 Correlation Analysis

The study sought to establish the relationship between the promotion strategies and growth of customers of Pathologists Lancet Kenya. Pearson Correlation analysis was used to achieve this end at 95% confidence level ($\alpha = 0.05$).

Table 4.18 shows that there were significant correlation coefficients were established between promotion strategies and growth of customers. Very good and positive linear relationships were established between growth of customers and: public relations ($R = 0.719$, $p = .005$); sales promotion ($R = 0.690$, $p = .023$); and, advertising ($R = 0.686$, $p = .002$). Good and positive relationship was established between growth of customers and personal selling ($R = 0.428$, $p = .001$). This depicts that promotion strategies positively influence growth of customers.

Table 4.18: Correlation

Promotion Strategies	Customer Growth	
Advertising	Pearson Correlation	0.686**
	Sig. (2-tailed)	.002
Sales Promotion	Pearson Correlation	0.690*
	Sig. (2-tailed)	.023
Public Relations	Pearson Correlation	0.719**
	Sig. (2-tailed)	.005
Personal Selling	Pearson Correlation	0.428**
	Sig. (2-tailed)	.001
Direct Marketing	Pearson Correlation	0.691*
	Sig. (2-tailed)	.041

Correlation is significant at the 0.05 level (2-tailed).*

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

4.7 Regression Analysis

The study sought to establish how various promotion mix strategies employed by Pathologists Lancet Kenya would influence customer growth using multiple linear regression analysis. The strategies were: advertising, sales promotion, public relations, personal selling and direct marketing. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Whereby Y is growth of customers, β_0 is regression constant, $\beta_1 - \beta_5$ regression coefficients, X_1 is advertising, X_2 is sales promotion, X_3 is public relations, X_4 is personal selling, X_5 is direct marketing and ε model's error term.

Table 4.19 shows that there is a good linear association between the dependent and independent variables used in the study. This is shown by a correlation (R) coefficient of 0.887. The determination coefficient as measured by the adjusted R-square presents a moderately strong relationship between dependent and independent variables given a value of 0.764. This depicts that the model accounts for 76.4% of the variations in customer growth while 33.6% remains unexplained by the regression model.

Durbin Watson test was used as one of the preliminary test for regression which to test whether there is any autocorrelation within the model's residuals. Given that the Durbin Watson value was close to 2 (2.104), there was no autocorrelation in the model's residuals.

Table 4.19: Model's Goodness of Fit Statistics

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.887 ^a	.787	.764	.757	2.104

a. Predictors: (Constant), Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing

b. Dependent Variable: Growth of Customers

The ANOVA statistics presented in Table 4.20 was used to present the regression model significance. An F-significance value of $p < 0.001$ was established showing that there is a probability of less than 0.1% of the regression model presenting a false information. Thus, the model is very significant.

Table 4.20: Analysis of Variance (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	120.450	5	20.075	35.037	.000 ^b
Residual	32.659	32	.573		
Total	153.109	37			

a. Predictors: (Constant), Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing

b. Dependent Variable: Growth of Customers

From the findings in Table 4.21, the multiple linear regression equation becomes:

$$Y = 2.653 + 0.316X_1 + 0.003X_2 + 1.403X_3 + 0.570X_4 + 0.462X_5 \quad p < .001$$

From the model, when other factors (advertising, sales promotion, public relations, personal selling, direct marketing) are at zero, the customer growth becomes 2.653. Holding other factors (sales promotion, public relations, personal selling, direct marketing) constant, a unit increase in advertising would lead to a 0.316 ($p = .002$) increase in customer growth. Holding advertising, public relations, personal selling and direct marketing constant, a unit increase in sales promotion would lead to a 0.003 ($p = .023$) increase in customer growth. Holding advertising, sales promotion, personal selling and direct marketing constant, a unit increase in public relations would lead to a 1.403 ($p < .001$) increase in customer growth.

Further, holding advertising, sales promotion, public relations and direct marketing

constant, a unit increase in personal selling would lead to a 0.570 ($p < .001$) increase in customer growth. On the other hand, a unit increase in direct marketing, while holding advertising, sales promotion, public relations and personal selling constant, would lead to a 0.462 ($p = .028$) increase in customer growth. This shows that among the promotion mix strategies, public relations followed by personal selling and direct marketing would have the most positive influence on growth.

Table 4.21: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.653	.861		10.055	.983
Advertising	.316	.097	.270	3.268	.002
Sales Promotion	.003	.137	.002	.022	.023
Public Relations	1.403	.141	.998	9.925	.000
Personal Selling	.570	.122	.383	4.693	.000
Direct Marketing	.462	.204	.328	2.260	.028

a. Dependent Variable: Growth of Customers

CHAPTER FIVE:

SUMMARY, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the major findings of this study. This study sought to find out the influence of promotion mix strategies on the growth of customers of Pathologists Lancet Kenya. In addition, this chapter provides a direction for further studies and also gives some recommendations for policy making by the relevant authorities. Questionnaires were used to gather primary data. The questionnaires comprised of both closed and open-ended questions and were strictly administered by the researcher amongst the respondents in this area.

