



# The Assessment of Marketing Strategies on Company Performance in Tanzania's Telecommunications Corporation (TTCL)

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## Abstract:

The study assessed the marketing strategies in Tanzania Telecommunication Corporation (TTCL). The study was guided to identify marketing strategies used by TTCL, to determine strong marketing strategies that should be used by TTCL as well as to identifying challenges encountered by TTCL in the implementation of the marketing strategies. The study employed mixed research approach where case study design was employed. Questionnaires were used as data collection tools where thematic and Statistical Package For The Social Sciences (SPSS) were used as data analysis techniques. The study revealed that respondents had different

perspectives on the marketing strategies employed by TTCL. While a significant portion agreed or strongly agreed with certain strategies such as competitor-oriented pricing and branding, there were differing opinions on customer/demand-oriented pricing, cost-oriented pricing, and diversification. The study findings also highlight the need for responsible advertising practices, careful consideration of pricing strategies, and designing bonus structures aligned with organizational objectives. These results highlight the importance of transparency and ethical practices in direct marketing to maintain consumer trust. In conclusion, the study emphasizes the complexity and importance of developing strong marketing strategies. It highlights the necessity of considering various factors, engaging in responsible practices, and adapting strategies to meet the needs and expectations of customers. The study recommends that, there is a need for TTCL conduct market research; continuously gather data and insights on customer preferences, competitive landscape, and industry trends to inform marketing strategies effectively.

**Keywords:** *Tanzania's Telecommunications Corporations, Marketing, Marketing Strategies.*

## Introduction

### Background of the Study

Over the past few decades, the field of global marketing has witnessed significant growth due to various factors. These include increased global investment and production, advancements in telecommunication technology, the opening of previously untapped

markets in India, China, eastern Europe, and Latin America, and the expansion of global media platforms (Marieke de Mooij, 2019).

Experiential marketing has emerged as a highly effective approach to promote products by engaging consumers' senses through firsthand experiences with the brand or product. Research has shown that experiential marketing practices have a positive impact on consumers and



contribute to the overall brand equity (Mukira, 2017).

Companies employ a variety of decision-making factors to sell goods and services. Markets are examined, and a variety of data is gathered. Companies can decide on the strategies to be used for their strategy and the satisfaction of client wants in this way, setting the direction of marketing programs required for their items.

They must also overcome the obstacles put forth by the sector's rivals. Companies use marketing mix which is made up of product, price, place and promotion, to establish this strategy. With these factors, business may concentrate on achieving their primary goals; sales volume, market share and return on investment. (Mir-Bernal, P., & Sadaba, T. 2022).

Marketing strategy holds significant importance within the realm of strategic marketing and serves as a cornerstone of marketing practices. Marketers and chief marketing officers face numerous challenges in this domain. Strategic innovation, encompassing processing, product, marketing, and distribution strategies, has been identified as vital for organizational performance and long-term success (OECD, 2017).

In the ever-evolving marketplace, marketing continually evolves, necessitating companies to seek innovative solutions to tackle challenges. Strategic processes, whether formal or informal, planned or intuitive, guide organizations in effectively competing within their business environment (Wangodu, 2016; Dilunga, 2020).

To achieve exceptional business performance, organizations must deliver value to their customers by providing products or services that surpass their cost. This entails establishing and maintaining a competitive advantage (Aghazadeh, 2015).

Poor economic performance indicates the failure of a prioritized strategy and unfavorable competition, prompting the need for strategic changes. Managers are likely to make exit decisions if no changes are implemented, unless they are confident that alternative strategies will enhance future performance (Berry, 2013; Carlos Sousa & Qun Tun, 2015).

Marketing strategies should be developed based on corporate missions, goals, and strategies. The process of strategic marketing planning involves aligning the company's mission and vision statement with market selection, defining specific elements of the marketing mix, and setting positioning objectives for each product or service. It is crucial to assess performance gaps and establish measures that link functional, team, and individual performance to strategic objectives for continuous improvement (Calantone, 2005; Goi, 2005; Aremu and Lawal, 2012).

## Literature Review

According to Heidi Cohen (2011), the traditional concept of marketing involves organizations communicating with their target audience to convey the value of their products and services and ultimately drive sales. However, with the rise of digital media, especially social media and technological advancements, marketing has evolved to focus more on building deeper and long-lasting relationships with customers. The increasingly fragmented media landscape presents challenges for marketers to connect, but it also offers new opportunities for exploration. In broader terms, marketing encompasses the activities, institutions, and processes aimed at creating, communicating, delivering, and exchanging offerings that provide value to customers, clients, partners, and society as a whole (Marketing, 2017).

