

The Effects of Marketing Promotion Strategies on Sales Performance of Agricultural Inputs in Tanzania: A Case of Yara Tanzania Limited

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Abstract: The aim of the study was to examine the effects of marketing promotion strategies on the sales performance of agricultural inputs, with a case of YARA Tanzania Limited. The study specifically focused on examining the effects of advertisements on sales performance of agricultural inputs. A mixed-methods research design was adopted, integrating both quantitative and qualitative approaches to provide comprehensive insights. The sample size comprised 19 purposively selected respondents from key departments, including marketing, digital, customer service and commercial operations. Primary data were collected using interviews, while secondary data were obtained through documentary reviews of sales and marketing records from 2020 to 2024. Quantitative data were analyzed using SPSS version 24.0, while qualitative data were analyzed through thematic content analysis. Findings revealed that advertisements played a strategically significant role in amplifying sales performance when aligned with seasonal agricultural cycles. Print media, including brochures, posters and banners, were found to be particularly effective in rural areas, reinforcing knowledge and building customer trust, while the digital platforms such as facebook, Youtube and Instagram were found to be effective for urban based customers. The months with active advertising spending consistently recorded higher sales volumes and revenues, while periods without advertising investment corresponded with lower performance. Advertisements acted as catalysts by creating awareness and visibility. Conclusively, the study demonstrates that advertisement is an indispensable component of YARA Tanzania Limited's promotional mix. Its effectiveness lies in the clarity, timing and relevance of messages rather than the volume of resources invested. Strategic alignment of advertising with farming cycles remains essential for driving sustainable sales growth. It is recommended that agricultural companies should develop advertising calendars that closely align with the seasonal agricultural cycles as well as utilize a mix of digital and traditional media channels to reach farmers effectively. Companies should also ensure that agricultural inputs are readily available in the market during peak seasons to capitalize on the increased demand generated by advertising efforts. Incorporation of educational content in advertising campaigns plays pivotal role in empowering farmers with knowledge on best practices, product usage and benefits, thereby enhancing product value and loyalty. Furthermore, the input companies are advised to regularly assess the effectiveness of advertising campaigns and adjust strategies as needed to optimize sales performance.

Keywords: Advertisement, Sales Performance, Marketing Promotion Strategies, Agricultural Inputs

1. INTRODUCTION

Agriculture plays a critical role in the global economy, contributing significantly to food security, employment and income generation (Cochrane & Husain, 2024). Approximately 1 billion people worldwide depend on agriculture for their livelihoods and the sector accounts for about 10% of the global GDP (Barkley & Barkley, 2020). Globally, marketing promotion plays a pivotal role in enhancing the sales performance of agricultural inputs on a global scale. Effective promotional strategies not only increase product awareness but also influence purchasing decisions among farmers and

agricultural businesses. Abinav (2023) examined the influence of marketing strategies on business sales and financial performance. Specifically, after adopting these strategies, businesses observed a growth in sales performance from 30% to 80%, indicating a substantial improvement (Lyson *et al.*, 2018). Furthermore, a study published in the journal of agriculture explored the transformation of consumer purchasing behaviour for fresh agricultural products in China (Saud *et al.*, 2022). The study found that factors like playfulness and epidemic prevention measures positively impacted customer satisfaction, while convenience benefits and green logistics had the most significant positive impact on customer loyalty (Saud *et al.*, 2022).

In Africa, agriculture is a vital sector, employing over 60% of the continent's labor force and contributing to approximately 32% of its GDP (Tripathi *et al.*, 2022). However, many African countries face challenges in maximizing agricultural productivity due to a lack of access to quality inputs, inadequate infrastructure and insufficient market information (Tripathi *et al.*, 2022). To address these challenges, various strategies, including the promotion of agricultural inputs, are being implemented (Glazebrook & Kola-Olusanya, 2018). Promotion plays a crucial role in increasing awareness, accessibility and adoption of agricultural inputs, thus contributing to improved yields and farmer incomes. According to Muradi & Boz (2018) agriculture is the backbone of the developing country's economic development. Most of the people in the developing country are mainly engaged in agricultural products. Almost greater than 80 % of the population in developing country is found in the rural area (Muradi & Boz, 2018). Rural development is one of the key factors that plays very important role in the development of any country whose more than half population resides in rural areas (Shilomboleni, 2022).

