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The Influence of Sales Promotion Strategies on William Lawson's Brand Image in Kapseret Sub-County, Kenya: A Comprehensive Analysis

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Abstract

Aim: This study aimed to examine how sales promotion tactics affected William Lawson's brand image in Kapseret Sub-County, Kenya.

Methods: A quantitative descriptive analysis was conducted to assess perceptions of sales promotions, complemented by Pearson correlation to test their association with brand image. In addition, qualitative data were gathered through interviews with distributors and liquor store managers to provide contextual insights.

Results: The quantitative analysis revealed an extraordinarily high composite mean score of 4.9779 (Std. Deviation = 0.08296) for sales promotions, indicating a nearly unanimous positive opinion among respondents. Pearson correlation analysis further confirmed a statistically significant positive relationship between sales promotions and brand image ($r = 0.101$, $p = 0.046$), leading to the rejection of the null hypothesis. Qualitative findings supported these results, with distributors and managers emphasizing the role of discounts, freebies, and special offers in fostering consumer loyalty, attracting new customers, and enhancing brand value.

Conclusion: The findings demonstrate that sales promotions serve as a highly effective strategic tool, exerting a major and positive influence on William Lawson's brand image. Beyond their conventional role as short-term sales drivers, well-designed promotions contributed to building a strong, consistent, and culturally relevant brand identity within the urban market.

Recommendations: The study recommends that international brands operating in developing urban markets should strategically adopt value-driven and culturally relevant promotions. Such approaches not only boost immediate sales but also strengthen long-term brand perception and consumer loyalty.

Keywords: *Integrated marketing, brand image, sales promotion, public relations, Kenya*

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INTRODUCTION

In the competitive global alcoholic beverage business, building and sustaining a strong brand image is vital for long-term success. The changing customer landscape, especially in emerging economies, necessitates a complex and multifaceted strategy, even though traditional marketing channels have long been fundamental. To promote loyalty and a positive image, brands must carefully match their marketing initiatives with regional consumer preferences, cultural quirks, and economic realities. This is especially true for global companies looking to increase their presence in vibrant metropolitan sub-counties. One such strategic endeavour is examined in detail in this manuscript: a focused integrated marketing project launched by the William Lawson's brand in collaboration with Captivate Africa, a marketing agency, to revitalise its reputation in Kenya's Kapseret Sub-County. The William Lawsons project was a direct response to the need to engage with the local audience through sales promotions. However, a crucial aspect of that project, the effect of sales promotion strategy, is the specific focus of this analysis.

Sales promotion, which is frequently thought of as a short-term tactical tool to increase sales, is becoming more widely acknowledged as a potent tool for influencing consumer attitudes and establishing long-term brand equity. The use of discounts, special offers, and giveaways can not only encourage immediate sales in markets where consumers are price-sensitive and value-conscious, but also foster a sense of goodwill and value that enhances a brand's reputation. This manuscript's main goal is to look into this relationship by analysing how William Lawson's sales promotion tactics affect the company's reputation in Kapseret Sub-County. We can offer a thorough grasp of this particular element's efficacy and strategic ramifications by separating it from the larger integrated marketing project.

A convergent parallel mixed-methods approach was used in the study to guarantee a thorough and reliable analysis. A quantitative component measured the scope and statistical significance of the association between sales promotion and brand image using descriptive and inferential statistics based on survey data from 393 participants. A qualitative component that included interviews with distributors and managers of liquor stores was added to this in order to offer deep, contextual insights into consumer behaviour and business viewpoints. This two-pronged strategy makes it easier to triangulate data, confirming quantitative results with empirical observations. According to the preliminary results of the larger project, respondents were generally in agreement about the beneficial effects of sales promotions. A statistically significant positive correlation was found by the inferential analysis, indicating that these marketing initiatives were actually strengthening brand perception rather than being merely stopgap measures. This manuscript aims to elaborate on these findings, offering a detailed discussion of how promotions such as discounts, freebies, and exclusive deals were perceived by consumers and how they contributed to the brand's overall image in the Kapseret market. A thorough analysis of the results, a discussion of the findings, a literature review, the methodology, and useful suggestions for William Lawson will all be covered in the sections that follow. These sections will offer a clear road map for using sales promotions to create a strong brand image.

