

Factors Influencing Promotion Strategies towards Service Delivery among Independent Agencies in Tanzania: The Case of Dares Salaam Water Sanitation Authority (DAWASA).

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ABSTRACT

The study examined the factors influencing promotion strategies towards service delivery among public independent agencies in Tanzania. It was conducted using explanatory design since three predicting variables were identified and tested on service delivery as the dependent variable. The study was mainly conducted to examine the extent to which customer awareness influenced service delivery in DAWASA, but also to examine the extent to which business branding influenced service delivery in DAWASA.

The predicting variables included customer awareness, customer increase and business branding. The survey was carried out at the Dar es Salaam Water and Sanitation Authority (DAWASA) as the selected inquiry case where primary data were collected through structured questionnaires as the instrument for data collection from a sample of 50 respondents. The information obtained was grouped in the Statistical Package for Social Science (SPSS) data sheet to generate relevant statistical measurements for presentation of results. Descriptive statistics were generated to provide description of the profile of the respondents; while the relationship between study variables was described by using correlation and multiple regression. The findings showed that two predicting variables out of three tested to the dependent variable; namely, customer increase and business branding are positive with significant outcome statistically with $p < 0.05$. However, customer awareness has been found positive as well with insignificant effect towards service delivery as the dependent variable with $p > 0.05$. The implication of the results is that service delivery through sales promotion strategies in Tanzania public independent agencies is influenced by customer increase and business branding. The study recommends the government to incorporate private actors in some sectors dominated by public independent agencies.

Key words- Promotion strategies, Service delivery

INTRODUCTION

Promotion is an important and primary strategy to be employed in any business undertaking and activity conducted formally and informally; as an individual, group or in a form of formalized entity (Hudson *et al*, 2015). This is certain because it is essential in fostering sales in the business which has the ultimate goal of generating **maximum** income and profits. The **promotional levels and strategies vary from one type of business to the other depending on** the nature, and size of the business including the type of product(s) and or service(s) needed to be advertised to foster sales performance for consumption purposes (Mulhern, 2009).

The strategy is applicable to business venture in all sectors with different sizes provided that the activity possesses legality and recognition by the government. In that scenario, promotion has been and is still used in various business ventures for promoting sales and service delivery on different categories of customers (Ashley & Tuten, 2015). This is because promotion strategies usually target customers for generating awareness on the products and services available. Also, promotion strategies seek to enhance business

branding through advocacy and advertisement to the public as customers (Celebi, 2015).

Furthermore, the strategies are essential means of fostering customer increase, influencing and persuading the use of the products or services provided by the business for that matter (Aguirre *et al*, 2015). Since promotion strategies are useful, essential and applicable to all categories of business venture, they are useful as well in utility companies and several public entities which pursue duties as independent agencies with corporate entrepreneurship measures (Hudson *et al*, 2014).

However, the public entities have competitors from the private sector which make them efficient and effective in-service delivery in electricity, water services and others. In that case, in attracting customers, measures are highly employed to carter for market share and competitive advantage though they are public sector entities.

Tanzania has several companies — both public and private — in different sectors and which have different patterns of operations (Skinner, 2015). They include public entities and, privately-owned companies with different sizes as multinationals and public independent agencies operating in different sectors as well (Tripathy & Goma, 2010).

The companies with the exception of public organizations per se consist of several business strategies including promotion initiatives for the purpose of facilitating service delivery through customer awareness, customer increase and business branding including public independent agencies.

The companies specifically consist of several distinct promotion strategies to foster individual business gains (Smith, 2013). However, with public independent agencies comprising of autonomous government entities operating independently from the government through the revenues they collect through the operations they engage with the duty of paying royalties to the government (Harper, 2014).

They are several depending on the sector such as the Dar es Salaam Water and Sanitation Authority (DAWASA) — a public company owned by the government.

The study is importantly seeking to express how the business strategies of the public entities influence customer attitudes towards a certain service and encourage customer perception.

With regard to DAWASA, much improvement has been done in the area of communications with customers via multiple channels including social networks.