Tanzania is one of the countries where agriculture plays a pivotal role in the economy. About 65% of the Tanzanian population is engaged in agricultural activities, with the sector contributing approximately 26.7% to the national GDP (Msengi & Akyoo, 2023). According to the Tanzania Development Vision (TDV) 2025, the country aspires to have a diversified and semi-industrialized economy that is comparable to typical middle-income countries (URT, 2019). This was expected to be achieved by, among other things, transforming the economy from subsistence to commercial agriculture with high productivity which generates high incomes and ensures food security (Bergius *et al.*, 2018). To this end, several policies, strategies and plans such as the National Trade Policy 2003; National Strategy for Growth and Reduction of Poverty (NSGRP, 2010); Agricultural Marketing Policy (AMP) 2008; National Agriculture Policy (NAP) 2013; and the second National Five-Year Development Plan (FYDP II) 2016/17-2020/21 have been developed.

The agricultural sector in Tanzania plays a vital role in sustaining livelihoods, contributing over 26% to the GDP and employing nearly 65% of the population, with agricultural inputs such as fertilizers, seeds and pesticides forming the backbone of increased productivity (URT, 2023). A thriving agricultural input market is expected to support farmers with reliable access to essential products, while firms like YARA Tanzania Limited should experience consistent growth in sales performance due to their strategic marketing efforts. Effective marketing promotion strategies such as sales promotion, personal selling, direct marketing, public relations, digital and content marketing and advertising campaigns are expected to enhance brand recognition, stimulate demand, influence purchase decisions and expand market share (Kinyua & Gichure, 2022). In a well-functioning agricultural economy, market promotions should lead to measurable improvements in customer outreach and ultimately higher sales performance.

However, despite investing heavily in promotional strategies, many agricultural input companies in Tanzania, including YARA Tanzania Limited, are not realizing proportional improvements in sales performance. Studies have shown that while awareness of agricultural inputs may be growing, actual uptake remains low due to misaligned marketing efforts that fail to resonate with rural farmers' needs, literacy levels and purchasing power (Massawe & Mwakalobo, 2021). In regions such as Mbeya and Morogoro, marketing campaigns often lack local customization and are delivered through channels inaccessible to smallholder farmers. Moreover, a recent survey by the Tanzania Fertilizer Regulatory Authority (TFRA) indicated that less than 38% of small-scale farmers were aware of promotions from major input providers in 2022, despite over TZS 1 billion being invested in regional marketing campaigns. This suggests a significant disconnect between promotional investments and actual market responsiveness (TFRA, 2022).

Addressing these gaps requires a more data-driven and farmer-centered marketing approach that incorporates behavioural insights, community-based demonstrations and multi-channel communication tailored to diverse farmer profiles. Aligning promotional strategies with local agricultural calendars, decision-making behaviors and media habits, YARA Tanzania Limited can optimize outreach and conversion rates. Ngugi *et al.* (2020) indicate that agricultural firms that implemented localized marketing strategies experienced a 25% increase in input sales over 12 months. Therefore, reevaluating YARA's

promotional mix through a context-specific lens holds promise for significantly boosting the company's sales performance and improving input adoption rates among Tanzanian farmers. Thus, this study aimed to analyze the effects of marketing promotion strategies on sales performance of Agricultural Inputs, a case of YARA Tanzania Limited.

2. LITERATURE REVIEW

Theoretical Literature Review

The AIDA Model is used in this study in explaining the effects of advertisements on sales performance. This Model was introduced by E. St. Elmo Lewis in 1898, is one of the foundational concepts in marketing and advertising. The acronym AIDA stands for Attention, Interest, Desire and Action, which represents the stages a consumer goes through when exposed to a promotional message (Mumtaz, 2019). Initially, an advertisement must capture the consumer's attention, often through eye-catching visuals or headlines. Once attention is grabbed, the next stage is generating interest by highlighting the features or benefits of the product or service. This interest then evolves into desire, where the consumer begins to perceive a need or want for the product. Finally, the model reaches the action stage, where the consumer makes a purchase, signs up for a service, or takes another specific action (Baber, 2022).

