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The Effect of Sales Promotion in Enhancing Solar Energy Market in Tanzania: A Case of Sun King Solar in Misungwi District, Mwanza, Tanzania

By

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Abstract

In the context of today's rapidly evolving economy and technology, businesses face intense competition both locally and internationally. Customers are increasingly informed and engaged, leading to a broader selection of products and services available to them. The paper specifically addresses the effect of sales promotions on supplier selection among Tanzanian rural customers in the solar energy market, an area that has seen limited prior investigation. The study aimed to evaluate the effects of various sales promotion strategies, including price reductions, bonus packs, and free gifts, on consumer behavior in the solar energy sector. A total of 210 respondents participated, providing data through questionnaires and interviews. The analysis employed linear regression and content analysis techniques. Key findings indicate that both price reductions and free gifts significantly enhance the appeal of solar energy products, thereby influencing purchasing decisions. Sales promotions play a crucial role in informing and persuading consumers to consider solar energy options. Additionally, the research highlights that consumer purchasing behavior is shaped by factors such as brand image, product quality, and reputation. In light of the competitive landscape, the study recommends that solar energy companies focus on continuous product innovation and packaging improvements to attract customers. Companies that can enhance and expedite their product development processes are likely to gain a competitive edge. The necessity for ongoing innovation in product offerings is emphasized to meet evolving consumer preferences and market demands.

Keywords: Sales Promotions, Solar Energy, Markets, Price Reductions, Bonus Packs, and Free Gifts, Misungwi, Tanzania

1. Introduction

Tanzania's solar energy sector is witnessing significant growth, driven by advancements in technology, increased investment in research and development, and the influence of China's solar market dominance (Cross & Neumark, 2021). Since 2014, numerous solar companies have emerged, focusing on electrifying rural areas through various solar solutions, including solar home systems and mini-grid systems (Byaro et al., 2023 and Edsand & Bangens, 2024). Key players in this sector include JUMEME Rural Power Supply, PowerGen Renewable Energy, and Mobisol, among others.

The industrialization efforts in Tanzania have led to enhanced energy access and the proliferation of solar brands, attracting

stakeholders eager to invest for substantial returns (Kusnanto et al., 2023). As competition intensifies, suppliers are compelled to differentiate their offerings to attract and retain customers (Kumar & Patra, 2017). Sales promotion emerges as a vital strategy for gaining a competitive edge, encompassing activities such as advertising, public relations, and direct marketing (Pembu et al., 2017). This strategy not only builds brand image but also fosters positive consumer perceptions, ultimately influencing purchasing decisions.

Promotion serves multiple functions, including informing and persuading consumers, increasing brand loyalty, and driving sales (Brar et al., 2022 and Velentza & Metaxas, 2023). It is particularly crucial in the solar energy sector, where it helps consumers identify reliable suppliers. As suppliers shift focus from production to promotion, they aim to understand



consumer behavior better, tailoring their marketing strategies to meet customer needs and preferences (Aliffianto & Andrianto, 2022).

Consumer behavior significantly impacts purchasing decisions, necessitating varied sales promotion strategies to effectively engage different market segments (Aliffianto & Andrianto, 2022). Social factors, such as peer influence and community dynamics, also play a role in shaping consumer choices (Lee et al., 2021, Fathima et al., 2023 and Kusananto et al., 2023). Despite the recognized importance of sales promotions, there remains a gap in research regarding their specific effects on solar energy markets in rural areas of Tanzania, particularly in regions like Misungwi District.

The study aims to explore the impact of sales promotion activities—specifically price reductions, bonus packs, and free gifts—on the solar energy market in Misungwi District. The research objectives include assessing the role of price reductions, evaluating the effects of bonus packs, and examining the influence of free gifts on market enhancement. This investigation seeks to fill the existing knowledge gap and provide insights into effective promotional strategies within the solar energy sector in Tanzania.

2. Theoretical Framework

The study is anchored in the AIDA marketing model, which delineates the stages a consumer undergoes from awareness to purchase. Introduced by Elias St. Elmo Lewis in the late 19th century, the model comprises four key stages: Attention, Interest, Desire, and Action. Each stage plays a critical role in guiding marketing strategies to effectively engage customers.

The first stage, Attention, emphasizes the importance of capturing customer awareness through various techniques, including personalized messaging and impactful advertising. Following this, the Interest stage focuses on maintaining engagement by providing compelling information about the product, often enhanced through storytelling and promotional offers. The Desire stage aims to create a strong preference for a product by highlighting its unique features and benefits, thereby fostering a sense of urgency or scarcity that can enhance perceived value. Finally, the Action stage involves encouraging the customer to make a purchase, often facilitated by effective closing techniques and calls to action.

The AIDA model is recognized for its strengths, including its clarity and simplicity, which aid marketers in understanding consumer behavior (Prathapan et al., 2018). It is versatile and applicable across various industries, allowing for tailored marketing strategies that align with the consumer journey. Additionally, the model provides a framework for measuring marketing effectiveness, enabling continuous refinement of strategies based on performance metrics.

However, the model also has notable weaknesses. It may oversimplify the consumer decision-making process by assuming a linear progression through the stages, which does not account for the complexities of modern consumer behavior. Furthermore, it lacks insights into post-purchase behaviors, such as customer loyalty and advocacy, which are

essential for long-term business success. Cultural differences may also affect the model's applicability, as consumer behavior can vary significantly across different demographics.

Overall, the AIDA model serves as a foundational framework in marketing, guiding the development of strategies that effectively move consumers through the purchasing process while highlighting the need for adaptability in response to contemporary consumer dynamics.

