NEXUS BETWEEN INTEGRATED MARKETING COMMUNICATION STRATEGIES AND MARKET PERFORMANCE OF REGISTERED PHARMACEUTICAL COMPANIES IN NAIROBI CITY COUNTY, KENYA

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ABSTRACT

The pharmaceutical firms contributed merely 4.6% of the Kenya's exports share despite importing an average 60% of pharmaceutical products between 2017 and 2021. The pharmaceutical firms in Nairobi occupy the largest market share (78%) of the drugs manufactured, and distributed in the Country. Pharmaceutical firms in Nairobi hold the largest market share in Kenya's drug manufacturing and distribution, growing from 68% to 82% between 2017 and 2021, with customer numbers rising from 38 million to 46 million. However, retention declined from 48 million in 2019 to 46 million in 2021 due to rising competition. This study explores how integrated marketing communication strategies; direct marketing, advertising, sales promotion, and personal selling affect their market performance. Grounded in relevant marketing and management theories and using a descriptive design with data from 90 sampled firms. The study recommends that pharmaceutical firms in Nairobi City County prioritize strategic sales promotions, such as discounts, coupons, and loyalty programs, tailored to local market dynamics. It also urges the adoption of focused direct marketing using consumer and healthcare professional databases for personalized outreach.

Key Words: *Advertisement Strategy, Direct Marketing, Integrated Marketing Communications Strategies, Market Performance, Personal Selling, Sales Promotion.*

INTRODUCTION

In the current economic climate, optimizing marketing performance necessitates a more rigorous and data-driven approach to basic marketing procedures. According to Godday (2019), a company's ability to perform well on the market not only helps to raise the value of that company, but it also fosters the expansion of the industry as a whole, which in turn boosts the economy's overall health. In addition to its primary goal of producing drugs for clinical use or healthcare, the pharmaceutical industry's market performance provides an invaluable contribution to robust economic growth in a variety of ways, as per the World Health Organization (WHO, 2021). In 2010, the net market shares of the top 15 pharmaceutical companies fell by 20.1%, causing significant losses for Pfizer, Bristol-Myers, Merck, and GlaxoSmithKline.

Compared to just 16% market growth within the developed nation markets of North America, Eastern Asia, and Western Europe, the seven emerging markets of China, India, Brazil, Russia, South Korea, Mexico and Turkey accounted for more than 50% of the global pharmaceutical market's growth between 2011 and 2020, according to World Bank (2021). WHO (2021) reported that between 2017 and 2021, the African countries imported more than $700 Billion worth of drugs from the advanced markets. According to Blazheska *et al.,* (2021), integrated marketing communication strategies create value for market brands and leads to favorable market performance. The difference in organizational performance between companies who use integrated marketing communication strategies and those that do not is a great way to gauge how effective a well-thought-out plan is.

The African Union estimates the sector to be over US$40 billion by the next decade. This is critical in improving economic growth while advancing African transition to a knowledge based economy, which improves competitiveness and leads to more job creation (WHO, 2021). The pharmaceutical industry shows a vital role in job creation and has a significant direct impact on providing jobs in marketing, sales and supportive departments for both unskilled and skilled workers. This is extended to other chains like clearing agents, distributors, transporters, wholesalers and retailers. Also important is the role played by the pharmaceutical industry in imparting knowledge to other institutions (Ahmed et al., 2018). Large pharmaceutical companies are currently spearheading efforts to safeguard their future in this industry, having gained significant leverage through such exponential growth.

Integrated Marketing Communication Strategies and Market Performance of Registered Pharmaceutical Companies in Nairobi City County, Kenya

Integrated Marketing Communication (IMC) is the term used to describe the organization-wide coordination and integration of all showcasing communications assets, channels, and instruments into a cohesive program planning to maximize the impact on clients and other partners (Gambetti & Schultz, 2019). Integrated marketing communication (IMC) is the process of coordinating all showcasing communications endeavors in order to achieve the most effective communication impacts that help the company to achieve its goals, as defined by Ruswanti, Gantino and Sikhombing (2020). Mamduh (2020) defines the IMC methodology to be the process of organizing communications in such a way that it provides clarity, consistency and the maximum impact on communication by assessing the essential components of different communication disciplines such as open relationships, promotion, coordination of reaction and deals advancement.

According to Kang (2021), integrated marketing communication strategy is a marketing concept that involves businesses combining their communication channels to present a unified, compelling message about their brands as well as the organization. Nadube (2018) noted that IMC technique could serve as a cross-functional tool for establishing and maintaining fruitful association with customers and

other partners. It accomplishes this by proactively influencing or coordinating all messages sent to these groups and fostering data-driven, purpose-driven communication with them. Multi-channel attribution and omni-channel marketing are combined in IMC strategy to give organizations a unified narrative that their clients can utilize. To ultimately deliver a coherent and consistent message, an integrated marketing communications (IMC) strategy emphasizes the value-added elements of a comprehensive IMC plan that combines and integrates various marketing communications functions (tactics) and tools (Sawaftah, 2020).

