

**IMPACT OF PROMOTIONAL MIX STRATEGIES ON SALES PERFORMANCE OF BAKERIES
IN YOLA METROPOLIS, ADAMAWA STATE, NIGERIA**

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Abstract

This study examines the impact of promotional mix strategies on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria. Specifically, the study determines the impact of advertising, personal selling, sales promotion, and publicity on sales performance. The study adopts a descriptive survey research design. The population comprises 96 managers and cashiers from 48 registered bakeries, and a census sampling technique is employed. A structured 30-item questionnaire is used for data collection, validated by experts and tested for reliability (Cronbach's Alpha = 0.817). Data are analyzed using mean and standard deviation for research questions and simple linear regression for hypotheses testing at a 0.05 significance level. Findings reveal that all four promotional mix strategies—advertising (Cluster Mean = 3.21), personal selling (Cluster Mean = 3.09), sales promotion (Cluster Mean = 2.84), and publicity (Cluster Mean = 2.77)—have a high and statistically significant impact on sales performance. The study concludes that strategic application of promotional mix elements is essential for enhancing market presence and sales outcomes. Recommendations include increasing the use of local media advertising, training sales staff, introducing periodic sales promotions, and strengthening community-based public relations efforts.

Introduction

Marketing is the science of meeting customer needs by providing valuable products through the utilisation of organisational expertise, while simultaneously achieving organisational goals. Despite its relatively late entry into the organisational lexicon, marketing is both a unique and interesting discipline. Marketing plays unquantifiable roles in the economic development of any nation. Since the economic welfare and well-being of nations have improved greatly through marketing activities, marketing serves as the engine for economic development and advancement. Marketing is responsible for the industrial development, technological advancement, and economic emancipation of any nation, whether developed or developing. The marketing mix is the prime mover of economic development activities in Nigeria, just as it is in other advanced countries of the world (Adekola, 2021).

The marketing mix is the set of controllable, tactical marketing tools that a firm blends together to produce the desired response in the target market. The marketing mix consists of everything the firm can do to influence demand for its product. It is also described as the combination of the four inputs that constitute the core of a company's marketing system: product, price, place, and promotion (Ademola, 2019). It should be noted, however, that the four ingredients

in the mix are interrelated, and decisions in one area usually affect actions in the others. Each of these four variables contains countless sub-variables. For instance, a company may market one product or several related or unrelated products. It may distribute its products and services through wholesalers or directly to retailers, and so on. This implies that management must select the combination that will best adapt to the environment. In essence, management seeks the mix that will lead to optimal synergistic results. In business, merely developing a product is not enough to achieve marketing goals. This is why the marketing mix includes an important element: the promotion mix.

Promotion is a marketing tool used as a strategy to communicate between sellers and buyers. Through promotion, the seller attempts to influence and convince buyers to purchase their products or services. Promotion assists in spreading information about the product, services, or company to the public. The company uses this process to improve its public image. This marketing technique creates interest in the minds of customers and can also retain them as loyal customers. Promotion involves activities that help a business communicate its offering and features to customers, thereby generating their interest in the desired action (Bondarenko & Vyshnivska, 2023). Numerous activities can be considered promotions. While some market the offering to customers organically, others involve paid media or paid communication. All these activities combined form the promotion mix (Tehseen, 2020).

The promotion mix refers to the combination of all marketing efforts employed by a company for mass-scale promotion of its products (Irfan & Bryła, 2024). It is a mix of various tools and techniques that aim to enhance sales of the company's products by advertising and reaching the target market. It creates awareness about products in the market, explains their features to people, and persuades them to make purchases. The promotion mix comprises all types of communication with customers, including both personal and impersonal types, as well as all distribution middlemen (Shimp, 2000). It is a very crucial element of the marketing mix. Promotion mixes need to be properly designed by managers and require a proper understanding of the market field. They must include effective promotional tools that provide optimum results to the organisation, as all promotional tools are not equally effective (Bondarenko & Vyshnivska, 2023). The promotional mix includes advertising, personal selling, sales promotion, and publicity (Pureheart & Easter, 2022).