3. Literature Review

Numerous studies have been conducted globally, particularly in Africa and Tanzania, focusing on the impact of sales promotions on solar energy markets. These studies explore various promotional strategies, including price reductions, bonus packs, and free gifts, to enhance market performance.

Research by Won and Shapiro (2021) examined price bundling and discount messaging in the U.S. They found that consumers are more inclined to purchase items separately in scarcity situations. The study highlighted that high willingness to pay among consumers leads to increased purchase intentions when discounts are framed as benefits of bundled products. This research underscores the need for marketers to understand the dynamics of price bundling and the effects of scarcity and discount messaging.

Lee (2018) investigated the effects of price discounts on consumer perceptions of savings, quality, and value in the apparel sector. The study revealed that while higher discounts initially led consumers to perceive lower quality, the emotional response to discounts positively influenced their perception of product quality when mediated by price discount affect. This finding emphasizes the importance of considering emotional responses in pricing strategies.

Phan Tan (2023) explored the relationship between perceived price, delivery quality, and repeat purchase intentions among Vietnamese consumers. The study concluded that while delivery quality and perceived price significantly influence perceived value, they do not directly affect consumer satisfaction. Instead, perceived value plays a crucial role in driving repeat purchase intentions, suggesting that online retailers should focus on improving delivery quality and pricing strategies.

Batt and Pai (2023) assessed the effectiveness of "Buy X Get X Free" promotions, finding that such promotions are perceived less favorably than straightforward discounts. Consumers reported lower transaction and acquisition values with this promotional strategy, indicating that retailers should be cautious in their application of this approach.

Odumo (2020) analyzed the impact of bonus pack promotions on brand performance in Kenya's mobile services sector. The study found a positive correlation between bonus pack strategies and brand performance, suggesting that such promotions can significantly enhance brand value.

Beng Ong (1997) provided early insights into consumer perceptions of bonus pack offers, revealing that consumers often question the credibility of such promotions. The study

highlighted the need for manufacturers to enhance the perceived value of bonus packs to improve consumer trust and purchase intentions.

Youngjun Kim (2024) examined the effects of health claims and bonus pack messages on consumer evaluations. The research indicated that while health claims positively influenced consumer preferences, bonus pack messages could diminish perceptions of healthiness. The study suggests that marketers should strategically combine health claims with promotional messages to optimize consumer perceptions.

Park and Yi (2019) investigated the influence of product-gift fit on consumer evaluations in promotional contexts. Their findings indicated that low-fit gifts could undermine the perceived value of the promoted product, particularly among consumers with a task-focused shopping orientation. This research highlights the importance of aligning promotional gifts with the main product to maintain consumer interest.

Shen Wenguo (2019) explored the effects of free gift promotions on purchase intentions, revealing that such promotions could reduce the intention to purchase gifts. The study identified transaction utility as a mediating factor, suggesting that brand value of the main product can moderate these effects. This research contributes to the understanding of free gift promotions and their implications for marketing strategies.

The studies reviewed provide significant insights into various aspects of consumer behavior, sales promotions, and the renewable energy sector across different regions. Khare et al. (2019) highlighted the influence of cultural values on Indian consumers' perceptions of mall promotions, emphasizing the need for tailored promotional strategies that align with cultural traits such as masculinity and long-term orientation. Shaikh et al. (2019) focused on the mediating role of consumer perception in sales promotions for apparel brands in Pakistan, revealing that sales promotions positively impact brand image, despite the limited engagement of doctors with promotional activities.

Lu et al. (2020) examined the coexistence of profitability and authenticity in sales promotions in China, finding that consumer perceptions of these dimensions significantly influence their decision-making. Pan et al. (2022) explored the relationship between perceived price, online review trustworthiness, and customer behavior, concluding that mixed coupons are preferred by both first-time and repeat customers when trust in reviews is high. Sinha and Verma (2020) identified that product categories moderate the perceived value of sales promotions, with utilitarian benefits being more impactful for personal care products and hedonic benefits for food products.

Sankaran and Chakraborty (2023) investigated brand equity drivers in m-payments in India, revealing that satisfaction and trust positively influence brand equity, while highlighting a gap in understanding the relationship between these drivers. Gorji and Siami (2020) studied the effects of sales promotion displays on shopping intentions in Australia, confirming that

perceived product quality and price fairness significantly moderate these intentions.

In the renewable energy sector, Elavarasan (2019) provided a comparative analysis of solar and non-renewable energy sources in Europe, while Strupeit and Palm (2016) examined business models for solar photovoltaic systems in Japan, Germany, and the United States, identifying distinct strategies that facilitate adoption. George et al. (2019) reviewed solar energy development in Kenya, emphasizing the need for government policy enforcement to unlock market opportunities.

Ibrahim (2020) assessed the impact of sales promotions on customer retention in Ghana's telecommunications industry, finding that bonuses and sweepstakes are more effective than price discounts. Gebreslassie (2022) conducted a comparative assessment of challenges faced by the solar energy industry in Ethiopia before and during the COVID-19 pandemic, revealing that the pandemic exacerbated existing challenges, particularly in technology importation and consumer awareness. Overall, these studies underscore the importance of understanding consumer perceptions and contextual factors in both retail and renewable energy sectors.

Overall, these studies collectively emphasize the complexity of consumer behavior in response to various sales promotion strategies, highlighting the need for marketers to adopt informed and strategic approaches to enhance market performance.