The AIDA Model is highly relevant in traditional marketing strategies, especially in advertising, sales funnels and customer journey mapping. It provides a simple and effective framework for structuring marketing messages and campaigns (Hanlon, 2021). However, its relevance has diminished in some areas of modern marketing due to the rise of digital media and the shift towards more complex, non-linear consumer behaviors. Today, customers often engage with brands across multiple touchpoints and may bypass some stages or revisit earlier ones. This complexity challenges the linear progression suggested by AIDA, making it less effective for understanding the modern customer decision-making process in digital environments (Mumtaz, 2019).

This model helps explain how advertisements guide potential buyers from awareness to action. Agricultural input suppliers can use advertisements to capture the attention of farmers through bold visuals or headlines showcasing new seeds or fertilizers. Once attention is secured, advertisements generate interest by explaining product benefits, such as improved crop yields or cost-effectiveness. This interest builds desire, where farmers begin to feel the need to improve productivity, particularly when competitors or neighboring farmers use these products. The action stage aligns with the purchase decision, where farmers decide to buy these inputs. The linear progression suggested by the AIDA model makes it useful for structuring agricultural marketing campaigns, particularly in areas where farmers still rely on traditional media, making advertising an important tool for driving sales performance.

Empirical Literature Review

This section focuses on synthesis of empirical literature relevant to this paper. The organization of ideas is based on the relationship between advertisements and sales performance.

Sujata *et al.*, (2016) investigated the relationship between two marketing communication activities mainly advertising and sales promotion on the sales performance of Telecom companies in India. Methods/Statistical Analysis: Data related to Advertising and Sales promotions expenses of 3 telecom companies for the past 10 years was collected from their annual reports. Multiple regression analysis is used for modelling the relationship between the dependent variable net sales and the independent variables of Advertising and Sales promotion activities. Findings: The findings suggest that there exists a significant predictive relationship of advertising spend and sales promotion spends with sales performance of Indian Telecom Companies. The study also proposes a significant model with good predictive power for future use for managers.

Mpuon *et al.*, (2023) examined the effects of advertising on sales performance in fast moving consumer goods in Akwa Ibom State. The specific objectives were to examine the relationship between radio advertisement and sales performance of FMCG, investigate the relationship between television advertisement and sales performance of FMCG and determine the relationship between billboard advertisement and sales performance of FMCG. The research design used for this study is the survey method. Primary data were collected from a judgmentally determined sample of 200 respondents from the qualified population of FMCG's consumers in Uyo metropolis. The data treatment techniques adopted correlation coefficient as a statistical tool for analyzing or testing hypothesis level and comparing dependent and independent variables. Based on the results, it was revealed thus, Radio advertisement has a significant impact on sales performance of FMC, there was a significant impact of television media advertisement on sales performance of FMCG and there was a significant relationship between billboard advertisement and sales performance of FMCG.

Muramira (2019) investigated the effect of advertising on sales performance. The study was explorative in nature and likewise attempted to make a quantitative and qualitative evaluation of Advertising on sales performance of Inyange industries. The principal examination instrument utilized as a part of this study was Questionnaire and interview. The people from different departments in Inyange industries and customers help us in collection of data and co-operate with us. The study used different statistical tools for finalizing the information. The results described here are based upon different statistical tests. Toward the end of the study, it was understood that the majority of the organizations bore witness to the way that advertising is powerful in boosting sales the greater part of the organizations did not have a year-by-year figures of promoting expense and sales expenditure for a quantitative and qualitative evaluation of the genuine increment in deals for every comparing increment in advertising expenditure.