According to Geoghegan (2018), marketing strategies encompass various techniques employed by a company to stimulate and persuade potential customers into purchasing its products, thereby eliciting a positive desired response. These strategies can be categorized into the 4Ps of marketing mix, which include:

- I. **Product:** Refers to the item offered by the company for consumer purchase. It encompasses aspects such as features, designs, and quality.
- II. **Place or Distribution:** Involves the distribution channels through which the company delivers its products to the market,

making them available to consumers.

III. Price: Represents the cost of the product, incorporating factors such as allowances and credit. It serves as the value exchanged between buyers and sellers for goods or services, with the price set ideally matching the satisfaction derived by consumers.

IV. Promotion: Encompasses marketing, advertising, and sales activities aimed at communicating with and persuading customers to purchase the product.

The utilization of the marketing mix strategy aids in satisfying customer needs and serves as a valuable tool for reviewing and addressing critical issues that can impact the marketing of products and services.

The study findings indicate that resource availability and employees' skill level have the most significant impact among all factors. Technological characteristics follow closely in terms of influence. On the other hand, organizational structure and organizational leadership variables were found to have no significant influence on the implementation of business strategy. However, it is important not to overlook these factors as they do affect business strategy implementation. This implies that a suitable organizational structure, aligned with the organization's requirements, along with effective leadership that meets the needs of both the organization and its employees, are crucial for successful business strategy implementation (Issara, 2021).

Abesolom (2017) conducted a study on the evaluation of marketing strategy practices in Ethic telecom from the company's perspective. The research aimed to assess how marketing mix, market segmentation, and target marketing are utilized to enhance customer attraction, retention, and satisfaction. The study revealed that Ethic telecom effectively utilizes all elements of the marketing mix, namely product, price, promotion, and placement, to meet customer requirements and achieve its goals.

Shao et al. (2017) conducted an analysis on the telecommunications service industry and found that it has experienced remarkable growth,

becoming a crucial infrastructure platform in the global networked economy. The industry has shown a propensity for adopting technological advancements, which have played a pivotal role in driving its productivity growth.

In the context of improving customer satisfaction in Vodacom Tanzania, Senguo and Kilango (2015) emphasized the need for customer-centric marketing strategies. The study revealed that customer satisfaction plays a positive role in enhancing organizational profitability within the telecommunications industry.

njIsmail (2019) highlighted the significance of brand equity, which is derived from brand knowledge encompassing awareness and image. Brand image, including elements like product design, packaging, and advertising, plays a crucial role in brand equity. Customers in the telecommunications industry consider brand knowledge when choosing a brand, making it a crucial determinant of brand equity.

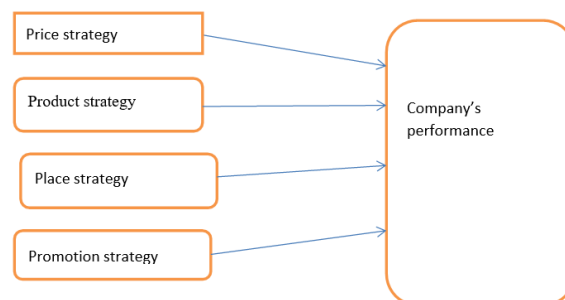


Figure 1. Conceptual Frame Works

Source: Authors (2023)

According to C. DeMarco (2020), a conceptual framework is a structured framework that researchers believe can demonstrate the progression of the situation being studied and provide a clear understanding of the relationships among variables. In the context of this study, the conceptual framework suggests that company performance is the dependent variable, while marketing strategies are the independent variables. This implies that the performance of the company is influenced by

the marketing strategies implemented by the company.

The depicted figure highlights the correlation between strong strategic techniques, including price, product, place, and promotion, and their positive impact on company performance, leading to sustained development. Conversely, the ineffective implementation of strategies and failure to address challenges can result in poor company performance.

## Research Methodology

### Research Design

The research design was organized by the researcher to solve the research problem in an orderly manner (Bhat, 2019). In the process of designing the research, an important decision was made regarding the selection of the best alternative research approach to acquire relevant information for the study (Sille, 2019). The chosen design for this study was descriptive research.