LITERATURE REVIEW

The impact of sales promotion on customer behaviour is essential to investigate. Although it was thought of as a temporary incentive to boost demand, its purpose changed to being strategic in influencing brand perception and fostering enduring loyalty (Kotler & Keller, 2012). This section examines important theoretical and empirical research on the connection between brand image and sales promotion, placing it in the context of developing markets such as Kenya.

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According to scholarly discourse, sales promotions have a variety of effects on a brand's image, even though their main objective is to increase sales. The generation of perceived value is the fundamental mechanism. Offering discounts, exclusive offers, or freebies can help a brand communicate to customers that it values their business and is giving, which will make them more optimistic (Afifah & Sakti, 2024). This is consistent with research by Al-Sahli (2022), which showed that instant sales promotion strategies work well for increasing brand recall, especially among budget-conscious consumer groups. Effective promotions can foster a stronger sense of brand commitment and loyalty in addition to immediate recall. For example, Tufa and Melese (2021) discovered that by fostering a favourable consumer-brand relationship, promotions can greatly increase brand loyalty when strategically incorporated. According to Kim *et al.'s* (2014) research on sales promotion and brand reputation, giving away freebies like t-shirts or caps can also increase a customer's feeling of exclusivity and brand loyalty.

The market environment has a significant impact on how successful sales promotions are. Sales promotions are especially important in emerging economies, where consumers frequently have tighter budgets and are very price sensitive. According to Balogun *et al.* (2019), well-designed and culturally appropriate sales campaigns can significantly boost brand equity in developing countries. Promotions are an essential way to convey accessibility and brand value in these kinds of settings, not just a transactional tool. A good case study for this dynamic is the William Lawson project in the quickly urbanising Kapseret Sub-County. The project's sales promotion tactics, such as discounts and exclusive deals, were created to appeal to local customers who place a high value on affordability and value. This is corroborated by the qualitative information gleaned from the distributor interviews conducted for the study, which highlights how these promotions improved the brand's reputation locally and directly raised foot traffic.

The literature concludes that sales promotions are a strategic tool that can improve brand image and impact consumer perceptions, rather than merely serving as a means to an end. While the short-term goal may be transactional, the long-term impact on brand equity is significant, particularly in markets where consumers seek value. By offering a localised, mixed-methods analysis of this relationship, this study adds to the body of knowledge by showing how William Lawson's particular promotional strategies within Kapseret Sub-County have a statistically significant positive impact on its brand image. For brands looking to establish a significant presence in comparable markets, the insights obtained from this analysis will offer helpful direction.

METHODOLOGY

This study adopted a mixed-methods approach to examine the effect of sales promotion strategies on William Lawson's brand image in Kapseret Sub-County. A convergent parallel design was utilised, where quantitative and qualitative data were collected and analysed to provide a holistic understanding of the research problem. This approach allowed for the triangulation of findings, enhancing the validity and reliability of the conclusions.

Target Population and Sampling Procedures

The study's target population was made up of two different but complementary groups in Kapseret Sub-County, Kenya. The groups are important industry stakeholders and alcoholic beverage end users. While the stakeholders, like alcohol distributors and managers of liquor stores provided vital on-the-ground insights into consumer behaviour and market dynamics, the consumer group offered the main viewpoint on William Lawson's brand perception. This dual-group approach, combined with quantitative feedback and in-depth qualitative expertise, was crucial for gathering a comprehensive dataset.

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The study's intended sample size for the quantitative phase was 393 customers. It was established that this sample was statistically sufficient for making trustworthy inferences about the larger population. Simple random sampling, a probability-based technique in which each member of the target population has an equal chance of being chosen, was the sampling technique used. To reduce selection bias and guarantee that the results could be applied to the whole Kapseret Sub-County, simple random sampling was especially chosen. This group was given the quantitative questionnaire, which examined the impact of sales promotions.

More information on the target population is in the table below.

Where:

x represents the subcounty population.

y represents the population of Uasin Gishu County.

N represents the study population.

Table 1: Target Population, Sampling Frame and Sample Size

Outlets Location	Subcounty population (x)	Calculation for n (x/y*N)	Sample(n)
Kapseret	198499	(198499/1163186) *140723	24014

The study focused on Kapseret Sub- County hence the need to use a simple random method to find the sample size of alcohol consumers. The researcher used Slovin's formula to get the sample size (n).