Advertising is identified as one of the aids to marketing. It aids marketing because, without advertising, consumers will not know what to buy, where to buy, or at what price to buy (Farooq & Maqbool, 2024). Advertising can be seen as the process by which members of the public are informed about goods and services that are available for sale in the market. Bingqun (2023) states that advertising is a powerful communication force and a vital marketing tool that helps sell goods, services, images, and ideas through channels of information and persuasion. It is a highly visible force in society. Today, all of us receive numerous advertising messages daily. Advertising is now essential to the success of any type of business and industry. Furthermore, advertising strategies are increasingly employed by non-business organisations such as government agencies, colleges and universities, public service groups, and others (Marchand, 2023). Advertising is one part of the marketing and communication process. It convinces people to buy products, and all advertising contains both information and persuasion.

Customers like to do business with people they know, like, and trust, which is why personal selling is such an important technique in sales and business. Personal selling is a marketing technique that involves direct, face-to-face interaction with potential customers (Norhabiba, Sukardani & Setiadi, 2024). This technique not only builds relationships but also improves customer satisfaction, builds trust, and helps build brand awareness. Personal selling involves person-to-person communication, which requires interpersonal skills and expertise to persuade leads to buy products and services. There are many different types of personal selling, including retail sales,

business-to-business sales, and telemarketing (Kassemeier, Alavi & Habel, 2025). Personal selling is especially effective for high-end products like cars and homes, but it is also effective for smaller purchases, particularly for repeat sales and sales referrals. Having a personal selling strategy is important for many reasons. Understanding the personal selling process and how it can benefit customer relationships is valuable (Pandian, 2020).

Sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand for its product or services. There are many reasons why a business may choose to use a sales promotion, but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches or to raise awareness of a new product. Sales promotion involves non-media and media marketing pressure that any seller or business applies for a limited or predetermined time to achieve the following goals: increase customer demand, stimulate trial, and improve product or service availability (Jamilu, 2020).

Sales performance refers to the effectiveness and efficiency with which a sales team achieves its revenue and sales targets. It reflects the ability to effectively sell products or services and meet or exceed organisational goals within a specified period, be it monthly, quarterly, or annually. Sales performance is important because it directly impacts a company's bottom line. High sales performance indicates that the company is effectively selling its products or services, leading to increased revenue and profitability. It also reflects the efficiency of the sales process and the company's ability to meet customer needs. Sales performance describes the overall success of a company's sales team. It is tracked over a pre-specified period (i.e., monthly, quarterly, annually) (Weidmann et al., 2026) and measured and interpreted in terms of how well sales targets and goals are met (Aguilera et al., 2024). Sales performance is the evaluation of how a sales team meets organisational objectives. The best methods for assessing sales performance vary from company to company due to different goals and industry-specific dynamics. The owners of bakeries in Adamawa State have witnessed low sales in recent years (Khalid, 2019).

Recent economic pressures, including inflation, rising costs of raw materials (such as flour, sugar, and yeast), high transportation costs, and unstable electricity supply, have significantly increased production expenses for bakery businesses (National Bureau of Statistics [NBS], 2023). These challenges reduce profit margins and may affect pricing strategies, product quality, and overall customer satisfaction. At the same time, increased competition among bakeries, the entry of new market players, and the availability of substitute products intensify market rivalry, making it difficult for individual bakeries to maintain or grow their market share (Porter, 2008). Moreover, many bakeries in Yola operate with limited adoption of modern marketing strategies, weak sales tracking systems, inadequate customer relationship management, and minimal use of digital sales platforms. Studies suggest that effective sales performance is closely linked to strategic marketing practices, sales force competence, and customer engagement mechanisms (Inyang & Jaramillo, 2020). However, anecdotal evidence indicates that several bakery operators in Yola rely primarily on traditional distribution channels and informal sales methods, which may hinder optimal revenue generation and performance measurement.

Despite the economic and social importance of bakeries in Yola, there is limited empirical research examining the factors influencing their sales performance and the strategies required to improve it. Without clear evidence-based insights, bakery owners and managers may continue to face declining profitability, reduced competitiveness, and possible business failure. Therefore, there is a need to investigate the determinants of sales performance among bakeries in Yola, Nigeria, with a view to identifying practical strategies for enhancing revenue generation, operational efficiency, and long-term sustainability. It is on the basis of this background that this study seeks to determine the impact of promotional mix strategies on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria.