According to Atmowardovo (2018), descriptive research was employed to accurately describe an existing situation. The observed phenomena already existed, and the researcher collected available facts using research tools such as questionnaires. The main objective of descriptive research was to describe a phenomenon and its features (Nassaji, 2015). This descriptive research approach was applied to assess the marketing strategies in TTCL.

### Study Approach

The study was conducted using a quantitative method. By employing the approach, the research questions were examined from multiple perspectives, leading to a more comprehensive and profound understanding of the topic. Methods were specifically utilized to fulfill the objectives of identifying the marketing strategies employed by TTCL and determining the effectiveness of these strategies.

### Area of Study

The study was conducted across various departments and offices within the TTCL Dar es Salaam branch. TTCL was selected as the focus of the study due to its rapid growth and prominence among telecommunications companies in Tanzania, particularly in Dar es Salaam, a bustling business city. Being at the forefront of the industry, TTCL attracted attention as a leading company with numerous followers in the market.

### Targeted Population

According to Kothari (2016), a population refers to the entire group of individuals or organizations that are relevant to the research and can help generalize the findings. Population can also be defined as a group of people who share multiple characteristics (Asiamah, Mensah, & Oteng-Abayie, 2017). In this study, the targeted population consisted of staff members from TTCL in Dar es Salaam branch. This population included various roles such as Marketing Officers, Marketing and Sales Specialists, Head of Human Resources, Finance Officers, Chief Executive Officer, Sales Distribution Officers, and other employees. The study included a total number of 105 employees in the company.

### Sample Size

According to Dessler (2003), sample size referred to the number of units selected from a population for research purposes. It was important to note that a smaller sample size was associated with a higher expected error in representing the entire population, which consisted of 105 participants. For this study, the sample size of respondents was determined using Solvin's formula. The formula for the sample given in equation (i) at the confidence interval of 95% with significance level of 5%. The formula for sample size:

$$\text{Sample size} = N / (1 + N * e^2)$$

Where: n= sample size to be studied

N= population size



e= margin of error

$$\text{From } n = N / (1 + N * e^2)$$

$$n = 105 / [1 + 105 * (0.05)^2]$$

$$n = 105 / [1 + 105 * (0.0025)]$$

$$n = 105 / [1 + 0.2625] \quad n = 105 / 1.2625$$

n=83 respondents

## Sampling Technique

Sampling technique is a procedure that researchers use to select a number of individuals from a population to act as representatives and serve as data sources for observational studies (Sharma, 2017). For this research, the researcher employed purposive and convenience sampling technique.

## Convenience Sampling

Convenience sampling was often employed to overcome restrictions associated with research when targeting unknown individuals (Taherdoost, 2016). As stated by Ackoff (1953), convenience sampling involved selecting participants who were readily available or easily accessible. It is considered a simple and cost-effective sampling technique compared to other methods. In this study, convenience sampling was used to achieve the objective of determining strong strategies in TITCL's marketing strategies.

## Results

### Customer/Demand-Oriented Pricing

The respondents were asked if there was access to procurement information in this firm that had an impact on procurement activities. Accordingly, data gathered from surveys in this respect are shown in Table 1.

Table 1. Customer/Demand-Oriented Pricing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	29	41.4	41.4	41.4
	disagree	7	10.0	10.0	51.4
	Neutral,	20	28.6	28.6	80.0
	Strongly agree	2	2.9	2.9	82.9
	Strongly disagree	12	17.1	17.1	100.0
	Total	70	100.0	100.0	

Source: Field Data, (2023)

According to the data in the Table 1, 41.4% of respondents agreed, 2.9% strongly agreed, 28.6% of respondents were neutral, and 10% disagreed and 17.1% were strongly disagree that this company has access to Customer/demand-oriented pricing. Customer/demand-oriented pricing is a strategic approach that focuses on setting prices based on the perceived value and demand from customers. This pricing strategy recognizes that customers are willing to pay more for products or services that provide them with higher levels of value. It involves understanding customer preferences, needs, and willingness to pay, and aligning prices

accordingly to capture a fair share of the value delivered. By adopting a customer-centric approach, businesses can differentiate themselves in the market, optimize profitability, and foster long-term customer relationships. Customer/demand-oriented pricing requires thorough market research, data analysis, and a deep understanding of customer behavior and value drivers to effectively implement pricing strategies that resonate with target customers and maximize business success.