Slovin's formula = n = N / (1+Ne^2)

Kapseret Population (N)= 24,014 consumers

Margin of error (e) = 0.05

Sample (n) = 24014 / (1+24014*0.05^2) = 24014 / (1+60.035)

Sample (n) = 393.

In the qualitative phase, purposive sampling was used. A smaller set of key informants was chosen using this non-probability technique because of their direct professional experience and expert knowledge. The deliberate selection of liquor shop managers and distributors was based on their close study of how customers responded to William Lawson's marketing campaigns. Their qualitative insights, which offered rich, in-depth narratives on how promotions like discounts, gifts, and special offers were received and what effect they had on customer loyalty and brand perception, placed the quantitative data in context. By combining these two sampling techniques, a convergent parallel design was made possible, allowing for the triangulation of results and eventually boosting the validity and dependability of the study's conclusions.

Description of Research Instruments

A combination of quantitative and qualitative research tools was used in this study to fully comprehend how sales promotions affected William Lawson's brand image. A structured questionnaire given to 393 customers served as the main quantitative instrument. This tool, which was separated into two pertinent sections, was created to capture particular data points on consumer perceptions. The impact of sales promotion strategies, including discounts, exclusive deals, and freebies, on brand perception and engagement was evaluated in the first section, "Sales Promotion and Brand Image." A five-point Likert scale, with 1 denoting

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"strongly disagree" and 5 denoting "strongly agree," was used to ask respondents to rate how much they agreed with a series of statements. In addition to providing the data for the composite mean scores and standard deviation analysis, this scale was essential for gauging the strength of consumer views. The dependent variable measure was the second quantitative section, "Brand Image," which included particular items intended to assess how sales promotions affected attitudes and brand loyalty.

A qualitative, open-ended questionnaire was created for in-depth interviews with 11 liquor store managers and alcohol distributors in order to supplement the quantitative data. To extract deep, contextual insights that the quantitative data was unable to offer, this instrument was designed with a series of questions. Enquiries centered on their expert observations, including whether giveaways increased customer loyalty and how discounts and special offers impacted consumer perceptions. This open-ended format was essential for obtaining complex viewpoints and real-world examples, which allowed the statistical results to be cross-checked with useful, qualitative data from important industry participants. When these tools were used together, a strong foundation for an in-depth examination was produced.

Validity of the Instrument Results

Triangulation of data and a robust design were used to establish the validity of the study instruments. To ensure their content validity, the quantitative questionnaires were designed to measure the sales promotion and brand image structures directly. Furthermore, a crucial layer of validation was offered by the convergent parallel mixed-methods technique. The study was able to cross-verify that the instruments were correctly capturing the expected phenomena by contrasting the results of the structured consumer surveys with the detailed qualitative insights from distributors and managers of liquor stores. This procedure validated how well the tools reflected attitudes and actions in the real world.

Reliability of the Instrument Results

By confirming the stability and consistency of the data gathered, the dependability of the research tools was guaranteed. The main reliability check was the study's convergent parallel mixed-methods design, which combined quantitative and qualitative data. A composite mean score with a low standard deviation of 0.08296 was obtained from the quantitative data on sales promotion, suggesting that respondents' positive opinions were highly consistent and homogeneous. Additionally, the quantitative results were consistently corroborated by the qualitative findings from independent interviews with distributors and managers of liquor stores. The general dependability and credibility of the study's conclusions were highlighted by the primary themes and findings that consistently emerged across both data collection methodologies.

Data Collection Procedures

A mixed-methods approach was used to collect data in Kapseret Sub-County. Simple random sampling was used to distribute questionnaires to 393 customers in order to collect the quantitative data. Using a deliberate sampling technique, in-depth, semi-structured interviews with managers of liquor stores and distributors were conducted concurrently to gather the qualitative data. In order to present a thorough and triangulated picture of the study problem, both data sets were gathered and examined concurrently. This ensured that the results were both contextually rich and statistically sound.