Statement of Problem

Bakeries in Yola Metropolis contribute significantly to the local economy but face numerous challenges, including poor awareness, high operational costs, rising inflation, and intense competition, leading to poor sales performance. This has resulted in workforce reduction and increased social vices. The researcher observes a drop in bread patronage and a high failure rate of bakeries, with estimates suggesting 60–70% fail within the first three years of operation (Mohammed, 2022). Many bakeries rely on traditional word-of-mouth and informal channels, limiting their market reach. This study is prompted by observable patterns of unsold bread, customer complaints, and business closures between 2022 and 2024, necessitating an empirical investigation into how promotional mix strategies influence sales performance and business survival.

Purpose of the Study

The main purpose of this study is to determine the impact of promotional mix strategies on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria. Specifically, the study sought to:

1. Examine the impact of advertising as a promotional mix strategy on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria.
2. Assess the impact of personal selling as a promotional mix strategy on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria.

Research Questions

Based on the specific purposes, two research questions are raised and answered:

1. What is the impact of advertising on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria?
2. What is the impact of personal selling on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria?

Research Hypotheses

In line with the specific purposes and research questions, the following null hypotheses are formulated and tested at the 0.05 level of significance:

H₀₁: Advertising has no statistically significant impact on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria.

H₀₂: Personal selling has no statistically significant impact on the sales performance of bakeries in Yola Metropolis, Adamawa State, Nigeria.

Method

A descriptive survey research design is adopted. The population comprises all 96 managers and cashiers from 48 registered bakeries in Yola Metropolis. A census sampling technique is used, involving the entire population. A structured 30-item questionnaire titled "Impact of Promotional Mix Strategies on Sales Performance Questionnaire (IPMSSPQ)" is employed, using a four-point Likert scale (Strongly Agree to Strongly Disagree). The instrument is validated by three lecturers from Modibbo Adama University. A pilot study conducted in Jalingo, Taraba State, yields a Cronbach's Alpha reliability coefficient of 0.817, indicating high internal consistency. Questionnaires are administered personally with the help of two research assistants; 94 out of 96 are returned. Data are analyzed using mean and standard deviation for research questions, and simple linear regression for hypotheses testing at a 0.05 significance level.

Results

Research Question One

What impact does advertising have as a promotional mix strategy on sales performance of bakeries in Yola metropolis in Adamawa state, Nigeria?

Table 1: Mean and Standard Deviation of Responses of Respondents on Impact of Advertising as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

S/N	Item Description on Advertising	Mean	S. D	Remarks
1	Our bakery's advertising efforts (e.g., radio, flyers, social media) consistently reach our target customers in Yola.	3.52	0.84	Agree
2	Spending on advertising has led to a noticeable increase in our customer base.	3.06	1.10	Agree
3	Our advertised products often experience a significant rise in sales.	2.99	0.98	Agree
4	Advertising helps us to effectively announce new products (e.g., new bread types, cakes) to the Yola market.	3.21	1.00	Agree
5	Consistent advertising has helped build a strong brand identity for our bakery, leading to repeat sales.	3.16	1.07	Agree
6	Our sales figures are directly influenced by our current advertising campaigns.	3.37	0.90	Agree
7	We receive customer feedback specifically mentioning our advertisements.	2.88	1.11	Agree
8	Advertising is the most effective promotional tool for competing with other bakeries in Yola.	3.40	0.72	Agree
9	Local radio advertisements have successfully increased our sales in specific areas of Yola	3.21	1.05	Agree
10	Overall, advertising is a vital strategy for achieving our bakery's sales targets.	3.26	0.84	Agree
Cluster Mean		3.21	0.96	Agree

The results in Table 1 indicate that advertising has a positive impact on the sales performance of bakeries in Yola metropolis, Adamawa State. This is evidenced by the cluster mean of 3.21, which falls within the "Agree" category, suggesting that respondents generally perceive advertising as an effective promotional mix strategy. Specifically, respondents agreed that advertising efforts such as radio, flyers, and social media consistently reach their target customers (Mean = 3.52, SD = 0.84). They also acknowledged that advertising spending has increased their customer base (Mean = 3.06, SD = 1.10) and that advertised products often experience increased sales (Mean = 2.99, SD = 0.98). Furthermore, advertising was considered useful for announcing new products to the market (Mean = 3.21, SD = 1.00) and for building a strong brand identity that encourages repeat purchases (Mean = 3.16, SD = 1.07). Respondents also agreed that sales figures are influenced by current advertising campaigns (Mean = 3.37, SD = 0.90) and that advertising is an effective competitive tool among bakeries in Yola (Mean = 3.40, SD = 0.72). Although feedback specifically referencing advertisements had the lowest mean (2.88), it still fell within the agreement range.

