

The Effect of Promotional Mix on Crop Sales Performance in Uasin Gishu County, Kenya

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Article History	Abstract
Original Research Article	<i>This study examined the effect of marketing strategies on crop sales performance in Uasin Gishu County, Kenya. The research focused on: evaluating the impact of promotional mix on crop sales performance among small and medium-scale farmers. A descriptive research design was employed, targeting a population of 10,000 farmers. From this, a sample of 385 respondents was selected, and 320 completed and returned the questionnaires, achieving a response rate of 83.12%. Data was gathered using structured questionnaire. The collected data underwent cleaning, coding, transformation, and validation before analysis. SPSS version 26 was used for both descriptive statistics (such as means, standard deviations, and frequencies) and inferential statistics, including Pearson correlation and regression analyses. Results were displayed using tables and visual tools like pie charts and bar graphs to ensure clarity. These findings helped determine the relationship between various marketing strategies and crop sales performance in the region.</i> <i>For promotional mix in improving crop sales. Online platforms (mean = 4.49), branding campaigns (mean = 4.55), and community events (mean = 4.27) were considered highly effective. Personal selling (mean = 4.38) and building buyer relationships (mean = 4.39) also yielded positive results. Other strategies like targeted advertising (mean = 4.04), personalized marketing (mean = 4.24), discounts (mean = 4.12), and bulk incentives (mean = 4.55) were moderately effective. The promotional mix showed a positive correlation with crop sales performance ($r = 0.575$).</i> <i>The study concludes that marketing strategies significantly affect crop sales performance in Uasin Gishu County. Effective product strategies such as ensuring crop quality, diversification, value addition, and branding boost marketability, while aligning production with consumer demand improves sales. Competitive and value-based pricing enhances market share despite constraints from economic conditions. Efficient distribution channels, including direct sales, digital platforms, and cooperatives, increase profitability and market access, with hybrid models optimizing outcomes. Lastly, an integrated promotional mix featuring online marketing, personal selling, and branding enhances visibility and trust, supporting both short-term gains and long-term growth in crop sales.</i> Index Terms – Performance, Strategy, Marketing, Promotional Mix.
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Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited. Citation: Mercy Akinyi Odima, Peter Kiriri. (2025). The Effect of Promotional Mix on Crop Sales Performance in Uasin Gishu County, Kenya. UKR Journal of Economics, Business and Management (UKRJEBM), Volume 1(9), 123-134.	

1. INTRODUCTION

Crop sales performance is a key determinant of agricultural success and sustainability, influencing the economic well-being of farmers and the overall growth of the agricultural sector [1]. It refers to the effectiveness with which farmers are able to convert their produce into income through timely

market participation, favorable pricing, and minimized post-harvest losses [2]. When crop sales performance is high, farmers experience better returns, enhanced food security, and increased investment in agricultural production [3]. However, poor crop sales performance often linked to limited market access, low bargaining

power, and inefficient value chains continues to affect millions of smallholder farmers globally, especially in developing countries [4]. These challenges stem largely from inadequate information, weak institutional support, and majorly, limited use of marketing strategies [5].

Uasin Gishu County being a major contributor to the country's food security, farmers in this region face challenges in maximizing their crop sales performance due to challenges in applying marketing strategy. Historically, farmers in Uasin Gishu have relied on traditional methods of obtaining market information, often leading to suboptimal decision-making in crop selection, production planning, and marketing. The lack of reliable information on crop prices, demand trends, and market conditions has resulted in missed opportunities and reduced profitability for many farmers [6].

Recent developments in information and communication technologies have created new possibilities for disseminating market information. However, the extent to which these advancements have benefited farmers in Uasin Gishu County remains unclear. This study aims to examine the role of market information on crop profitability in the region, focusing on how access to and utilization of such information impacts farmers' decision-making processes and overall economic outcomes. By investigating this topic, the research seeks to identify gaps in the current marketing systems, marketing mix and propose strategies to enhance farmers' access to product strategies, promotional mix, pricing factors and distribution channels contributes to improved crop sales performance in Uasin Gishu County.

Access to suitable and effective marketing strategies remains a major obstacle for farmers in many developing countries, especially in sub-Saharan Africa. According to the [7], only about 15% of farmers in this region have access to formal crop marketing strategies. This lack of access significantly limits the capacity of over 100 million farmers globally to make informed decisions about production and marketing, ultimately constraining their potential to maximize productivity and improve crop sales performance. The situation is particularly evident in East Africa, and more so in Kenya, where over 80% of agricultural output is produced by smallholder farmers [8]. In Uasin Gishu County, recent surveys show that only 26% of the 112,000 farming households reported having a defined marketing strategy prior to identifying and targeting their [9]. This low adoption rate reflects broader structural inefficiencies in the sector.

