

Effects of Personal Selling on Sales: A Case of Women Groups in Imenti North District, Meru County, Kenya

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ABSTRACT

As firms increase in number, modern marketing calls for more than just producing the products, pricing them and making them accessible to the target market, in addition, they must also communicate to present and potential consumers and the general public. The objective of this study was to evaluate the effects of personal selling on sales of agricultural products produced by women groups. The population of the study comprised of 100 women groups registered with the Ministry of Sports, Culture and Social Services by December 2012 in Imenti North District in Meru County Kenya engaging in agricultural activities to generate income. Simple random sampling technique was used to determine the sample size of 79. One official from each of these groups was picked as the respondent. Primary data was collected using structured questionnaires which were administered personally. Data was presented by use of frequency tables then analyzed using descriptive statistical techniques such as frequencies and percentages. Categorical data analysis methods were used to aggregate the influence of promotion elements on sales. Chi Square test was used to test the hypotheses. Personal selling was found to be widely used promotion method by women groups where they largely target women. Personal selling was found to have influence on sales of agricultural products produced by women groups.

Background of the Study

Globally, there has been a call to uplift the standard of women in the society. Hence, women do come together to combine their efforts through the formation of women groups. According to Chun (2005) in china women come together to uplift their economic standards through producing handcrafts and interior decorations for sale, they use price and promotion as a marketing tool. As Aidoo (1995) points out in Ghana rural women have been empowered to form self help groups where they engage in various income generating activities. Ghana women form groups to facilitate succession, wealthy inheritance, affiliation, residence and economic potential (Aidoo, 1995). This has enabled them to uplift their living standards. In Kenya maendeleo ya wanawake was formed at independence to uplift and empower women as a means of alleviating poverty and creating a better environment and quality of life. Other

women groups were formed later to compliment the work of this national group. In Homa Bay district women have also followed suit by formation of women groups to uplift their livelihood (Akinyi, 2011). Likewise, in Imenti North District, women have made this same effort. To improve literacy, they try to ensure that all women know how to read and write. They are also involved in various production activities, which include agricultural activities, such as goat keeping, arrow root production, poultry farming, maize production and banana farming. The products are sold and the income distributed among members in an effort to improve their living standards (Akinyi, 2011). Since they have limited funds, they do depend on additional donated funds from the government and non-governmental organizations like Care Kenya, Plan Kenya, Nema, and Chalice International among others to facilitate their operations.

However, most of the farm products are perishable goods and the groups do not have preservation devices like refrigerators; hence, there is need to sell their products competitively faster. To enhance sale of these products, the groups need to carry out personal selling in order to create awareness of their existence and their products among the prospective buyers.

It is not enough for a business to have good products sold at affordable prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as “promotion”. However promotion is not only conducted for these factors but for others such as to build brand loyalty, to remind and reassure costumers, to launch a new product and to defend market share by responding to competitors’ campaigns with their own advertising (Kotler, 2013). The organization has to convey the message about the product on offer to its consumers. This helps in sustaining a perennial demand for the product and in suitable positioning among the target audience (Adebesei, 2006). It is very important for organisations to carry out personal selling for every product in order to be drawn the attention of the market and its benefit identified. The aim of an organization’s personal selling strategy is to bring existing and potential customers to a state of relative awareness of the organization’s product and to a state of adoption

Many people have carried out researches to find out if personal selling has influence on sales. For instance, Akinyi (2011) carried out a research and found out that indeed personal selling had effect on sales which turned out to be different from the findings of Musyoki (2009) who found out that there is no significant difference effect on sales. However, the difference may have been caused by geographical difference as Akinyi carried out her research in rural setting while Musyoki carried out research in town setting. Akinyi’s finding was also the same as Kivuva, (2003) that, those products which are on personal selling tend to have more demand than those which do not. Due to different findings which may have been caused by use of different organizations and geographical differences, the researcher needs to find out if personal selling can have influence on sales among women group products.

According to Akinyi, Women groups therefore need to persuade customers to buy their products and maintain such customers. In selecting appropriate method to apply the groups must consider the target audience, the stage of the products life cycle, characteristics of the products, decision stages of the products and the channel of distribution (Kotler, 2013).

