
Influence of Promotion on Consumers' Choice of a Supplier of Solar Energy in Mwanza Rural Area in Tanzania

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Abstract— *Promotion and consumer choice have become one of the major concerns among suppliers and consumers in many socio-economic sectors in developing and developed countries. How promotion influence consumers toward selecting a supplier or a product in a certain industry has not been broadly studied and is still imprecise. This study intended to investigate the influence of promotion on consumers' choice of a supplier of solar energy in Mwanza rural area in Tanzania. For the purpose of this study, promotion refers to any kind of marketing communication tool or activity that suppliers of solar energy use as a strategy to communicate with consumers so as to influence their brand choice, create their brand loyalty as well as generating sales. In this study, a quantitative approach was adopted as well as the descriptive research design which is suitable and usually used when collecting information about the behaviour, habit, attitude, psychological and social matters of the people and that it reports how things are at present. The study used consumer theory which states the stages namely pre-purchase, service encounter and post-purchase stages that a rational consumer goes through in purchasing a service. Data was collected using questionnaires from 310 respondents who are the consumers of solar energy supplied by JUMEME Solar Company within Ukerewe District. Both stratified and simple random sampling techniques were used to select a sample size of participants from the target population. Descriptive statistical methods, correlation and regression analyses were used to analyze the data. The findings of the study revealed that promotion has a significant and positive influence on consumers' choice of a supplier of solar energy in Mwanza rural area. The study concludes with recommendations that the solar energy suppliers should make more investment on advertising through traditional media such as radio and television as many customers have access and usually use those platforms to obtain information and news and also that suppliers should consider public relations and the word of mouth as tools of promotion that create great impact in changing the perception of the customers and consumers of solar energy in rural setting.*

Keywords— *Influence, Promotion, Consumers' Choice, Supplier, Solar Energy.*

I. INTRODUCTION

The solar energy sector in Tanzania has been growing rapidly due to high revolution in science and technology, reasonable investment in research and development, the dominance of China in the world solar market, public and private sector support through aids and grants such as the Results Based Fund (RBF) provided by the Government of Tanzania through Rural Energy Agency (REA) and many other grants provided by multinational organizations such

as the World Bank and the International Monetary Fund (IMF). Since 2014, Tanzania has witnessed a number of solar companies been registered with the mission of selling solar products as well as electrifying the rural areas by means of solar home systems, off-grid solar lightings and solar mini-grids system. Such companies are JUMEME Rural Power Supply, PowerGen Renewable Energy, PowerCorner, Mobisol and M-Power (Mokveld & von Eije, 2018).

For many developing countries such as Tanzania, the industrialization drive means more access to energy and so more birth of solar energy brands and suppliers. Moreover, as the solar energy sector is growing very rapidly in these developing countries including Tanzania, various stakeholders are developing interest and have become optimistic in making exclusive investment in the sector with the ambition of making huge earnings and achieve substantial profits. Suppliers are now growing largely in number and as a result competition increases in the market significantly (Kotler, 2013). This most likely also means that the solar energy suppliers must find themselves faced with stiff competition in the same market and therefore they are obliged to invest potentially in differentiating their products, organizations as well as their service offerings from their competitors so as to sustain in the business by always attracting and retaining customers (Blankson et al., 2007; Hasan et al 2012).

Promotion has been argued to be one of the tools or strategies which many suppliers and organizations may use to overcome stiff competition and gain competitive advantage in the market as it helps them distinguish their brands and their goods and services from those of their competitors (Business School, 1996). Promotion can be referred to as all efforts of a seller or his/her representative either personal or impersonal whose purpose is to remind, persuade or inform a target market, build image and establish sales. Promotion involves every activity such as advertising, publicity, sales promotion, public relations, personal selling, direct marketing and the door-to-door marketing that the company does to bring and promote its goods and services to the target market (Kotler, P. and Armstrong, 2004). It also entails the communication activities that connect the company and consumers of its goods and services and furthermore, it aims at creating positive perception and attitudes toward the goods and services offered by a company to consumers in the market. According to Novak (2011), promotion is applied by companies as a communication strategy to convey information regarding goods and services to consumers.

