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# MARKETING MIX STRATEGY AND ITS EFFECT ON PERFORMANCE OF CASSAVA SALES AMONG MICRO ENTERPRISES IN HOMA BAY COUNTY, KENYA

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## Abstract

*This study examines the effect of marketing mix strategies on the sales performance of cassava among microenterprises in Homa Bay County, Kenya. Grounded in the Resource-Based View (RBV) and the Black Box Theory (BBT) of consumer behavior, the research investigates how product, price, place, and promotion strategies influence cassava sales performance, measured through sales revenue and customer retention. A descriptive survey design was employed, with the target population comprising cassava farmers, traders, and processors. Using structured*

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questionnaires, data was collected from 384 respondents, selected through a combination of stratified and simple random sampling techniques. The data was analyzed using descriptive statistics and multiple regression analysis via SPSS. The results indicate that all four elements of the marketing mix significantly enhance cassava sales performance. These findings align with the RBV by highlighting how unique, valuable resources such as differentiated products and optimized distribution systems confer competitive advantage. Simultaneously, the BBT elucidates the cognitive and affective processes through which consumers interpret and respond to pricing and promotional stimuli. This study contributes to the body of knowledge on agribusiness marketing, particularly within emerging economies and staple crop value chains. It offers practical implications for microenterprise owners, policymakers, and development partners aiming to enhance the performance and sustainability of cassava sales in rural Kenyan contexts.

*Keywords: Marketing mix, cassava, sales performance, Resource-Based View, Black Box Theory, microenterprises, value addition*

## INTRODUCTION

Cassava plays a critical role in Kenya's food security and rural livelihoods, particularly in Homa Bay County, where it serves both as a staple food and a vital source of household income. Nationally, cassava is the second most important root crop after Irish potato, cultivated by more than 350,000 smallholder farmers and providing food for over four million people (FAO, 2021; Ministry of Agriculture, 2020). In western Kenya, Homa Bay ranks among the leading cassava-producing counties, contributing significantly to regional food supply and resilience against climate-induced maize shortages (Owuor & Wekesa, 2021). Studies further indicate that cassava's drought tolerance and adaptability to poor soils make it a critical crop for mitigating the impacts of climate variability (Okello, Namusoke, & Atwine, 2021). Despite this importance, commercialization remains limited due to weak market integration, price fluctuations, and underdeveloped value chains. Addressing these challenges requires adopting effective marketing mix strategies product, price, place, and promotion that can translate into improved sales performance measured through sales revenue and customer retention (Kotler & Keller, 2016).

According to Singh (2012), marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. It offers an optimum combination of all

marketing ingredients so that companies can realize goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion and additional three elements for the service sector, namely People, Process and Physical evidence. The marketing mix is a set of controllable variables that the company can use to influence the buyer's responses. Thus marketing manager decides the level of marketing expenditure in order to achieve marketing objectives of the firm and after finalizing the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix.

The marketing mix is traditionally represented by the 4Ps model Product, Price, Place, and Promotion which provides managers with key controllable tools for influencing consumer behavior and firm performance (McCarthy, 1964). While this framework adequately captures strategies for tangible goods, scholars later expanded it to the 7Ps by adding People, Process, and Physical Evidence to better address the unique challenges of service marketing (Booms & Bitner, 1981; Rafiq & Ahmed, 1995). People emphasize the human role in service delivery, process relates to the systems ensuring efficiency and consistency, and physical evidence offers tangible cues that allow consumers to evaluate intangible services (Zeithaml, Bitner, & Gremler, 2018). However, since cassava is a physical agricultural product, its market performance depends more directly on the core 4Ps product innovations such as improved varieties and packaging, fair pricing structures, efficient distribution channels, and effective promotion strategies making this framework the most relevant for the present study.