Statement of the Problem

Women groups in Imenti North District produce several agricultural products to uplift their livelihood by selling to generate income. Other than just producing quality products, pricing them and making them accessible to potential consumers, they need to market them competitively. Most of these women groups use price as a tool for sales, but this may apply only if the target market is aware of the existence of these products. Most agricultural products are perishable in nature; therefore the potential customers need to be informed of these products and their uniqueness so that when making decision to buy may choose these products. Personal selling plays the role of creating awareness for the products. When consumers are aware of the product and its core characteristics will choose them over others. The women groups produce their products and sell them but they do not achieve the required sales levels. No earlier studies have been carried out in this area. Therefore this study aimed at evaluating the influence of personal selling on sales of agricultural products produced by the women groups to bridge the knowledge gap.

Purpose of the Study

The purpose of the study was to evaluate the influence of personal selling on sales of agricultural products produced by women groups in Imenti North District.

Objective of the Study

The main objective of this study was to determine the effects of personal selling on sales of agricultural products produced by women groups in Imenti North district.

Research Hypothesis

H₀: Personal selling has no influence on sales of agricultural products produced by women groups.

Theoretical framework

This study is based on the game theory developed by Neumann and Morgenstern, (1944). This is a theory of social interaction which attempts to explain the interaction people have with one another. It predicts that human interaction has the characteristics of a game including strategies, winners and losers, rewards and punishments and profits and costs. In every game there are three elements: the players in this case the women groups, the strategies of each player: personal selling and the consequences of each player: sales turn over. A game must involve at least two players, each player must have at least two courses of action from which to choose because an agent with only one way of action would have no effect on the outcome of the game and therefore be ignored. The rules of the games specify what moves or actions are available to each player, how the moves are made, including what the players are permitted to know when they choose their moves and what outcome is associated with each possible combination of decisions by all players.

Marketing Mix

Chris (2006) noted that marketers use numerous tools to elicit response from the target markets. These tools include: Place, Price, Products and Promotions these are also referred to as 4Ps of marketing (Adebesi, 2006). Marketing mix decisions must be made for influencing the trade channels as well as the final consumers and in return sales. Typically a firm can change any of the marketing mix to achieve the desired response from the potential buyers. For instance, a firm can change its price, sales force size and personal selling expenditures in the short run. It can develop new products and modify its distribution channel only in the long run. Kotler (2013) indicated that the 4Ps represent the sellers' view of the marketing tools available for influencing buyers. From the buyers' point of view, each marketing tool is designed to deliver a customer's benefit. Adebesi, (2006) suggested that the seller's 4Ps correspond to the customer's four Cs that include: customer solution, cost, convenience and communication. Winning organisations will be those who can meet customer needs economically and conveniently and with effective communication. Marketing mix is a controllable factor that the marketing manager can take to solve a marketing problem (Berkowitz, 2011).

Promotion

Cole (2011) defines promotion as "the means used in bringing customers from a state of relative unawareness to a state of actively adopting the product". It is a means of communicating with individuals, groups, or organizations to directly or indirectly facilitate exchange of information and persuading one or more audience to accept an organization's product. Ross et al (2011) defines promotion as the total marketing communication programme of a particular product. Adebesi (2006) also defined promotion as any marketing effort whose function is to inform or persuade actual or potential consumers about the merit a product possess for the purpose of inducing a consumer to either start buying or continue purchasing the firm's product.

Advertisement, sales promotion, personal selling, direct marketing, public relations and publicity can influence what consumers think about products, what emotions they experience in purchasing and using them and what behavior they perform including shopping in particular stores and purchasing specific brands (Ibojo & Ogunsiji, 2011). Since consumers receive so much information from marketers and screen out a good deal of it, it is important for marketers to devise communications that offer consistent messages about their product and place them in media that consumers in the target market are likely to use. This is because marketing communications play a critical role in informing consumers about products and services including where they can be purchased and in creating favorable images and perceptions. Modern marketers are pushing prices high to finance heavy promotion budgets. Recent estimates indicate that consumer packaged goods manufactures allocate fully 58% of their marketing expenditure towards promotion, (Low and Mohr, 2006).