4. Methods

Study Design

The paper employed a mixed-methods approach, integrating both qualitative and quantitative data collection and analysis to achieve a comprehensive understanding of the study objectives. This methodology allowed for the quantification of data into numerical formats while also interpreting qualitative data through thematic analysis, enhancing the generalizability and decisiveness of the findings. A cross-sectional research design was utilized, which involved collecting data at a single point in time from a defined sample population. This design facilitated the simultaneous collection and independent analysis of qualitative and quantitative data, enabling the identification of trends and characteristics within the study area. The research was conducted in Misungwi District, Tanzania, a region noted for its significant use of solar energy, particularly among rural and semi-urban populations.

Population and Sampling

The target population consisted of 450 users and managers of Sun King Solar Energy Products, with a sample size of 210 respondents, including 205 customers and 5 management personnel. A combination of probability and non-probability sampling methods was employed to ensure a representative and diverse sample. Stratified random sampling was used for the survey, while purposive sampling was applied for focus group discussions, allowing for a rich exploration of experiences related to sales promotion and consumer behavior.

Data Collection

Data collection instruments included structured questionnaires utilizing a 5-point Likert scale and face-to-face interviews. The questionnaires were designed to gather extensive information efficiently, while interviews provided deeper insights into respondents' perceptions and feelings. Data analysis involved descriptive and inferential statistical techniques, including correlation and regression analyses, as well as content analysis for qualitative data. This multifaceted approach allowed for a thorough examination of the relationship between sales promotions and consumer behavior in the solar energy market.

Validity and Reliability

To ensure the validity and reliability of the study, measures such as expert reviews, pilot testing, and consistency checks were implemented. Ethical considerations were also prioritized, with informed consent, confidentiality, voluntary participation, and institutional approval being key components of the research process. These practices safeguarded participants' rights and well-being while contributing valuable insights into the effects of sales promotion on the buying behavior of solar energy products in the region.

5. Findings and Discussion

5.1 Demographic Characteristics of Respondents

In order to analyze and discuss research findings about gender, educational attainment, and experience in sales promotion at Sunking solar energy in the study area, it is essential to consider the typical characteristics of respondents. They give a broad overview and useful details about how sales promotions affect solar energy market.

Gender

Inquiries about the respondents' gender were taken into consideration. The goal was to ensure that respondents who were men and women were represented equally. Sometimes there are differences in opinion between men and women, and it was crucial to include these in the sample. The respondents' gender breakdown is shown in Figure 1.

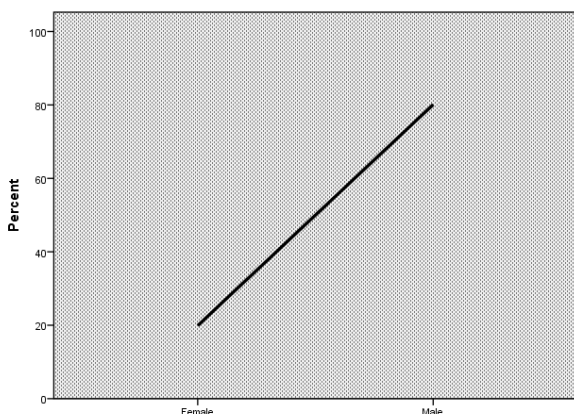


Figure 4.1: Gender of Respondents

Source: Field data, 2024

Figure 1 demonstrates that 161 (80.1 percent) of the respondents were male and against 40 (19.9 percent) of their counterparts. As a result, the thoughts and opinions expressed in this study are male dominants. Male responders outnumber female respondents by a large margin. This study imply that, men are using solar energy more than female. These results concur with those by Kumar & Singh (2018) whose study found that males and females have varying perceptions, when the backup time is considered as an important attribute by females. Their study revealed that shorter backup time of solar energy devices creates havoc in their daily life routine as shifting from one energy source to another disrupts their work. The reason behind this can be the busyness of the females in the family as they play multiple roles in the household work like taking care of the children elder members and they cannot spare time to manage the solar energy devices as it consumes time for maintenance. Whereas, their perceptions are almost consistent regarding the attributes like environment friendly product, availability of product and subsidies, technological advancement, and adequate value for money.

Age of Respondents

Figure 2 demonstrates that the respondents to this survey are mature, experienced individuals. 42.8 percent of the respondents who were questioned were adults between the ages of 46 and 60, followed by 21.9 percent of the respondents who were youths aged between 15 and 35 years old. 17.9 percent and 17.4 percent of the respondents were those between the ages of 36 and 46 and 60 and above years old respectively. This imply that adults are more conscious on the importance of renewable energies in protecting environment than youth. These findings affirms those by Ansolabehere & konisky (2016) whose study found that nine in ten adults agree that solar energy should be a bigger part of America's energy supply in the future.

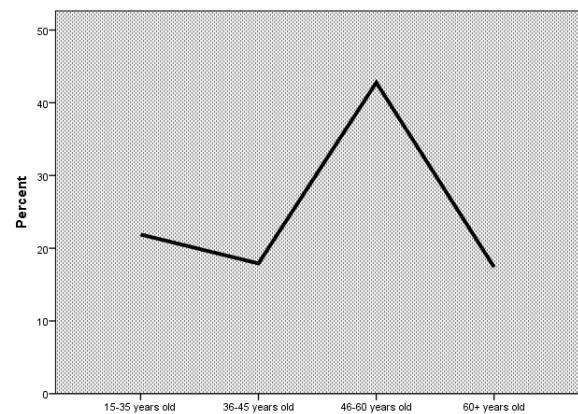


Figure 2: Age of Respondents

Source: Field data, 2024

Work experience

Figure 3's data indicate that 48.3 percent of respondents who are staff of Sunking solar energy had eleven to fifteen years of work experience, followed by those with one to five years of work experience. Few respondents 13.0 percent and 10

percent had either six to 10 years of work experience or between ten and 20 years of experience respectively. These finding imply that work experience in solar energy company is crucial as someone gain more experience over time, the pay will likely increase as well. There is an increasing demand for skilled professionals like electricians, photovoltaic installers, tech support, and sales representatives in solar energy companies as it is in Sunking solar energy.