Promotion plays several roles such as to inform, persuade, influence and motivate customers. Other roles can be to increase awareness, create customer interest and brand loyalty, increase demand, generate sales and to differentiate a product or a supplier from the competitor. However, these roles can be grouped into two significant roles, one is to increase sales and second is to serve as a medium of influencing the perception of consumers towards a particular good, service or brand (Novak, 2011). Therefore, promotion may have an effect on consumer choice behaviour, for example, consumers usually regard sales promotion as a price reduction, therefore, it attracts them to

feel that they are considered important and that the price has been reduced to make them afford to buy that product (Kotler, Keller & Koshy, 2013). Moreover, the most significant role that promotion plays is that it sets a business apart from its competitors. If there was no competition, no any business will ever need to run. Promotion helps suppliers and organizations to stay ahead of their competitors in the market. If there are suppliers and companies that sell similar goods and/or services to yours, you can only make customers buy from you if you have a special promotion going on (Whaley, 2015).

Promotion helps the business to stay closer to its customers and consumers of its goods and services (Camilleri, 2017). Many organizations and suppliers use promotion as a tool to communicate their goods and services to their target market as well as removing uncertainties and bad notions that consumers have about those goods and services. Also, many organizations and suppliers use various promotional tools such as advertising and sales promotion to differentiate themselves from competitors and therefore make their products attractive and more sellable to customers in the market (Singh, 2002).

In the solar energy sector, promotion has helped a lot the consumers to identify potential suppliers who provide reliable and affordable solar products. Through promotion, consumers of solar energy have come to a point of making a decision of choosing between supplier A and supplier B as well as between product X and product Y (Keller, 2007). Additionally, in the modern market where, solar suppliers compete and scramble for customers, the majority of them have started to make broad steps and have widen their focus from just investing in the production of goods and services to making significant investment in promotion as it helps them identify, expand and retain customers as well as gaining competitive advantages in the market. Many solar energy suppliers have come to understand that customers are faced with options and substitutes of services in the market and therefore they should work hard to find and keep them (Payson, S. P. and Karunanithy, 2016).

Furthermore, the majority of solar energy suppliers have come to learn that they have to do more than just advertising a product, selling a product and collecting money but they should develop a promotional marketing strategy that will enable them to identify customers and their needs, describing the criteria they consider in making a choice and the motives that derive their decision making (Potter, 2014). According to Kotler & Keller (2012), the promotional marketing strategy can also be referred to as a marketing communication mix which consists of a combination of any of the 9 promotional tools namely; advertising, sales promotion, publicity, public relations, personal selling,

direct marketing, networking, web-based advertising as well as the word of mouth.

On the other hand, consumers make decisions and choices of suppliers and things to buy basing on many circumstances or factors which might be internal or external to a particular consumer. The internal factors include motivation, personality, self-concept, perception, attitude, learning and experience of a consumer while the external factors include the political, economic, social, technological as well as the geographical grounds of a consumer (Schiffman, 2019). However, consumers' choice is a result of the consumer behavior which at a large extent describes how consumers choose and use goods and services from suppliers (Lukic, 2021). Consumer behavior also refers to the series of activities or behaviors or processes that consumers use to search for, to choose, consume and dispose of goods and services that they expect will satisfy their needs (Radu, 2019).

In the energy sector, consumers may demonstrate similar and/or different behaviour which makes them respond the same or different towards the suppliers of solar products. The differences or the similarities may be due to personal, psychological and social factors. With personal and psychological factors, every consumer will have a different response and choice towards a supplier because every consumer has a different attitude, perception, personality and opinion but with the social factors, consumers might have similar decisions and choices of suppliers because they will all be influenced by the peer groups such as family and friends, social class, culture as well as community association (Lukic, 2021).

With the fact that consumer behavior has a great effect on consumer choice as it may either favor or hinder consumers' selection of a supplier and the goods and services in various industries including the solar energy sector (Solomon, 2013), many suppliers argue that promotion has a great impact on shaping consumers, changing their perceptions and attitudes, reinforcing their decisions, motivating them and influencing their choice toward the supplier or the product (Philip, Kotler & Gary, 2010). However, how promotion influence consumers' choice of a supplier of solar energy especially in rural areas has not been broadly examined and therefore the need for this study.

