IMPACTS OF SALES INCENTIVES ON INFORMATION TECHNOLOGY [CASE STUDY RETAILERS ON NAIROBI CBD]

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L126/13074/2009

This Is A Research Project For Partial Fulfillment Of The Award In Diploma In Purchase And Supplies Management In The School Of Education And Distance Learning, Department Of Extra Mural University Of Nairobi.

July 2012
DECLARATION

This research project is my original work and has never been previously presented for the award in any other university.

Signature

Date 17/8/2012

Simon Warunge Thuo

L126/13074/2009

This research project has been submitted for the examination with my approval as a university supervisor.

Supervisor

Date 21/8/2012

Signature

Ms Mary D. Ganira

Department of Extra Mural
ABSTRACT

As a part of my study curriculum it is necessary to conduct a grand project. It provides me an opportunity to understand the particular topic in depth and which leads to through to that topic. My topic for the project is titled as “Effects of Sales Incentives on Computer “Retailers”

Study of consumer oriented sales incentive in IT sector” within Nairobi in which emphasis given to the effect of sales Incentives on buying habits of consumers. To start with i will give brief information regarding IT sector then moving to the main topic will explain what the topic is all about. Sale Incentive is one of the pillars of marketing mix and same way sales incentive is also one of the elements of promotion. With respect to consumer oriented sales promotion there are certain theories narrated as operant conditioning and projective theory. Based on secondary source certain theoretical aspects are also included as a part of study. Then after concentration is given to the primary research, it includes the analysis and results of survey which focuses on consumer’s behavior towards sales promotion campaign. The survey was conducted with the help of structured questionnaire. The conclusion of report, findings and suggestions was given based on study of secondary source as well as primary research.