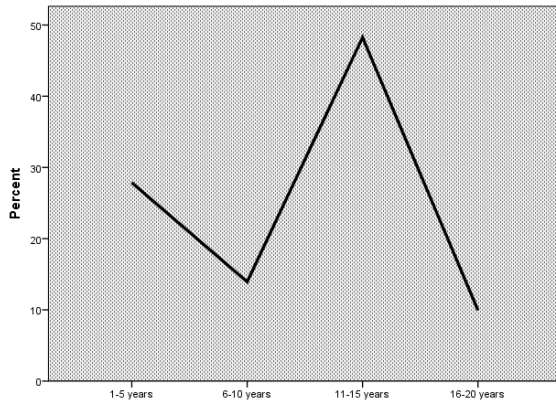


Figure 3: Respondents' work experience

Source: Field data, 2024

Education Level of Respondents

The respondents' level of education was one of the main demographic factors. Employees can boost production by having the appropriate information and skills, which education gives them. The amount of education is thus a key component in this investigation. The solar energy consumers' educational backgrounds are depicted in Figure 4. In order to examine each respondent's knowledge of the research questions about the impact of sales promotion on solar energy market, the respondents' educational level was evaluated.

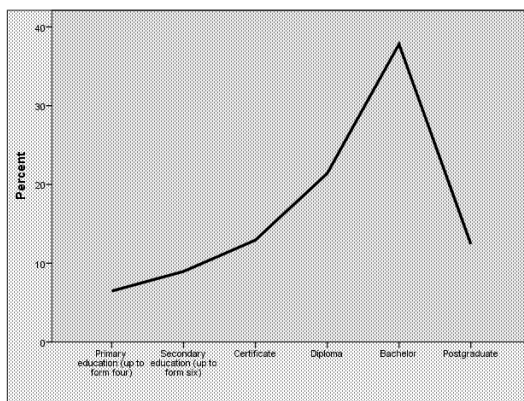


Figure 4: Education of Respondents

Source: Field data

The respondents' academic backgrounds were taken into consideration when determining how respondents felt about being both a Sunking solar employee and a consumer of the relevant business. According to the study's findings, 37 percent of respondents had completed their bachelor education, followed by 21.4 percent of respondents who had

completed their diploma, and 12.9 percent and 12.4 percent of respondents who had completed their certificate and postgraduate education respondents. The study's results also indicate that the majority of respondents have are educated and have formal job to afford in buying solar energy products. Education is also showing how capable the staff of solar energy in comprehending promotions to enhance solar energy market.

5.2 Descriptive Statistics of Predictors

To determine the effect that sales promotion has on solar energy market, the data were analyzed with descriptive statistics. This study aimed to investigate the degree to which three separate independent factors, namely price reduction, bonus park, and free gift correlate with the dependent variable, solar energy market. The participants were tasked with evaluating the effects product price reduction, bonus park, and free gift, as well as the influence that each of these has on solar energy park. The evaluation was carried out using a five-point Likert scale, "1=strongly agree," "2 = agree," "3 = neutral," "4 = disagree" and "5=strongly disagree."

Price Reduction and Solar Energy Market

Table 1 presents descriptive statistics on respondents' views on the effect of price reduction in influencing solar energy market.

Table 1: Descriptive Statistics of Price Reduction

	N	Mean	Std. Deviation	Ranking
I am willing to increase purchase of solar energy product when there is price discount	201	4.10	.751	1
I buy more than usual when offered price discounts	201	4.06	.753	2
I am willing to switch brands if price discount is offered by other competing brands	201	4.02	.818	3
Price discounts influence respondent to make unplanned buying decision for solar energy product	201	4.00	.854	4
I make purchases only when there is price discount on the brand	201	3.94	.852	5
I make price comparison when buying solar energy products	201	3.92	.669	6
Valid N (listwise)	201			

Source: Field data, 2024

Solar energy price reduction as a strategy of sales promotion is crucial for any business to achieve its sales goals. The

purpose of the study was to determine whether price reduction of solar energy product can influence an increase of solar energy market share. A maximum mean value of 4.20 and standard deviation of 0.544 and minimum mean value of 3.92 and standard deviation of 0.669 which is above cut off mean point of 3 is shown by descriptive statistics in Table 4.2 indicate that the majority of respondents were influenced to purchase solar products as a result of price reduction sales promotion strategy employed by Sunking solar energy. Similar conclusions were found by Shabbir in 2020 in his study titled "Attributes ensuring positive consumer evaluation in brand extension of Pakistan."

This study reveals that customer buying behavior has a substantial correlation with customer awareness of promotions and their emotional reactions to those promotions. According to Mmasi & Mwaifyusi (2021), customer impression of breweries was impacted by price reduction strategy employed by Tanzania Breweries Limited (TBL).