It is a public entity seeking to provide services and not operating for profit in the respective region (Pigeon, 2018). It is required to pay royalties to the government as a result of the earnings collected through service delivery to respective customers as water users (Smith, 2013). This brings the need to have adequate promotion strategies to boost its sales of products and services in the market to customers for performance results regardless operating as a monopoly in the market.

This is an essential area of focus because though the entity is autonomous and constitutes elements of corporate entrepreneurship with promotion practices in place. It is the dimension which needs further investigation. This is attributed by the fact that the company is a public entity and not for profit in the sense that regardless of the earnings it still does not pay tax. Moreover, in the preparation of financial reports and statements does not comply with international financial reporting standards (IFRS); but rather international public sector accounting standards (IPSAS).

This prompts the need to conduct the study since various studies have been undertaken on the respective water authority in Dar es Salaam on several aspects such as performance appraisal, motivation, merger and acquisition process and others. Since that is the case, still little has been done on promotion strategies

towards service delivery process in the organization in Tanzania which is the gap to be filled. In that case, the study is performed specifically to address the respective situation.

Statement of the Problem

Despite being a public corporation, DAWASA still undertakes promotional strategies to foster customer influence towards attaining quality service delivery (Harper, 2014). This makes it more of a business entity seeking to provide water services to customers in Dar es Salaam region at affordable prices while tasked to operate independently and pay royalties to the government based on the generated income (Pigeon, 2018).

This calls for the need for further investigation as the public organization does not pay taxes and is not subjected to profit making regardless of the collections made on a monthly or annual basis as the monopoly entity.

Several studies have been conducted on the water authority in Dar es Salaam region such as the merging practices, motivation, performance appraisal and others. Aron (2018) assessed the effect of service quality practices on service performance in Dar es Salaam water authority. Mutanga (2017) assessed the role of service engagement on customer service delivery of DAWASA. Both studies recommended that with the entity being an independent agency, it was necessary for the study to address promotion strategies prior to service delivery. It is certain few studies have been undertaken on promotion strategies towards service delivery in public independent agencies in Tanzania which is the gap to be filled. This is important since public independent agencies being government entities working for service delivery and not for profit, more inquiry is needed in this area. This study seeks to assess factors influencing promotion strategies towards service delivery among public independent agencies in Tanzania. The sought to assess factors influencing promotion strategies towards service delivery among public independent agencies in Tanzania, a case of the Dar es Salaam Water and Sanitation Authority, this was achieved with the following objectives;

1. To examine the extent to which customer awareness influence service delivery in DAWASA.
2. To assess the extent to which increasing customers influence service delivery in Dar es Salaam Water and Sanitation Authority.
3. To examine the extent to which business branding influence service delivery in DAWASA.

LITERATURE REVIEW

Definition of Key Terms

Promotion Strategy

Promotion strategy refers to any form of marketing communication that seeks to influence a certain targeted group as customers to the product(s) and or service(s) for consumption (Rajagopal, 2007). Promotion is usually a key business technique to facilitate sales of products and services through awakening customer awareness, branding of the products or services, advertisement and advocacy (Pickton& Broderick, 2005).

Service Delivery

Service delivery is the process and practice of ensuring that customers are supplied with the goods by a respective service provider (Spiro *et al*, 2008). The service provider may be a business entity(s) with various goods and services that are supplied in the market for purchase and consumption by customers (Munyonet *al*, 2011). The service provider may be a government entity(s) reaching directly to the general public as customers or beneficiaries.

Business Enterprise Theory

This is a theory on business which was advocated by Thorsten Veblen in 1904 (Veblen, 1904). The theory suggests that in any business undertaking and activity there are two actors depending on each other — the business and the industry (Rowe, 2007). The two actors work together closely to foster performance outcomes in any business activity and the business itself. The business entails the place or avenue where profit is being generated through transactions and sales (Leigh, 2011).

The industry on the other hand implies the area or avenue goods or services are manufactured. This implies that the area or situation where remedies to foster the business undertakings or activity are obtained (Goldberg, 2016). They may be markets, suppliers, supply chain and others depending on the nature and the type of the business. The two components in any business venture and activity are inseparable towards attaining performance in the entire business practice and undertaking (Holloway & Parmigiani, 2014).