II. STATEMENT OF THE PROBLEM

In the modern age of rapid economic and technological changes, most organizations face stiff competition in the market at both local and global levels. Consumers are more aware, curious and conversant with what they need or want and that they are exposed to more options with regards to the goods and service that they purchase (Dudu & Agwu,

2014). In that environment, it is a big challenge to both the suppliers and consumers as more players enter the industry (Kihlström & Elbe, 2021; Pillai & McLaughlin, 2013). In particular, consumers in rural areas of developing countries such as Tanzania where there is no national power grid, are now exposed to diversified choices of solar products but also other alternative sources of energy. Consumers have several alternatives and power to make a choice on what service to purchase and what service to not purchase as well as a room to choose between supplier A and supplier B (Schiffman and Kanuk, 2004). Hence, how promotion influence consumers choice of a supplier in the solar energy sector in rural Tanzania has not been broadly studied.

Moreover, several studies on consumers' choice factors of service have focused in other sectors such as supermarkets (Njeru, 2017; Hung et al. 2020), retail sector (Assefa, 2009; Razak et al. 2016; Riaz, 2015; Mark & Ochieng, 2014), Banks and insurance services (Bejimla, A. 2019; Fikadu, 2014; Kattel & Shah, 2020), telecommunication sector (Alshurideh, 2016) and other sectors such as healthcare/hospitals (Kamra et al. 2016). Each study has come up with different rankings in terms of their importance to customers and that they have looked at choice factors in other sectors apart from solar. Moreover, most of these studies have looked at other factors apart from promotion whereas this study focused on the solar energy sector and has looked at how promotion influence consumers' choice of a supplier in rural Tanzania.

III. SIGNIFICANCE OF THE STUDY

First, the findings of this study will be beneficial to solar energy service providers by equipping them with strategic knowledge on how promotion influence the choice and purchase decision of consumers of solar energy in rural area. It will also enable them know how and to what extent consumers understand the various promotional activities and their influence in their choice and purchase decision. Also, this study will provide insights to solar managers and marketers on the role of promotion on consumer choice to enable them to develop appropriate promotional marketing strategies for their target markets.

Second, the consumers and the public in general, they will benefit from the study findings by understanding the various promotional tools available and how they perceive them as key in choosing the supplier of solar energy in their rural area. Moreover, a comprehensive knowledge of how promotion is linked with consumers' choice will provide a broad and significant knowledge in the energy sector in rural Tanzania and Africa in general.

Third, the findings of this study will also be of benefit to scholars and academicians who undertake more studies in

marketing and entrepreneurship area by providing them a strategic knowledge on methods of analyzing promotion as the choice factor and its influence on consumer choice. Furthermore, given that there is little research on promotion and its link to consumer behaviour, the research findings intend to fill the existing gap of knowledge and that the future researchers who continue to conduct further studies in this topic might also benefit from this study.

IV. LITERATURE REVIEW

This study was guided by Consumer theory which is concerned with how a rational consumer would make consumption decisions to arrive at a product choice (Martim, 2011). The theory discusses the stages under two perspectives namely; the five stages that a consumer goes through in purchasing a good which are; need recognition, information search, evaluation of alternatives, purchase decision and the post purchase stage; The three-stage model of service consumption which discusses the three stages that a consumer goes through in purchasing a service which are; pre-purchase stage, service encounter stage and the post-purchase stage. Thus, in this study, the three-stage model of service consumption by Tsiotsou & Wirtz (2015) which discusses the stages namely; Pre-Purchase Stage (need recognition, information search, evaluation of alternatives) , Service Encounter Stage (purchase decision) and the Post-Purchase Stage was used. The theory provides some explanatory power of how and what drives consumer behavior. It also appears to capture the key elements of the proposed study and therefore, it is more useful and suitable for this study as it demonstrates the phases and stages that consumers of solar energy go through in selecting a solar supplier in their area.

Several studies have been conducted on how promotion influence consumers' choice. The following was a review of a few of researches both in developed and developing countries.

Mark & Ochieng (2014) conducted a research on the influence of sales promotion strategies on consumer behavior in the Alcoholic Spirits Industry in Kenya. The research applied both qualitative and quantitative methodologies and a semi structured questionnaire was used for data collection. The respondents were managers of the bars and wines and spirits outlets in Nairobi. The findings of the study revealed that the sales promotion strategies practiced in the Alcoholic Spirits Industry had a significant positive influence on the consumer behaviour.