Kenya's agriculture sector is vital to the national economy, contributing approximately 38% of GDP and supporting more than 80% of the rural population [10]. It is also central to the country's Vision 2030 development blueprint. Crop

production accounts for 70% of agricultural exports and more than 15.5% of formal employment (Ministry of Agriculture, 2021) [9]. Despite multiple policy interventions, such as the Agricultural Sector Development Strategy (ASDS) 2010–2020 and its 2021 update, the sector continues to face significant hurdles. These include limited access to profitable markets, poor knowledge and capacity among farmers for crop promotion, insufficient storage and transport infrastructure, and difficulties in maintaining consistent supply and meeting market quality standards [11]. As a result, profitability in the sector declined from 5.2% in 2020 to 4.4% in 2022, with poor crop sales performance identified as a key contributing factor [12].

Farmers in Uasin Gishu, particularly those growing maize, wheat, and potatoes, frequently make sales decisions based on rough estimates rather than actual market demand and data. They often lack access to pricing information, possess minimal bargaining power when engaging with brokers, and typically sell their produce immediately after harvest, when prices are 20–30% lower than seasonal highs [10] [13]. In fact, a survey (2021) [9] found that 75% of farmers in the region sold their maize within four months of harvest, thereby missing out on better pricing opportunities. Furthermore, many farmers are exploited by middlemen who take advantage of their limited market access and lack of timely information [13].

2. LITERATURE REVIEW

2.1. Introduction

This section presents an empirical review of existing research studies and scholarly articles relevant on the effects of promotional mix on crop sales performance.

2.2. Promotional Mix and Crop Sales Performance

A promotional mix refers to the combination of marketing communication tools and strategies a company uses to promote its products or services to target customers. The key components usually consist of advertising, public relations, publicity, digital marketing, sales promotions, personal selling, and direct marketing. Companies adjust their promotional mix based on factors like target audience, budget, product type, and market conditions to create an effective marketing strategy [14]. Promotional mix can significantly affect crop sales performance by influencing consumer awareness, perception, and purchasing decisions, advertising: Raises awareness about crop varieties, their benefits, and availability, public Relations: Builds trust and positive image for farming practices and product quality, sales Promotion: Encourages immediate purchases through discounts or bundle offers, Personal Selling: Allows direct communication with buyers, addressing specific needs and direct Marketing: Targets specific customer segments with

tailored messages [15].

2.2.1. Digital Marketing

Digital marketing is the practice of promoting products, services, or brands through one or more forms of electronic media. It involves using digital channels such as search engines, social media, email, websites, and mobile apps to connect with current and prospective customers. Digital marketing strategies aim to reach consumers where they spend much of their time online [16]. One of the primary ways digital marketing affects crop sales is by increasing market access. Digital platforms can connect farmers directly with buyers, reducing their reliance on intermediaries. This direct connection often leads to better prices for farmers and improved profit margins.

Ref [17], noted that such improved market access is a key factor in the adoption of new agricultural technologies among farmers in developing countries. Through digital channels, farmers can access real-time market prices, weather forecasts, and agricultural advice. This timely information enables better decision-making regarding planting, harvesting, and selling crops, it also enhances customer engagement. Social media platforms and messaging apps allow farmers to build relationships with customers, respond to inquiries quickly, and maintain a dialogue with their market. This engagement can lead to repeat business and word-of-mouth recommendations. However, it's important to note that the effectiveness of digital marketing in this context depends on various factors. These include local digital infrastructure, the digital literacy of farmers and consumers, and specific market dynamics [18].

2.2.2. Branding

Branding is a strategic marketing process that involves creating a unique name, design, symbol, or other feature that distinguishes a company's product or service from those of competitors. It encompasses the development of a consistent theme or image in advertising campaigns with the aim of establishing a significant and differentiated presence in the market that attracts and retains loyal customers [19]. In Uasin Gishu County, known for its agricultural production, effective branding could potentially increase product recognition, enhance perceived quality, command premium prices, facilitate market access, and build consumer trust, ultimately leading to growth in crop sale performance. A study by [20] on dairy farming in Uasin Gishu County found that branding and marketing strategies significantly influenced the performance of dairy enterprises. Although this research focused on dairy rather than crops, it suggests that branding can play a crucial role in agricultural product performance in the region.

Furthermore, research by [21] on agricultural cooperatives in Kenya, including those in maize-growing regions similar to Uasin Gishu, emphasized the importance of branding in improving market access and bargaining power for smallholder farmers. This study indicated that well-established brands may be able to charge higher prices, improving profit margins for farmers. It also suggested that branding can communicate quality attributes, leading consumers to associate certain brands with superior products.

2.2.3 Public Relation

Public relations (PR) is a management function focused on creating and maintaining positive, mutually beneficial relationships between an organization and the various groups that influence its success or failure[22]. It involves a planned effort to influence opinion through good character and responsible performance, based on mutually satisfactory two-way communication [22]. Key aspects of public relations include strategic communication planning, media relations, crisis management, reputation management, internal communications, community relations, corporate social responsibility initiatives, event management, and stakeholder engagement. A study by[23] on the effect of marketing communication tools on the performance of agricultural firms in Kenya found that PR activities significantly influenced firm performance. Although this study was not specific to Uasin Gishu County, it highlighted how PR efforts could enhance the reputation of agricultural products and producers, potentially leading to increased sales and market share.