5.2 Summary of Findings

This study sought to establish the influence of promotion mix strategies on the growth of customers of Pathologists Lancet Kenya. Promotional strategies are crucial for every business for it to survive the current economic turbulent and environmental challenges. It is through these practices that the objectives of merchandising are achieved. Such objectives include profit maximization, offsetting costs of operations, business survival and gaining competitive advantage in the market through branding, segmentation and product/service positioning thus emphasizing on the marketing mix strategies which include; product strategy, pricing strategy, promotion strategy and distribution strategy.

The findings show that Pathologists Lancet Kenya is as a brand with quality, cheap price and customer satisfaction. Promotion activities carried out by Pathologists Lancet Kenya are done through flyer and brochure, websites, newspapers, television and radio. Pathologists Lancet Kenya, as public relations activities, has a clear vision and goals,

has a higher bargaining power on prices and offer relatively cheap services, collects market information on customer needs, has an adequate marketing campaigns, makes entry into new markets and has a strategic location/store layout.

Pathologists Lancet Kenya as personal selling technique uses, to a great extent, positive word of mouth from loyal customers, personal contact with customers and close relationship, and influence of sales people. It also conducts direct marketing using emails, personal contact with customers and telemarketing. The finding further shows that customer growth and a linear relationship with: public relations ($R = 0.719$, $p = .005$); sales promotion ($R = 0.690$, $p = .023$); and, advertising ($R = 0.686$, $p = .002$). Good and positive relationship was established between growth of customers and personal selling ($R = 0.428$, $p = .001$).

5.3 Conclusions

The findings indicate that Pathologists Lancet Kenya adopt at least some promotional strategies in their endeavor to achieve some competitive advantage over their competitors in such a stormy environment. It is concluded that the level of adoption of the promotional strategies amongst Pathologists Lancet Kenya still remains an uphill task despite the importance of strategic marketing practices in any business; these practices have not yet been embraced amongst the healthcare firms in Kenya due to high costs associated with promotions.

Many are the factors that have led to such a low levels of adoption of the promotional strategies were inadequate financial backup that is deemed as a major source of drawback to adoption of promotion strategies by Pathologists Lancet Kenya . Technological challenges serve as a drawback to healthcare firms in effective adoption of promotion strategies. Due to fewer efforts of the Government policies to support E-

business, healthcare firms have been performing poorly.

It is concluded that if a proper mechanism is put in place in regard to capital advancement and in reasonable terms, good business operating environment and good infrastructure will go a long way in enhancing the adoption promotion strategies among healthcare firms in Kenya. It is concluded that healthcare firms in Kenya to be competitive in terms of service quality, they should adopt modern technology in communication to promote their services cost effectively to the target market.

5.4 Study Implication on Policy, Theory and Practice

The study established that the respondents interviewed had been customers of Pathologists Lancet Kenya for a period less than 1 year due to the year the organization was established. Therefore, this study recommends that Pathologists Lancet Kenya to open and promote their services using common media channels. It was established that due to good image of the organization, most customers were loyal to the Pathologists Lancet Kenya services even though they needed to put more effort in promoting their services. It is recommended that print media advertisements to be used by Pathologists Lancet Kenya to promote its healthcare services to the target customers.

It was evident that majority of the customers did not know Pathologists Lancet Kenya through radio, newspapers, television, journals, magazines and billboards due to high costs associated with the media. Therefore, the study recommends Government intervention initiatives through the Ministry of Health to promote healthcare services at a minimal cost to the target market.

The study established that the healthcare industry was less competitive due to inadequate knowledge of healthcare services to the general market and less Government intervention initiatives. It is recommended that the Government of Kenya

to intervene and support healthcare programmes financially to promote the productivity of its population. It was established that Pathologists Lancet Kenya did not Promote their services through Office setting, radio, television, newspapers, Billboards and sponsorships due to high costs associated. The study recommends that, the Government should allocate special funds that will be used in collaboration with healthcare firms to improve the welfare of the Kenyan people.

It was witnessed that customer relations was enhanced through collecting market information on consumer needs, low costs of operation, entering new markets, opening new branches, having good and attractive premises, strategic location, having bargaining power on prices, investment in new products and services, coping with competition and by having clear vision and goals. It was witnessed that telemarketing was uncommon practice among the respondents due to inadequate customer care services of Pathologists Lancet Kenya. It was recommended that customers care employees of Pathologists Lancet Kenya need to be trained on telemarketing skills in order to promote the organizational image.

This study recommends that Pathologists Lancet Kenya should embrace the importance of promoting their services in their businesses in order to survive in the dynamic business environment. It is recommended that the government recognizes the importance of this sub-sector and initiates legislation. It is important that the government also puts in place legislation that enables healthcare firms to promote their services. The Government should come up with policies to enhance Communication technology especially in the advent of recent interconnectivity through the undersea cables which has enabled faster internet services through fiber optic cable among major towns in Kenya and is perceived to be faster and could be of great benefit if connected

with rural towns and markets for job creation like in Cyber cafes and consequently alleviate unemployment.