Research Question Two

What impact does personal selling have as a promotional mix strategy on sales performance of bakeries in Yola metropolis in Adamawa state, Nigeria?

Table 2: Mean and Standard Deviation of Responses of Respondents on Impact of Personal Selling as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

S/N	Item Description on Personal Selling	Mean	S. D	Remarks
1	The interpersonal skills of our sales staff positively influence customers' purchase decisions.	3.62	0.72	Agree
2	The rapport our staff has with customers is a significant competitive advantage for our bakery.	2.93	1.00	Agree
3	Direct interactions with customers at the point of sale lead to impulse purchases.	2.94	1.13	Agree
4	Investing in training for our sales staff has yielded a positive return in terms of increased sales.	2.98	1.09	Agree
5	Personal selling helps us build strong relationships with our corporate/regular customers.	3.13	1.00	Agree
6	The trust built through personal interactions is a key reason for customer loyalty and repeat sales.	3.02	1.05	Agree
7	We receive valuable customer feedback directly through our sales staff.	3.03	1.04	Agree
8	Our staff can effectively handle customer objections, which prevents lost sales.	2.81	1.04	Agree
9	Our staff is trained to identify customer needs and recommend suitable products.	3.45	0.91	Agree
10	The performance of our sales staff has a direct correlation with our daily sales volume.	3.03	1.05	Agree
Cluster Mean		3.09	1.00	Agree

Table 2 presents the responses on the impact of personal selling on the sales performance of bakeries in Yola metropolis. The table shows a cluster mean of 3.09 with a standard deviation of 1.00, indicating that respondents generally agreed that personal selling contributes positively to bakery sales performance. The highest mean score (3.62, SD = 0.72) was recorded for the statement that the interpersonal skills of sales staff positively influence customers' purchase decisions, highlighting the importance of staff-customer interaction in driving sales. Respondents also agreed that staff are trained to identify customer needs and recommend suitable products (Mean = 3.45, SD = 0.91), which enhances customer satisfaction and sales. Other items such as building strong relationships with corporate or regular customers (Mean = 3.13), trust developed through personal interactions leading to repeat sales (Mean = 3.02), and receiving valuable customer feedback through sales staff (Mean = 3.03) further support the effectiveness of personal selling. Although handling customer objections recorded the lowest mean (2.81), respondents still agreed with the statement.

Testing Hypotheses

The following hypotheses were tested at 0.05 level of significant in this study. The summary of the test of the hypotheses were presented in the Table 3 and 4.

H_{01} : Advertising as a promotional mix strategy has no significant impact sales performance of bakeries in Yola metropolis in Adamawa state, Nigeria.

Table 3a: Model Summary of Impact of Advertising as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.357	.25369

a. Predictors: (Constant), advertising.

Table 3a presents the model summary of the regression analysis examining the impact of advertising on the sales performance of bakeries in Yola metropolis. The result shows a correlation coefficient ($R = 0.603$), indicating a moderately strong impact of advertising on sales performance. The R Square value of 0.364 implies that advertising accounts for 36.4% of the variation in the sales performance of bakeries, while the remaining 63.6% may be explained by other factors not included in the model. The adjusted R Square of 0.357 further indicates that the model maintains a reasonable explanatory power even after adjusting for the sample size. In addition, the standard error of the estimate (0.25369) shows a relatively small level of prediction error, suggesting that the regression model provides a fairly reliable prediction of sales performance based on advertising.

Table 3b: Summary of Regression Analysis of Impact of Advertising as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.384	1	3.384	52.574	.000 ^b
	Residual	5.921	92	.064		
	Total	9.305	93			

a. Dependent Variable: sales performance of bakeries.

b. Predictors: (Constant), advertising.