In the context of Uasin Gishu, PR activities could include media relations to promote local crop quality, community engagement events to build trust with consumers, and crisis management strategies to address issues like crop diseases or market fluctuations. Furthermore, research by [18] on the use of information and communication technologies (ICTs) by farmers in Kenya emphasized the importance of information dissemination in agricultural marketing. Public relations, leveraging both traditional and digital media, could play a crucial role in disseminating information about crop quality, availability, and pricing to potential buyers. This could be particularly beneficial in Uasin Gishu County, where improving information flow between farmers and markets could enhance crop sale performance. However, it is important to note that the effectiveness of PR strategies in this context may be influenced by factors such as the local media landscape, cultural factors, and the specific challenges faced by farmers in Uasin Gishu County. Successful PR campaigns would need to be tailored to the unique characteristics of the region's agricultural sector and target audiences.

2.2.4 Personal Selling

Personal selling is a form of direct communication where a seller engages with potential buyers to persuade or assist them in purchasing a product or service, or adopting an idea. This process involves direct interaction between the buyer and seller, either in person or through telecommunication methods such as phone sales [24]. This interaction gives the salesperson the ability to adapt the message to the customer's specific needs and preferences [24]. While specific studies on personal selling effects in this county are limited, insights from related research in similar contexts provide valuable perspective, effective personal selling strategies could potentially enhance farmer-buyer relationships, improve price negotiations, and increase sales volumes. A research by [25], on agricultural cooperatives in Kenya, including maize-growing regions similar to Uasin Gishu, highlighted the importance of direct farmer-buyer interactions in improving market access and bargaining power for smallholder farmers. Personal selling techniques, such as product demonstrations and face-to-face negotiations, were found to be particularly effective in securing better prices and establishing long-term business relationships.

2.2.5 Advertising

Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. It is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea. Advertising is differentiated from other forms of marketing communication by its placement in paid media space or time [26]. Advertising can benefit crop sales performance in Uasin Gishu County in several ways, such as increasing awareness, differentiation, market expansion, and building brand identity. A study by [20] on factors influencing the performance of agribusiness firms in Uasin Gishu County found that marketing strategies, including advertising, played a crucial role in determining business success. The researchers noted that effective advertising helped increase product awareness and demand among potential buyers, leading to improved sales outcomes for agricultural products.

A research by [27] on the adoption of marketing strategies by small-scale farmers in Kenya, which included data from Uasin Gishu County, highlighted the importance of advertising in promoting agricultural products. The study found that farmers who utilized various advertising channels, such as local radio, posters, and mobile phone messaging, reported higher sales volumes and better market prices for their crops. However, it is important to note that the effectiveness of advertising in this context may be

influenced by factors such as literacy rates, media accessibility, and cultural preferences in the region.

2.2.6 Direct Marketing

Direct marketing is a promotional strategy that involves communicating directly with targeted consumers to generate a response and/or a transaction. It encompasses a variety of communication channels that enable companies to directly reach consumers, including mail, email, websites, online adverts, flyers, catalog distribution, promotional letters, and targeted television, newspaper, and magazine advertisements. Direct marketing emphasizes trackable, measurable responses from consumers regardless of medium [28]. Direct marketing can affect crop sale performance in Uasin Gishu County through several mechanisms. It allows farmers to bypass intermediaries and communicate directly with potential buyers, potentially leading to higher profit margins. Additionally, direct marketing enables farmers to tailor their messages to specific customer segments, highlighting unique qualities of their crops that may be particularly appealing to certain buyers. This personalized approach can foster stronger relationships between farmers and consumers, potentially leading to repeat business and customer loyalty.

A study by [29] on the influence of marketing strategies on the performance of agricultural cooperatives in Uasin Gishu County found that direct marketing approaches played a crucial role in improving sales outcomes. The researchers noted that direct communication with potential buyers through various channels helped farmers effectively promote their crops and secure better prices. This study highlighted the importance of personalized marketing efforts in the local agricultural context. However, [21] in their research on strengthening collective action among smallholder farmers in Kenya, emphasized that the effectiveness of direct marketing in this context can be influenced by factors such as farmers' access to technology, their marketing skills, and the preferences of target consumers. They noted that while direct marketing offers significant potential benefits, it also requires farmers to develop new skills and potentially invest in new technologies.

2.2.7 Sales Promotion

Sales promotion is the short-term incentive used to encourage the purchase or sale of a product or service. It is a crucial component of marketing campaigns, comprising various incentive tools, primarily short-term, aimed at encouraging faster or increased purchases of specific products or services by consumers or within the trade. While advertising offers a reason to buy, sales promotion offers an incentive to buy [30]. Sales promotion can significantly impact crop sales performance in agricultural

regions like Uasin Gishu County, Kenya. Although specific studies on sales promotion effects in this county are limited, insights from related research in similar contexts provide valuable perspectives on its potential influence on crop sales in the region.

A study by [20] on the influence of marketing strategies on the performance of agribusiness firms in Uasin Gishu County found that sales promotion techniques played a crucial role in enhancing sales outcomes. The researchers noted that promotional activities such as discounts, bundling offers, and free samples helped stimulate demand and increase sales volumes for agricultural products. Furthermore, [21] in their research on strengthening collective action among smallholder farmers in Kenya, emphasized that sales promotions can be particularly effective in addressing seasonal fluctuations in demand and managing excess inventory, which are common challenges in crop sales. They observed that well-timed promotional activities could help farmers in regions like Uasin Gishu County to maintain steady sales throughout the year and potentially access new markets.