Bonus Park and Solar Energy Market

Table 2 presents descriptive statistics on respondents' views on the effect of bonus park in influencing solar energy market. Table 2: Descriptive statistics of brand preference

	N	Mean	Std. Deviation	Ranking
I consider this product so expensive that I would not consider buying it	201	3.64	.687	1
This product is too expensive that make me to have some thought of buying it or not	201	3.48	.617	2
This product is too cheap which make the quality of the product questionable	199	3.26	1.102	3
The price of the product is expensive but there is a room for bargaining the product	201	2.12	1.005	4
Valid N (listwise)	199			

Source: Field data, 2024

Bonus park is typically a one-time payment or additional compensation beyond the regular price, designed to motivate and encourage sales professionals to excel in their roles, drive higher sales volumes, and contribute to the overall success and profitability of the company. Given that Sunking solar energy offers a variety of items, the study looked at how bonus park affect solar energy market. According to Table 4.3, descriptive data show that majority of respondents are in agreement that sales promotions increase solar energy market, which in turn improves customer purchasing behavior. The maximum mean value is 3.17, and the standard deviation is 0.463 and minimum mean value of 2.12 and standard deviation of 1.005 proves this argument. As a result, it is

reasonable to expect that the bonus park have a significant impact on brand preference, particularly in the case of solar energy market. Thus, it begs the issue of why, despite having differing solar energy companies, the respondents favor one brand over another.

It is obvious that Sunking solar energy has succeeded in establishing a distinct viewpoint in the minds of the respondents. According to DelVecchio *et al.* (2006), positioning relates to how customers perceive a brand in comparison to that of competitors' brands. It also refers to the mental image that a brand or firm as a whole inspires.

Free Gifts and Solar Energy Market

Table 3 presents descriptive statistics on respondents' views on the effect of free gift in solar energy market.

Table 3 Descriptive Statistics of Free Gifts on Solar Energy Market

	N	Mean	Std. Deviation	Ranking
When offered free gift it influences me to make purchase decision instantly.	201	4.07	.689	1
From more willing to buy a new product only free gift is offered.	201	4.03	.731	2
Free gift influence me to try new product.	201	4.03	.624	3
Free gift influences me to make unplanned purchase.	201	3.96	.796	4
Valid N (listwise)	201			

Source: Field data, 2024

Table 3 shows maximum mean value is 4.07 with a standard deviation of 0.689 and minimum mean value of 3.96 with standard deviation of 0.796 which is above the cut off mean point value of 3. This implies that a majority of respondents agree that free gift was a key factor in brand switching, which increased market of solar energy. The outcome only demonstrates that Sunking solar has drawn clients as a consequence of free gifts that are consistent with the caliber of the products it offers. Other solar energy products are said to be in fierce competition with one another. Sunking solar is making every effort to persuade clients by providing them with free gifts such as note books, callender, carrying bags and solar radio once purchase is done.

These results concur with research by Spáil & Teichmannová (2016), which demonstrated a strong correlation between increased profitability and greater than average market share growth, the capacity to charge a higher price, and lower transaction costs.



5.3 Relationship among Variables

Correlation Analysis

According to Gogtay and Thatte (2017), correlation analysis is a statistical technique used to assess the degree of connection between two variables. The variability demonstrated by both variables has an impact on the correlation coefficient, which indicates the strength of the association between two variables. Due to covariance, the correlation coefficient may have a positive or negative value (Reimann *et al.*, 2011). A popular method for determining a correlation coefficient is the Pearson product-moment correlation. The approach described generates a numeric score that ranges from -1 to +1, measuring the degree of correlation between the two variables. A value of 0 indicates the absence of any observable systematic relationship between the variables, whereas a value of 1 shows a perfect positive or negative linear correlation (Reimann *et al.*, 2011).

Based on Gogtay & Thatte (2017) claim, a correlation coefficient within the range of 0.10 to 0.29 is considered to exhibit a moderate or weak strength. Still, a coefficient ranging from 0.30 to 0.49 is regarded as having a medium strength. Furthermore, a coefficient within the range of 0.50 to 1.00 is considered to be indicative of a high or strong value. Table 4 displays the empirical association between the independent factors, specifically price reduction, bonus park and free gift and the dependent variable, solar energy market

Table 4: Correlations Analysis results

	1	2	3	4
1 Pearson Correlation	1	.	.	.
1 Sig. (2-tailed)				
N	201			
2 Pearson Correlation	.346**	1	.	.
2 Sig. (2-tailed)	.000			
N	201	201		
3 Pearson Correlation	.256**	.267**	1	.
3 Sig. (2-tailed)	.000	.000		
N	201	201	201	
4 Pearson Correlation	.244**	.230**	.412*	1
4 Sig. (2-tailed)	.000	.001	.000	
N	201	201	201	201

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

Where: 1 = Pride Reduction, 2 = Bonus Park, 3 = Free Gift and 4 = Solar Energy Market

Source: Field data, 2024

Table 4 displays the results of the correlation analysis that was performed to investigate the association between the

dependent and independent variables. Based on the results reported in Table 4.5, a significant positive correlation was identified between price reduction and solar energy market. The connection between price reduction and solar energy market demonstrated high strength, as shown by a correlation coefficient $r=0.244$ and a p-value of less than or equal to 0.000. This observation implies a positive link exists between the rise in price reduction and the rise in solar energy market.

A positive correlation is observed between bonus park and solar energy market. The study revealed a statistically significant and substantial correlation between the bonus park and solar energy market, as evidenced by a Pearson correlation coefficient (r) of 0.230 and a p-value (p) of less than or equal to 0.001 which is highly significant. This implies that there exists a positive correlation between bonus park and solar energy market indicating that an increase in bonus park accompanies an upward trend in solar energy market, whereas a downward trend in bonus park is accompanied by a drop in solar energy market

Table 4 presents the correlation between free gift and solar energy market, revealing a robust and statistically significant relationship with a correlation coefficient of $r = 0.412$ (Gogtay & Thatte, 2017) The significance level, denoted as $\rho \leq 0.000$, further underscores the strength of this association.