The theory is relevant to the study in the sense that the conduct and undertaking of the promotion strategy in an organization to foster service delivery usually has two actors involved — business and the industry. This means that customers are the business since they are the targeted group to foster sales through influence and persuasion; while the entity itself is the industry where goods and services are taken to the customers for consumption. In that case, the promotion strategies are instituted by the entity as the apparatus to realize the industry expectations of the business to be reflected automatically in the practices. This is facilitated by awareness generation to customers, branding and increasing the customer base.

Empirical Reviews

Customer Awareness

Kalushekya (2017) carried a study on assessing the effect of monitoring and evaluation on the sustainability of construction projects at Dar es Salaam Water Sewerage Authority (DAWASA). The study has been conducted in Tanzania specifically in the organization on the construction projects performed by the organization. It was conducted using explanatory research design by means of relationship testing between study variables whereas three variables were identified to be tested sustainability of the projects which were compliance to guidelines and procedures, resource requirements and resource used; as well as time management. The results revealed that all the three variables of the study were generated positive with significant effect on sustainability of the projects.

The implication was that sustainability in the construction projects through monitoring and evaluation is facilitated by compliance to guidelines and procedures, resource requirements and resource used; as well as time management. This in turn entails the gap to be filled since little studies have been done on promotion strategies on service delivery in Dar es Salaam water authority since it is necessary to bridge the gap.

Bujara (2018) carried a study assessing the influence of organization culture on employees' performance in Dar es Salaam Water Sewerage Authority (DAWASA). The study was conducted in Tanzania specifically in the area using survey design by means of inferential analysis in establishing the causal relationship between study variables used. In that case, three variables were identified to be tested which were organization mission, employee involvement and cultural practices in the organization.

Findings revealed that all the three variables of the study namely organization mission, cultural practices and employee involvement consist of positive effect towards employee performance by means of organization culture. Since that is the case, still little has been undertaken on promotion strategies on service delivery since the organization is public which serve as the area useful to undertake the study venture. In that case, the study is being conducted to fill the gap in particular in water authority in Dar es Salaam region.

Customer Base

Ashley and Tuten (2015) assessed creative strategies in social media marketing towards promotion in attaining successful consumer engagement in the consumption and purchasing. The study was conducted in United States using survey design. Findings revealed that social media marketing is an essential means to cater for successful promotion towards organizations both public and private in any venture whether business or service related once utilized properly and with right focus. This prompt the need to conduct the study in Tanzania on independent agencies on promotion to address Matola (2019) assessed the effect of service quality promotion on the sales performance in telecommunications companies with reference to Vodacom Tanzania Limited. The study performed using a quantitative approach through a causal relationship approach, whereas attributes of service quality used as predictors to the dependent variable, which is sales performance in conducting the assessment using primary data. The attributes include reliability, assurance, empathy, tangibility, and responsiveness. Findings revealed that all five aspects play a vital role of sales performance in Vodacom Tanzania because all attributes are positively generated with significant effect. It concluded that service quality promotion entails sales strategies promotion such that it automatically consists of positive outcomes prior to sales performance. Therefore, the study further recommended that it is important for the promotion strategies and sales performance to be further assessed in a public entity within the sector for further information generation which the study intends to cover.