However, the effectiveness of sales promotions in this context may be influenced by factors such as the nature of the crops, local market dynamics, and consumer behavior patterns specific to the region. While sales promotion shows promise in enhancing crop sale performance, its implementation would require careful planning and consideration of local conditions to maximize its impact on farmers' livelihoods in Uasin Gishu County.

3. RESEARCH METHODOLOGY

This section outlines the methodological framework used in investigating the effect of promotional mix on crop sales performance in Uasin Gishu County, Kenya. It covered the research design, population and sampling methods, data collection methods, and research procedure and data analysis.

The study adopted the descriptive research design. Descriptive research is ideal for understanding and describing relationships between variables within a given population [31]. This approach facilitated the collection of detailed information on marketing strategies and their effects on crop sales. Additionally, descriptive research enabled the use of quantitative tools such as structured questionnaire to collect data, facilitating statistical analysis that can reveal correlations between marketing strategies and sales performance. It supports the generation of actionable insights without requiring experimental or longitudinal setups, making it cost-effective and time-efficient [32].

Johnson and [33] define a study population as the entire

group of individuals, subjects, or entities with particular characteristics, from which a research sample is selected. This population represents the broader group to which the results of the research are meant to be generalized or applied. In the context of this research, the population included small- and medium-scale crop farmers in Uasin Gishu County actively engaged in marketing their produce. According to the 6 Report by [6] the county has approximately 10,000 registered farmers with medium scale farmers constituting 30% and small-scale farmers representing 70%. The detailed distribution of the target population is systematically presented in Table 3.1.

Table 3.1: Target Population Distribution

Strata	Population	Percentage
Medium Scale Farmers	3000	30%
Small Scale Farmers	7000	70%
Total	10000	100

The sampling frame refers to a list or representation of all elements in the population from which a sample will be drawn [34]. The sampling frame for this study will comprise of a detailed list of registered small and medium-scale farmers actively engaged in crop farming and marketing, obtained from the Uasin Gishu County Department of Agriculture. This database is critical in ensuring that the study's focuses on individuals who directly influence and are influenced by marketing strategies in the agricultural sector. By using an official and up-to-date registry, the study included only those farmers who met the criteria of active engagement in farming and marketing, thereby excluding individuals outside the scope of interest. Furthermore, the reliance on a verified list ensures that the study adequately captures the diversity within the target population, including varying farm sizes, crop types, and marketing practices. This precision facilitated a more robust insights into the effects of marketing strategies on crop sales performance in the county.

The study employed a stratified random sampling technique to ensure a representative and diverse sample of the target population. Stratification will be based on farm size, dividing the population into two distinct strata: small-scale and medium-scale crop farmers. This approach enabled the inclusion of participants across different farming scales, ensuring that insights reflect the variations in experiences, resources, and marketing practices between the two groups. By doing so, the study can identified trends and patterns unique to each stratum, providing a more nuanced understanding of the effects of marketing strategies on crop sales performance [35]. Stratified sampling offers the advantage of enhanced precision in results compared to simple random sampling by reducing sampling error within each stratum [36]. It also ensures proportional

representation, which is particularly important given the diversity in farm size and marketing practices among the farmers in Uasin Gishu County.

According to [37], a sample is a smaller group selected from a larger population, used to derive insights and make inferences about the entire group. Larger sample sizes are often preferred as they increase the reliability of analysis and reduce the likelihood of sampling errors. Similarly, [38], emphasize that statistical estimates of population parameters become more accurate with an increase in sample size. In this study, Slovin's formula was applied to determine the sample size, ensuring that the selected subset adequately represents the population while maintaining precision and reliability.

$$n = N / 1 + N (e)^2$$

Where;

n is the sample size,

N is the population size = 10,000

e is the desired level of precision (0.05)

$$\text{Hence } n = 10000 / (1 + 10000(0.05)^2)$$

$$n = 10000 / (1 + 25)$$

$$n = 10000 / 26$$

$$n = 385$$

This is represented in the table 3.2.

Table 3.2: Sample Size

Strata	Population	Sample Size	Sample Percentage
Medium Scale Farmers	3000	115	30%
Small Scale Farmers	7000	270	70%
Total	10000	385	100

Data collection, as described by [39], denotes the process of gathering information for research or inquiry purposes. This study utilized primary data, which was collected directly from respondents using structured questionnaire. The choice of primary data ensured the collection of first-hand, relevant, and up-to-date information specifically aligned with the research objectives. Structured questionnaire were administered to the selected sample, offering a systematic approach to data gathering.

The survey questionnaire consisted predominantly of close-ended questions measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This format was chosen to facilitate quantitative analysis and ensure consistency in responses.

[40] define research procedure as a structured sequence of steps and methods designed to conduct a study systematically and achieve its objectives. This structured

approach is vital for ensuring consistency, reliability, and validity throughout the research process. To ensure a systematic and credible research process, the study followed a structured sequence of steps, including tool approvals, piloting, validity and reliability testing, final administration, and strategies to maximize the response rate.