Ritagrace and Batonda (2022) aimed to investigate the impact of advertising media on sales performance of firms in Cable TV network sector in Mwanza city, Tanzania. Specifically, this study concentrated in determining how digital marketing affects sales performance, determining effect of TV/Radio on sales performance of firms, assessing effect of outdoor (out of home) on sales performance. This study employed quantitative methodology. The targeted population of the study was about 414 network managers from the six Cable TV network service providers and A sample of 83 network managers, selected from a population of 414 Cable TV network firms and were selected using simple random sampling technique. Questionnaire and documentary review are used to collect data. The study employed descriptive statistics and inferential statistics. The results revealed that all the advertising media namely digital marketing, TV/Radio and outdoors, had a significantly positive effect on sales performance of Cable Network firms. The study further found that mobile marketing had the highest effect of firms' ales performance followed by outdoor advertising, then social media marketing and lastly TV/Radio.

3. METHODOLOGY

The study was conducted at YARA Tanzania Limited headquarters in Dar es Salaam. This location was purposely selected due to its strategic role in the planning, coordination and execution of national marketing promotion strategies for agricultural inputs. The study on which this paper is based adopted a mixed method of research design, integrating both quantitative and qualitative approaches to provide a comprehensive understanding of the relationship between marketing strategies and sales performance. The population encompasses the 19 employees working in marketing-related roles at YARA Tanzania Limited, a prominent agricultural input provider.

Purposive sampling, also called judgmental sampling selects participants based on their specialized knowledge of the phenomenon under investigation (Etikan & Bala, 2019). Stratification then ensures that predefined subgroups are proportionately represented, improving the completeness and trustworthiness of the data.

The primary data were collected by using semi-structured interviews with 19 selected staff members while the secondary data were obtained from documentary review to analyze the data collected for five years (2020–2024) on advertising expenditure and corresponding income generated.

Quantitative data were analyzed using Statistical Package for the Social Sciences (SPSS) version 24.0. Frequency distributions, mean scores and standard deviations, were used to summarize the responses and identify general trends and patterns. Furthermore, regression models were employed to determine the relationship between advertisements and sales performance. This allowed the researcher to test hypotheses and assess the strength and significance of the factors influencing sales. Quantitative data on the other hand were analyzed through thematic content analysis.

Ethical Considerations

Ethical considerations are the normative guidelines that ensure research involving human participants is carried out with integrity, fairness and respect. They encompass principles such as autonomy, beneficence, non-maleficence and justice, providing safeguards for participants' rights while upholding scholarly credibility (Iphofen, 2019). In this study, four core elements freedom, confidentiality, anonymity and feedback structured every stage of data collection and reporting.

Participation was entirely voluntary, grounded in the doctrine of informed consent that protected individuals from coercion or undue influence (Tracy, 2020). All personal and organizational information gathered from the 19 staff was treated with strict confidentiality, following recognized data protection standards (Israel & Hay, 2021). Hard-copy interview notes were stored in secure, locked cabinets, while digital transcripts and datasets were encrypted and saved on password-protected drives. Identifiable information such as names, email addresses and internal codes was excluded from analysis files and

destroyed after verification. Results were reported in summary or aggregated formats to ensure that no individual or departmental data could be traced. These measures helped foster participant trust and protected sensitive organizational insights from misuse or unauthorized disclosure. Plagiarism was strictly avoided, with all sources properly cited using APA referencing to uphold academic honesty and integrity

At the conclusion of the research, all participating staff members who expressed interest received a clear, non-technical summary of the findings. This feedback was shared via email and emphasized how their input contributed to understanding and enhancing marketing promotion strategies.

4. RESULTS AND DISCUSSIONS

Results

Media Channel Utilization

The findings from YARA Tanzania Limited's financial and sales data between January 2020 and December 2024 reveals that the effectiveness of advertising on sales performance strongly depends on the channels used to deliver promotional messages. In the dataset, fluctuations in advertising expenditure illustrate how strategic use of channels corresponds with variations in sales outcomes. Advertising expenditures played a relatively modest but strategically important role in influencing sales performance. Advertising spending was smaller on scale and irregularly distributed across the reviewed period. However, the data suggest that even these modest investments often aligned with significant improvements in sales volume and revenue when strategically timed. For instance, in October 2021, the company invested USD 9,782.61 in advertising, which corresponded with a sales volume of 9,850.35 tons and revenue of USD 1.37 million. Similarly, in November 2021, the same expenditure level of USD 9,782.61 coincided with a sales peak of 24,804.26 tons and income of nearly USD 1.98 million. These records indicate that even relatively low levels of advertising expenditure had the potential to amplify sales performance when aligned with high agricultural demand seasons.