Chang (2017) carried a study on the effects of sales promotion on consumer involvement and purchase intention in Tourism Industry in Taiwan. The study used questionnaires for data collection and about 421 customers

of Kaohsiung International Travel Fair were involved as respondents of the study. The research findings presented the significant correlation between sales promotion and consumer purchase intention and also that the findings of the study showed the remarkably positive effects of sales promotion on consumer involvement and purchase intention, revealing that consumers with high involvement appear to be more aware and concerned about sales promotion of a tourism business than the ones with low involvement do.

Shamout (2016) investigated the impact of promotional tools on consumer buying behavior in retail market in Turkey. In this research, a total of 200 respondents were involved in the study whereby the self-administered questionnaires and face to face interviews were used for data collection. The respondents were taken from different metropolitan groups such as; university students, working professionals and business people. The findings of the study revealed that sales promotion tools are playing an important role to stimulate customers towards buying any promoted product, and that will definitely increase dealers and retailers' profit and market share. Moreover, the findings showed that consumers' behavior can be positively induced by using various promotion tools such as; price discount, samples and buy one get one free, on the other hand, it found that promotion tools such as coupon have no influence on consumer buying behaviors.

Tang & Hao (2017) researched on the influence of price promotion on consumer purchase decision under network environment in China. Through empirical research, this paper found that price promotion has a significant effect on consumer purchase decision. Sales promotion directly affect consumers as it influences them to make changes in the purchase time, brand conversion, increase the amount of purchase, use of alternative products and increase the storage of alternatives. Promotion helps consumers buy better quality products, reduce consumer search and decision costs. And also, from an economic point of view, promotions can bring money or non-monetary benefits, reduce transaction time and simplify purchasing decisions. Consumers are also easily attracted to certain feelings or emotions and spread promotional information to other consumers.

Luo et al., (2021) researched on the impact of online promotions on consumers' impulsive online shopping intentions in China. A total of 430 questionnaires were collected from the respondents but only 415 were valid. The findings of the study revealed that online promotion has a significant impact on consumers' willingness whereas the type of product promoted and the impulsive characteristics of consumers play a moderating role and that online

promotion affects consumers' impulsive online shopping intentions through the intermediary effect of expected regret.

Most of reviewed empirical studies on promotion and consumers' choice have been done in various sectors apart from solar, such as alcoholic spirits industry (Mark & Ochieng, 2014), tourism industry (Chang, 2017), retail sector (Shamout, 2016) as well as on network and online environment (Tang & Hao, 2017; Luo et al., 2021). Moreover, these studies have adopted different methodologies to suit their need and have been conducted in urban areas in other countries apart from Tanzania.

Hence, this study has looked at how promotion influence consumers choice in the solar energy sector in rural area of Tanzania and it has adopted a descriptive design and quantitative approach. Moreover, there is still little knowledge on how promotion influence consumers' choice in the solar energy sector especially in developing countries such as Tanzania and therefore, this study will also add substantial knowledge in filling the knowledge gap.

V. RESEARCH METHODOLOGY

This study investigated the influence of promotion on consumers' choice of a supplier of solar energy in Mwanza rural area in Tanzania. The study was conducted at Ukerewe District which is found in the rural area of Mwanza Region in Tanzania. The area is an island by itself and it has other several islands within it which are not connected to the national grid and therefore happened to be more potential for solar power supplies as the major reliable alternative source of energy. A quantitative research methodology was adopted for this study as it is dealing with a large number of participants that require processing through statistical analysis and furthermore, it has been recommended by Mugenda & Mugenda (2003), that quantitative approach is appropriate when the researcher is testing the relationship of known variables. Thus, application of basic descriptive, correlation and regression have been utilized to inspect the nature of the relationship between promotion and consumers' choice. The research design applied in this study was descriptive research design because it is suitable and usually used when collecting information regarding the behaviour, habit, attitude, psychological and social matters of the people and that it also reports how the things are at present. Descriptive studies represent a precise profile of persons, actions, situations, events, explaining the existing circumstances and attitudes through observation and interpretation techniques which involves the use of quantitative methods (Chandran, 2004).