The study was also guided by essential ethical principles such as respect for persons, beneficence, and justice. Informed consent was obtained from all participants, with clear explanations provided regarding the purpose of the study, the voluntary nature of participation, and assurances of confidentiality and anonymity. Participants were given the right to withdraw from the study at any point without consequences, in accordance with standard ethical research practices [41]. By observing these ethical standards, the research upheld the dignity, rights, and welfare of all respondents, which is critical to producing reliable and socially responsible research outcomes [42].

To test the internal consistency of the questionnaire, Cronbach's Alpha reliability test was conducted on the collected responses. The following reliability coefficients were obtained:

Table 3.2: Reliability Test

Variable	Variable Type	No. of Items	Reliability Coefficient	Interpretation
Promotional Mix	IV	9	.84	High

The reliability analysis results indicate that the questionnaire used in the study is internally consistent and reliable. Cronbach's Alpha values for all variables exceed the commonly accepted threshold of 0.7, confirming the consistency of responses across items measuring the same construct. Promotional Mix ($\alpha = 0.84$) exhibited high reliability, indicating strong consistency in respondents' answers for this section. The results therefore validated the questionnaire as a reliable data collection instrument for assessing the effect of promotional mix on crop sales performance in Uasin Gishu County.

Ref [39] explains that data analysis entails interpreting collected data, summarizing findings, identifying patterns, and applying statistical techniques. For this study, data was processed and analyzed using the Statistical Package for the Social Sciences (SPSS) version 26 to ensure accuracy and efficiency.

4. RESULTS

The study sample size was 385 comprising of small and medium scale farmers from Uasin Gishu County. Out of the 385 expected respondents, 320 respondents fully

answered and returned the questionnaires returning a response rate of 83.12%. The findings are as tabulated in figure 4.1. According to [43] a response rate of 50% is adequate for analysis and reporting, 60% is considered good, and over 70% is highly commendable. With 83.12% response rate, this study has effectively gathered a substantial amount of data, engaging a large portion of the target population thus it indicates a high level of engagement and interest among the targeted population.

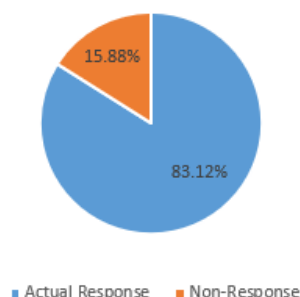


Figure 4.1: Response Rate

The information was collected to determine the gender representation of respondents. The findings on gender representation is as indicated in table 4.2. The gender distribution of respondents shows that 65.31% were female, while 31.58% were male. This indicates that a majority of those engaged small and medium scale farming in Uasin Gishu County are women. This finding aligns with broader trends in agricultural economies, where women play a crucial role in production, marketing, and sales, particularly in small and medium holder farming. The relatively lower participation of men (34.69%) could suggest that their role in farming is either complementary (e.g., transport, large-scale trading) or that they engage in alternative income-generating activities.

Table 4.1: Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Female	209	65.31
Male	111	34.69
Total	320	100.00

The study also sought to determine the age of the respondents. The results are as presented in table 4.3. The age distribution of respondents in the study on the Effect of Marketing Strategy on Crop Sales Performance in Uasin Gishu County indicates that crop sales are primarily driven by younger individuals. The majority (50.94%) of respondents fall within the 21-30 years age bracket, followed by 30.92% aged 31-40 years, while only 18.14% are aged 41 and above. This suggests that youth engagement in agricultural marketing is significant, likely influenced by their adaptability to modern marketing

strategies, digital platforms, and innovative farming techniques. The low representation of individuals over 50 years (6.89%) may indicate reduced involvement in active crop sales among older farmers, possibly due to traditional farming practices or limited access to emerging market opportunities. These findings highlight the growing role of younger farmers in driving agricultural commerce, emphasizing the need for targeted marketing strategies, technology integration, and capacity-building initiatives to further enhance their participation and effectiveness in crop sales.

Table 4.2: Distribution of Respondents by Age

Age Bracket	Frequency	Percentage (%)
21 - 30 Years	163	50.94
31 - 40 Years	99	30.92
41 - 50 Years	36	11.25
Over 50 Years	22	6.89
Total	320	100

The study sought to determine the level of education of the respondents. The results are as presented in table 4.4. The education level distribution in the study reveals that the majority of respondents (61.86%) have attained tertiary education, while 30.31% have completed secondary education. A smaller percentage, 5.31%, have primary education, and only 2.50% lack formal education. These findings suggest that most individuals engaged in crop sales have a relatively high level of education, which may influence their ability to adopt modern marketing strategies, leverage digital platforms, and make informed business decisions. The low percentage of respondents with only primary or no formal education highlights the increasing role of education in agricultural commercialization, as higher education levels may be linked to better market access, financial literacy, and strategic decision-making in crop sales.