Table 3b presents the ANOVA results used to test the significance of the regression model. The analysis reveals that the regression model is statistically significant with an F-value of 52.574 and a p-value (Sig.) of 0.000, which is less than the conventional significance level of 0.05. This result indicates that advertising has a significant impact on the sales performance of bakeries in Yola metropolis. The regression sum of squares (3.384) compared with the residual sum of squares (5.921) shows that a considerable portion of the variation in sales performance is explained by advertising. Therefore, the null hypothesis (H_{01}) stating that advertising has no significant impact on sales performance is rejected, implying that advertising significantly influences bakery sales performance in the study area.

Table 3c: Coefficients of Beta of Impact of Advertising as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.061	.270		3.932	.000
	advertising	.607	.084	.603	7.251	.000

a. Dependent Variable: sales performance of bakeries.

Table 3c presents the regression coefficients showing the extent to which advertising impacts sales performance. The findings indicate that advertising has a positive unstandardized coefficient ($B = 0.607$) with a standard error of 0.084, suggesting that a unit increase in advertising activities leads to a 0.607 increase in sales performance, holding other factors constant. The standardized beta coefficient ($\beta = 0.603$) indicates that advertising has a strong positive impact on sales performance. Furthermore, the t-value of 7.251 with a p-value of 0.000 confirms that advertising significantly impacts sales performance. This further supports the rejection of the null hypothesis and indicates that advertising plays a significant role in improving the sales performance of bakeries in Yola metropolis.

H_{02} : Personal selling as a promotional mix strategy has no significant impact on sales performance of bakeries in Yola metropolis in Adamawa state, Nigeria.

Table 4a: Model Summary of Impact of Personal Selling as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233 ^a	.054	.044	.30925

a. Predictors: (Constant), personal selling.

Table 4a presents the model summary of the regression analysis examining the impact of personal selling on the sales performance of bakeries in Yola metropolis. The result shows a correlation coefficient ($R = 0.233$), indicating a weak impact of personal selling on sales performance. The R Square value of 0.054 suggests that personal selling explains 5.4% of the variation in the sales performance of bakeries, while the remaining 94.6% of the variation may be explained by other variables not included in the model. The adjusted R Square of 0.044 further indicates that the explanatory power of the model is relatively low. Additionally, the standard error of the estimate (0.30925) represents the average deviation between the observed and predicted values of sales performance.

Table 4b: Summary of Regression Analysis of Impact of Personal Selling as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.506	1	.506	5.296	.024 ^b
	Residual	8.798	92	.096		
	Total	9.305	93			

a. Dependent Variable: sales performance of bakeries

b. Predictors: (Constant), personal selling.

Table 4b presents the ANOVA results used to determine whether personal selling significantly impacts sales performance. The analysis shows that the regression model is statistically significant with an F-value of 5.296 and a p-value (Sig.) of 0.024, which is less than the 0.05 level of significance. This indicates that personal selling has a statistically significant impact on the sales performance of bakeries in Yola metropolis. Although the proportion of variance explained by the model is relatively small, the statistical significance suggests that personal selling still contributes meaningfully to improving sales performance. Consequently, the null hypothesis (H_{02}) stating that personal selling has no significant impact on sales performance is rejected.

Table 4c: Coefficients of Beta of Impact of Personal Selling as a Promotional Mix Strategy on Sales Performance of Bakeries in Yola Metropolis in Adamawa State, Nigeria

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2.307	.306		7.534	.000
	personal selling	.227	.098	.233	2.301	.024

a. Dependent Variable: sales performance of bakeries

Table 4c presents the regression coefficients showing the magnitude and direction of the impact of personal selling on sales performance. The result shows that personal selling has a positive unstandardized coefficient ($B = 0.227$) with a standard error of 0.098, indicating that a unit increase in personal selling efforts leads to a 0.227 increase in sales performance, holding other variables constant. The standardized beta coefficient ($\beta = 0.233$) also indicates a positive but relatively weak impact of personal selling on sales performance. Furthermore, the t-value of 2.301 with a p-value of 0.024 confirms that personal selling significantly impacts sales performance. Therefore, the null hypothesis is rejected, and it can be concluded that personal selling has a significant, though comparatively smaller, impact on the sales performance of bakeries in Yola metropolis.