5.5 Limitations of the Study

The respondents of the study (customers of Pathologists Lancet Kenya) were usually very busy and therefore they required a lot of time in order to fill in the questionnaires. The challenge was overcome by giving the respondents the questionnaires by using drop and pick later method. Inadequate financial resources affected the results of the study. Accommodation and stationary costs delayed the exercise but early preparation and support from well-wishers was sought by the researcher.

Getting accurate information from the respondents was one of the major challenges since some of the workers were threatened that the information may be used against them by the firm. The challenge was minimized by assuring the respondents of confidentiality of the information they gave. Most of the respondents were unwilling to give the information due to negative perception of the study. The challenge was minimized by giving incentives to respondents in order to get positive response and accurate information. The location in distance and terrain while trespassing Nairobi County proved to be a bone of contention coupled with dusty grounds which posed a danger to personal health as far as common colds are concerned.

5.6 Suggestions for Further Research

Future studies should explore the reasons behind the promotion mix strategies in the healthcare industry. Researchers should go ahead and establish the reasons behind the failure of promotional mix strategies among healthcare firms in Kenya hence establish long term solutions in the industry in terms of new product development and quality customer delivery. Future studies will minimize promotional mix challenges

experienced by the healthcare organizations in Kenya hence competitive edge in the healthcare industry.

The study recommends that future studies can be done on other companies. This would help in comparison purposes as the relationship between promotion strategies and customer growth cannot be a one-size fits all, and might differ from one company and one market to the next. Further investigation is required of effect of promotion strategies on customer loyal or repeat purchase. Future studies can also be done on market segmentation strategies of Pathologist Lancet Kenya to determine what impact this could have on a company's marketing strategy.

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APPENDICES

Appendix I: Introductory Letter

TO WHOM IT MAY CONCERN

Dear Sir/Madam

REF: MBA RESEARCH STUDY

I am a student pursuing a Masters degree in Business Administration at the University of Nairobi. In partial fulfillment of the requirements to the award of the Masters degree, I am required to carry out a study on; “Influence of promotion mix strategies on the growth of customers of Pathologists Lancet Kenya”

I kindly request your assistance by availing time to respond to the questionnaire. A copy of the final report will be made available to you at your request. The information given will be treated with high confidentiality.

Yours faithfully,

STUDENT

MBOGO PITHON KANINA

SIGN.....

SUPERVISOR

DR. RAYMOND MUSYOKA

SIGN.....

SECTION: B ADVERTISING

4. Through which medium did you get to know about Pathologists Lancet Kenya?

1. Electronic media:-

- a. Radio [Local FM stations] []
- b. TV [Citizen,KBC,NTV,KTN,K24] []
- c. Internet []

2. Print media:-

- a. Newspapers []
- b. Magazines []
- c. Journals []

3. Outdoor publicity:-

- a. Posters []
- b. Billboard []

5. Does brand identity (Pathologists Lancet Kenya) add value to you as a customer?

Yes []

No []

6. If yes, what are the reasons?

- a. Quality services []
- b. Brand awareness []
- c. Customer satisfaction []
- d. Employee support []
- e. Relatively cheap prices []
- f. Improved products /services []

7. As a customer, how do you rate the competitiveness of Pathologists Lancet in the Kenyan market?

- a. Extremely competitive []
- b. Very competitive []
- c. Competitive []
- d. Less competitive []
- e. Not competitive []

8. **What are the measures used by Pathologists Lancet Kenya to attract and retain customers?**

- a) Close relationship with customers []
- b) Provide quick services []
- c) Flexibility of opening hours []
- d) Additional value-added services to customers []

SECTION: C SALES PROMOTION

11. **What Sale promotion activities carried out by Pathologists Lancet Kenya satisfy you as a customer?**

- a. Advertising []
- b. Discounts []
- c. Price cuts []
- d. Free samples []
- a. Personal selling []

12. **To what extent does Pathologists Lancet Kenya use the following promotional strategies?**

PROMOTION STRATEGIES	Very Great Extent 5 points	Great Extent 4points	Moderate Extent 3 points	Small Extent 2 points	No extent 1 point
Promotion through demonstration					
Promotion through Telephone handling					
Promotion through flyer and brochure					
Promotion through Office setting					
Promotion through radio					
Promotion through television					
Promotion through newspapers					
Promotion through Billboards					
Promotion through sponsorships					
Promotion through website					
PUBLIC RELATIONS					
Collecting market information on					

customer needs					
Adequate marketing campaigns					
Enter into new markets					
Opening more branches					
Good/attractive premises					
Strategic location/store layout					
Bargaining power on prices					
Relatively cheap services					
Investment in new products/services					
Coping with competition					
Clear vision and goals					
PERSONAL SELLING					
Personal contact with customers					
The influence of sales people					
Close relationship					
Positive word of mouth from loyal customers					
DIRECT MARKETING					
Personal contact with customers					
By email					
By telemarketing					

THANKS FOR YOUR COOPERATION