Table 4.3: Education Level Distribution

Education Level	Frequency	Percentage (%)
No Formal Education	8	2.50
Primary Education	17	5.31
Secondary Education	97	30.31
Tertiary Education	198	61.86
Total	320	98.98

The farming category distribution in the study shows that a majority of farmers (67.81%) are engaged in small-scale farming, while 32.19% operate at a medium scale. These findings suggest that crop sales performance in the county is largely driven by small-scale farmers, who may face unique challenges such as limited access to markets, capital constraints, and lower production volumes compared to medium-scale farmers. The significant proportion of small-scale farmers highlights the need for tailored marketing strategies, cooperative support, and digital platforms to enhance their market reach and competitiveness.

Table 4.4: Farming Categories

Farming Category	Frequency	Percentage (%)
Small Scale	217	67.81
Medium Scale	103	32.19
Total	320	100

The duration in farming as indicated in fig.4.2 provides insights into the experience levels of respondents engaged in crop farming in Uasin Gishu County. The results indicate that 71.05% of farmers have been in farming for 1-5 years, followed by 13.16% with less than 1 year of experience, while 7.89% have been farming for 6-10 years, and another 7.89% have over 10 years of experience.

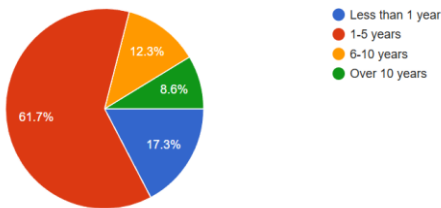


Figure 4.2: Duration of Farming

The findings as indicated in table 4.5 reveal that digital marketing plays a significant role in enhancing crop sales performance. Farmers in Uasin Gishu County benefit substantially from the use of online platforms, such as social media and e-commerce websites, to promote their produce. This assertion is backed by a high mean score of 4.49 and a low standard deviation of 0.23, indicating a strong and consistent agreement among respondents. Digital marketing not only broadens the farmers' market reach but also provides a cost-effective and direct way to engage with potential buyers, leading to improved visibility and increased sales.

Table 4.5: Digital Marketing

Statement	N	Min	Max	Mean	Std. Dev
Farmers in Uasin Gishu County benefit from online platforms in promoting their crops	320	1.00	5.00	4.49	0.23

Branding emerged as one of the most impactful elements of the promotional mix. The study shows that branding campaigns significantly increase crop awareness and sales. With the highest mean score of 4.55 and a standard deviation of 0.28, it is clear that respondents strongly agree on the value of branding in agricultural marketing. Effective branding helps in differentiating products, creating a unique identity, and fostering trust and recognition among consumers. This, in turn, enhances customer loyalty and encourages repeat purchases, thereby boosting overall crop sales performance.

Table 4.6: Branding

Statement	N	Min	Max	Mean	Std. Dev
Branding campaigns increase crop awareness and sales	320	1.00	5.00	4.55	0.28

Public relations, particularly through organizing community events, is seen as a useful strategy in building customer trust and promoting crop sales. The respondents indicated that such events create opportunities for farmers to engage directly with the local community, share information about their farming practices, and demonstrate product quality. This approach received a mean score of 4.27 and a standard deviation of 0.36, reflecting a high level of agreement. Community-based public relations initiatives thus serve as an important channel for establishing credibility and reinforcing buyer confidence.

Table 4.6: Public Relations

Statement	N	Min	Max	Mean	Std. Dev
Organizing community events helps establish trust and promotes crop sales	320	1.00	5.00	4.27	0.36

Personal selling is another effective tool in the promotional mix. The findings show that direct interactions between farmers and buyers allow for better communication regarding crop quality, which positively influences purchasing decisions. This was supported by a mean score of 4.38 and a standard deviation of 0.39. Additionally, building personal relationships with buyers further enhances customer loyalty and repeat sales, as indicated by a mean of 4.39 and a lower standard deviation of 0.26. These results underscore the value of trust-based, personalized selling approaches in improving crop sales performance.

Table 4.7: Personal Selling

Statement	N	Min	Max	Mean	Std. Dev
Personal selling allows farmers to communicate crop quality effectively to buyers	320	1.00	5.00	4.38	0.39
Building personal relationships with buyers enhances customer loyalty and sales	320	1.00	5.00	4.39	0.26

Advertising, particularly in the form of targeted campaigns, was acknowledged as a moderately effective strategy. The respondents noted that advertising helps raise awareness and attract new buyers, although its impact is somewhat dependent on how well the message is tailored to the target audience. The mean score for targeted advertising was 4.04 with a standard deviation of 0.29, indicating general agreement but with less enthusiasm compared to other strategies. This suggests that while advertising is beneficial, its success hinges on strategic execution and relevance to the market.

Table 4.8: Advertising

Statement	N	Min	Max	Mean	Std. Dev
Farmers in Uasin Gishu County benefit from targeted advertising for their crops	320	2.00	5.00	4.04	0.29

Direct marketing, especially through personalized messages to potential buyers, contributes positively to crop sales performance. The findings show that when farmers

engage in direct communication tailored to specific customer needs, they experience improved sales outcomes. This strategy had a mean score of 4.24 and a standard deviation of 0.47, indicating that while many respondents support its use, there is some variation in its perceived effectiveness. This variation may result from differences in farmers' capacities to craft and deliver personalized messages effectively.