Advertising Message Clarity

Message clarity in advertisements significantly influences how farmers and dealers interpret product benefits and make purchase decisions. The dataset reveals that even with similar expenditure, outcomes vary depending on how well messages resonate with target audiences. Further examination shows that advertisements were often concentrated in specific months, particularly towards the end of the year, suggesting a strategic alignment with peak farming cycles. For example, in December 2021, advertising spending of USD 9,782.61 supported the highest sales performance of that year, with a volume of 33,051 tons and income exceeding USD 3.25 million. A similar trend is observed in November 2022, where an expenditure of USD 9,375 on advertising coincided with sales of 23,069.93 tons and revenue of USD 2.63 million. Again, in December 2022, the same USD 9,375 expenditure produced the year's strongest outcome, with sales volume reaching 36,978.45 tons and income of USD 5.37 million, the highest across the five-year record. These findings suggest that while advertising budgets were modest, their careful alignment with seasonal demand increased YARA's overall sales outcomes.

At the same time, the review reveals that advertising spending was not continuous. Several months across multiple years recorded zero expenditure on advertisements, including July, August and September in both 2020 and 2021. Despite these gaps, sales performance during such periods often remained modest, indicating that the absence of advertising investment limited YARA's ability to stimulate higher market demand. For instance, in July 2021, with no advertisement expenditure, sales volume dropped to just 4,254.32 tons, producing income of USD 52,528.22. Similarly, in July 2023, advertising spending was absent and sales volume stood at only 4,541.97 tons with income of just USD 107,299. These results demonstrate that advertising, although not the sole driver of performance, was critical in supplementing other promotional efforts and sustaining visibility during farming off-seasons.

Target Audience Engagement

Engaging the target audience is perhaps the most critical aspect of advertising, as it determines whether exposure translates into adoption. The dataset demonstrates that months with high sales often follow advertising campaigns that are likely focused on farmer-centric content and community-level outreach. The year-by-year analysis reinforces this pattern. In 2020, advertising spending remained fixed at USD 7,826.09 for most months and supported steady income streams, particularly in November and December, where revenues exceeded USD 1.9 million and USD 1.6 million respectively. In 2021, advertising expenditure rose slightly to USD 9,782.61 in the final quarter, coinciding with the year's strongest revenue

growth. By 2022, advertising expenditure stabilized at USD 9,375 in key months and its impact was reflected in revenue peaks, including USD 2.63 million in November and USD 5.37 million in December. In 2023, advertising remained at USD 8,800 in selected months such as October and November, aligning with record-breaking revenues of USD 3.6 million and USD 5.2 million. In 2024, advertising was scaled down to USD 6,666.67 in key months, yet even this modest investment was followed by improved sales, as seen in November where revenue climbed to USD 1.5 million. These consistent peaks during months with advertising expenditure strongly suggest that advertising contributed to magnifying sales performance when applied strategically.

Another important observation from the documentary review is that advertisements often acted as catalysts rather than standalone drivers of performance. The data show that in most peak months, sales performance was jointly supported by strong personal sales and steady advertising spending. For example, in December 2022, while advertising was USD 9,375, personal selling was USD 41,383.91 and together they propelled sales volume to 36,978.45 tons with income surpassing USD 5.37 million. Similarly, in November 2023, advertisements of USD 8,800 combined with personal selling of USD 40,906.22 and produced a sales peak of 34,660.90 tons with USD 5.26 million income. This interaction suggests that advertisements were effective in raising awareness and attracting farmer attention, which was then converted into actual purchases through personal selling.