From a researcher's perspective, the study of customer/demand-oriented pricing involves exploring various aspects such as market

segmentation, pricing elasticity, price sensitivity, and value perception. Researchers can investigate consumer preferences, conduct surveys and experiments, and analyze data to understand how customers perceive value and make pricing decisions. They can also examine the effectiveness of different pricing tactics and strategies in meeting customer expectations and driving demand. By studying customer/demand-oriented pricing, researchers can contribute to the development of pricing

models, frameworks, and guidelines that assist businesses in setting optimal prices, gaining a competitive edge, and maximizing customer satisfaction and profitability.

### Competitor Oriented Pricing

This section was created to assess the Competitor oriented pricing. Consequently, information gathered in this respect is summarized in the Table below.

**Table 2. Competitor Oriented Pricing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	38	54.3	54.3	54.3
	disagree	7	10.0	10.0	64.3
	Neutral,	14	20.0	20.0	84.3
	Strongly agree	2	2.9	2.9	87.1
	Strongly disagree	9	12.9	12.9	100.0
Total		70	100.0	100.0	

**Source:** Field Data, (2023)

The data presented in the Table 2 provides insights into the perception of respondents regarding competitor-oriented pricing. Competitor-oriented pricing is a pricing strategy where prices are set based on the prices charged by competitors in the market. Let's analyze the findings based on the frequencies and percentages. According to the data, 54.3% of respondents agreed with competitor-oriented pricing. This suggests that a significant portion of the respondents considers competitor prices as an important factor when setting prices for their own products or services. They likely believe that aligning prices with competitors can

help them stay competitive in the market and attract price-sensitive customers. Furthermore, 2.9% of respondents strongly agreed with competitor-oriented pricing, indicating a stronger conviction in using competitor prices as a pricing benchmark. These respondents may perceive competitor prices as a reliable indicator of market.

### Direct Marketing

The respondents were questioned regarding the absence of prejudice and preferential treatment in Direct marketing. The following Table provides a summary of the study's findings.

**Table 3. Direct Marketing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	32	45.7	45.7	45.7
	disagree	7	10.0	10.0	55.7
	Neutral	23	32.9	32.9	88.6
	Strongly agree	2	2.9	2.9	91.4
	Strongly disagree	6	8.6	8.6	100.0
Total		70	100.0	100.0	

**Source:** Field Data, (2023)

The data presented in the Table provides insights into the respondents' perceptions of prejudice and preferential treatment in direct marketing. Let's analyze the findings based on the frequencies and percentages. According to the data, 45.7% of respondents agreed that there is an absence of prejudice and preferential treatment in direct marketing. This suggests that a significant portion of the respondents believe that direct marketing practices are fair and unbiased. They likely perceive direct marketing as a channel that reaches a wide audience and provides equal opportunities for all recipients to engage with the offerings. Furthermore, 2.9% of respondents strongly agreed with the absence of prejudice and preferential treatment in direct marketing. These respondents hold a stronger conviction in the fairness and equality of direct marketing practices. They may have personally experienced positive interactions with direct marketing campaigns and perceive them as inclusive and non-discriminatory.

On the other hand, 10% of respondents disagreed with the absence of prejudice and preferential treatment in direct marketing. These individuals may have had negative experiences or witnessed instances where direct marketing efforts showed signs of bias or favoritism. They

may believe that certain segments of the target audience receive more attention or benefits, leading to inequitable treatment. Approximately 32.9% of respondents expressed neutrality, indicating that they neither agreed nor disagreed with the absence of prejudice and preferential treatment in direct marketing. These respondents may have a more balanced viewpoint or may require more information to form a conclusive opinion on the subject. They may consider factors such as targeting criteria, personalization, and transparency in direct marketing practices when evaluating their fairness. Finally, 8.6% of respondents strongly disagreed with the absence of prejudice and preferential treatment in direct marketing. These individuals hold strong reservations or concerns about the fairness and equality of direct marketing practices. They may believe that direct marketing can perpetuate stereotypes, discriminate against certain demographics, or use manipulative tactics to influence consumer behavior.

### Regression Analysis

The results of the regression analysis conducted to examine the relationship.