Table 4.9: Direct Marketing

Statement	N	Min	Max	Mean	Std. Dev
Personalized marketing messages improve farmers' crop sales performance	320	1.00	5.00	4.24	0.47

Sales promotion strategies, including discounts and bulk purchasing incentives, were seen as effective in increasing crop sales. Discounts and price promotions received a mean of 4.12 and a standard deviation of 0.37, while promotions encouraging bulk purchases scored a high 4.55 but with a larger standard deviation of 1.00. These findings imply that while promotions can successfully boost sales volumes, their effectiveness varies based on timing, product type, and customer response. Nevertheless, sales promotions remain a valuable tool for encouraging trial purchases and increasing short-term sales.

Table 5.0: Sales Promotion

	Promotional Mix
Crop Sales Performance	Pearson Correlation .575 Sig. (2-tailed) .001 N 320

The table 5.1 indicates the Pearson correlation results between the independent variable (promotional mix) and the dependent variable (Crop Sales Performance).

Table 5.1: Correlation for Promotional Mix

	Promotional Mix
Crop Sales Performance	Pearson Correlation .575 Sig. (2-tailed) .001 N 320

The Pearson correlation coefficient of 0.575 indicates a moderate positive relationship between the promotional mix and crop sales performance in Uasin Gishu County. This suggests that improvements in promotional strategies are associated with increased crop sales performance. The significance value ($p = 0.001$) is below the 0.05 threshold, confirming that the relationship is statistically significant at the 95% confidence level. These findings highlight the importance of an effective promotional mix in enhancing crop sales performance, demonstrating that well-planned promotional activities can contribute to better market outcomes for farmers in the region.

The objective of this regression test was to evaluate the effects of promotional mix on crop sales performance in

Uasin Gishu County. In this regression analysis, crop sales performance was considered as the dependent variable and was regressed against the identified constructs of promotional mix. Table 5.2 indicates that the model explains 33.1% of the variation in crop sales performance due to the promotional mix, while the remaining 66.9% is influenced by other factors. The F-value (33.719) and the p-value (0.001) confirm that the model is statistically significant at the 95% confidence level.

Table 5.2: Model Summary for Promotional Mix

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change in R Square	Change in F	Change in df1	Change in df2	Sig. F Change
1	.575 ^a	.331	.329	.049	0.331	33.719	1	319	.001

a. Predictors: (Constant), Promotional Mix

The ANOVA results indicate that the F-value (33.719) is high, demonstrating that the model significantly explains the variance in crop sales performance due to the promotional mix. The p-value (0.001) is below 0.05, confirming that the relationship is statistically significant at the 95% confidence level. This suggests that the promotional mix has a meaningful impact on crop sales performance in Uasin Gishu County.

Table 5.3: ANOVA for Promotional Mix

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.821	1	0.821	33.719	.001
Residual	7.782	318	0.024		
Total	8.603	319			

The results indicate that when the promotional mix is absent or at zero, the expected crop sales performance remains at 2.05. The coefficient of 0.58 suggests that a one-unit enhancement in promotional activities leads to a 0.58 increase in crop sales performance. The t-value of 5.81 highlights a strong and positive correlation between the promotional mix and crop sales performance, while the p-value of 0.001, which is below 0.05, confirms that this relationship is statistically significant at a 95% confidence level. These findings imply that strengthening promotional efforts, such as advertising, sales promotions, and public relations, can significantly enhance crop sales performance in Uasin Gishu County. The corresponding equation is represented as follows:

$$Y = \beta_0 + \beta_4 X_4 + \varepsilon$$

Where;

Y = crop sales performance

X₁ = promotional mix

ε = error term

Therefore;

$$Y = 2.05 + 0.575 X_4 + \varepsilon$$

Table 5.4: Coefficients for Promotional Mix

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
Constant	2.05	0.12		17.08
Promotional Mix	0.58	0.10	0.575	5.81

5. DISCUSSION

The purpose of the study was to assess the influence strategic management practices on performance of paint manufacturing firms in Kenya. The specific objective of the study was to establish the influence of environmental scanning on performance of paint manufacturing firms in Kenya.

The study utilized a descriptive research design with a sample of 385 respondents selected from a target population of 10,000 small and medium-scale farmers, using stratified random sampling to ensure representation across different farming scales. Data collection was conducted using structured questionnaires, and out of the targeted respondents, 320 completed and returned the questionnaires, yielding an 83.12% response rate. Analysis was performed with SPSS version 26. Descriptive statistics; means, standard deviations, and frequency distributions and inferential statistics; Pearson correlation and regression analysis were used to examine the relationship between marketing strategies and crop sales performance. Results were presented through tables and visual aids such as bar charts, pie charts, and graphs for clarity and ease of interpretation.

