

TITLE PAGE

**EFFECT OF PROMOTIONAL MIX ON CONSUMERS PATRONAGE IN
NIGERIA BREWERIES PLC, KADUNA**

BY

**SHEHU SHAIBU ABUBAKAR
KPT/CBMS/19/48938**

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF BUSINESS ADMINISTRATION
COLLEGE OF BUSINESS AND MANAGEMENT STUDIES**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT**

KADUNA POLYTECHNIC

JUNE, 2022.

DECLARATION

I hereby declare that this research project was carried out by me under the guidance and supervision of **MAL. YAKUBU AILEOKHAI ISENALUMHE** of the Department of Business Administration and Management, Kaduna polytechnic. All authors whose work has been referred to in this project have been duly acknowledged.

SHEHU SHAIBU ABUBAKAR

KPT/CBMS/19/48938

Signature

Date

APPROVAL PAGE

This research project work was written by me **SHEHU SHAIBU** with registration number **KPT/CBMS/19/48938** and submitted in compliance with the established policy of the Department of Business Administration and Management, College of Business and Management Studies (CBMS), Kaduna Polytechnic, Kaduna. It has been read and approved to meet the requirement for the award of Higher National Diploma in Business Administration and Management.

MAL. YAKUBU AILEOKHAI ISENALUMHE
PROJECT SUPERVISOR

Signature

Date

DR. ISMAEEL M. ANCHAU
PROJECT COORDINATOR

Signature

Date

MR. TUNDE LAWAL
HEAD OF DEPARTMENT

Signature

Date

EXTERNAL EXAMINER

Signature

Date

DEDICATION

This research project work is dedicated to Almighty ALLAH.

ACKNOWLEDGEMENT

First and foremost, my sincere thanks and gratitude goes to Almighty ALLAH for giving me the opportunity of becoming what I am today, and had made it possible for me to overcome all the hurdles, up to this happy moment.

I would also like to express my sincere appreciation to my supervisor **Mal. Yakubu Aileokhai Isenalumhe** for his guidance and cooperation throughout this research work.

I also want to acknowledge the effort of my project coordinator **Dr. Ismaeel M. Anchau** for his immense contribution to the successful completion of this project work.

At this juncture, I found it necessary to express my sincere appreciation to my able lecturers of the Department of Business Administration and Management, headed by **Mr. Tunde Lawal** for giving me the necessary skills, advice, encouragement and knowledge.

My gratitude goes to my lovely parents **Mr. and Mrs. Shaibu Abubakar** and my siblings whose prayers, care and family support have seen me up to this level of my academic career, and to them I shall always be indebted.

A special vote of thanks goes to my lovely friends and all my well-wishers and my course mate for their prayers, support and advice throughout my academic pursuit.

ABSTRACT

This research project is conducted to examine the effect of promotional mix on consumers patronage in Nigeria Breweries Plc, Kaduna; the objective of the study was to examine the effect of promotional mix on the purchase decision of the customers of Nigerian brewery, Kaduna, and also to assess the level of effectiveness of promotional mix on customers patronage of product of Nigeria Brewery, Kaduna. To achieve the stated objectives, a survey research design was adopted for the study. The population of the study was 70 respondents, a sample size of 57 were drawn for the study. Findings shows that, Nigerian Brewery, Kaduna use more sale promotion and advertisement in attracting it customers towards the purchase of its products. It was concluded that Nigeria Brewery, Kaduna has a lot of services and products that they make available to consumers through their various communications tools. One of the key promotional tools used in marketing these services and products more is sales promotion. Hence recommended that, the firm should intensify the use of sales promotion as respondents have shown great interest and are highly influenced by sales promotion activities, and also recommend that Nigeria Brewery, Kaduna should engage in continuous research to correctly approximate consumers expectations and plan to meet them to reduce consumer complaints.

1.6	Scope of Study--	-	-	-	-	-	-	-
6								
1.8	Definitions of Terms-	-	-	-	-	-	-	-
6								
CHAPTER TWO: Literature Review								
2.1	Introduction-	-	-	-	-	-	-	-
9								
2.2	Concept of Promotional Mix -	-	-	-	-	-	-	-
9								
2.3	Element of Promotional Mix-	-	-	-	-	-	-	-
13								
2.4	Factors Influencing Promotional Mix-	-	-	-	-	-	-	-
20								
2.5	Concept and Theory of Sales Promotion-	-	-	-	-	-	-	-
23								
2.6	Objectives of Sales Promotion-	-	-	-	-	-	-	-
25								
2.6.1	Sales Promotion Tools-	-	-	-	-	-	-	-
25								
2.6.2	Sales Promotion Strategy-	-	-	-	-	-	-	-
30								
2.6.3	Factors Influencing Sales Promotion-	-	-	-	-	-	-	-
31								
2.7	Importance of Promotion to Business Organization-	-	-	-	-	-	-	-
34								
2.8	Measuring the Effect of Sales Promotions-	-	-	-	-	-	-	-
36								

CHAPTER THREE: Research Methodology

3.1	Introduction-	-	-	-	-	-	-	-
39								
3.2	Research Design-	-	-	-	-	-	-	-
39								
3.3	Area of the Study-	-	-	-	-	-	-	-
40								
3.4	Population of the Study--	-	-	-	-	-	-	-
40								
3.5	Sample Size and Sampling Techniques-	-	-	-	-	-	-	-
40								
3.6	Instrument for Data Collection - -	-	-	-	-	-	-	-
40								
3.7	Validity of Instruments- -	-	-	-	-	-	-	-
41								
3.8	Reliability of Instruments-	-	-	-	-	-	-	-
41								
3.9	Method of Data Collection-	-	-	-	-	-	-	-
42								
3.10	Method of Data Presentation and Analysis-	-	-	-	-	-	-	-
42								