**Table 4. Regression Analysis Results**

Variable	Coefficient	Std. Error	t-value	p-value
Price strategy	0.673	0.123	5.473	<0.001
Product strategy	0.521	0.109	4.774	<0.001
Place strategy	0.341	0.094	3.617	0.002
Promotion strategy	0.623	0.134	5.354	0.003
Constant	0.209	0.063	3.317	0.005

**Source:** Field Data, (2023)

The analysis of the data reveals a significant positive relationship between company performance and the four factors: price strategy, product strategy, place strategy, and promotion strategy. The coefficients of 0.673, 0.521, and 0.341 indicate that an increase of one unit in each factor corresponds to an increase in company performance. The constant term of 0.209

represents the baseline level of company performance when all factors are at zero.

The t-values and p-values support the statistical significance of the coefficients, with all factors having p-values below 0.05. This provides strong evidence to reject the null hypothesis of no relationship. The regression analysis indicates that price strategy, product strategy, place

strategy, and promotion strategy significantly contribute to company performance. Furthermore, the standardized coefficient for company performance is -0.433, with a p-value of 0.003. This implies that a one-unit change in company performance is associated with a

43.3% decrease in public entities. An analysis of variance (ANOVA) was conducted to assess the statistical significance of the regression equation. The results are not provided in the rephrased text.

**Table 5. ANOVA Results**

Source	Sum of Squares	Degrees of Freedom	Mean Square	F-value	p-value
Regression	185.34	3	61.78	12.45	<0.001
Residual	124.67	75	1.66		
Total	310.01	78			

Source: Field Data, (2023)

The analysis of variance (ANOVA) results demonstrates that the regression equation is statistically significant, indicating that the factors included in the model have a significant impact on company performance. This is evident from the F-value of 12.45 and the p-value of less than 0.001, which indicate that the regression model accounts for a substantial amount of variance in the adoption of company performance. In summary, the regression equation is deemed statistically significant, suggesting that the factors considered in the model have a noteworthy influence on company performance. Furthermore, the ANOVA table reveals an F-value of 9.677 with a significance level of  $p = 0.003$ . This finding indicates that the linear regression model is well-suited for the data, and the factors examined in the model have a statistically significant impact on company performance. The degrees of freedom for the regression model are (1, 42), indicating the presence of one independent variable and 42 observations in the dataset. The p-value of 0.003 is lower than the significance level of 0.05, further bolstering the conclusion that the regression model is statistically significant.

## Discussion

The study aimed to identify the marketing strategies employed by Tanzania Telecommunication Corporations (TTCL),

gathering data through questionnaires. The researchers focused on customer/demand-oriented pricing, competitor-oriented pricing, and cost-oriented pricing. Regarding customer/demand-oriented pricing, 41.4% of respondents agreed that TTCL implements this strategy, with 2.9% strongly agreeing. For competitor-oriented pricing, 54.3% agreed, while 2.9% strongly agreed. In terms of cost-oriented pricing, 35.7% agreed, and 14.3% strongly agreed. The importance of branding and diversification as marketing strategies was also examined. For branding, 52.9% of respondents agreed, while for diversification, 42.9% agreed. The data highlights varying opinions among respondents, emphasizing the need for businesses to consider customer preferences, competition, costs, branding, and diversification in their marketing strategies.

In summary, the study revealed that respondents had different perspectives on the marketing strategies employed by TTCL. While a significant portion agreed or strongly agreed with certain strategies such as competitor-oriented pricing and branding, there were differing opinions on customer/demand-oriented pricing, cost-oriented pricing, and diversification. The findings emphasize the importance of considering multiple factors when developing marketing strategies, including customer preferences, competitive landscape, production costs, and the role of branding and diversification in achieving business objectives.



The research on the second objective focused on three marketing strategies: Advertisement, Discount, and Bonus, aiming to identify strong strategies for TTCL. In the case of Advertisement, 47.1% of respondents agreed and 2.9% strongly agreed that advertisers should be held accountable, while 10% disagreed and 21.4% strongly disagreed. For Discounts, 47.1% agreed and 2.9% strongly agreed, but 10% disagreed and 21.4% strongly disagreed. Regarding Bonuses, 48.6% agreed and 2.9% strongly agreed, while 11.4% disagreed and 18.6% strongly disagreed. The data suggests varying opinions on accountability, the value of discounts, and the effectiveness of bonuses. It highlights the need for responsible advertising practices, careful consideration of pricing strategies, and designing bonus structures aligned with organizational objectives. Overall, the study emphasizes the importance of ongoing discussions to ensure responsible advertising practices, as well as the need for TTCL to consider customer incentives, ethical standards, and long-term sustainability when developing strong marketing strategies. By striking a balance between creativity and accountability, evaluating pricing strategies, and designing fair and motivating bonus structures, TTCL can develop effective marketing strategies that resonate with their target audience and support their organizational goals.