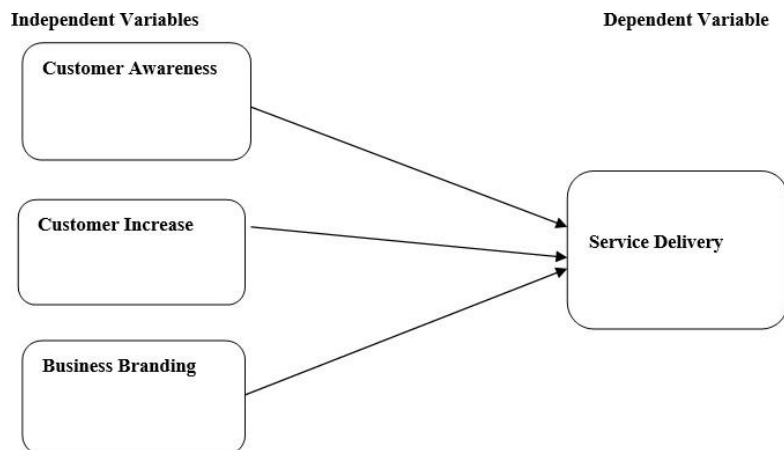
Business Branding

Siria (2017) examined the role of corporate social responsibility (CSR) measures on sales performance in private telecommunication companies in Tanzania. The study was conducted in the area with specific focus to Vodacom Tanzania, Tigo Tanzania and Airtel Tanzania as leading private telecommunication operators in the country. The study employed survey design supported with quantitative approach in assuring information generation for the study. Findings revealed that corporate social responsibility (CSR) measures though it is a legal requirement for the entities to them is a platform for promotion indirectly to assure customer generation and increase, trust generation and feedback from customers to assure sales performance. In that case, the three components were tested as predicting variables and found positive with significant effect on sales performance. In that note, the study recommended that further inquiry should be undertaken on telecommunication companies prior to sales performance in line with the public sector entity within the sector since little has been focused on the area as it is suitable for the inquiry.

Conceptual Framework

This is the model which specifically describes the study variables which depicts the pattern of relationship influence between study variables for the purpose of facilitating information generation process for that matter. In that case, the variables include independent ones and the dependent one which are illustrated in figure 2.1.

Figure 2.1 Conceptual Framework



Source: Researcher (2022)

2.5.1 Study Hypotheses

The model describes the study on assessing factors influencing promotion strategies towards service delivery among public independent agencies in Tanzania. The key assumption of the study is that promotion strategies constitute positive effect on service delivery in Dar es Salaam water authority as the public independent agency.

RESEARCH METHODOLOGY

The study used explanatory study design because the facts to fill the gap were obtained through causal relationship approach, which is the testing of the relationship between study variables. The study was conducted in Dar es Salaam and the selected case was DAWASA because it is among the well-performing independent agencies in Tanzania on provision of water services in both Dar es Salaam and Coast regions. The agency monopolizes provision of water services in the twin regions respectively.

The study used primary data in facilitating knowledge generation process. Secondary information was also used as supporting information to fill the knowledge gap. In addition to that, secondary information's were used to complement primary data in the discussion of the findings. The study involved DAWASA workers as the sample obtained from the population. Since the study comprised of the employees in the selected organization whereas the unit of analysis consisted of the individuals specifically the selected employees in the area as respondents for the study.

The study consisted of the employees of selected organization because they are participants useful to foster the generation of adequate and reliable data. They consisted of 50 respondents from selected organization. The sample size is derived through Webb (1991) suggesting that with the area population being 100-1000, 10% serve as the sample size. Once the population of the area is between 1000-2000, 5% is appropriate measure of sample size. With the population being above 2000, then 1% may be adequate sample size. Since that is the case, the population of the areas consist of 100-300 employees whereas the selected sample size is accurate.

The study sample size was selected and picked in the study area through purposive sampling technique because not all participants had the chance of being included in the study since only skilled and knowledgeable on the study were selected. Since the study employed the use of primary data in filling the study gap and causal relationship approach, structured questionnaires were used as the data collection instrument because the study required measurable and quantifiable data which may only be gathered through structured questionnaires. This is because the structured questionnaires are included with set of measurements on the variables to generate such data whereas specifically the study include Likert scale measurements. The measurements were in a scale of five ranging from strongly agree to disagree.

Validity and Reliability

Validity and reliability are data quality measurements which were performed in the study. Validity was first performed to generate accuracy on the study variables and ensure validation of the data collection instrument as the questionnaire. This was performed through pre-testing of the questionnaire. Reliability was conducted later after data collection and computation whereas it was performed to ensure consistence on the study variables through Cronbach Alpha test measurements. Hence, table 3.1 described the results as follows.