5.4 Regression Analysis

In order to analyze how predictor factors (price reduction, bonus park and free gift affect the dependent variable (solar energy market) using linear regressions, it was essential to confirm the basic underlying assumptions. Significant assumptions, such as multicollinearity, homoscedasticity, and residual linearity, are evaluated and elaborated upon in the following paragraphs.

Multicollinearity

By using the multiple regression technique and SPSS software, the presence of multicollinearity can be evaluated. The numbers for tolerance and the Variance Inflation Factor (VIF) are provided in the collinearity statistics section. Accordint to Daoud (2017), Tolerance is a measure of how much the observed variations in the independent variable cannot be explained by the other independent variables present in the model. The formula $(1 - R^2)$ for each variable) is used to calculate this metric. Disatnik & Sivan (2016) assert that a numerical value below 0.10 denotes a strong relationship with other variables, signifying a high possibility of multicollinearity.

The Variance Inflation Factor (VIF), which mathematically equates to the reciprocal of the Tolerance value, is also taken into account in the analysis. Multicollinearity is present when the Variance Inflation Factor (VIF) value exceeds the threshold of 10. The tolerance value in the current investigation was larger than or equal to 0.10 for each independent variable.

Table 5: Collinearity Statistics Test of Independent Variables

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Price reduction	.926	1.080
Bonus park	.979	1.021
Free gift.	.936	1.068

a. Dependent Variable: Solar Energy Market

Table 5 shows that the Variance Inflation Factor (VIF) value for each independent variable was found to be less than or equal to 10 which confirms the existence of multicollinearity between variables. The information shown in Table 4.6 also demonstrates that the variables price reduction, bonus park and free gift showed a modest level of statistical significance in their association with solar energy market. Additionally, this observation indicates that the premise of multicollinearity remains constant.

Homoscedasticity

The concept of "homogeneity of variance" or homoscedasticity is assumed. The assertion posits that the variances of a single variable when selected from several samples, will exhibit equality. The underlying assumption in regression analysis is that the dependent variable (Y) variances remain constant across various values of the independent variable (X). The typical method for evaluating the assumption of homoscedasticity in regression analysis entails visually comparing the predicted Y values with the residual values. Heteroscedasticity can be detected when the observed values demonstrate a discernible dispersion pattern, either in a leftward or rightward direction (Daoud, 2017), On the other hand, the scatter plot exhibits a clustering of data points near zero, indicating the lack of homoscedasticity (see Figure 5).

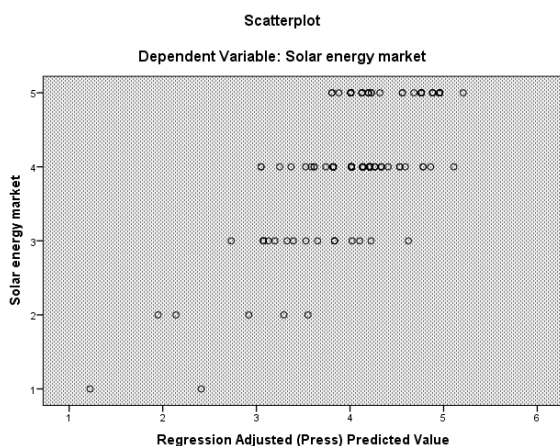


Figure 5: Scatter plot of Solar Energy Market

Linearity of Residuals

The research incorporates the Normal Probability Plot (P-P) of the Regression Standardised Residual to validate the

assumptions specified earlier. Based on the findings of Daoud, (2017), it can be inferred that the absence of significant deviation from normalcy is indicated when the data points in the Normal P-P plot exhibit alignment along a linear diagonal trajectory extending from the lower left to the upper right. The Normal Probability-Probability plot for the dependent variable in the current investigation has a linear pattern, with the data points conforming to a diagonal line that extends from the lower left to the upper right quadrant (see Figures 6, 7, and 8). This observation implies that the assumption of normality remained intact.

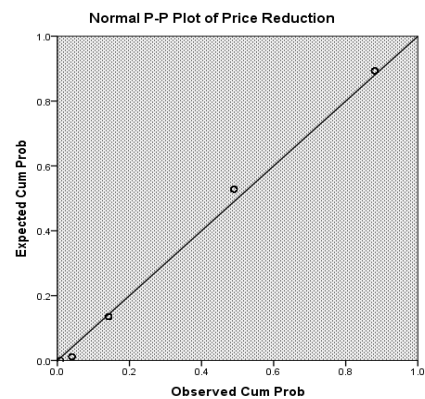


Figure 6: Linearity residual between price reduction and solar energy market

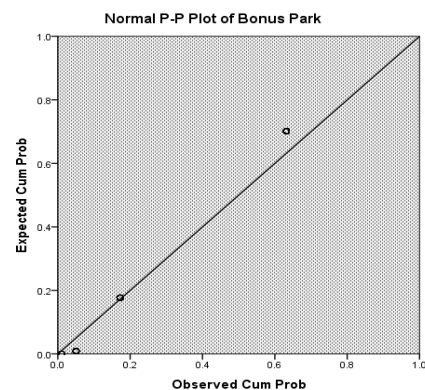


Figure 7: Linearity residual between bonus park and solar energy market

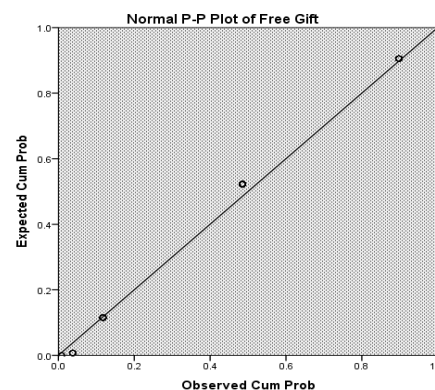


Figure 8: Linearity residual between Free Gift and Solar Energy Market

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Regression Model Summary

A full evaluation of the effectiveness and applicability of the regression model is provided in the model summary. The data presented relates to the statistical metrics of the coefficient of determination (R-squared) and the correlation coefficient (r). A statistical measure that evaluates the strength and direction of the linear link between two variables is the correlation coefficient (r).

