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The Moderating Influence of Bixa Ollerana Value Chain Government Policy on the Relationship between Marketing Mix Strategies and Sales Performance

Abstract

Bixa is grown in Kwale, Lamu and Kilifi Counties by small scale farmers and further processed for export by private companies as a natural coloring for butter, margarine, cheese and beverages. Bixa Ollerana crop was recently scheduled as a cash crop by the Kenyan government and its marketing has been left to small scale farmers. There is need for appropriate marketing mix strategies to enhance sales performance of Bixa crop. Since no studies have been conducted on the influence of marketing mix strategies on the sales performance of Bixa Ollerana, the study addressed the research gap. The main aim of this study was to assess the moderating influence of Bixa Ollerana value chain Government Policy on the relationship between marketing mix strategies and sales performance. The study adopted descriptive and exploratory research design mixed method approaches. The target population of the study was 2,419 Bixa farmers registered in Kwale County. A sample size of 106 farmers was drawn using simple random sampling technique. The study used structured questionnaire to collect the required data from the respondents. The study used descriptive statistics and inferential statistics. The interaction of the moderating effect of Government policy on Bixa Ollerana value chain did not change the relationship between marketing mix strategies and sales performance of small scale Bixa Ollerana farmers. Promotion mix strategy remained the only marketing mix strategy ($r = -0.286$, $p = 0.000 < 0.05$) that influenced the sales performance of small scale Bixa Ollerana farmers in Kwale County, Kenya. The findings from the study will be of importance to practice, marketing scholarship and Government on Policy formulation marketing of Bixa. The study recommends that the Government of Kenya puts in place a policy framework now that Bixa Ollerana is a scheduled crop, to regulate and promote its production, processing and marketing.

Keywords

Marketing Strategy, Marketing Mix Strategy, and Sales Performance.

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