Personal Selling

This is the process by which the seller sells to the consumer face to face. Personal selling (PS) is the most expensive form of promotion. In essence PS involves the building of relationship

through communication for the purpose of creating a sales transaction. PS is defined by Weitz and Castleberry, (2004) as an interpersonal process whereby a seller tries to uncover and satisfy buyer's needs in a mutually long term beneficial manner suitable for both parties. Thus PS is interpersonal communication regarding goods and services. Communication is the most basic activity for the sales representative during PS exchanges (Engel & Kollat, (2011)). It is a social situation involving two persons in a communication exchange. Success depends on how well both parties achieve a common understanding enabling mutual goal fulfillment through social interaction (Kotler, 2013). Weitz et al (2004) states that the role of sales representative is to engage and collect information about a prospective customer, develop a sales strategy based on that information, transmit a message that implements organizational strategy, evaluate the impact of these messages and make adjustments upon this evaluation.

Kotler (2013) noted that personal selling is a useful vehicle for communicating with present and potential buyers. Personal selling involves the two way flow of communication between a buyer and seller often in face to face encounter designed to influence a person's or group's purchase decision. However, with advances in technology, personal selling also takes place over the telephone, through video conferencing and interactive computer links between buyer and seller though personal selling remains a highly human intensive activity despite the use of technology. Kotler, (2013) also noted that personal selling serves three major roles in a firm's overall marketing effort. Salespeople are the critical link between the firm and its customers; salespeople are the company in a customer's eyes. They represent what a company is or attempts to be and are often the only personal contact a customer has with the company; and lastly, personal selling may play a dominant role in a firm's marketing program.

Salespeople can create customer value in many ways. For instance, by being close to the customer, salespeople can identify creative solutions to customer problems. Personal selling assumes many forms based on the amount of selling done and the amount of creativity required in performing the sales task (Adebisi, 2006). The selling must be managed if it is to contribute to a firm's overall objectives. Personal selling creates a greater level of participation in the decision process by the vendor especially when combined with tailored messages in response to the feedback provided by the buyer, (Fill, 2009). However Cravens, (2012) argues that since personal selling messages are not controlled, they may lead to inconsistency which in turn leads to confusion of the client. Therefore the messages presented by the sales personnel should be regulated and the time they spend with the prospects limited to avoid jeopardizing the communication process, (Pierrcy, Low & Cravens, 2004).

Factors to Consider When carrying out personal selling

An organization has to consider several factors when deciding and carrying out personal selling for their products. These include:

Target audience

Weitz et al (2004) noted that personal selling programs are directed to the ultimate consumer, to an intermediary (retailer, wholesaler or industrial distributor) or to both. Kotler and Armstrong (2010) stated that industrial buyers have specialized needs or technical questions and so Personal selling is particularly important as the sales person can provide information and the necessary support after sales.

Product life cycle

All products have a product life cycle and the composition of personal selling changes over the four life cycle stages.

i. Introductory stage

The personal selling objective is to inform consumers in an effort to increase their level of awareness. At this stage, personal selling is particularly important as a means of reaching as many people as possible to build up awareness and interest (Peter & Donney, 2011).

ii. Growth stage

Kotler and Armstrong (2010) noted that primary objective of personal selling is to persuade the consumers to buy the product. Personal selling is primarily used to stress brand differences and to solidify the channel of distribution.

iii. Maturity stage

The need for personal selling at this stage is to maintain existing buyers and remind buyers of the product's existence. The company also uses premiums to maintain loyal buyers (Sunday, 2011). This enables women groups to maintain their customers because if that is not done the consumers can switch to other companies' products.

iv. Decline stage

At this stage little money is spent in personal selling as the product is phased out (Kotler & Armstrong, 2010). Although Kimani (2003) disagrees and says that agricultural products are not fashion oriented but rather a necessity and so they do not have decline stage, which may affect their choice of personal selling method.

Product characteristics

According to Kimani (2003), the proper use of personal selling also depends on the type of products. The characteristics include complexity, risks and ancillary services.

i. Complexity

It refers to the technical sophistication of the product and hence the amount of understanding required when using it. In this case greater emphasis is on personal selling so that the potential consumers may not fear trying the product (Kotler, 2013).

ii. Risk

Risk for the buyer can be assessed in terms of financial risk, social risk and physical risk. When the risk is high the need for personal selling is high. For instance, agricultural products are perishable and require healthy handling. This makes them delicate hence use of personal selling will encourage the consumers to try the products earlier before deterioration (Kimani, 2003).

iii. Ancillary Services

James and Philips (2004) explain that the ancillary services pertain to the degree of services or support required after sales. Personal selling is used to establish the seller's reputation and is essential to build buyer confidence and provide evidence of consumer service.