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.555	.549	.478

a. Predictors: (Constant), Price reduction, bonus park and free gift

b. Dependent Variable: Solar energy market

The coefficient of determination (R square) was calculated to be 0.555, as indicated by the data presented in Table 4.7. The numerical value in question measures the degree to which the independent variables (price reduction, bonus park and free gift) in the model explain the observed variations in the dependent variable, solar energy market. To provide more elucidation, it should be highlighted that the R Square coefficient, when multiplied by 100, signifies that the model accounts for 55.5% of the observed variance in the criterion variable, specifically identified as consumer buying behavior.

ANOVA

The Analysis of Variance (ANOVA) is a statistical technique used to assess the statistical significance of differences in averages across many groups. The primary objective of this research is to examine the impact of brand loyalty, brand awareness, and perceived service quality as predictors of the dependent variable of brand equity. The F-value, significance value, and predictor variables supplied in the analysis provide valuable insights into the overall relevance of the model.

Table 7: ANOVA^a Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	56.105	3	18.702	82.018	.000 ^b
Residual	44.920	197	.228		
Total	101.025	200			

a. Dependent Variable: Solar energy market

b. Predictors: (Constant), Price reduction, bonus park and free gift

Table 7 displays the goodness of fit outcomes for a linear multiple regression model, wherein the dependent variable is denoted as solar energy market, and price reduction, bonus park and free gift the predictors. The statistical analysis yielded a substantial association between the predictor factors and consumer buying behavior, as evidenced by the F statistic

(F = 82.018, $\rho \leq 0.000$). This suggests that the model had statistical significance or demonstrated a good fit.

Regression Results

Regression models are frequently utilised as a statistical analysis instrument in educational research. This tool is designed to facilitate the correlation analysis among multiple variables. Regression models are a common practice to better comprehend the relationship between a dependent variable and a collection of independent factors (Freund *et al.*, 2006).). The commencement of a regression analysis entails the formulation of a hypothesis or research inquiry regarding the association between the variables under investigation.

The present study utilised multiple linear regression analysis to examine the correlation between sales promotion and solar energy market. This research utilises linear regressions to examine the influence of price reduction, bonus park and free gift on the formation of solar energy market. The model operates under the assumption that the errors demonstrate homoscedasticity, which refers to the constant variance of the errors. Furthermore, the model suggests that the association between the dependent and independent variables is characterized by linearity and additivity. The expected value of the dependent variable can be expressed as a linear equation concerning each independent variable while holding the other variables constant.

Table 8 Marginal effect between independent variable (sale promotion) and dependent variable (solar energy market)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.724	.287			2.527	.012
Price reduction	.192	.041	.231		4.670	.000
Bonus park	-.120	.050	-.116		-2.411	.017
Free gift	.750	.056	.658		13.406	.000

a. Dependent Variable: Solar energy market

The research employed a linear regression analysis to investigate the influence of predictor variables (price reduction, bonus park and free gift) on the dependent variable, solar energy market. The findings in Table 4.9 demonstrate that the predictor variables, specifically had a statistically significant influence on the dependent variable, solar energy market.

Applying the Beta coefficient facilitates the assessment of the specific effect or influence of each independent variable on the dependent variable. In Table 4.9, results shows that a unit decrease of price increases the probability of solar energy market by 19.2 percent at high significance level of $\rho \leq 0.000$. This finding indicates that price reduction exerted a substantial positive impact on the dependent variable solar energy market, establishing it as the most influential factor for explaining or predicting dependent variable. These findings

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are in concurrence with those by Lee (2018) whose study found that, price discount affect played an important mediating role in the relationship between price discounts and consumers' perceptions. These results were also supported by key informant findings as reported below:

...We use the style of lowering the prices of our sunking solar products during high season like Christmas season. This helps to increase sales to a very large amount here in Misungwi...

KIIs with Manager of Sunking solar energy

Furthermore, it can be observed that the variable bonus park demonstrated was not statistically significant as it yielded a negative predictive impact on the dependent variable solar energy market. This is evident from the calculated Beta value of -0.120. These findings suggest that the variable bonus park did not exhibit the level of predictive efficacy about the criteria variable solar energy market.

Additionally, from Table 8, it can be observed that the predictor variable free gift has a statistically significant impact on the dependent variable solar energy market, as indicated by its Beta coefficient of 0.750 and a p-value less than or equal to 0.000. One of the key informant highlighted that:

...I am a one of the customers of Sunking solar. One of the things that attract me to buy Sunking solar products is the way they care their customers by giving various gifts when you buy their products. For example, I bought Sunking solar panel of 120 watts, and I was given a solar radio as a gift...

Now, the new regression equation can be:

$$BE_i = 0.724 + 0.192X_{1i} - 0.120X_{2i} + 0.750 X_{3i} + \epsilon_i \dots\dots\dots(1)$$

The main research objective of this study was to determine the extent to which price reduction impacts solar energy market. The examination of the regression results revealed a statistically significant positive association between price reduction and solar energy market. Therefore, it can be deduced that the study question can be addressed by confirming that price reduction is positively impacting solar energy market. Furthermore, these findings are consistent with the conclusions reported by other researchers, such as Kwok *et al.* (2006) and Alhedhaif *et al.* (2016).