Table 3.1 Cronbach Alpha Test

Study Variables	Cronbach's Alpha
Customer Awareness	0.784

Customer Base	0.759
Business Branding	0.743
Service Delivery	0.720

Source: Field Data (2022)

The results in table 3.1 provide the outcome of the reliability test on the study variables that they possess high degree of consistence and reliable constructs. This is asserted with the fact that the coefficients in alpha test are above 0.7 in all study variables both independent and dependent ones. This is further acknowledged Cortina (1993) suggesting that reliability test is strongly verified by the values of the alpha test or coefficients provided that they have reached 0.7 and above. Therefore, the table above reveals variables being greater than 0.7 which implies that they are reliable.

Data Analysis

The study facts which were collected from the field were quantitatively grouped in the SPSS data sheet version 23.0 whereas significant statistical measurements were tested to generate sufficient measurements to present the primary data in ensuring knowledge gap filling. Since that is the case, descriptive statistics were produced to describe the characteristics of the respondents. In addition to that, correlation and multiple regression analysis were performed as well to show the causal relationship testing in ensuring knowledge gap filling. The study is quantitative. Hence, the analysis was described using the model which was stated as follows.

$$SD = \beta_0 + \beta_1CA + \beta_2CB + \beta_3BB + e$$

Where by

SD = Service Delivery

β_0 = Constant factor

β_1CA = Customer Awareness

β_2CB = Customer Base

β_3BB = Business Branding

e = Random variable

FINDINGS AND DISCUSSION

Profile of the Respondents

The analysis pertaining to the profile of the respondents was performed to show the overview and clear insight on employees of Dar es Salaam Water and Sanitation Authority (DAWASA) as the public independent agency in Tanzania. The profile of the respondents is described using the facts generated through age, gender and education level.

Age

The study obtained results on age of the respondents with table 4.1 showing the findings.

Table 4.1 Age

Age Group	Frequency	Percent
21 – 30	11	22.0
31 – 40	21	42.0
41-50	12	24.0
50+	6	12.0
Total	50	100.0

Source: Field Data (2022)

Table 4.1 shows the age of the respondents of which 11 (22%) were aged 21-30; 21 (42%) aged 31-40; 12 (24%) aged 41-50, and 6 (12%) being above 50 years. This implies that employees working in the public independent agencies in Tanzania comprise individuals with varying age groups. The view corresponds with Harper (2014) suggesting that in public independent agencies in Tanzania consist of working groups of all ages.

Gender

The study also obtained findings on the gender of the respondents with table 4.2 describing the results.

Table 4.2 Gender

	Frequency	Per cent
Male	39	78.0
Female	11	22.0
Total	50	100.0

Source: Field Data (2022)

Table 4.2 shows the gender of the respondent's as 39 (78%) of the respondents were males while 11 (22%) were females. The implication is that public independent agencies in Tanzania constitute employees of males and females respectively. The statement aligns with Heale and Wong (2010) who state that public independent agencies in Tanzania employ both men and women with equal opportunities with regard to merit as the main selection criteria.

Education

The study further gathered facts on the education levels of the respondents as table 4.3 illustrates.

Table 4.3 Education

	Frequency	Percent
Diploma	16	32.0

First Degree	22	44.0
Masters	12	24.0
Total	50	100.0

Source: Field Data (2022)

Table 4.3 shows educational levels of the respondents as 16 (32%) of the respondents are diploma holders; 22 (44%) are first degree holders and 12 (24%) attained postgraduate level. This implies that employees in the public independent agencies in Tanzania are individuals with a significant level of formal education as practitioners. The statement is well supported by Skinner (2015) who states that employees in the public independent agencies in Tanzania in most cases are skilled people. In previous years the situation was different with less skilled workers.

Analysis on Study Variables

The variables of the study are analysed through causal relationship approach by mean and standard deviation; and also through correlation and multiple regression. In that regard, the description is basically performed in the following manner.

Mean and Standard Deviation

The analysis is conducted to describe the predicting variable with most influence on the dependent variable than others through mean; with the opinion level of the respondents through standard deviation. Therefore, table 4.4 provide the findings.