Stages of the buying decision

Kotler (2013) noted that knowing the customer's stage of decision-making also affects the decision on personal selling. Stages in the buying decision include:

i. Pre-purchase stage

In pre-purchase stage, personal selling is very helpful because it informs the potential customer of the existence of the product and the seller. Personal selling also can play an important role to gain low risk trial (Kotler, 2013).

ii. Purchase stage

At this stage personal selling plays a greater role in encouraging demand (Sunday, 2011).

iii. Post purchase stage

In this stage the buyer needs personal contact hence salesperson is important. personal selling is important also because it assures the buyer that the right purchase was made and can help encourage repeat purchase from satisfied first-time users (Sunday, 2011)

Research Design

The study adopted descriptive survey design so as to get accurate and detailed information to find out the major characteristics of variables associated with the case under study. This is because it is the appropriate method of portraying accurately the characteristics of a situation and describes the state of affairs as it exists at present. It also allows the discovery of causes even when the variables cannot be controlled (Kothari, 2004).

Target Population

A study population is the entire accessible group of persons that is of interest to the researcher or meets the criteria the researcher is interested in studying (Daymon &Holloway, 2011). This study targeted 100 women groups in Imenti North district registered with the Ministry of Labor, Social Security and Services, and engaging in agricultural activities to generate income.

Sample and Sampling Techniques

Sampling is the process of selecting a portion of the population to represent the entire population; it is then a subset of the population. The study of the total population is sometimes not possible (singh, 2006). Therefore this study incorporated sampling to get a representative of the population. Simple random sampling was used to select the sample size. One official from each of the selected women groups was used as the respondent. This gave a total of seventy nine respondents.

Sample Size

To calculate the minimum sample size the following formulae was used.

$n = p * q * (z^2/e^2)$ where: n is the minimum sample size required

p: proportion belonging to the specified category. i.e. 0.5

q: 1-p

z: z value corresponding to the level of confidence required. I.e. 95% level of confidence the z score becomes 1.96

e: margin of error required. i.e. 5%

$$0.5 * 0.5 * (1.96^2 / 0.05^2) = 384$$

When a population is less than 10,000 individuals, a smaller sample can be used without affecting the accuracy (Saunders, Lewis & Thorn Hill, 2007). This adjusted minimum sample size was given by the following formula.

$$n' = \frac{n}{1 + \frac{n}{N}}$$

According to the above formula:

n' = adjusted sample size when the population is less the 10,000

n = minimum sample \approx 384

N = estimate of the population size

The accessible population is approximately 100 women groups, using the above formula the sample size is;

$$n' = \frac{384}{1 + \frac{384}{100}}$$

Data Collection Procedure

According to Kothari (2004), research methods or techniques refers to the methods the researchers use in performing research operations to collect primary and secondary data. The primary data are those which are collected afresh and for the first time, and thus happens to be original in character (Kothari, 2004). The necessary data required for this study was primary data. The primary data was collected using a Questionnaire. The questionnaire was hand delivered to sampled respondents and picked after two days.

Validity and Reliability

Validity

Validity refers to the extent to which a test measures what the study actually wishes to measure (Kothari, 2004). If an instrument is not reliable over time, it cannot be valid, as results can vary depending upon when it is administered. In this study, in order to establish validity consultation was continually made with the supervisors who provided guidelines that lead to valid representative sample. Secondly the questionnaire was drafted early enough and discussed with the supervisor of this project and revisions done where necessary. The questionnaire was also pre-tested in Meru Central district where six groups were included.

Appropriate modifications were made on the questionnaire after pre-testing for purposes of achieving the objective of the study. Data analysis was done to test the validity of the instrument.

Reliability

According to Kothari (2004) a measuring instrument is reliable if it provides consistent results. The reliability of a research instrument concerns the extent to which the instrument yields the same results on repeated trials. Although unreliability is present to a certain extent, there was generally a good deal of consistency in the results of a quality instrument gathered at different times. The tendency toward consistency found in repeated measurements is referred to as reliability (Daymon et al, 2011). In this study split half method was used where the instrument was split into the odd items and the even items. The resulting coefficient indicated the degree to which the two halves of the test provided the same results, and hence described the internal consistency of the test. The reliability coefficient was calculated using the Spearman-Brown prophecy formula. A coefficient of above 0.3 indicated that there was consistency. This method was simple, clear cut way to determine reliability, (Daymon et al, 2011).