During an interview, one sales officer explained:

"Brochures and flyers distributed during farmer training sessions have been very effective in reinforcing the knowledge we share in person. Most farmers take these materials back home, read them again and even share them with neighbors. The visual illustrations of crop yields, application methods and benefits of YARA products make a lasting impression. I have seen farmers bring back these brochures' months later, asking specific questions based on what they read. This shows that print advertising has a long-term effect on knowledge retention and directly contributes to purchase decisions" (Sales Officer 3, 11/07/2025).

Another sales officer highlighted the role of posters and banners, stating:

"Print advertising becomes particularly powerful during peak planting seasons. We design posters that highlight specific crop programs, such as rice or maize packages and distribute them widely across villages. These seasonal messages align with farmers' immediate needs and create urgency to purchase inputs. For example, during the 2023 maize campaign, posters placed at cooperative union offices significantly increased farmer turnout to our training and drove a spike in sales within just two months. The alignment of print campaigns with seasonal cycles ensures that our products remain relevant and timely in the minds of farmers" (Sales Representative 6, 31/07/2025 at 04:30 PM).

The marketing manager added:

"Whenever we conduct field demonstrations, we ensure to distribute leaflets and product guides. Farmers may forget the technical explanations given verbally during the sessions, but the printed guides serve as a reference point. Many farmers come back later with the leaflet in hand, quoting specific recommendations. This means our print advertising acts as reinforcement of our personal selling. It bridges the gap between the demonstration and the actual purchase decision, ensuring that the information does not get lost. Print materials therefore complement and strengthen the impact of personal selling in boosting sales" (Marketing Manager 1, 20/07/2025).

Multiple Regression Analysis

Model Summary

The model summary in Table 1 indicates the relationship between advertisement and sales performance. The correlation coefficient ($R = 0.587$) shows a moderate positive association, suggesting that increased advertising is linked with higher sales. The coefficient of determination ($R^2 = 0.345$) reveals that 34.5% of the variation in sales performance can be explained by advertising expenditure. The adjusted R^2 (0.310) accounts for sample size and predictors, confirming consistency of the model. The F-statistics ($F = 9.820$, $p = 0.000$) demonstrate statistical significance, meaning advertising is a strong predictor of sales performance, despite unexplained variance remaining.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. Change
1	.587a	.345	.310	7138.51606	.345	9.820	1	58	.000

a. Predictor: (Constant), Advertisement expenditure

ANOVA

Table 2 shows the ANOVA results examining the effect of advertising on sales performance. The regression sum of squares is 1,499,478,000 with one degree of freedom, representing the variation in sales performance explained by advertisement. The residual sum of squares is 2,853,671,000 with 58 degrees of freedom, reflecting the portion not explained by the model. The total sum of squares is 4,353,149,000. The F-statistics of 9.820 with a significance level of $p = 0.000$ indicates that advertisement has a statistically significant effect on sales performance, confirming its role as a strong predictor within the model.

Table 2: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1,499,478,000	1	1,499,478,000	9.820	.000a
Residual	2,853,671,000	58	49,201,224		
Total	4,353,149,000	59			

a. Dependent Variable: Sales performance

b. Predictors: Advertisement

Coefficients

Table 3 presents the coefficients of the regression model with advertisement as the predictor of sales performance. The unstandardized coefficient ($B = 1.400$) indicates that for every one-unit increase in advertising, sales performance rises by 1.4 units, holding other factors constant. The standardized coefficient ($Beta = 0.631$) shows a strong positive effect, suggesting that advertising contributes substantially to variations in sales performance. The t-value of 5.780 with a significant level of $p = 0.000$ confirms that advertising is a statistically significant predictor. The constant (6799.692) represents the baseline level of sales performance when advertising is absent.