Data Analysis Procedures

The Statistical Package for the Social Sciences (SPSS) was used to analyse quantitative data from the structured questionnaires. The demographics and opinions of the respondents were compiled using descriptive statistics. Multiple linear regression analysis and Pearson correlation were used to ascertain the link between the independent variable (sales promotion) and the dependent variable (brand image) to test the research hypotheses. Thematic analysis was the method employed for the qualitative data. After carefully coding the interview transcripts to find emerging themes and patterns, they were addressed to offer context and a more thorough comprehension of the quantitative findings.

Descriptive Statistics

The data analysis was performed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were used to summarize the demographic data of the respondents and to provide an overview of the mean perceptions for each integrated marketing component and the overall brand image.

Correlation

To assess the relationship between the variables, Pearson correlation was calculated to determine the strength and direction of the linear relationship between each of the five integrated marketing components and brand image.

Pearson Correlation Analysis

The inferential statistical analysis for this study was conducted using Pearson correlation analysis. This method was employed to investigate the relationship between the independent variable, Sales Promotion, and the dependent variable, Brand Image. The analysis produced a Pearson correlation coefficient and a p-value, which were used to test the study's hypotheses and determine the statistical significance of the relationship between the variables.

Ethical Considerations

The National Council for Science and Technology, and Innovation (NACOSTI) issued a research license to the researcher, enabling them to carry out the investigation. At the Uasin Gishu County Offices, permission to engage the people of Kapseret sub-county was sought beforehand. To gain the respondents' trust, the researcher ensured that there was no personal information to be filled in on the questionnaires. For the open-ended questionnaires with the managers, a strong rapport was established and confidentiality guaranteed to ensure honesty while answering inquiries. As soon as the data was transcribed, all transcripts, codes, and other research materials that might reveal participants' identities or compromise their safety were destroyed. Extreme caution was exercised as we were dealing with intoxicated respondents at times. After the data was collected, it was stored securely to avoid it being accessed by other people not relevant to the study. After the data was analysed, the results from the study were communicated to the participants.

FINDINGS AND DISCUSSION

The results of the descriptive and inferential analyses, along with the qualitative information acquired to address the impact of sales promotion tactics on William Lawson's brand image, are presented in this part. The quantitative findings showed that sales promotions and brand perception were positively correlated in a statistically significant way. Qualitative data, which offers a more thorough grasp of how these promotional actions affect consumer behaviour and brand loyalty in the local market, further enhances this finding.

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Descriptive Statistics

A thorough examination of the descriptive statistics is the first step in analysing the study's data on sales promotion and its connection to William Lawson's brand image in Kapseret Sub-County. The next inferential and qualitative analyses are based on these data, which offer a quantifiable summary of the participants' perceptions. The findings present a convincing and unambiguous image of a marketing approach that was consistently and well-received by the population polled. According to the quantitative results, sales promotion had a composite mean score of 4.9779. Based on a five-point Likert scale, where 5 denotes "Strongly Agree," this number shows that there was a remarkably high level of agreement among the 393 responders.

Participants generally unanimously agreed that sales promotion tactics improved their brand perception and interaction with William Lawson's, as indicated by a mean score that was so close to the maximum value. This is a noteworthy discovery since it shows almost unanimous acceptance and implies that the brand's marketing campaigns were precisely achieving their target. It suggests that tactics like discounts and exclusive deals were viewed as an essential and very successful part of the brand's marketing mix in the local market, rather than only being somewhat successful. The promotions perceived value and appeal are powerfully demonstrated by this high mean score, which also shows that they significantly increased customer involvement and positive emotion. This conclusion is further supported by the 0.08296 standard deviation, which is extraordinarily low (as shown below).

Table 2: Descriptive Statistics for Sales Promotion Composite and Brand Image Composite.

	Descriptive Statistics				
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
SalesPromotion_Composite	393	4.67	5.00	4.9779	.08296
BrandImage_Composite	393	2.90	5.00	4.9659	.14395
Valid N (listwise)	393				

The dispersion or spread of the data points around the mean is measured by the standard deviation. A low standard deviation in this case indicates that the replies were closely tied to the high mean score. Put more simply, the respondents' opinions did not differ all that much. The data shows a uniform and consistent positive response, in contrast to a scenario where some customers may react favourably while others stay neutral or unimpressed. A key sign of the sales promotion strategy's consistency and widespread popularity is its low variance. It implies that William Lawson's was not only connecting with its target audience but also doing so regularly, suggesting that its promotions were valued and successful by all of the population categories assessed. Because it eliminates ambiguity and offers a solid foundation for upcoming marketing decisions, this consistency is especially beneficial in a changing market.