Concerning the second research question, the inquiry aims to explore how solar energy market is influenced by the bonus park. The results shows bonus park was not statistically significant in influence solar energy market. These findings are contrary with those by The findings were consistent with those by Oliver (1999) who posited that individuals who get some bonuses after making a purchase, cultivate a sense of loyalty towards it.

The third research question, however, was "to what extent free gift has influence on solar energy market?." The research findings offer empirical evidence that substantiates the AIDA model. According to AIDA model, sales promotion is the external stimulus that is expected to influence intention and eventually take action in buying a certain product. The internal processes or organism refer to the psychological and

emotional responses of consumers to the sales promotion. These responses could include increased brand awareness, perceived value, and positive attitudes towards solar energy products.

6. Discussion of Key Findings

The study focuses on determining the influence of sales promotion in enhancing solar energy market. Sales promotion strategies such as price reduction and free gift are important drivers of solar energy market.

Price Reduction and Solar Energy Market

Promotional pricing is a sales strategy where brands temporarily lower the price of a product or service to attract prospects and customers. The finding of this study showing a highly significant ($p \leq 0.000$) of price reduction connotes that sunking solar use this strategy amicably to increase the value of their products by creating a sense of scarcity, helping with customer acquisition by encouraging cost-conscious shoppers to buy. This strategy can increase revenue, build customer loyalty, and improve short-term cash flow. However, excessive use of price reduction can cost brands money by eroding profit margins. Customers become accustomed to lower pricing, or they may stock up during the promotional period.

Price reduction strategy is a popular strategy for consumer brands, including retailers, airlines, gyms, restaurants, and service providers. B2B companies also use their own variety of promotional pricing. Brands use promotional pricing to create buzz when launching a new product or service, reward loyal customers, increase customer traffic, encourage repeat business, and move excess inventory.

However, the popularity of price reduction strategy devalues a brand when it's overused. Most marketers use mass discounting tactics, offering the same promotions to everyone, creating even more noise in a crowded, competitive marketplace. This study found that nearly 1 in 4 marketers say differentiation from competitors is their most challenging problem when it comes to customer acquisition.

Generally, promotional pricing is a popular sales strategy that helps brands stand out in a competitive marketplace by temporarily lowering prices to attract customers and build customer loyalty. However, excessive use can lead to increased costs and increased competition.

Free Gift and Solar Energy Market

Sunking solar energy use free gift strategy which entices and converts customers by increasing the value of the receipt. The significant value of this variable $p \leq 0.000$ shows its influence in enhancing solar energy market. This strategy is often special and restricted, making it only available for a limited time or "while supplies last." This emphasizes the exclusivity and urgency of the promotion, which other discounts may not be able to do. Some of the benefits of this strategy is the upsell. Offering a gift-with-purchase is usually only available if the client purchases a certain amount of products or money. To obtain the reward, the consumer must achieve a particular amount. If a customer wants the gift with purchase, they must

spend a certain amount to reach that level. This causes them to purchase more units on their receipt in order to meet the gift-with-purchase requirement. Free gift-with-purchase offers provide brand value and encourage repurchases by offering scaled-down or customized replicas of another item. This encourages customers to try and love the product, leading to recurrent purchases and increased customer loyalty. Gift-with-purchases also demonstrate value to customers, demonstrating that they value their company and want a great experience. They also increase conversions, as customers feel they're getting more value for their money. To offer free gifts, consider the product's utility and the type of purchase offer that will entice your target market. Ensure you have enough stock inventory to avoid running out and use social media to promote your offer. This will demonstrate the brand's enjoyment and benefits to peers and social networks.

7. Conclusions

Sales Promotion has become one of the main hurdles in the development of the solar energy industry and the industry spends substantial part of their revenue to serve the sales promotion expenses. It is assumed that sales promotion can help the organizations to meet their objectives easily. Solar energy companies relied much on sales promotion to improve its sales and profitability. According to the study's findings, price reduction significantly impacted the sales of sunking solar items in general. Due to a lack of reluctance in their efforts to establish a strong brand image, solar energy companies including sunking solar energy has achieved great success in their business through sales promotion via price reduction. It is clear that solar energy market and bonus park are positively correlated. Therefore, there is a great likelihood of changing customer purchasing behavior when a corporation invests heavily in bonus park. Accordingly, regression results show a non-significant relationship between bonus park and solar energy market. This implies that, this study is used by sunking solar energy only to the employees and not to the customers who were the major unit of analysis under this study. The findings conclude that free gift positively influences solar energy market. Consumer purchasing behavior is influenced by free gift. This strategy is employed by solar energy companies and is inferred to have an impact on some consumers' buying behavior.

8. Recommendations

Solar energy companies should consider using a different sales promotion mix to differentiate themselves from competitors. Employees should receive regular training on product information to effectively communicate and inform customers about price reduction. Manufacturers should focus on understanding in-store consumer experience and testing direct-to-consumer marketing strategies to close the gap between makers and consumers. Real-time monitoring of in-store activity is essential for staying in touch with consumer needs. Solar energy companies should constantly innovate and tailor products to local buyers to gain market share in Tanzania and other international markets. Pricing strategies should be competitive, considering revenue targets, marketing goals, target markets, brand positioning, and product features.

9. Proposed Future Research

Future research should explore the interaction between demographic factors and consumer preferences, design advertising campaigns for different age groups, and identify appealing characteristics for each group. It is also recommended to investigate competition's impact on Tanzanian beer companies' financial performance and competitive strategy.

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