IMC has been created by the forces that influenced advertising practitioners and marketing professionals. To Emeh, Anyaogu and Kalu (2018) integrated marketing communication strategy is an action plan assembled by the management to successfully run the business. It represents their dedication to using a combination of blended communication strategies to attract, win over, and keep clients in order to effectively compete and raise overall performance within the company. As argued by Blazheska *et al.,* (2021), integrated marketing communication strategy can be the direction and scope of an organizations in the long-term. Organizations can realize benefits in their dynamic environment through the re-arrangement of resources and competences in order to exceed stakeholder requirements (Kang, 2021).

Integrated Marketing Communications (IMC) is a term used in the context of this survey. It alludes to the fact that the efforts of different functional areas work together to create a greater impact than if each had its own objectives, message plan, media plan, and timing. This added value is applicable to the integration of media (outdoor advertising combined with public transportation advertising) as well as some marketing communication techniques (public relations and advertising combined). This approach to media planning enables companies to lower marketing expenses while improving campaign performance.

Market performance is viewed through various lenses by different scholars. Psomas and Kafetzopoulos (2017) define it as the result of several strategic factors such as pricing, cost control, production volume, efficiency, and innovation. Abraham and Joseph (2019) emphasize it as the coordination of people, systems, and processes to manage marketing value and efficiency through planning, execution, and outcome utilization. Dameh and Ghadeer (2019) link marketing to shareholder value creation, while Ruswanti, Gantino, and Sihombing (2019) highlight its role as a value exchange process. Nadube (2018) stresses that market performance provides insights for strategic positioning and future planning, encouraging firms to adopt innovative strategies. Similarly, Šerić, Ozretić-Došen, and Škare (2020) argue that market performance depends on how effectively a firm utilizes its resources to achieve goals aligned with user relevance.

Statement Problem

Wangari and Letting (2021) claim that due to seriously competition, globalization, unused advances, and changing shopper inclinations, pharmaceutical companies have changed their promoting techniques in both residential and worldwide markets. The Kenyan advertise has seen unimaginable development within the industry since the 1970s; be that as it may, as globalization and the market's instability have developed, the industry has developed more competitive and has seen for the most part subpar execution (MOH, 2021). The pharmaceutical industry's share of the GDP increased significantly between 2016 and 2018, rising from 8% to 12.7%. However, after declining to 11.1% in 2019, it then fell to 10.3% in 2020, 9.6% in 2021, and 9.3% in 2022. Even though the country imported 60% of its pharmaceutical products on average between 2017 and 2021, pharmaceutical companies only contributed 4.6% of the country's exports in 2020, according to MOH (2021). Nairobi-based pharmaceutical companies manufacture and distribute the majority of the

drugs in the country, accounting for 78% of the market.

Pharmaceutical companies in Nairobi receive thirty percent of their showcase income from both the private and open segments, as per MOH (2021). Nairobi's pharmaceutical companies assert the largest market share in the surrounding sector, growing steadily from 68% to 82% between 2017 and 2021. Subsequently, the number of clients served increased from 38 million in 2017 to 46 million in 2021. Despite this, Nairobi's pharmaceutical companies have struggled to retain their clientele, which dropped from 48 million in 2019 to 46 million in 2021 as a result of increased competition from both domestic and foreign businesses. This is true even though the COMESA region's high demand is only partially met by the 50% of pharmaceutical products that Kenya supplies to the region (Wangari & Letting, 2021). Kamande and Maina (2019) did research on the market execution of DT-SACCOs in Nairobi City County, as well as direct marketing strategies.

Ommala (2021) investigated the impact of Sony Sugar Company's marketing strategies on the company's competitive advantage. Wangari and Letting (2021) investigated the link between organisational execution and crucial marketing of pharmaceutical firms in Nairobi, Kenya, whereas Weru (2018) looked at variables impacting the viability of the establishment of local pharmaceutical manufacturing enterprises in Kenya. Mwaniki (2021) looked at the influence of integrated marketing communication strategy on the performance of an insurance firm in Nairobi, Kenya, whereas Wachira and Kariuki (2018) studied the impact of integrated marketing communication strategy on the performance of Unilever Kenya Limited. The market performance of pharmaceutical enterprises in Nairobi County has been appalling, even after IMC conducted thorough inspections into a number of businesses. Nevertheless, not much has been done to look into this unclear scenario. The study aimed to investigate how IMC strategies affected the market

performance of pharmaceutical firms in Nairobi City County, Kenya.