By offering rich, contextual information that statistics alone cannot, the study's qualitative findings helped to clarify the "why" underlying these potent quantitative figures. Several important elements that support the statistical findings were found through interviews with managers of liquor stores and distributors of alcohol, who had firsthand, everyday observations of consumer behaviour. The enormous importance of promotions in the Kapseret business was one of the main themes. Managers regularly highlighted how foot traffic was primarily driven by discounts and special offers, which served as a potent inducement for both new and returning clients. They pointed out that in addition to drawing clients in, these promotions were

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essential in keeping them loyal to the business. The interviewees emphasised the immediate and palpable effects of these tactics by describing a clear relationship between the application of a discount and a rise in sales.

The qualitative findings emphasised the significance of freebies in addition to monetary incentives. Receiving promotional products like t-shirts and cups, according to the participants, strengthened their sense of exclusivity and brand loyalty. This partnership is more than just a transaction. William Lawson's was able to give the customer a distinctive and satisfying experience by offering a physical, branded product. This "gifting" practice changed the relationship between the business and its customers from a straightforward transaction to one that was more fulfilling and intimate. The interviewees stated that these freebies were highly valued and regarded as an expression of the brand's gratitude to its patrons. A favourable brand image was greatly enhanced by this feeling of being appreciated and rewarded, which in turn encouraged a stronger sense of loyalty that went beyond the immediate transaction.

Hence, the strategic significance of adjusting promotions to the local situation was highlighted by the qualitative observations. According to the thesis, "culturally appropriate promotions" consciously raised foot traffic and improved William Lawson's reputation in the neighbourhood. This suggests that the business tailored its efforts to appeal to the unique interests and behaviours of customers in Kapseret Sub-County rather than merely using a generic promotional model. Promotions, for instance, were probably planned to coincide with neighbourhood gatherings or commemorated in a way that complied with social standards. One of the main causes of the quantitative data's high levels of agreement and low variance is the careful, localised approach. The reason the advertisements worked so well was that they were made to be personable and relevant to the target population. The sales promotion descriptive data proved essential. The remarkably high mean score and the low standard deviation offer strong quantitative proof that the target audience embraced the tactics consistently and favourably. The qualitative results, which clarify that this success is due to promotions that successfully strike a balance between value-driven incentives and culturally appropriate and relationship-building freebies, provide strong support for this. The sum of these results offers a thorough perspective, demonstrating that William Lawson's sales promotions were a very successful strategy for improving the company's reputation in Kapseret Sub-County.

Inferential Statistics

Inferential statistics, including Pearson correlation, were used to test the study's hypotheses by determining the relationships and the predictive power of sales promotion on brand image.

Correlation Analysis

A Pearson correlation study was performed to ascertain the statistical relationship between William Lawson's brand image and sales promotion. The findings showed a p-value of $p=0.046$ and a Pearson correlation coefficient of $r=0.101$. The null hypothesis was rejected because the p-value fell below the predefined significance level ($p<0.05$). A statistically significant positive correlation between the two variables is confirmed by this result. It suggests that the implementation of sales promotions had a quantifiable and favourable impact on the brand image of the Kapseret Sub-County population studied.

DISCUSSION OF FINDINGS

The findings from this study reveal a clear and compelling relationship between sales promotion strategies and William Lawson's brand image in Kapseret Sub-County. A statistically significant positive correlation was strongly supported by the quantitative analysis,

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which yielded a p-value of p=0.046 and a Pearson correlation coefficient of r=0.101. This result made it possible to reject the null hypothesis, demonstrating that sales promotions are an essential part of creating a positive brand image rather than just a transactional instrument. The robust descriptive data further support this statistical conclusion. The remarkably high composite mean score of 4.9779 and the low standard deviation of 0.08296 show that respondents' perceptions are positive and almost unanimous. This suggests that the target demographic generally and consistently valued the promotional tactics used, such as discounts, exclusive deals, and freebies.