Summary of Findings

The following are the summary of the findings of the study:

1. The finding of the study reveals that advertising has a high impact on the sales performance of bakeries in Yola metropolis, as indicated by the Cluster Mean of 3.21 and $SD = 0.96$. The findings of the study further reveal that advertising has a statistically significant impact on the sales performance of bakeries in Yola metropolis, $F(1, 92) = 52.574$, $p < 0.05$.
2. The finding of the study indicates that personal selling has high impact on sales performance of bakeries in Yola metropolis, with a Cluster Mean of 3.09 and $SD = 1.00$. The findings of the study also reveal that personal selling has a statistically significant impact on sales performance of bakeries in Yola metropolis, $F(1, 92) = 5.296$, $p < 0.05$.

Discussion of Findings

The finding of the study reveals that advertising has a high impact on the sales performance of bakeries in Yola metropolis. The study further reveals that advertising has a statistically significant impact on the sales performance of bakeries in the study area. This finding implies that advertising serves as an effective promotional tool that enables bakeries to create awareness of their products, attract potential customers, and influence purchasing decisions, thereby improving their overall sales performance. In other words, when bakeries adopt advertising strategies such as radio announcements, flyers, social media promotion, and other media channels, they are able to reach a wider audience and stimulate demand for their products.

Consequently, increased visibility and product awareness translate into improved patronage and sales growth. The finding of the present study agrees with the finding of Ugochukwu (2024), who reported that advertising significantly improves customer awareness and patronage in service organizations, leading to improved organizational performance when properly funded and effectively implemented. The similarity between the findings suggests that advertising plays a vital role in creating market awareness and influencing customer patronage across different sectors. Similarly, the finding is consistent with the finding of Abinav (2023), who observed that implementing marketing strategies such as advertising significantly improves business sales and financial performance, with organizations recording noticeable increases in sales after adopting targeted marketing strategies. These similarities indicate that advertising remains a powerful marketing communication tool capable of influencing consumer behavior and enhancing business performance regardless of industry differences.

However, the finding of the present study disagrees with the finding of Omary (2023), who found that advertising had a negative but statistically insignificant effect on sales performance of soft drink companies in Dar es Salaam, Tanzania. The discrepancy in findings may be attributed to differences in geographical location, market structure, and consumer behavior across the two study areas. While bakeries in Yola metropolis may rely heavily on advertising to inform customers about product availability and attract patronage, soft drink companies in Tanzania may already have well-established brand awareness, making advertising less influential in determining sales performance. In addition, differences in research design, sample characteristics, and promotional strategies adopted by firms in the respective industries could also explain the variation in findings.

The finding of the study indicates that personal selling has a high impact on the sales performance of bakeries in Yola metropolis. The study also reveals that personal selling has a statistically significant impact on the sales performance of bakeries in the study area. This finding suggests that direct interaction between bakery staff and customers plays a crucial role in influencing customers' purchasing decisions and improving sales performance. Through personal selling, bakery sales staff is able to explain product features, recommend suitable products to customers, respond to questions, and build trust with customers. Such interpersonal communication helps to establish strong relationships with customers, encourage repeat purchases, and enhance customer satisfaction, which ultimately contributes to increased sales performance.

The finding is in tandem with that of Leul (2022), who found that personal selling has a significant positive effect on consumer brand preference and plays an important role in influencing customer purchasing decisions when integrated with other promotional mix elements. Both findings highlight the importance of direct communication between sellers and customers in shaping consumer attitudes and preferences toward products. Likewise, the finding corroborates that of Abinav (2023), who reported that targeted marketing strategies involving customer interaction improve sales performance because they enable organizations to better satisfy the needs of specific customer segments. This agreement further reinforces the notion that personal selling provides opportunities for businesses to understand customer needs and tailor their products and services accordingly, thereby enhancing customer satisfaction and improving sales outcomes.

CONCLUSIONS

The study concludes that promotional mix strategies advertising and personal selling, sales play a critical role in enhancing the sales performance of bakeries in Yola Metropolis. These strategies enable bakeries to communicate value, attract patronage, build customer trust, and remain competitive. The strategic and integrated application of these promotional elements is essential for business growth and sustainability in the bakery sector.

RECOMMENDATIONS

The researchers recommended that:

1. Bakery proprietors should increase the use of effective advertising channels such as local radio stations, social media platforms, banners, and flyers to create greater awareness.
2. Bakery managers should organize regular training and capacity-building programmes for sales staff to enhance their interpersonal and customer service skills to influence purchasing decisions effectively.

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