Table 4.4 Mean and Standard Deviation

Study Variables	Mean	Standard Deviation
Service Delivery	3.177	1.1115
Customer Awareness	3.346	1.3152
Customer Base	3.512	1.5108
Business Branding	3.463	1.4031

Source: Field Data (2022)

The results in table 4.4 provide the interpretation on the measures of central tendency facts that with mean it is certain that customer increase as the predicting variable constitute stronger influence towards service delivery than other variables since it has larger mean value (3.512). Despite that, service delivery as the dependent variable is also influenced by customer awareness and business branding with less influence than customer increase. The implication of the results is that service delivery through promotion strategy in public independent agencies in Tanzania is facilitated most by customer increase. In addition to that, the results on standard deviation reveal that respondents' opinion did not differ much because the variance between values of the study variables are near to each other at close range.

Correlation and Multiple Regression

This is performed to describe the relationship between study variables. Since that is the case, the overall assessment of the predicting variables to the dependent variable is conducted first with results shown in table 4.5 through the model summary test.

Table 4.5 Model Summary

Model	R	R square	Adjusted R Square	Standard Error of Estimate	Change statistics			Durbin-Watson
					F	Sig.	Partial R	
1	.681	.572	.558	51.043	.367	48.184	.000	1.509

Source: Field Data (2022)

Dependent Variable: Service Delivery

Independent Variables: Customer Awareness, Customer Base and Business Branding

Table 4.5 provides the findings on the entire assessment of the predicting variables to the dependent variable which are stated using R^2 test in the model summary test. The facts reveal that service delivery through promotion strategies in Tanzania public independent agencies is influenced positively with customer awareness, increasing customer base and business branding by 57.2%. This entails that the assumptions of the study are positive that they have been realized.

Correlation Analysis

The analysis is performed to enable the determination of the variable among predictors with stronger influence to the dependent variable with table 4.6 providing the results.

Table 4.6 Correlation Analysis

	Service Delivery	Customer Awareness	Customer Base	Business Branding
Service Delivery	1.000			
Customer Awareness	.353	1.000		
Customer Base	.509	.049	1.000	
Business Branding	.427	.021	.011	1.000

Source: Field Data (2022)

Table 4.6 provide facts on correlation analysis whereas customer increase as the predictor to the dependent variable possess stronger influence than the other two predictors with larger correlation value. This implies that service delivery through promotion strategies in public independent agencies is influenced most by customer increase. With the fact that the correlation is positive, the coefficient on the other hand is small which is entails multicollinearity error that can be sorted using multiple regression.

Multiple Regression

This is conducted to show the influence of each predictor variable to the dependent variable and generate the outcome of each variable' as well as correcting the multicollinearity error. Therefore, table 4.7 provide the results description.

Table 4.7 Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
(constant)	-8.463	2.361		-1.051	.000

Customer Awareness	1.013	.014	.079	9.264	.092
Customer Base	1.377	.136	.573	12.671	.014
Business Branding	0.516	.089	.504	12.284	.038

Source: Field Data (2022)

The results in table 4.7 provide the clear description of the predicting variables influence towards the dependent variable independently. Therefore, the facts show that two predicting variables out of three tested to the dependent variable namely increasing customer base and business branding are positive with significant outcome statistically with $p < 0.05$. However, customer awareness has been found positive as well with insignificant effect towards service delivery as the dependent variable with $p > 0.05$. The implication of the results is that service delivery through sales promotion strategies in Tanzania public independent agencies is influenced with increasing customer base and business branding. This signifies also that multicollinearity error has been resolved.

DISCUSSION OF THE RESULTS

It is clear that the results revealed that the predicting variables to the dependent variable which are customer increase and business branding are positive with significant effect on service delivery as the dependent variable with $p < 0.05$. This entails that service delivery through promotion strategies in public independent agencies in Tanzania is influenced with business branding and customer increase. Therefore, with the fact that customer awareness has been found positive with insignificant effect on service delivery as the dependent variable; it is therefore implying that service delivery through promotion strategies in public independent agencies is less facilitated positively by customer awareness.