LITERATURE REVIEW

Theoretical Review

Hierarchy of Effects theory

The Hierarchy of Effects theory, developed by Lavidge and Steiner (1961), outlines six stages consumers go through before making a purchase: awareness, knowledge, liking, preference, conviction, and purchase. These stages fall under three behavioral phases—cognitive (thinking), affective (feeling), and conative (doing). In the cognitive stage, consumers become aware of a brand and seek knowledge about its benefits. In the affective stage, they form emotional connections through liking, preference, and conviction, influenced by how well advertisers appeal to their emotions and values. Finally, in the conative stage, consumers take action by making a purchase, which marketers must facilitate through clear messaging and incentives.

The theory highlights the importance of using Integrated Marketing Communication (IMC) strategies to guide consumers through each stage effectively. By combining emotional appeals, clear product information, and engaging promotional efforts such as free samples, marketers can increase brand preference and purchase decisions. As competition grows, firms must use creative advertising to ensure brand recall and loyalty. This study adopts the Hierarchy of Effects theory to examine how advertising strategies influence the market performance of pharmaceutical firms in Nairobi City County.

Push and Pull Theory

Hopp and Spearman (2013) trace the origins of the push and pull theory to Fredrick Winslow Taylor's 1911 work on *The Principles of Scientific Management*, which focused on identifying customer needs and offering pre-developed solutions. However, push strategies have come under criticism due to rapidly changing customer

preferences, growing competition, and information overload. Kimball (2012) argues that push solutions are now seen as intrusive, with customers often ignoring them. While push strategies once enhanced efficiency by anticipating needs and reducing support costs, their relevance has declined as they fail to adapt quickly to individual customer demands (Gupta, 2007).

In contrast, the pull strategy empowers customers to seek solutions that best meet their specific needs. Instead of companies predicting customer preferences, pull strategies emphasize making comprehensive, accessible information available so consumers can make informed choices (Farshid, 2011). This customer-centric approach aligns with market development theory and is increasingly adopted by pharmaceutical firms aiming to improve market performance. By shifting from push to pull models, these companies prioritize customer needs over organizational assumptions, making pull theory vital in analyzing the impact of sales promotion strategies on their performance.

Customer Relationship Management Theory

Westch (2005) developed the theory of customer relationships, emphasizing customer relationship management (CRM) as a blend of client-driven strategies and relationship promotion rooted in equity theory. CRM helps organizations build long-term relationships with customers to earn their trust and influence purchasing behavior (Mylonakis, 2009). By analyzing customer knowledge and acquisition, CRM aims to boost product and service sales (Bose, 2002). However, Kale (2004) notes many CRM systems fail due to rigid business processes, poor data analysis, limited management support, and low customer lifetime value. Achuama and Usoro (2008) add that failure is often linked to inaccurate customer data, weak change management, and a lack of CRM expertise.

Despite its challenges, CRM has become vital as firms shift from transactional marketing to relationship marketing to stay competitive. Over the past two decades, businesses have increasingly focused on building lasting relationships with

stakeholders to enhance profitability and market share. Relationship marketing emphasizes creating, developing, and maintaining profitable and meaningful customer relationships rather than focusing solely on one-time transactions (Kumar, 2020). This theory is critical in understanding how direct marketing strategies can influence the market performance of pharmaceutical firms.

Commitment Trust Theory

Morgan and Hunt (1994) introduced the commitment-trust theory, emphasizing that successful business relationships require strong mutual trust and commitment. The theory suggests that companies should foster trust and commitment with customers to build lasting bonds and enhance performance. Trust involves partners' confidence in each other to fulfill promises (Friman et al., 2002), while commitment signifies the shared dedication to sustaining the relationship. Zinkhan (2018) highlights that companies applying this theory have experienced sustained growth and improved performance. MacMillan et al. (2005) reinforce its relevance in encouraging firms to engage in relationship-building activities that demonstrate commitment to customers.

However, the theory has faced some criticism. Zinkhan (2018) notes it overlooks the costs and time required to maintain customer relationships, while Sun and Zhang (2006) argue it fails to consider how customer norms and cultures influence marketing strategies. Despite these limitations, the theory asserts that long-term customer relationships reduce the likelihood of businesses pursuing short-term alternatives and increase confidence in risk-taking. The strategy is especially relevant for understanding how personal selling affects customer loyalty, making it valuable in analyzing how pharmaceutical firms' market performance is influenced by their personal selling approaches.