In Kenya, areas producing cassava, both smallholder cassava agripreneurs and vendors mutually process and sell products as cassava microenterprises. As a strategic development, the Government of Kenya embarked on promotion of the orphaned and underutilized tuber crops such as cassava, in order to enhance household socio economic, food security to the resource-poor people and mitigate poverty among rural communities MOA, (2007); FAO, 2010; Migori CIDP, 2018. Cassava is a crop of strategic and has ability to withstand adverse climatic conditions Lagat & Maina, (2017). With abilities to improve the country's economy through relatively lower production costs compared to other starchy staple food crops such as maize, Irish potatoes and rice. Thus, cassava is regarded as a highly attractive and 'poverty aversion' crop in Kenya. Kenyan demand for Cassava is more than its supply. According to MOA (2023), the gap between Supply (SS) and demand (DD) for cassava flour stood at 485,000 metric tons (MT) annually, while the gap for cassava starch stood at 290,000 MT annually in 2023. Additionally, reports show that Kenya's production capacity is far below its potential with a production of 1M MT annually against a capacity of 3M MT annually (KALRO 2023). Homabay is one of potential areas with cassava growing in the country, the county produces about

1500MT annually which is far below its capacity of production potential of 20,000 MT annually. Even with the production below the actual potential, a lot of cassava revenue still goes to waste due to poor marketing strategy that has led to low sales volume. Besides, in recent years, the county government of Homabay has focused on initiatives to enhance the production of cassava both for domestic consumption and to generate cash for the small-scale farmers (Homabay County, 2023). Being a source of income with potential to generate income to the farmers, it is imperative therefore, to study the extent to which the marketing mix strategies currently employed by the farmers do affect performance of cassava sales in Homabay County, Kenya. By effectively blending the marketing mix elements, the cassava farmers can attract more buyers and maintain the existing buyers, and this would increase more revenue. Thus, an effective marketing mix strategy can boost performance of cassava sales in Homabay County.

One of the areas with major cassava growing potential in the country is Homabay County. The regular long dry spells have, however, shortened the main growing season, to range between 90 and 120 days in the area favors cassava as drought resilient crop over common cereals. This has limited the productivity of the common cereals such as maize, and bean, among others. Cassava being a drought tolerant crop is favored by the prevailing climatic condition. The paradoxical situation, however, is that cassava, which is the most suitable enterprise, has been replaced by maize, sorghum and millet that rarely do well. As such, the majority of the population is trapped in poverty, with the absolute poverty rated at 74 per cent and, an estimate of 81 per cent of the population experiences hunger for at least two months in a year (Nyasimi, 2014).

While previous research on marketing mix strategies has largely focused on industries such as telecommunications, banking, and manufacturing (Leroy, 2024; Stanley, 2021; Kimani & Bichanga, 2023), relatively little has been done in the agricultural sector, and even less in cassava marketing. Studies in Nigeria and Ghana provide some evidence that product differentiation, branding, and pricing strategies enhance cassava sales (Ogbonna & Okoro, 2019; Afolami *et al.*, 2018), but findings are often context-specific and fragmented. This creates a clear research gap on how integrated marketing mix strategies affect cassava sales in Kenya. The purpose of this study was to investigate the effect of marketing mix strategies on cassava sales performance in Homabay County.

## LITERATURE REVIEW

The Resource-Based View (RBV) argues that firms achieve sustainable competitive advantage by leveraging resources that are valuable, rare, inimitable, and non-substitutable (Barney, 1991). In cassava enterprises, product differentiation (e.g., fortified cassava flour,

packaged cassava snacks), distribution networks, and strategic positioning function as such resources. These enhance both customer loyalty and profitability by creating unique value that competitors find difficult to replicate.

The Black Box Theory of Consumer Behavior (Kotler & Keller, 2016) complements RBV by focusing on how marketing stimuli trigger internal consumer decision-making processes. For cassava products, strategies such as branding, pricing signals, advertising, and convenient distribution channels influence consumer perceptions, which in turn affect purchase intention and repeat buying. Together, these theories explain how marketing mix strategies simultaneously strengthen firm-level resources and shape consumer behavior, ultimately improving sales performance.