Methods of Data Analysis

Data analysis is the process of organizing and synthesizing data in such a way that research questions can be answered and hypothesis can be tested (Singh, 2006). Data analysis thus entails categorizing, ordering, manipulating and summarizing the data and describing them in meaningful terms (Daymon et al, 2011). Analyzing of the data should start while collecting the data, in order to address the unclear issues before the data collection is over (Aaker, Kumar, &Day, 2008). The data collected was presented by use of tables and graphs and then analyzed using descriptive statistical techniques such as, frequencies and mean. Categorical data analysis methods were used to aggregate the effects of promotion elements on sales. Chi-square was used to test hypotheses and SPSS version 16 used for statistical analysis.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Response Rate

Out of the seventy nine questionnaires issued seventy three questionnaires were returned. This represented a response rate of 92%.

Data Presentation and Analysis.

Data was analyzed by use of weighted means and percentage and presented by use of frequency tables. Chi Square was used to test the hypotheses.

Activities carried out by women groups

In finding out the activities carried out by women groups, a closed ended questionnaire was established and the results rated in form of percentages as shown in Table 4.1 below.

Table 4.1: Activities undertaken by women groups

Activities	Frequencies	Percentages
Goats	24	12
Poultry-keeping	50	25
Arrow- roots	27	13.5
Maize	24	12
Banana	32	16
Rabbits	43	21.5
Total		100

From Table 4.1, it is evident that 12% of women groups are involved in goat keeping. These were mostly the dairy goats, 25% carry out poultry keeping whereby they produce eggs and sell, and they also keep broilers and chicks for sale. Another 13.5% plant arrow roots where they harvest and sell to customers while 12% of the population produce maize, 16% produce bananas where they ripen some for sale and the rest they cook banana crisp for sale. However a sizeable population rear rabbits.

Frequency of usage of personal selling by women groups.

In determining the frequency of usage of personal selling by women groups, five promotion elements were enumerated and a four point Likert Scale was used to assess the promotion element, which is used frequently.

Table 4.2: Frequency of usage of promotion elements among women groups

Weight	Most often 4	Often 3	Less often 2	Least often 1	Σf_i	Σwf_i	$\Sigma wf_i / \Sigma f_i$
Promotion method							
Advertisement	33	20	11	9	73	223	3.06
Personal selling	51	15	5	2	73	261	3.58
Sales promotion	16	30	15	12	73	196	2.68
Publicity and public relations	20	11	22	20	73	177	2.42
Direct marketing	15	17	26	15	73	178	2.43

The promotion element that was used most often was personal selling which scored 3.58 that, rounds to 4 (most often) in the rated scale. Advertisement was found to have a weight of 3.06, which fall on the rated scale of 3 showing that women groups also use it often. Sales promotion scored 2.68 in the rating scale and this round off to 3 (often). Direct marketing, Publicity and Public relation scored 2.43 and 2.42 respectively, which showed that women groups use them less often. The response showed that women groups strive to promote their products and making potential consumers aware of their existence, though it is not done extensively. Many women groups find promotion to be important to them as most of their products are perishable and without potential consumers knowing their existence and their products they may not get customers apart from the members of the group.

Target market when designing and carrying out personal selling

In order to establish which target population women groups consider, an open ended question was used.

Table 4.3: Target market

Target market	Weight	Percentage
Women groups	20	27.40
Men	5	6.85
Institutions	11	15.07
Women	35	47.95
Children	2	2.74
Total	73	100%

It was found that most women groups consider other women as their main target population as it had a percentage of 47.95. Another 27.40 percent of the groups targeted women groups. This was because most of the products were meant to improve living standards of its members. Other target market was institutions (schools and village polytechnics), which scored 15.07 percent. This was targeted by groups which produce maize and poultry products. Children were the least targeted as most products were not meant for children and they also don't have money to spend on the products but depend on their parents who purchase the products. Men were mainly targeted by the groups which produce animal products and scored 6.85 percent. Consequently from the findings, women groups need to target women mostly and not only their group members as this will increase their product coverage.