Balance Score Card Theory

The Balanced Scorecard (BSC), developed by Kaplan and Norton in the 1990s, provides a strategic management framework that integrates financial

and non-financial performance metrics to give a comprehensive view of organizational performance. It transforms strategic plans into actionable objectives by focusing on four perspectives: financial, customer, internal business processes, and learning and growth (Kaplan & Norton, 2001). According to Kaplan (2010), BSC helps align daily activities with long-term strategies, making performance management more effective. Harun (2012) highlights that BSC is not just a measurement tool but also aids organizations in defining and executing their strategic goals.

Each BSC perspective plays a critical role in measuring performance. The financial perspective evaluates whether strategic decisions lead to improved bottom-line results. The customer perspective assesses how well the organization meets client needs, while the internal processes perspective focuses on efficiency and innovation in operations. Lastly, the learning and growth perspective ensures continuous improvement by developing internal capabilities. According to Camilleri (2021), BSC links strategy, goals, and activities with long-term vision and core values. This study applies the BSC framework to assess the overall market performance of pharmaceutical firms, offering a balanced evaluation beyond financial metrics.

Empirical Literature Review

Godday (2019) investigated the effect of advertising efforts on the market execution of Nigerian Bottling Company Plc, located in Enugu. The research utilized a survey-based descriptive research design. The secondary and primary sources of data were utilized. Primary source data came from field surveys using questionnaires, while secondary data came from books and journals that were already published. The study involved Nigerian Bottling Company clients and customers, using the Fred and Williams equation for a test measure of 323. Data was organized using tables and charts, and chi-square analysis was used for hypothesis evaluation. Publicizing media channels had a large influence on brand loyalty, marketing campaigns had a major

impact on organizational execution, and advertising expenditures had a substantial impact on how much an organization or trade had to spend as per study outcomes.

Mbula (2018) determined how promotional strategies affected Dalsey, Hillblom, and Lynn (DHL) Supply Chain Limited's market performance. The research was directed by the subsequent particular goals: To find out how DHL Supply Chain Limited's market performance is affected by its advertising strategy, how its personal selling strategy affects that performance, how its public relations strategy affects that performance, and how its sales promotion strategy affects that performance are the goals of this study. The survey concentrated on exploring the advertising execution and marketing tactics of logistics firms in Kenya. It was grounded in the discourse convenience, attribution, and thrust models of promotion. An expressive inquiry plan was adopted in this study. The case researcher's inquiry plan was applied. 554 RDHL Restricted branch employees made up the review's target population. The example, chosen using the specified occasional testing technique, consisted of 166 representatives who received evaluations.

Park, Paudel, and Sene (2018) looked into how decisions about direct marketing affected sales. Overall sales decline for manufacturers who want to sell directly to consumers or to buyers and merchants alike. The profit drop for extended showcasing is 36.8%, while the profit decline for direct-to-purchaser marketing is 71.3%, according to summary data collected from US ranchers between 2008 and 2010. The direct marketing penalty remains strong even when significant demographic variables, farm experience, internet usage, and operational features like crop selection and input utilization are taken into account.

Anyadighibe, Awara, and Esu (2018) did a survey on the effect of personal selling on the profitability of specific banks in the Calabar Metropolis. The research discovered a significant correlation between the importance of personal selling and sales volume, customer retention, and relationship