The objective analyzed the influence of the promotional mix on crop sales performance. The findings demonstrated that advertising, sales promotions, personal selling, and digital marketing efforts contributed to better visibility and increased sales. Farmers report benefits from online platforms (mean = 4.49) and branding campaigns (mean = 4.55), indicating widespread agreement on their effectiveness. Community events (mean = 4.27), personal selling (mean = 4.38), and building personal relationships with buyers (mean = 4.39) are also seen as valuable promotional tools. While targeted advertising (mean = 4.04) and personalized marketing messages (mean = 4.24) show moderate effectiveness, sales promotions such as discounts (mean = 4.12) and bulk purchase incentives (mean = 4.55) are considered impactful despite some variation in responses. Overall, the study underscores that a well-coordinated promotional mix comprising digital marketing, personal interaction, and incentive-driven promotions is essential for boosting crop sales in the region. The correlation analysis revealed a moderate positive relationship ($r = 0.575$) between the promotional mix and crop sales performance, while regression analysis showed that the promotional mix accounted for 33.1% of the variation in crop sales performance. These results suggest

that investing in promotional strategies can significantly enhance crop sales in Uasin Gishu County. Overall, the study findings confirm that marketing strategies specifically product strategy, pricing, distribution channels, and the promotional mix play a significant role in enhancing crop sales performance.

The study findings emphasize that the promotional mix plays a crucial role in influencing crop sales performance in Uasin Gishu County. Farmers identified several promotional strategies that significantly impacted their ability to attract customers and increase sales, including online marketing, branding, personal selling, community engagement, and sales promotions. Online marketing, in particular, stood out as an increasingly accessible and cost-effective approach for many smallholder farmers. These observations are consistent with [25], who noted that digital promotion enhances market reach and reduces the cost of traditional advertising methods, making it easier for farmers to showcase their produce to a broader audience.

Branding was cited as one of the most influential promotional strategies, especially in establishing product identity and increasing consumer trust. Farmers who consistently packaged and labeled their products were more likely to enjoy brand recognition and customer loyalty. This supports the view of [23], who asserted that strong agricultural branding not only distinguishes products in competitive markets but also reinforces consumer confidence in quality and origin. Branding strategies were particularly effective when integrated with digital platforms, allowing farmers to build reputations and narratives around their products, enhancing emotional and psychological appeal to buyers.

The role of community engagement also emerged as a key promotional tool. Participation in agricultural fairs, trade shows, and local exhibitions was identified as a practical method for building trust, showcasing crop variety, and networking with buyers. These events were seen as both educational and transactional, offering farmers an opportunity to receive feedback, understand customer needs, and build lasting relationships. This finding resonates with [23], who emphasized the power of face-to-face community interactions in generating loyalty and improving market presence, especially in rural and semi-urban contexts.

Personal selling was recognized as a highly effective strategy in reinforcing buyer trust and ensuring customer satisfaction. Farmers reported that direct interactions with buyers gave them the opportunity to explain their products' quality, origin, and benefits in detail. This personalized approach helped foster long-term customer relationships and repeat purchases. Personal selling also allowed for

immediate feedback and adaptability to customer preferences. Such relational marketing strategies are particularly beneficial in agricultural contexts where product quality can vary and trust plays a central role in purchasing decisions.

In addition, the findings revealed that targeted advertising and personalized marketing messages helped drive crop sales by appealing to specific consumer segments. Farmers who tailored their messaging to highlight nutritional benefits, freshness, or affordability of their crops were more successful in gaining consumer attention. However, the effectiveness of such campaigns was dependent on access to suitable platforms and the ability to consistently deliver the promised quality. These targeted strategies, while promising, require further refinement to ensure consistent returns, especially in rural contexts where digital literacy and access vary.

The use of sales promotions, such as discounts, free samples, and incentives for bulk purchases, was also mentioned as a popular strategy, though with mixed responses. While such promotions often led to short-term increases in sales and attracted price-sensitive buyers, farmers expressed concerns about their sustainability and potential to erode perceived value if overused. This echoes findings by [29], who noted that while promotions attract new customers, over-reliance can undermine long-term profitability unless coupled with other value-based strategies.

The study findings clearly demonstrate that an integrated and context-sensitive promotional mix is essential for boosting crop sales performance in Uasin Gishu County. Branding, digital marketing, and personal selling were the most favorably perceived strategies due to their ability to create product awareness, build trust, and encourage customer loyalty. Meanwhile, community engagement and promotional offers serve as supplementary tools that can support market penetration and brand reinforcement. These insights suggest that promotional strategies should be aligned with farmers' resource capabilities and market dynamics to achieve optimal outcomes.

6. CONCLUSION

The study confirms that a well-structured promotional mix is vital for improving crop sales performance. Online marketing, branding, personal selling, and community engagement are effective promotional tools. Farmers benefit from digital platforms for visibility, branding to differentiate their products, and personal selling to build customer trust. Sales promotions, including discounts and bulk purchasing incentives, enhance short-term sales but may not always guarantee long-term profitability. The study concludes that a

balanced promotional approach, integrating digital and traditional marketing techniques, maximizes crop sales performance.

Promotion is another key aspect of marketing strategy, and farmers should maximize the use of digital marketing platforms, including social media and online marketplaces, to increase their product visibility. Branding campaigns and certifications will help differentiate their products, making them more appealing to consumers. Community engagement through agricultural fairs and promotional events can foster trust and attract new customers. The use of sales promotions, discounts, and loyalty programs should also be explored to encourage bulk purchases and ensure customer retention.

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