The assertion is best supported with Aguirre *et al* (2015) suggesting that public independent agencies are none business entities such that as they operate they target as many customers as possible to foster service delivery to the public since they consist of products and or services to sell and deliver to the customers. In that case, they strive as much as possible to make sure that they promote the business using different strategies to assure that they convince as many customers through awareness generation of the business to foster sales but high affordable price to enable as many as possible to get access to the services as they do not operate for profit. This is facilitated mostly by various innovations on product development which is compatible to the needs and wants of customers since the technology is not supposed to be static but rather dynamic so as the products and services.

In addition to that, since it was also noted that customer increase as the predictor was found positive with significant effect on service delivery as the dependent variable; the implication is that service delivery in public independent agencies in Tanzania through promotion strategies is facilitated by customer increase. This is also acknowledged with Goldberg (2016) stating that business entities in any sector engage in promotion strategies specifically to target as many customers as possible to consume the products and services available and offered in the market.

This is the primary concern of the business because it is the way they make money and generate revenues by assuring sales performance. In that regard, the entities have means to engage their customers especially the key consumers of the services and products for the purpose of generating feedback and views from the customers to develop products and services that comprise the attainment of the needs and wants respectively. This is also the case with public independent agencies since they constitute corporate entrepreneurship elements whereas the business component is inevitable.

Also, Matola (2019) suggests that sales performance is the core expectation in any business since it is expected to be realized through promotion strategies of the company. The main issue and focus which is targeted is to attract as many customers as possible to foster increase in usage and consumption. This is important because it serves as the base towards assuring performance of the business because it is best attained through sales reaching the expectations or more.

Regardless of that, promotion is essential because it is something that constantly reminds customers on the products and or services which tend to assure consumption and usage in the manner that is sustainable and assure high level of continuity.

Furthermore, with business branding as the predictor being positive with significant effect on service delivery; the implication is that service delivery through promotion strategies in public independent agencies in Tanzania is boosted through business branding. This is also supported with Smith (2013) that public independent agencies regardless of being entities in the same sector but are distinct with different vision, mission and goals to achieve. Since that is the case, each entity strives to create its own image through branding to distinguish itself from others in the market. Therefore, it is through this manner where they are able to foster sales on the products and services. This is the case with the public independent agencies all over the globe including Tanzania that they successfully create image of their own to the public for recognition, identification and visibility useful for the business prosperity and growth.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The study examined factors influencing promotion strategies towards service delivery among public independent agencies in Tanzania. The study was conducted using explanatory research design since three predicting variables were identified and tested on service delivery as the dependent variable. The predicting variables include customer awareness, increasing customer base and business branding. The in-depth survey was done at the Dar es Salaam Water and Sanitation Authority (DAWASA) as the selected inquiry case where primary data were collected through structured questionnaire as the instrument for data collection from the sample of 50 respondents.

Information obtained was grouped in the Statistical Package for Social Science (SPSS) data sheet to generate relevant statistical measurements to present the study results. Descriptive statistics were generated to provide description of the profile of the respondents; while the relationship between study variables was described using correlation and multiple regression.

The findings showed that two predicting variables out of three tested to the dependent variable; namely, increasing customer base and business branding are positive with significant outcome statistically with $p < 0.05$. However, customer awareness has been found positive as well with insignificant effect towards service delivery as the dependent variable with $p > 0.05$. The implication of the results is that service delivery through sales promotion strategies in Tanzania public independent agencies is influenced with increasing customer base and business branding.

Conclusion

Service delivery in public independent agencies is influenced by promotion strategies through customer increase and business branding. With monopolistic bodies such as water utilities, railway corporations, and telecommunication companies, service delivery may be affected regardless of the promotion measures put in place. Reforms are of paramount importance for such entities to be highly productive and useful.

Recommendations

* The study recommends to the government to incorporate private actors in some sectors dominated by public independent agencies. This is a key aspect for efficient service delivery as monopoly sometimes leads to inefficiency.

The era of monopoly in the current socio-economic arrangement has, indeed, outlived its efficacy. Take an example of how the mobile phone companies have revolutionized communication in this digital age.

* To win the market share, local firms should also go for the blue economy as the path to competition in this age of globalization.

* DAWASA should improve its services in line with the city's burgeoning population. Failure to do so, the water utility is bound to lose a huge chunk of its financial resources as it cannot provide efficient services.

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