Moreover, as defined by Mugenda, O. M., & Mugenda (2003), a population is defined as the combination of

elements that have similar characteristics or behavior, hence the population of this study were consumers of solar energy supplied by JUMEME Solar Company within Ukerewe District. According to Ukerewe District Energy Report (2019), there are more than 1500 users of solar energy connected to JUMEME Solar Company spread in different wards of the district. Although there are six main solar energy suppliers in Ukerewe District namely JUMEME, PowerGen, Mobisol, Zola, Rex Energy and M-Power, this study focused only on JUMEME consumers from four wards and examined how promotion influenced them to choose that solar company over other solar energy suppliers. The following table shows the number of JUMEME customers and their respective population.

Table 1: Population Size by JUMEME Solar Energy Supplier

S/N	Ward	Population Size
1	Bwisya	600
2	Bukiko	400
3	Nyamanga	300
4	Bukungu	300
	Total	1600

Source: Ukerewe District Council -Solar Energy Report (2019)

According to Smith, M. E., Thorpe, R., and Jackson, P. (2008), a sample is referred to as a subset of those entities that relate to the entire population. It is always recommended to use a fairly large sample so as to come up with findings which are representative of the entire population and also sample size should meet the statistical requirements of a particular statistical analysis (Creswell, 2014). The sample size for this study was determined using statistical table method developed by Krejcie and Morgan (1970), of which a population of 1600 solar customers (consumers as individuals or as households) gives rise to a sample size of 310 participants. The sample size for every population in every ward was obtained by taking the population size from every ward dividing by a total population size that combines all wards times a sample size rising from a particular population indicated on the statistical table developed by Krejcie and Morgan (1970).

The formula is $n = \left(\frac{N}{\sum N}\right) * P(K\&M)$

Where; n= sample size; N= population size

P (K&M) = recommended sample by Krejcie and Morgan (1970).

Table 2: Sample size by JUMEME Solar Energy Supplier

S/N	Ward	Population size	Sample Size
1	Bwisya	600	116
2	Bukiko	400	78
3	Nyamanga	300	58
4	Bukungu	300	58
Total		1600	310

Source: Researcher (2021)

This study applied both stratified and simple random sampling technique to select a sample size of participants from the target population. This was implemented as follows: First the target population in the district was divided into strata based on four wards namely Bwisya, Bukiko, Nyamanga and Bukungu. Then the researcher used sampling frame which highlights the list of all population units of consumers (individuals or households) in each ward (stratum) by which the sub sample was taken (Cooper & Schindler, 2003). Then simple random sampling was employed for selecting participants from each ward till the required subsample was reached. Stratified and simple random sampling were considered to be the most appropriate procedure for this research because they ensure representativeness of a population that is diverse, and this approach makes analysis more efficient and ensures reliability of analysis (Collis & Hussey, 2009).

Primary data was the only source of data for this study. According to Kumar (2010), primary data is firsthand information collected, compiled and published for some purpose including report for academic purpose. Agarwal, J. and Malhotra (2005) also contend that primary data are usually originated by the researcher in order to specifically address the problem which is researched. Hence, data for this research was collected from the primary sources through the use of questionnaires because questionnaires are not only convenient but also effective in the collection of large amounts of data in relative short time (Creswell, 2014). The questionnaire was prepared in line with the research objectives and it consisted of closed-ended and open-ended questions. Closed-ended questions were used to ensure that the given answers that are relevant are answered in same format by all respondents while the open-ended questions were designed to allow respondents to present their views and provide detailed information.

The questions were phrased clearly and in non-marketing jargon in order to ensure easy understanding of dimensions or attribute in question and for easy data analysis. In addition, a 5-point opinion Likert scale questions (Likert,

1952) of 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree type was used for close ended questions to generate the data necessary to accomplish the research objectives. Few open-ends were inserted on the questionnaire to solicit respondents' other views not specifically identified. The questionnaire was tested for validity and reliability before field research and a final version was generated for field work. A Kiswahili version was developed for respondents not conversant with English. For the purposes of this study, the questionnaires were self-administered and were distributed to respondents using "drop and pick later approach" as per the agreement that the researcher made with the respondents. The respondents were given no more than two days to complete the questionnaires.