building with customers. The research utilized both descriptive research design (in-depth interview) and exploratory research design (cross-sectional). The aims of this in-depth interview was to gather data from Stanbic IBTC, First Bank Plc and Calabar employees. This research utilized the stratified random sampling method and embraced three (3) strata: savings account, current account, and fixed deposit accounts. Ordinary Least Square (OLS) was utilized to analyze the data and evaluate hypotheses. The research's results demonstrated a strong correlation between personal selling and customer relationships.
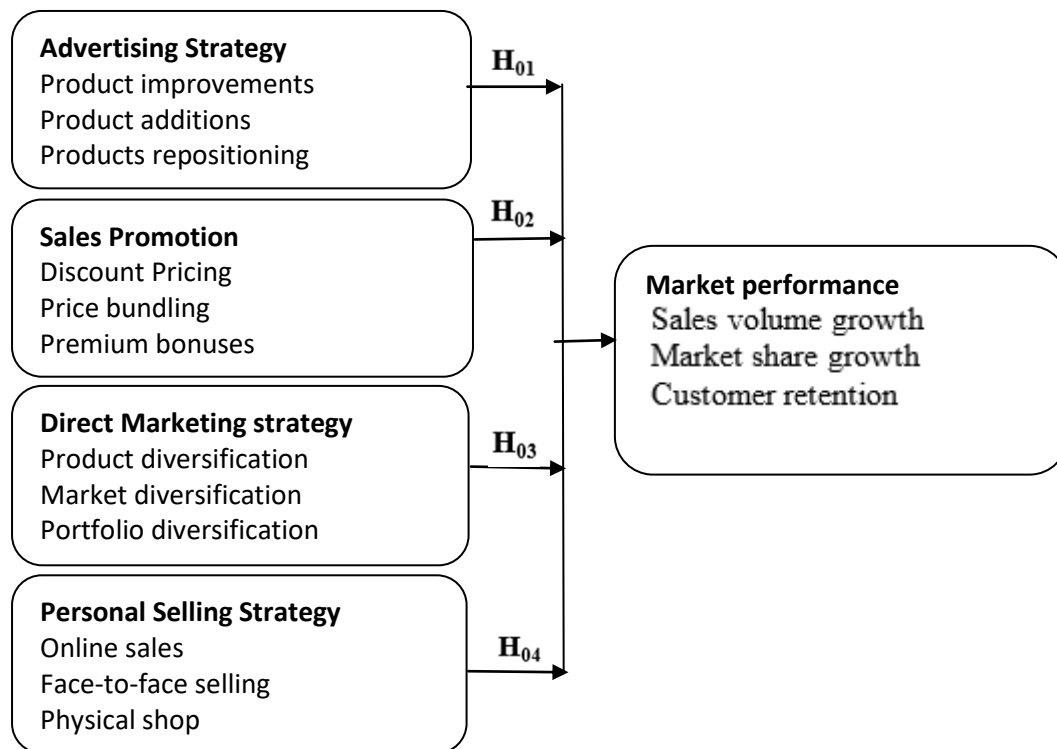
Conceptual Framework

Figure 1: Conceptual Framework

H_{01} *Advertising strategy has a significant effect on market performance of registered pharmaceutical companies in Nairobi City County, Kenya.*

H_{O2} *Sales promotion has a significant effect on market performance of registered pharmaceutical companies in Nairobi City County, Kenya.*

H_{O3} *Direct marketing strategy has a significant effect on market performance of registered pharmaceutical companies in Nairobi City County, Kenya.*

H_{O4} *Personal selling strategy has a significant effect on market performance of registered*

pharmaceutical companies in Nairobi City County, Kenya.

METHODOLOGY

The study adopted a descriptive research design to collect detailed and accurate information from various sources, including field surveys, allowing for a broad understanding of the topic. This design enabled the examination of multiple variables and the drawing of general conclusions. The target population included pharmaceutical manufacturers, distributors, wholesalers, and retailers in Nairobi City County specifically, 36 manufacturers, 78 distributors, 200 wholesalers, and 586 retailers. A sample of 90 respondents was determined using Yamane's formula, with proportional

representation from each category. One top or middle-level marketing manager was randomly selected from each firm to ensure fair representation. Data was collected using questionnaires due to their ease of use, efficiency, and ability to yield honest responses. The questionnaire was pre-tested for clarity, and revisions were informed by the pre-test results. Cronbach's Alpha was used to test internal consistency and reliability. Data analysis involved both descriptive statistics (mean, frequencies, standard deviations, and percentages) and inferential statistics (correlation and multiple regression). Pearson's correlation coefficient (r) assessed the strength of relationships, while the coefficient of determination (R^2) measured how much variation in the outcome variable was explained by the predictor variables.The following multiple linear models was used to assess how IMC strategies affect pharmaceutical companies' market performance in Nairobi City County, Kenya. The following is the equation for the multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where; Y= market performance:

β_0 = Constant term/intercept, β = Beta coefficient, X_1= advertising strategy,

X_2= sales promotion strategy, X_3 =direct marketing strategy,

X_4= personal selling strategy and ε=Error term.

FINDINGS AND DISCUSSIONS

According to the findings, among the 85 questionnaires distributed, 80 were fully completed and returned by the participants, constituting 89% of the total sample size. Conversely, 10 questionnaires were not returned, representing 11% of the participants. The response rate of 89% was considered sufficient to establish a solid basis for drawing reliable conclusions. This indicates that the study attained a satisfactory level of participation from the participants.

Results of Descriptive Results

Advertisement strategy

Items formulated in the questionnaire sought to determine respondents' The research aimed to ascertain how advertising strategy affected pharmaceutical companies' market performance in Nairobi City County, Kenya. Participants were asked by the researcher to score their agreement with assertions about the relationship between pharmaceutical companies' market performance and their advertising approach. The outcomes are exhibited in Table 1.