Empirical studies reinforce the role of marketing mix strategies in agriculture. Product strategies such as value addition and branding have been shown to increase cassava marketability (Okello et al., 2021; Ogbonna & Okoro, 2019). Price strategies influence adoption, with Afolami et al. (2018) in Nigeria and Mwangi & Ngugi (2022) in Kenya demonstrating that affordable, flexible pricing enhances cassava sales. Place strategies are equally critical: Chijioke et al. (2020) linked diversified distribution to increased cassava product sales, while Owuor & Wekesa (2021) found that poor infrastructure hindered performance in Kenya. Finally, promotion strategies such as agricultural shows, local media campaigns, and farmer group networks have been found to improve consumer awareness and trust (Ajiboye & Adesina, 2019; Were & Abila, 2022).

Although these studies established useful insights, they are fragmented across different contexts and rarely integrate the four strategies. This study builds on these works by adopting a comprehensive approach, analyzing the combined effect of product, price, place, and promotion strategies on cassava sales performance in Homabay County.

Cassava sales performance (dependent variable), measured by sales revenue and customer retention, is influenced by four independent variables: product strategy (positioning, differentiation, distribution), price strategy (channel costs, price control, pricing methods), place strategy (channel selection, market access, location), and promotion strategy (public relations, digital marketing, advertising).

Current literature has extensively explored marketing mix strategies across diverse industries, including sugar (Edwina & Antony, 2023), steel (Stanley, 2021), and banking (Jackline & Julius, 2023), all affirming that product development, customization, and related strategies significantly influence organizational success. However, these findings cannot be directly applied to cassava enterprises due to inherent differences between agricultural and manufactured products in terms of perishability, value addition processes, and market dynamics. While studies such as Okello et al. (2021) and Ogbonna and Okoro (2019) examined

cassava-specific strategies like packaging, branding, and value addition, their focus on Busia and Enugu contexts left unexplored how broader product strategies such as quality enhancement, variety selection, and value addition—affect cassava sales in Homabay County. Similarly, though prior research (Leroy, 2024; Wairima, 2020; Ndumia & Kanata, 2020) highlights the effectiveness of competitive and penetration pricing in industries like telecommunications and printing, these insights are not wholly applicable to cassava microenterprises characterized by rural consumer price sensitivity and variable production costs. Studies by Afolami *et al.* (2018) and Mwangi and Ngugi (2022) analyzed cassava pricing in Ogun and Kilifi but overlooked behavioral pricing dimensions such as perceived fairness, affordability, and discounting relevant to Homabay's context. Moreover, investigations into distribution strategies have primarily focused on manufacturing and export sectors (Al-Karim & Habiba, 2020; Gebremicael & Ramana, 2023) or maize seed firms (Jelimo & Nyiva, 2024), which operate under different logistical dynamics compared to cassava. Although Chijioke *et al.* (2020) and Owuor and Wekesa (2021) addressed cassava distribution in Nigeria and Siaya, their studies inadequately assessed how varied distribution channels local market sales, aggregation centers, and urban buyer linkages affect cassava sales in Homabay. Furthermore, promotional strategy research (Cheruiyot, 2021; Iyadi & Oruakpor, 2024) has largely emphasized manufacturing or non-cassava crops, while cassava-focused studies (Ajiboye & Adesina, 2019; Were & Abila, 2022) explored isolated tools such as farmer groups or local advertising without examining the combined influence of traditional and modern promotional methods like word-of-mouth, radio campaigns, agricultural fairs, and farmer networks. Consequently, significant contextual, methodological, and thematic gaps persist regarding how integrated marketing mix elements product, price, distribution (site), and promotion affect cassava sales performance in Homabay County. This study, therefore, seeks to fill these gaps by holistically assessing the influence of the marketing mix strategy on cassava sales performance, thereby enriching empirical understanding of agricultural marketing and providing actionable insights for enhancing cassava commercialization in Kenya.