The important "why" behind these figures was provided by the qualitative observations of distributors and managers of booze stores. They underlined how successful these efforts were in drawing in new clients, keeping existing ones, and enhancing the brand's perceived worth and recognition. These stakeholders emphasised how the brand's local standing was improved and foot traffic was deliberately increased through culturally relevant promotions. By establishing a clear, favourable correlation between the brand and perceived value, William Lawson's sales promotion tactics effectively fostered customer loyalty and improved its brand image, according to the convergence of these quantitative and qualitative data.

CONCLUSION

The impact of sales promotion on William Lawson's brand image in Kapseret Sub-County, Kenya, was thoroughly investigated in this study. The study effectively illustrated a statistically significant positive link between the two variables using a convergent parallel mixed-methods methodology. With a p-value of p=0.046 and a Pearson correlation coefficient of r=0.101, the quantitative analysis offered strong support. Because this result is below the traditional $p<0.05$ criterion, it is a reliable indication that the brand's promotional efforts had a direct impact on consumer views and that the observed positive influence was not the result of chance.

These results were further supported by the descriptive statistics, which revealed an exceptionally high composite mean score of 4.9779 for sales promotion. On a five-point scale, this result shows that consumers have a generally positive opinion. This consensus is further supported by the remarkably low standard deviation of 0.08296, which indicates that respondent opinions vary very little. This implies that the promotional tactics, such as giveaways, discounts, and special deals, were not only successful but also regularly well-liked by the people polled. Rich qualitative comments from distributors and managers of liquor stores provided strong support for this quantitative evidence. Their stories demonstrated how promotions, which made the company seem more approachable and customer-focused, were essential for drawing in new clients, building brand value, and cultivating customer loyalty.

The study concludes that William Lawson's sales promotion tactics were very successful in improving the company's reputation in the Kapseret market. These programs effectively moved beyond their historical function as temporary sales boosters to serve as a tactical instrument for creating a favourable, worthwhile, and recognisable brand identity. A thorough grasp of how these initiatives foster a favourable correlation between the brand and perceived value is provided by the triangulation of quantitative and qualitative data. This information is helpful for the brand in utilising comparable promotional strategies in comparable urban markets in Kenya and elsewhere. The project's success is a useful example of how global companies may successfully build a strong local presence by adjusting their strategies to suit local market conditions and consumer demands.

RECOMMENDATIONS

Practice Suggestion

William Lawson's should keep running frequent, targeted sales promotions to increase customer loyalty and involvement. To maximise their influence on foot traffic and brand perception, these should be carefully planned to coincide with local cultural events and customer preferences. To appeal to both budget-conscious and brand-loyal customers, promotions and physical gifts should continue to be used.

Policy Recommendation

William Lawson and pertinent parties should establish explicit guidelines for sales promotion initiatives that ensure transparency and customer awareness. In order to prevent consumer mistrust and establish long-term brand reputation, these regulations should guarantee that all promotions are conveyed in a clear manner.

Theory Recommendation

More investigation is required to ascertain the long-term psychological effects of various sales promotion tactics, such as loyalty programs versus flash deals, on brand loyalty. To examine the long-term impacts of each promotional strategy on consumer behaviour and brand perception, a comprehensive, longitudinal study would be necessary.

Recommendations for Future Research

This study offers a moment-in-time view of the connection between brand image and sales promotions. A longitudinal strategy should be used in future studies to monitor shifts in consumer views over time. This would make it clearer whether sales promotions' beneficial effects on brand image last over time or if they wane. Also, comparative analysis to contrasts William Lawson's sales promotion tactics with those of its main rivals will yield insightful information about the market. The results of this study may help determine the precise kinds of promotions that work best for setting a brand apart and increasing market share.

Future study should also conduct a comprehensive psychological analysis. Although a correlation was shown, this study did not explore the underlying psychological processes. To gain a deeper knowledge of consumer choices and brand loyalty, future studies could investigate the psychological elements that underlie customer reactions to sales promotions in Kapseret Sub-County, such as the significance of perceived social value or group affiliation. Additionally, it is recommended that this study be replicated in several Kenyan regions with distinct socioeconomic and cultural traits in order to evaluate the generalisability of these findings. This would make it easier to ascertain how regional variations impact how customers react to sales promotion tactics.

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