Factors influencing choice of personal selling

To evaluate the factors that influence the choice of personal selling four factors influencing promotion were enumerated and a four point Likert Scale was used to assess their importance. The findings are shown on Table 4.4 below.

Table 4.4 Factors influencing choice of promotion elements

Weight promotion method	Most important (4)	Important (3)	Less important (2)	Least important (1)	$\sum f_i$	$\sum wf_i$	$\frac{\sum wf_i}{\sum f_i}$
Target population	12	18	18	25	73	163	2.23
Product life cycle	5	10	17	35	73	119	1.63
Product characteristics	67	2	2	2	73	280	3.84
Stage of the buying process	4	9	29	31	73	132	1.81

It was found that product characteristics was most considered when deciding on the promotion method to use, it had a weighted score of 3.84 which rounds off to 4 (most important). Target population, product life cycle and stage in the buying process had weighted scales of 2.23, 1.63 and 1.81 respectively which is important. This shows that all the factors are to some extent considered in the choice of promotion method used.

Influence of personal selling on sales

Responses on the influence of personal selling on sales were presented by use of a frequency table and percentages. The hypothesis: Personal selling has no influence on sales was tested.

Table 4.5 Influence of personal selling on sales

	Very influential	Influential	Less influential	Least influential	Total
Frequency	49	15	6	3	73
Percentage	67	21	8	4	100

From table 4.10, 67% of the groups sampled said that personal selling was very influential to sales of their group, 21% said that personal selling was influential, 8 % said that personal selling was less influential and 4% said that personal selling was least influential.

Table 4.6: Chi Square test on personal selling

	Value	Df	p-values
Pearson Chi-Square	22.91	12	.000
Phi	.411		.000
N of Valid Cases	73		

From table 4.6 it shows that the computed Chi Square value is 22.91. The tabulated value of Chi Square is 21.03 at 0.1 significant level, 12 degrees of freedom.

Since the computed value is greater than the tabulated value, we reject the null hypothesis and conclude that personal selling has influence on sales.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was designed to evaluate effects of personal selling sales of agricultural products produced by women groups. The study analyzed objective: to find out the effect of personal selling on sales of agricultural products produced by women groups. The study was also testing the following hypothesis: Personal selling has no influence on sales of agricultural products produced by women groups. Data was presented using frequency tables and analyzed using mean and percentages. Chi Square was used to test the hypothesis. It was found that personal selling had an influence on sales. Most women groups engage in animal rearing such as rabbits and poultry. The products had to be promoted for the market to know of their existence. Personal selling was the promotion element that was mostly applied by the women groups where they walk from place to place using the face to face method to sell and convince the market to buy their products. Women groups have a target market whenever they are designing and carrying out personal selling for their products. They mostly target fellow women because most of their products are meant to improve the livelihood of women. The neighboring women groups not producing similar products were targeted because these groups mostly support each other. Groups producing maize targeted institutions such as schools and village polytechnics to sell their products. Face to face and mobile phone calls were mostly used for these products. Children were only targeted by the groups which produced banana and arrow root crisps.

It was also found that personal selling was affected by several other factors. The product characteristics such as perishability were found to be the most important factor considered when carrying out personal selling. This was influenced by lack of preservation machines to help them store the products for a longer period. Target market was also a major consideration because different markets react differently to different sales efforts. Product lifecycle and stage in the buying process were least considered when carrying out personal selling.

5.3 Conclusions

The findings in this study have brought a number of issues with regard to the use of personal selling by women groups. The findings indicate that women groups apply personal selling when marketing their products. Personal selling significantly influence sales of their products. These groups use personal selling mainly to increase sales, that is, they carry out personal selling by walking from door to door and market places telling people about their products and persuading them to buy and after this awareness they expect increase in sales.

The main target market for agricultural product by women groups was other women they rarely targeted children and men. Product characteristics were mostly considered in the use of personal selling. The product life cycle had little influence on personal selling by the women groups used.

Recommendations

The following recommendations were made with regard to the study.

- a) There is need for the women groups to get financial support from both government and non- governmental institutions as this will enable them to carry out selling.

- b) There should be a program whereby women group members attend seminars and workshops about marketing communication so that they are able to sell their products well and compete well in the diverse market. These will enable them to expand their coverage and realize increase in sales of the products.
- c) Women groups should use personal selling to promote their agricultural products since it has a greater influence on sales.

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