The study was carried out with respect of all ethical frameworks and guidelines recommended for social research so as to guard and respect the rights of all participants in the research (Bryman, 2001). The researcher remained firm, truthful and transparent to enhance precision proposed by the principles of ethics, objectivity and integrity. Before the actual process, an introduction letter was addressed to respondents by the researcher explaining briefly the purpose of the research. Conflict of interest was well elaborated; respondents were informed of their voluntary participation and anything that would harm them was avoided (Economic and Social Research Council, 2005).

Furthermore, confidentiality of information provided by research respondents and the secrecy of respondents were respected. Research participants were further made aware that they had the right to choose the way they would like to engage in the overall process of data collection which includes their rights to avoid to answer a question or bundle of questions, rights of not providing the information requested and their freedom to withdraw any information that they have provided. Lastly, respondents were informed that the data that they have provided will be analyzed and presented in aggregate form and not individually.

VI. FINDINGS AND DISCUSSION

Data analysis was performed so as to screen, examine, reduce, summarize and statistically analyze and evaluate the data for purposes of proving or disapproving hypotheses or other purpose of analysis (Cooper, D. R., & Schindler, P. S., 2006). Prior the processing of the responses, data that was collected through questionnaire was edited for completeness, categorized and checked for consistency or errors. After that, it was then be coded and in putted into the computer system for purposes of analysis through SPSS Software to generate descriptive and inferential statistics on

respondents' profile and relationship bet between independent and dependent variables respectively.

Reliability was also performed in this study. It was established to evaluate the quality of research instrument and it concentrated on the precision and accuracy of the testing methods and design while evaluating the coefficients of internal consistency, equivalence and stability of the research instrument (Cooper & Schindler , 2006). To ensure reliability in this study, the pilot study of standard questionnaire with a mini sample of respondents was conducted as just recommended by Saunders et al., (2012). Cronbach's Alpha as an index which shows the internal consistency or average correlation of items in a research instrument was also applied whereby promotion as a variable of consumer choice was tested for reliability through the use of Cronbach's Alpha test. This was performed so as to present the fact on if promotion was significant in influencing consumers' choice. Usually, a Cronbach's Alpha value (α) which is greater than or equal to 0.6 is regarded as reliable. In this study, promotion had (α) = 0.790 and therefore it was considered reliable which means that it influences consumers' choice.

Furthermore, this study was tested for validity. In the research study, validity states the level of accuracy on how

the data obtained have captured what it was supposed to measure. The indicator is usually established in order to examine a point of genuine measures, which also suggest that the methods of research and data are correct and also describes the real problem or not (Bryman, 2008). This study is concerned with ensuring content validity and therefore the instrument used for data collection was subjected to a pilot test which involved only few participants so as to identify any improvements in the design as well as the development of the questionnaire and therefore incorporate changes into the final constructed questionnaire.

A total of 310 questionnaires were given to respondents, they were filled and returned successfully. Out of 310 respondents, 65.5% were male and 34.5% were female, 39% were self-employed, 27.1% were government employees, 22.3% unemployed, 8.7% employed by the private sector and 2.9% were students. A majority of the respondents comprising of 37.4% came from Bwisya ward, 25.2% came from Bukiko ward while 18.7% came from Nyamanga ward and another 18.7% came from Bukungu ward.

The table below indicates the demographic general information of respondents;

Table 3: Demographic General Information of Respondents

Characteristics	Option	Frequency	Percentages
Age	18-24	25	8.1
	25-34	88	28.4
	35-44	96	31
	45-54	53	17.1
	Above 54	48	15.5
	Total	310	100
Gender	Male	203	65.5
	Female	107	34.5
	Total	310	100
Occupation	Unemployed	69	22.3
	Self-employed	121	39
	Government employees	84	27.1
	Private sector employees	27	8.7
	Students	9	2.9
	Total	310	100
Ward	Bwisya	116	37.4
	Bukiko	78	25.2
	Nyamanga	58	18.7
	Bukungu	58	18.7

Source: Survey Data (2021)

Correlation Analysis

Correlation is usually done to find out the relationship between the independent and the dependent variables and the strength of that relationship if present (Cooper, Schindler, 2014). Moreover, the value of correlation coefficient helps to determine measures of linear association between two variables where the coefficient is always between -1 and +1. If a coefficient is -1, it means that variables have perfect relation but in a negative linear sense, if a coefficient is 0, it means that there is no relationship between the variables, and that if a coefficient is +1, it means that the variables have perfect relation but in a positive linear sense (Cooper, Schindler, 2014). According to Wileman & Jary (1997), any value ranging from 0.00 to 0.10 as the spearman correlation coefficient (rs) is regarded as very weak, from 0.20 to 0.39 is regarded as weak, from 0.4 to 0.59 is moderate, 0.6 to 0.79 is considered strong while 0.8 to 1.0 is considered very strong. Based on the findings of this study as shown here, the Spearman correlation coefficient for consumer choice and promotion was $r_s = .655$, $p\text{-value} = .000$ which indicated a strong correlation.