## METHODOLOGY

A descriptive survey design was employed to capture the relationship between marketing mix strategies and cassava sales performance. The target population consisted of cassava farmers, traders, and processors in Homabay County, Kenya. A sample of 384 respondents was selected using multi-stage sampling. Data for this study were collected using structured questionnaires designed to capture information on the key variables product strategy, pricing strategy, distribution (place) strategy, promotional strategy, and sales performance. The

instrument was developed based on established marketing mix frameworks by McCarthy (1964), who conceptualized the 4Ps of marketing, and Kotler (1964), who expanded on marketing management principles and performance evaluation approaches. Each variable was measured using multiple items structured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree, adapted and modified for the cassava marketing context in Homabay County. This helped in ensuring reliability via Cronbach's alpha and content validity through expert review. Data was analyzed using descriptive statistics and multiple regression analysis in SPSS, testing each objective individually.

## RESULTS AND DISCUSSION

### Effect of product strategy on performance of cassava sales

The first null hypothesis,  $H_{01}$ , stated that Product strategy has no significant effect on performance of cassava sales in Homabay County, Kenya. Therefore, performance of cassava sales was regressed against the mean sub scale of product strategy. The findings are presented as shown in Table 1.

Table 1: Product Strategy and Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.525 <sup>a</sup>	.275	.270	.38788	.275	129.679	1	324	.000

a. Predictors: (Constant), product strategy

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
		1	(Constant)	3.381	.562		6.015	.000
1	Product strategy	0.635	.154	0.594	4.125	.013	1.000	1.000

a. Dependent Variable: performance of cassava sales

The results of the study revealed that product strategy explained 27.5% of the variability in performance of cassava sales (R Square = .275,  $P < .05$ ). This implies that, when considering a total of 100%, the proportion of variance in performance of cassava sales that can be attributed to product strategy alone is 27.5%. Additional results show a strong relationship between product strategy, and performance of cassava sales as shown by  $R = .525$ . This suggests a positive correlation between the presence of product strategy and performance of cassava sales. The unstandardized coefficient for product strategy is 0.635 indicating that for

each unit increase in product strategy, performance in cassava sales increases by approximately 0.635 units, assuming all other factors are held constant. Product strategy significantly influenced cassava sales ( $\beta = 0.635$ ,  $p < 0.05$ ), suggesting that product strategy do have a measurable effect on performance of cassava sales. The significance value (p-value) product strategy is 0.013, which is below the common alpha level of 0.05. The t-value of 4.12 further supports this finding, as it indicates that the effect is not likely due to random chance.

The constant term (3.381) represents the expected value of cassava sales performance when the product strategy is zero. The constant's standard error (0.562) indicates some uncertainty around this estimate. The standardized beta coefficient for product strategy is 0.594, which indicates a moderate to strong positive relationship between product strategy and cassava sales performance. This means that a one-standard-deviation increase in product strategy is associated with a 0.594 standard deviation increase in cassava sales performance. These results imply that addressing product strategy could enhance performance.

### Effect of price strategy on performance of cassava sales

Additional research was conducted to examine the null hypothesis  $H_{02}$ , which posits that Price strategy has no significant effect on performance of cassava sales in Homabay County, Kenya. The achievement of this objective was facilitated through the utilization of a straightforward linear regression model, wherein the variable of price strategy was regressed against the performance of cassava sales. The results are provided in Table 2.

Table 2: Price Strategy on Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.637 <sup>a</sup>	.405	.403	.351	.405	234.576	1	324	.000

a. Predictors: (Constant), price strategy

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	.361			.546	
1	Price strategy	.895	.133	.696	6.713	.003	1.000	1.000

a. Dependent Variable: performance of cassava sales.