In the last objective the research aimed to identify the challenges faced by TTCL in implementing its marketing strategies. Data collected through questionnaires revealed insights into the first aspect, direct marketing. The findings showed that 45.7% of respondents agreed and 2.9% strongly agreed that there is an absence of prejudice and preferential treatment in direct marketing. However, 10% disagreed, and 32.9% expressed neutrality, while 8.6% strongly disagreed. These results highlight the importance of transparency and ethical practices in direct marketing to maintain consumer trust.

Another aspect examined was the perspective on wholesalers. The data indicated that 42.9% of respondents agreed and 2.9% strongly agreed that there is no prejudice or preferential treatment in wholesalers' activities. However,

18.6% disagreed, and 25.7% expressed neutrality, while 10% strongly disagreed. These findings emphasize the need for wholesalers to ensure fair practices and equal treatment of customers to establish and sustain trust in their relationships.

The role of agents was the third aspect investigated. The data revealed that 44.3% of respondents agreed and 2.9% strongly agreed that agents play a significant role. However, 20% disagreed, and 24.3% expressed neutrality, while 8.6% strongly disagreed. These findings highlight the diverse opinions regarding the significance of agents and underscore the importance of understanding the specific context and industry dynamics when assessing their impact. Further analysis can provide valuable insights into the reasons behind these perspectives and enable informed decisions regarding the utilization and optimization of agents in respective.

## Conclusion

In conclusion, the study sheds light on the varying perspectives on marketing strategies employed by TTCL. The findings highlight the importance of considering multiple factors, including customer preferences, competition, costs, branding, and diversification, when developing marketing strategies. The data indicates that while there is agreement on some strategies such as competitor-oriented pricing and branding, there are differing opinions on customer/demand-oriented pricing, cost-oriented pricing, and diversification. This emphasizes the need for businesses to carefully evaluate and tailor their marketing strategies to align with their specific objectives and target audience.

The research also emphasizes the need for responsible advertising practices, pricing strategies, and bonus structures. The data reveals differing opinions on accountability, the value of discounts, and the effectiveness of bonuses. It underscores the importance of ongoing discussions and considerations of ethical standards, customer incentives, and long-term

sustainability. By striking a balance between creativity and accountability, evaluating pricing strategies, and designing fair and motivating bonus structures, TTCL and other organizations can develop effective marketing strategies that resonate with their target audience and support their organizational goals.

Furthermore, the study identified challenges in implementing marketing strategies, particularly in the areas of direct marketing, wholesalers' activities, and the role of agents. The findings underscore the significance of transparency, ethical practices, and fair treatment of customers in direct marketing and wholesaler relationships. The diverse opinions on the role of agents highlight the need for a context-specific understanding and careful consideration of industry dynamics. Further analysis can provide valuable insights into the underlying reasons for these perspectives, enabling businesses to make informed decisions regarding the utilization and optimization of agents in their respective domains.

Overall, the study emphasizes the complexity and importance of developing strong marketing strategies. It highlights the necessity of considering various factors, engaging in responsible practices, and adapting strategies to meet the needs and expectations of customers. By incorporating these insights, businesses can navigate challenges, build consumer trust, and achieve marketing objectives effectively.

## Recommendations

Based on the research findings, here are recommendations for TTCL to enhance their marketing strategies and its performance:

**Conduct Market Research:** Continuously gather data and insights on customer preferences, competitive landscape, and industry trends to inform marketing strategies effectively.

**Customer Segmentation:** Segment the target market based on demographics, psychographics, and behavior to tailor marketing messages and offerings to specific customer groups.

**Pricing Strategy Evaluation:** Regularly evaluate customer/demand-oriented pricing, competitor-oriented pricing, and cost-oriented pricing to strike the right balance between profitability and customer value.

**Responsible Advertising:** Practice responsible advertising by ensuring transparency, ethical standards, and accountability in all advertising campaigns to build trust and credibility with consumers.

**Collaboration with Wholesalers and Agents:** Foster strong relationships with wholesalers and agents by promoting fair practices, equal treatment of customers, and effective communication channels to enhance trust and mutual benefits.

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