Regression Analysis

Regression analysis was performed in order to further explain the relationship between promotion and consumers' choice. Based on the findings presented in table 4 below, the Beta (B) values were the coefficients employed to develop and create the regression model. Therefore, the following was the equation of the regression model:

$$Y_1 = 1.437 + 0.603PN$$

The table 4 below indicates the findings of the analysis. The R value which is indicated on the model summary describes

how well the whole model explain the data. In this objective, the model presented 65.5% (R) of the data. Moreover, R square usually describes an extent to which the variability of the dependent variable is explained by the independent variables. In this objective 42.9% of the variability in consumers' choice was explained by promotion which is the independent variable. In this study, the value of the adjusted R square was 42.7%. This presents that, accurately, 42.7% of the total variability of consumers' choice as dependent variable was explained by promotion as the independent variable.

An analysis of variance (ANOVA) has also been indicated in the second part of the same table. This section establishes statistics regarding the overall significance of the model being fit. The significant value which is also known as the p-value is usually referred when one wants to know whether there are any independent variables explaining the dependent variable. In this objective, the p-value is 0.000 which is absolutely less than 0.05. This means a lot that this independent variable explains consumers' choice and therefore the model is statistically significant. P-values help us to understand whether we should accept or reject the null hypothesis. Based on ANOVA, the null hypothesis usually means that the model has no explanatory power, so one accepts the null hypothesis by getting a significant p-value ($p > 0.05$).

The p-values provided in the last part of the table enabled us to specifically see whether promotion as an independent variable was significant or not in explaining consumers' choice. As recommended, that for a variable to be significant in the model, it should have a p-value which is less than 0.05. Hence, in this objective, promotion ($p = 0.000$) was significant in explaining consumers' choice.

Table 4: Influence of Promotion on Consumers' Choice of a Supplier of Solar Energy

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.655 ^a	0.429	0.427	0.28794		
a. Predictors: (Constant), PN						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.169	1	19.169	231.204	.000 ^b

successful. It will not make any positive impact if, for instance, suppliers of solar energy make huge investment in promotion but have products of poor quality, or have higher energy prices that consumers in rural areas cannot afford, or have very disappointing and a poor customer service. Either, it will also not be sustainable if suppliers will invest substantially in promotion but at the same time have employees who are not motivated and who are denied of their employment benefits and compensations

Furthermore, by considering that customer needs keep on changing with time and space, it is therefore an alarm to the solar energy suppliers to invest more on creativity and innovation and employing scientific research and development so as to increase the chance of identifying the needs in the solar market and hence remaining competitive and always meeting customer demands satisfaction in rural Tanzania. Moreover, in the modern age of rapid growth of science and technology, suppliers should understand and clearly note that consumer needs are subjected to a service which is user-friendly, free of interruptions and a service that can be accessed timely with several options.

It is therefore recommended that suppliers of solar energy should use promotion as a medium of providing reliable and credible communication to consumers more regularly. The use of traditional and modern media can further take promotional campaigns to the next level that ensures effective and efficient dialogue and communication between suppliers and consumers in the solar market. However, at a basic point and considering that many rural areas in Tanzania do not have fully internet network coverage, it is recommended that suppliers make use of traditional media such as radio and television as many customers have access and usually use those platforms to obtain information and news. Moreover, suppliers should consider public relations and the word of mouth as tools of promotion that create great impact in changing the perception of the customers and consumers of solar energy in rural setting. Additionally, suppliers should as well not neglect the use of digital media such as the social media for promotion. They should as well embrace the new technology and start using the digital media as to get customers slowly used to it until when they will have full access upon full internet coverage setup in the rural areas of Tanzania.

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