The results of the study revealed that price strategy explained 40.5% of the variability in performance of cassava sales (R Square = .405,  $p < .05$ ). This implies that, when considering a

total of 100%, the proportion of variance in performance of cassava sales that can be attributed to price strategy alone is 40.5%. Additional results show a strong relationship between price strategy, and performance of cassava sales as shown by  $R = .637$ . This suggests a positive correlation between the presence of price strategy and performance of cassava sales. The unstandardized coefficient for price strategy is 0.895, indicating that for each unit increase in price strategy, performance of cassava sales increases by approximately 0.895 units, assuming all other factors are held constant. The significance value (p-value) for price strategy is 0.003, which is below the common alpha level of 0.05. This indicates that Price strategy significantly influenced cassava sales ( $\beta = 0.895$ ,  $p < 0.05$ ), indicating affordability is a key driver for rural consumer purchase decisions thus enhances performance of cassava sales. The t-value of 6.713 further supports this finding, as it indicates that the effect is not likely due to random chance.

The constant term (0.361) represents the expected value of cassava sales performance when the price strategy is zero. However, the constant's standard error (0.546) is relatively large, indicating some uncertainty around this estimate. The standardized beta coefficient for price strategy is 0.696, which indicates a strong positive relationship between price strategy and cassava sales performance. This means that a one-standard-deviation increase in price strategy is associated with a 0.696 standard deviation increase in cassava sales performance.

The study's findings suggest that price strategy plays a significant role in determining the performance of cassava sales. Specifically, the results indicate that a unit increase in price strategy leads to a 0.895 unit increase in cassava sales performance, assuming all other factors are constant. This implies that farmers and businesses in the cassava industry can improve their sales performance by adopting effective price strategies, such as volume-based pricing or penetration pricing. By setting prices that balance revenue goals with customer demand, businesses can increase sales volumes and ultimately enhance their performance.

The study's findings support the Resource-Based View (RBV) and Blackbox theories, which suggest that pricing strategies can have a significant impact on firm performance. The RBV theory posits that firms can achieve sustainable competitive advantage by leveraging internal resources and capabilities, including pricing strategies. The Blackbox theory, on the other hand, suggests that certain organizational variables, including pricing, can influence firm performance. The study's findings provide empirical evidence for these theories, highlighting the importance of pricing strategies in driving sales performance in the cassava industry.

### Effect of Place Strategy on performance of cassava sales

A simple linear regression model was also carried out in order to test the null hypothesis which stated that  $H_{03}$ : place strategy has no significant effect on performance of cassava sales in Homabay County, Kenya. Therefore, performance of cassava sales was regressed against the place strategy subscale and the findings presented as shown in Table 3 below.

Table 3. Place Strategy on Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.560 <sup>a</sup>	.313	.310	.38219	.313	144.043	1	324	.000

a. Predictors: (Constant), place strategy

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.218	.422		.496	.622		
	Place strategy	.923	.112	.756	8.258	.020	1.000	1.000

a. Dependent Variable: performance of cassava sales

The study revealed that place strategy explained 31.3% of the variability in performance of cassava sales ( $R^2 = .313$ ,  $p = .05$ ). The correlation analysis showed a strong relationship between place strategy and performance of cassava sales ( $R = .560$ ). The unstandardized coefficient for place strategy was 0.923, indicating that for each unit increase in place strategy, performance of cassava sales increases by approximately 0.923 units. The  $p$ -value for place strategy was .002, which is below the common alpha level of 0.05, indicating a statistically significant relationship between place strategy and cassava sales performance. The  $t$ -value of 8.258 further supports this finding.

The constant term (0.218) represents the expected value of cassava sales performance when the place strategy is zero. However, the constant's standard error (0.422) is relatively large, indicating some uncertainty around this estimate. The standardized beta coefficient for place strategy is 0.766, which indicates a strong positive relationship between place strategy and cassava sales performance. This means that a one-standard-deviation increase in place strategy is associated with a 0.756 standard deviation increase in cassava sales performance. The strong standardized beta coefficient (0.766) indicates a robust relationship between the two variables. This implies that effective place strategies can contribute to better sales performance in the cassava industry.

Practically, these findings suggest that effective place strategies can enhance cassava sales performance. Businesses in the cassava industry can improve their sales by distributing products through convenient and accessible channels. Theoretically, the findings support the Resource-Based View (RBV) theory, which acknowledges the effect of place strategy on firm performance. The study's results are consistent with previous research, such as Gebremicael and Ramana (2023), highlighting the importance of place strategy in driving sales performance. By prioritizing place strategy, businesses can increase sales volumes and ultimately enhance their performance.