Table 1: Advertisement strategy

Statement	Mean	SD
The advertisement strategies of pharmaceutical firms effectively communicate the benefits of their products	3.7	0.31
The advertisement messages of pharmaceutical firms are clear and easy to understand	3.5	0.35
Pharmaceutical advertisements help in creating brand awareness and recognition	3.5	0.40
Advertisement strategies significantly influence the overall sales performance of pharmaceutical firms' access to credit	3.5	0.19
The effectiveness of traditional advertising channels has declined in recent years	3.6	0.20
Aggregate Mean Score and Std. Dev.	**3.56**	**0.25**

Source: Survey Data (2025)

In Table 1 participants agreed that the advertising strategies employed by these firms effectively convey the benefits of their products (M=3.7, SD=0.31). They also indicated that the advertisement messages from pharmaceutical companies are clear and easy to understand (M=3.5, SD=0.35). Additionally, participants felt that pharmaceutical advertisements contribute to enhancing brand awareness and recognition in Nairobi City County (M=3.5, SD=0.40). Furthermore,

they acknowledged that these advertising strategies significantly impact the overall sales performance of pharmaceutical firms (M=3.5, SD=0.19). The participants also noted a decline in the effectiveness of traditional advertising channels in recent years (M=3.6, SD=0.20). The aggregate mean score is 3.56.

Sales promotion strategy

The research aimed to ascertain how pharmaceutical companies' market success in Nairobi City County, Kenya, was impacted by their sales promotion technique. The outcomes are exhibited in Table 2.

Table 2: Sales promotion strategy

Statement	Mean	SD
Sales promotion strategies employed by pharmaceutical firms effectively attract customers	3.7	0.21
Sales promotion activities, such as discounts and special offers, influence my purchasing decisions when buying pharmaceutical products	3.5	0.23
The sales promotion campaigns run by pharmaceutical firms effectively communicate product benefits and features	3.6	0.19
Availability of sales promotion offer influence brand loyalty to pharmaceutical products	3.7	0.22
The use of discounts has improved customer retention rates		
Aggregate Mean Score and Std. Dev.	3.6	0.19
	3.62	0.208

Source: Survey Data (2025)

In Table 2 participants concurred that the sales promotion strategies implemented by these firms effectively draw in customers, with a mean score of 3.7 (SD=0.21). Additionally, they expressed agreement with the statement that discounts and special offers play a role in their purchasing decisions for pharmaceutical products, also yielding a mean of 3.7 (SD=0.23). The participants further affirmed that the sales promotion campaigns conducted by pharmaceutical companies successfully communicate the benefits and features of their products, which received a mean rating of 3.6 (SD=0.19). Moreover, there was consensus that the presence of sales promotion offers influences their brand loyalty to pharmaceutical products, again with a mean of 3.7 (SD=0.22). The statement regarding the effectiveness of discounts in enhancing customer retention rates was rated with a mean of 3.6 (SD=0.19). The aggregate mean score is 3.62.

Direct marketing strategy

The research aim was to ascertain how pharmaceutical companies performed in the market as a result of their direct marketing approach. The results are presented in Table 3.

Table 3: Direct marketing strategy

Statement	Mean	SD
Direct marketing strategies, such as email campaigns and personalized mailers, effectively reach and engage potential customers	3.6	0.19
Direct marketing efforts help to educate consumers about the benefits and features of pharmaceutical products offered by companies in Nairobi City County	3.7	0.21
Direct marketing strategies contribute to building brand awareness and recognition for pharmaceutical firms operating	3.5	0.18
Direct marketing campaigns help to establish and maintain customer relationships with pharmaceutical companies.	3.8	0.21
Email marketing has led to increased customer engagement and responses	3.5	0.18
Aggregate Mean and Std. Dev.	**3.62**	**0.194**

Source: Survey Data (2025)

The participants' opinions about the relationship between pharmaceutical businesses' market success and direct marketing techniques are shown in Table 3. The participants agreed that methods such as email campaigns and personalized mailers are effective in reaching and engaging potential customers, with a mean score of 3.6 (SD=0.19). They also acknowledged that direct marketing efforts play a role in educating consumers about the benefits and features of pharmaceutical products, as presented by a mean score of 3.7 (SD=0.21). Furthermore, participants believed that these strategies help build brand awareness and recognition for pharmaceutical firms, reflected in a mean score of 3.5 (SD=0.18). The consensus continued with the view that direct marketing campaigns foster the establishment and maintenance of customer relationships with pharmaceutical companies, yielding a mean score of 3.8 (SD=0.21). Additionally, participants indicated that email marketing has resulted in increased customer engagement and response rates, with a mean score of 3.5 (SD=0.18). The aggregate mean score is 3.62.

Personal selling strategy

The research aimed was to ascertain how the personal selling approach affected the pharmaceutical companies' market performance. The outcomes are exhibited in Table 4.