Table 3: Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	6799.692	5289.546	-	1.283	.205
Advertisement	1.400	0.290	0.631	5.780	.000

Dependent Variable: Sales Performance

Discussions

The findings of this study confirm that advertisement plays a strategically significant role in influencing the sales performance of agricultural inputs at YARA Tanzania Limited, even though its budgetary allocation was relatively modest compared to personal selling. The analysis of financial and sales records between 2020 and 2024 demonstrated that advertisement acted as a catalyst, amplifying sales outcomes when deployed strategically, particularly during peak agricultural seasons. For example, in November and December of 2022, relatively small allocations to advertising were associated with record-breaking sales volumes and revenues, showing that timing and alignment with farming cycles are

more important than scale of investment. This outcome is consistent with the AIDA model, which posits that advertising must capture attention, stimulate interest, build desire and ultimately drive action (Mumtaz, 2019; Baber, 2022). YARA's strategy of synchronizing campaigns with agricultural calendars exemplifies how advertisements can move farmers systematically from awareness to purchase, ensuring that communication is not only timely but also highly relevant to decision-making processes. Such findings highlight the importance of context-sensitive advertising in rural markets where farming activities are heavily seasonal.

The results also revealed that clarity of advertising messages reinforced by printed brochures, posters and banners significantly contributed to customer engagement and retention. Farmers interviewed emphasized that visual materials distributed during training sessions were retained, shared among peers and used as reference points during purchase decisions months later. This reflects the interest and desire stages of the AIDA model, where information-rich and easily accessible messages create long-term cognitive impact. In rural Tanzania, where internet penetration is low, print materials acted as enduring reminders, reinforcing both product knowledge and brand trust. The ability of advertisements to remain visible and permanent, unlike transient radio or television messages, confirms that the medium of delivery is as critical as the content itself. These findings align with Ritagrace & Batonda's (2022) conclusion that outdoor and print media strongly influence sales performance in Tanzanian markets by providing sustained visibility. They also reinforce Muramira's (2019) observation that even in industries outside agriculture, advertisements have long-term effects on consumer decisions when effectively designed and disseminated.

Moreover, statistical evidence from regression analysis further substantiated the influence of advertising on sales performance. The model summary indicated a correlation coefficient ($R = 0.587$), demonstrating a moderate positive relationship between advertising and sales outcomes. The coefficient of determination ($R^2 = 0.345$) revealed that 34.5% of the variation in sales performance could be explained by advertisement alone, while the ANOVA results ($F = 9.820$, $p = 0.000$) confirmed its significance as a predictor. These quantitative results correspond with the insights from Sujata et al. (2016), who found that advertising significantly predicted sales in India's telecom sector and with Mpuon *et al.* (2023), who demonstrated that multiple advertising channels including radio, television and billboards positively influenced consumer purchasing behavior in fast-moving consumer goods. In the YARA case, although advertising was not the largest component of the promotional mix, its impact was statistically validated, demonstrating that it is indispensable when strategically integrated.

The qualitative interviews highlighted the complementarity of advertising and personal selling. Sales officers and marketing managers consistently emphasized that advertisements created initial awareness and visibility, while personal selling converted interest into purchases through direct engagement and demonstrations. This synergy suggests that advertisements cannot be viewed in isolation but as part of a wider promotional ecosystem. Similar observations were made by Mpuon *et al.* (2023), who found that advertising increased consumer interest, but actual purchases were maximized when combined with interpersonal sales activities. Thus, the YARA case supports the notion that advertising is most effective when strategically integrated with other promotional tools, particularly in agricultural input markets where trust, knowledge and timing are critical.

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusively, the study's findings underscore the critical role of strategically timed advertisements in enhancing the sales performance of agricultural inputs. By aligning advertising efforts with seasonal agricultural cycles, companies can significantly boost their sales and better meet the needs of farmers. This approach not only maximizes marketing returns on investment but also ensures that products are top-of-mind for farmers when they need them most. The effectiveness of advertisements lies in the clarity, timing and relevance of messages rather than the volume of resources invested.

From the findings and conclusion above, the inputs companies should develop advertising calendars that closely align with the seasonal agricultural cycles, utilize a mix of digital and traditional media channels to reach farmers effectively, ensure that agricultural inputs are readily available in the market during peak seasons to capitalize on the increased demand generated by advertising efforts, incorporate educational content in advertising campaigns to empower farmers with knowledge on best practices, product usage and benefits, thereby enhancing product value and loyalty, regularly assess the effectiveness of advertising campaigns and adjust strategies as needed to optimize sales performance.

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