### Effect of promotion strategy on performance of cassava sales

A simple linear regression model was also carried out in order to test the null hypothesis which stated that  $H_{04}$ : Promotional strategy has no significant effect on performance of cassava sales in Homabay County, Kenya. Therefore, performance of cassava sales was regressed against the promotional strategy subscale and the findings presented as shown in Table 4 below.

Table 4. Promotion Strategy and Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.573 <sup>a</sup>	.328	.325	.372	.328	139.043	1	324	.000

a. Predictors: (Constant), promotion strategy

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.268	.439		.6104	.631		
	Promotional strategy	.874	.123	.766	7.105	.010	1.000	1.000

a. Dependent Variable: performance of cassava sales

The findings shows that there is a significant multiple correlation between promotional strategy and performance of cassava sales ( $R=.573$ ,  $p<.05$ ). Therefore, from the findings, promotional strategy accounts for 32.8% variance in performance of cassava sales ( $R$  Square= $.328$ ,  $p<.05$ ), findings that are significant. The unstandardized coefficient for promotional strategy is 0.874, indicating that for each unit increase in promotional strategy, performance of cassava sales increases by approximately 0.874 units, assuming all other factors are held constant. The significance value (p-value) for promotional strategy is 0.01,

which is below the common alpha level of 0.05. This indicates that the relationship is statistically significant, suggesting that promotional strategy do have a measurable effect on performance of cassava sales. The t-value of 7.105 further supports this finding, as it indicates that the effect is not likely due to random chance.

The constant term (0.268) represents the expected value of cassava sales performance when the promotional strategy is zero. However, the constant's standard error (0.439) is relatively large, indicating some uncertainty around this estimate. The standardized beta coefficient for promotional strategy is 0.766, which indicates a strong positive relationship between promotional strategy and cassava sales performance ( $\beta = 0.874$ ,  $p < 0.05$ ), indicating that promotion enhances cassava performance.

Practically, these findings suggest that effective promotional strategies can enhance cassava sales performance. By investing in promotional activities, businesses in the cassava industry can increase their sales volumes and ultimately improve their performance. Theoretically, the findings support the Resource-Based View (RBV) theory, which acknowledges the effect of promotional strategy on firm performance. The study's results are consistent with previous research, such as Ayenew (2023), highlighting the significance of promotional strategy in driving organizational performance. By prioritizing promotional strategy, businesses can achieve measurable improvements in their cassava sales performance.

Table 5. Overall Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.766 <sup>a</sup>	0.587	0.578	0.49088	0.587	68.199	4	321	0.000

a. Predictors: (Constant), product strategy, price strategy, promotional strategy and place strategy.

The statistical relationships between independent variables and dependent were evaluated through a multiple linear regression analysis. The regression was conducted at 95% confident level ( $\alpha=0.05$ ). The analysis results are presented in Table 5. The results show a strong relationship between product strategy, price strategy, promotional strategy and place strategy of and performance of cassava sales as shown by  $R = .766$ . The model also indicated that R-squared which is the coefficient of determination was .587 implying that 58.7% of variation in performance of cassava sales in the county can be explained by product strategy, price strategy, place strategy and promotional strategy.

Table 6. Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.684	4	8.561	170.014	0.000 <sup>b</sup>
	Residual	11.882	321	0.030		
	Total	37.566	325			

a. Dependent Variable: performance of cassava sales

b. Predictors: (Constant), product strategy, place strategy, price strategy, and promotional strategy.

The ANOVA results in Table 6 also indicated that the overall model linking product strategy, price strategy, place strategy and promotional strategy and performance of cassava sales was statistically significant. The significance levels are confirmed by comparing the value of F critical at (3, 239) and F calculated value. The value of calculated F = 170 while of F critical value = 2.642. The F calculated value exceeds the F critical value confirming the statistical significance of the model.