Table 4: Personal selling strategy

Statement	Mean	SD
Personal selling strategies, such as face-to-face interactions with sales representatives, effectively communicate the value proposition of pharmaceutical products in Nairobi City County	3.6	0.20
The expertise and knowledge demonstrated by sales representatives positively influence my confidence in the pharmaceutical products they promote	3.5	0.23
Personal selling interactions contribute to building trust and rapport with pharmaceutical companies operating in Nairobi City County	3.6	0.19
Personal selling strategies are an effective way for pharmaceutical firms to gather feedback and insights from customers in Nairobi City County	3.7	0.22
Training in personal selling has led to better customer interactions and outcomes	3.4	0.18
Aggregate1Mean1and Std. Dev.	**3.56**	**0.204**

Source: Survey Data (2025)

The survey results reveal that participants believe personal selling strategies are highly effective in communicating the value proposition of pharmaceutical products in Nairobi City County, Kenya. Specifically, they agreed that face-to-face interactions with sales representatives (M=3.6, SD=0.20) and the expertise/knowledge demonstrated by sales representatives (M=3.7, SD=0.23) positively influence their confidence in the products being promoted. The participants also acknowledged that personal selling interactions foster trust and rapport with pharmaceutical companies operating in the county (M=3.6, SD=0.19). Furthermore, they recognized the importance of personal selling strategies in gathering customer feedback and insights (M=3.7, SD=0.22) and in achieving better customer interactions and outcomes (M=3.4, SD=0.18). The aggregate mean score is 3.56.

Market performance

Table 5 presented market performance of pharmaceutical firms in Nairobi City County, Kenya

Table 5: Market performance

Statement	Mean	SD
The pharmaceutical firm has experienced consistent revenue growth over the past three years	3.6	0.19
The firm's market share has significantly increased within Nairobi City County	3.7	0.21
The firm's pricing strategy positively influences its competitiveness in the market	3.5	0.18
The firm's brand reputation and customer loyalty contribute to its strong market performance.	3.8	0.21
The adoption of new technologies and innovations has enhanced the firm's market performance	3.5	0.18
Aggregate Mean and Std. Dev.	**3.62**	**0.194**

Source: Survey Data (2025)

Table 5 presents market performance. The participants agreed that the pharmaceutical firm has experienced consistent revenue growth over the past three years, with a mean score of 3.6 (SD=0.19). They also acknowledged that the firm's market share has significantly increased within Nairobi City County, as presented by a mean score of 3.7 (SD=0.21). Furthermore, participants believed that the firm's pricing strategy positively influences its competitiveness in the market, reflected in a mean score of 3.5 (SD=0.18). The consensus continued with the view that the firm's brand reputation and customer loyalty contribute to its strong market performance, yielding a mean score of 3.8 (SD=0.21). Additionally, participants indicated that email marketing has resulted in increased customer engagement and response rates, with a mean score of 3.5 (SD=0.18). The aggregate mean score is 3.62.

Results of Regression Analysis

Correlation Analysis

The research aimed to investigate the connections between pharmaceutical firms' market performance in Nairobi City County, Kenya, and their advertising, direct marketing, sales promotion, and personal selling tactics. Positive relationships between each of these independent variables and market performance were found using correlation analysis, indicating that these elements may improve an organization's overall efficacy.

Table 6: Correlations

	Pearson's Correlation Coefficient				Market Performance (MP)
	AS	SPS	DMS	PSS	
Advertising Strategy (AS)	1	0.22	0.18	0.14	0.19
Sales Promotion Strategy (SPS)		1	0.20	0.17	0.21
Direct Marketing Strategy (DMS)			1	0.15	0.12
Personal Selling Strategy (PSS)				1	0.16
					1

The correlation analysis results in Table 6 indicate a positive relationship between the marketing strategies and market performance of pharmaceutical firms in Nairobi City County, Kenya. The correlation coefficient of r = 0.19 between advertising strategy and market performance suggests a moderate positive relationship, implying that firms investing in advertising tend to experience better market performance. These findings align with the study of Mwangi and Njihia

(2018), who established that advertising enhances brand visibility and customer engagement.

Regression Analysis

This research investigated the relationship between pharmaceutical companies' market success in Nairobi City County, Kenya, and their advertising, direct marketing, sales promotion, and personal selling strategies. Table 7 displays the results of the regression analysis, showing how the different components relate to one another and how well the independent variables, as shown in a regression equation, can explain the dependent variable. The market performance of pharmaceutical enterprises is the dependent variable in this instance.

Table 7: Regression Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.81	.6561	.65	.74931

Source: Survey Data (2025)

The outcomes from the regression analysis suggest that 65.61% of the variation in the market performance of pharmaceutical businesses in Nairobi City County, Kenya, is explained by the independent variables of direct marketing, advertising, sales promotion and personal selling (R^2 = 0.6561). This explanatory power is further supported by an enhanced R^2 of 0.61. The results of an F-test at the 5% significance level indicate a statistically significant relationship (p-value = 0.000) between the independent variables and the market performance of pharmaceutical businesses in Nairobi City County, Kenya. In simpler terms, these findings demonstrate that direct marketing, sales promotion, advertising, and personal selling tactics have a significant impact on financial choices, explaining more than 65% of the observed differences.

Analysis of Variance

Table 8: Analysis of Variance (f-test)

Model	Sum Squares	Df Mean Square	F	Sg
Regression	1.724	4	3.914	.83931
Residential	18.073	.431	3.7	0.001[b]
Total	19.797	18.11369		

Source: Survey Data (2025)

ANOVA is a statistical technique for comparing group means to ascertain whether observed differences are significant or the result of chance. ANOVA assists in identifying statistically significant differences between the group means by examining the distribution of data both within and across groups.

Coefficient of Correlation

The research revealed a significant positive correlation between Integrated Marketing Communication (IMC) strategies and the market performance of pharmaceutical companies. The advertising strategy (beta = 0.764), sales promotion strategy (beta = 0.661), direct marketing strategy (beta = 0.609), and personal selling strategy (beta = 0.763) all demonstrated statistically meaningful positive associations (p-value < 0.05) with market performance. In light of these results, a regression model was created to measure these connections.

Table 9: Coefficient of Correlation

	B	Unstandardized Coefficients		
		Std. Error	Beta	t	
(Constant)	6.182	.826		0.635	.0000
Advertisement strategy	0.764	1.25	0.61	0.648	.0068
Sales promotion strategy	0.661	1.56	0.42	0.615	.0261
Direct marketing strategy	0.609	1.603	0.38	0.673	.0342
Personal selling strategy	0.763	2.24	0.60	0.647	0.0067

The regression model established in Table 9 for the direct relationship is presented as:

$$MP = 6.182 + 0.764X_1 + 0.661X_2 + 0.609X_3 + 1.603X_4 + \varepsilon$$

Where:

- **MP** = Market Performance of pharmaceutical firms

- X_1 = Advertising Strategy

- X_2 = Sales Promotion Strategy

- X_3 = Direct Marketing Strategy

- X_4 = Personal Selling Strategy

- ε = Error term

The results in Table 9 show that by holding all marketing strategies constant (i.e., setting them to zero), the market performance of pharmaceutical firms would be at 6.182, meaning other factors contribute to market performance. A unit increase in advertising strategy leads to a 76.4% increase in market performance, holding other variables constant. This result supports the findings of Mwangi and Njihia (2018), who found that advertising enhances brand awareness and market expansion. A unit increase in sales promotion strategy results in a 66.1% improvement in market performance, which aligns with the study by Kimani and Awuor (2017), emphasizing the importance of sales promotions in driving consumer demand. A unit increase in direct marketing strategy contributes to a 60.9% improvement in market performance, a finding consistent with Otieno and Wanjiru (2019), who noted that personalized marketing enhances customer relationships and retention. A unit increase in personal selling

strategy has the most significant effect, increasing market performance by 160.3%. This aligns with Kariuki and Mutunga (2020), who highlighted personal selling as a key driver of customer engagement and long-term business success.

CONCLUSIONS AND RECOMMENDATIONS

The findings showed that integrated marketing communication strategies—advertising, sales promotion, direct marketing, and personal selling—positively influence the market performance of pharmaceutical firms in Nairobi City County. Advertising through digital, print, and broadcast media improved brand visibility, customer awareness, and trust. Sales promotions like discounts and loyalty programs boosted short-term sales and customer retention but required strategic planning to avoid reduced profits. Direct marketing, including emails and personal outreach, enhanced customer relationships and market reach, while personal selling built trust and improved sales conversions through face-to-face engagement. Overall, well-executed IMC strategies led to stronger customer engagement, market share growth, and better financial performance. The study recommends that pharmaceutical firms in Nairobi City County adopt integrated, data-driven marketing communication strategies to enhance market performance. This includes combining traditional and digital advertising tailored to local socio-cultural needs, and using data analytics to optimize campaigns. Firms should implement strategic sales promotions such as discounts, free samples, and loyalty programs while leveraging mobile and digital platforms for broader reach. The study also encourages personalized direct

marketing through emails, calls, and tailored messages based on customer data to boost engagement and sales. Additionally, companies should embrace personal selling techniques like relationship building and product demonstrations to strengthen trust, differentiate their offerings, and drive long-term growth.

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