Table 7. Regression Coefficients Results

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.456	.176		2.590	.042		
	Product strategy	.793	.114	.439	6.956	.002	.190	5.273
	Price strategy	.602	.133	.509	4.531	.000	.148	6.752
	Place strategy	.590	.083	.181	7.108	.033	.259	3.864
	Promotional strategy	.652	.103	.567	6.330	0.01	.345	3.924

a. Dependent Variable: performance of cassava sales

The researcher conducted a multiple regression analysis so as to determine the effect of marketing mix strategies on the performance of cassava sales in Homabay County. As per the SPSS generated (Table 6), the equation  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$  becomes:

$$Y = 0.456 + 0.793X_1 + 0.602X_2 + 0.590X_3 + 0.652X_4 \quad (1)$$

Where, Y is the dependent variable (performance sales of cassava),  $X_1$  is product strategy,  $X_2$  is price strategy,  $X_3$  is place strategy and  $X_4$  is the promotional strategy. The possible value of Y when all independent variables are equal to zero is 0.456.

Table 7 above shows the regression equation established, taking all factors into account (product strategy, price strategy, place strategy and promotional strategy) constant at zero, performance of cassava sales will be 0.456. The data findings analyzed also showed that taking all other independent variables at zero, a unit increase in product strategy will lead to a 0.793

increase in performance of cassava sales at Homabay County, a unit increase in price strategy will lead to a 0.602 increase in performance of cassava sales at Homabay County, a unit increase in place strategy will lead to a 0.590 increase in performance of cassava sales while a unit increase in promotion strategy will lead to a 0.652 increase in performance of cassava sales. This infers that all the four variables (product strategy, price strategy, place strategy and promotional strategy) contribute to performance of cassava sales at Homa bay County. At 5% level of significance and 95% level of confidence, product strategy had a p-value of 0.002; price strategy showed a p-value 0.000, place strategy showed a p-value 0.033 and promotional strategy showed a p-value of 0.01. Therefore, the most significant factor was price strategy), indicating that affordability is a key driver for consumer purchase decisions.

## CONCLUSIONS AND RECOMMENDATIONS

This study examined the influence of the four marketing mix strategies namely product, price, place, and promotion on cassava sales performance in Homabay County. Using a descriptive research design and data from 384 respondents, the analysis confirmed that all strategies significantly and positively contribute to sales outcomes, demonstrating the relevance of marketing principles in agricultural markets.

Findings showed that product strategy through improved varieties, packaging, branding, and value addition enhanced consumer appeal and competitiveness. Price strategy revealed that flexible and competitive pricing attracts customers, stabilizes markets, and sustains profitability. Place strategy emphasized the importance of multiple distribution channels, improved storage, and efficient transport in expanding accessibility and reducing losses. Finally, promotion strategy highlighted the role of awareness campaigns, branding, and farmer-group marketing in boosting demand and sustaining growth.

In conclusion, the study affirmed that an integrated application of product, price, place, and promotion strategies is vital for improving cassava commercialization. Product innovation emerged as particularly influential, while pricing, distribution, and promotion played complementary roles in strengthening market performance.

Based on these insights, the study recommends that cassava stakeholders prioritize continuous product innovation, value addition, and branding to enhance competitiveness. Pricing models should be fair, flexible, and farmer-centered, supported by cooperatives to curb exploitation by middlemen. Distribution should be broadened through aggregation centers, digital platforms, and partnerships with retailers and transport providers, while infrastructure investment by the county government of Homa bay remain crucial. Promotion should combine

traditional approaches such as local radio and agricultural fairs with digital campaigns and branding strategies to build visibility and consumer loyalty.

Overall, the adoption of a coordinated marketing mix approach supported by county governments, cooperatives, private sector linkages, and development partners will transform cassava from subsistence production into a profitable agribusiness, strengthening food security and household incomes. The study further suggests comparative research across counties and an expanded focus on the 7Ps marketing mix to deepen understanding of strategic influences on cassava sales performance.

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