CHAPTER FOUR: Data Presentation and Analysis

4.0	Introduction-	-	-	-	-	-	-	-
44								
4.1	Characteristics and Classification of Respondents -	-	-	-	-	-	-	-
44								
4.2	Data Presentation and Analysis- -	-	-	-	-	-	-	-
46								

4.4	Summary of Findings-	-	-	-	-	-	-	-
54								

CHAPTER FIVE: Summary, Conclusion and Recommendations

5.0	Introduction-	-	-	-	-	-	-	-
56								

5.1	Summary -	-	-	-	-	-	-	-
56								

5.2	Conclusion-	-	-	-	-	-	-	-
57								

5.3	Recommendations-	-	-	-	-	-	-	-
58								

Reference

Appendixes

CHAPTER ONE

1.0 Introduction

This chapter discuss background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, limitation of the study and definition of terms.

1.1 Background of the study

The business environment has become very competitive in the 21st century due to the growth in technology, infrastructure and access to information around the globe. This has made the environment very complex and consumer preferences keep changing because of the low switching cost in the market. Due to the increasing demand of consumers in the market, management of business organisations have to increase their resources with attention focused more on attracting and retaining its customer (Kotler, 2019).

The ever increasing competition in the global market has prompted organisations to be determined and ensure satisfaction of customer needs and wants more efficiently and effectively than ones competitors (Kotler, 2018). Sales promotion is an initiative undertaken by organisations to promote and increase sales, usage or trial of a product or services (Aderemi, 2019). Sales promotion refers to the provision of incentives to customers or to the distribution channel to stimulate demand for a product. It is an important component of an organisations overall marketing strategy along with advertising, public relations and personal selling. Sales promotion acts

as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over the other. It is particularly effective in spurring product trials and unplanned purchase (Aderemi, 2019).

Promotional mix refers to the advancement of a product, idea, or point of view through publicity and /or advertising. It is the use of certain variables to create or increase customers' awareness of a product or an idea.

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the general public. Once the firm identifies the target market it will have a good idea of the best way to reach them. Firms use a mix of advertising, personal selling, sales promotion and public relations to promote their products or services.

Promotional strategy is aiming at the target heads of the household as they had the final say on where the disposable income will be spent. Marketing department is also saddled with the responsibility to determine the best promotional strategy to be employed in a given customer demographic environment.

Over the years, some notable authors such as Ayuba (2015), Chris (2016), Akpan (2021) have regarded the promotional mix (advertising, personal selling, sales promotion, public relation and direct marketing) as having such roles as stimulating demand, boosting sales in a particular geographical area, improving profit, increasing market shares, countering competitor's

strategies and retaining customer loyalties and patronage in the organisation. It is in line with this that the study was carried out on the impact of promotional mix (advertising, personal selling and sales promoting) on organisational performance (profit, sales volume, market share and customer loyalty) of Nigerian Breweries.

1.2 Statement of the Problem

It is true that consumers of both industrial and consumers of goods exhibits various attitudes and behaviour toward the products and service offered and rendered to them. This is basically because presently consumer's income is very low due to the economic predicament coupled with the other environmental factors that influence their buying habit, many consumers preferred to spend their hard earned resources on essential goods like food stuff, clothes, shelter and other immediate need.

In a developing economy like Nigeria, it is not enough for manufactures to just produce and expect consumer will buy their product or services without considering what they will benefit or gain from it. Hence sales promotion becomes inevitable. Manufacturers are faced with the problem of products substance and competition. So, for that reason many manufactures now attempt to stimulate and get consumers attention with customer loyalty, increase market share by using sales promotion tools on goods and service.

Organisations usually encounter problems such as lack of management known how, not appointing the right and experience marketers or sales

promotion experts. More sales promotions carried out by organisations are usually badly organised and implemented which leads to the aim been defeated thereby having a direct effect on sales volume and profit. This problem of low sales and low demand have push producers to use sale promotion to compliment the use of other promotional mixes like advertising, personal selling, publicity and public relations.

However, it has been observed over the year that some producers do not employ the use of appropriate promotional mix element and methods, to enhance the achievement of stated goals, and have neglected the importance of marketing concept which is people oriented philosophy that regarded the customers as a king and sole aim of the business existence.as such, this research is carried out to evaluate the relationship between promotional mix element and consumer patronage in Nigeria Brewery, Kaduna.

1.3 Objectives of the Study

The main objective of this research study is to examine the effect of promotional mix on the customers patronage in the Nigeria Brewery, Kaduna.

Other specific objective of the study includes the following;

- i. To examine the effect of promotional mix on the purchase decision of the customers of Nigeria Brewery, Kaduna.

- ii. To highlight the need and importance of promotional mix on the sales of Nigeria Breweries Plc, products.
- iii. To understand the concept of promotion and sales promotion as well as various element of promotional mix.
- iv. To assess the level of effectiveness of promotional mix on customers patronage of product of Nigeria Brewery, Kaduna.

1.4 Research Question

Based on the objective of the study, the following research question shall be use to provide guidance;

- i. What are the effect of promotional mix on the purchase decision of the customers of Nigeria Brewery, Kaduna?
- ii. What are the need and importance of promotional mix on the sales of Nigeria Breweries Plc, product?
- iii. What are the concepts of promotion, sales promotion and promotional mix?
- iv. How effective is promotional mix on customers patronage of products of the Nigeria Brewery, Kaduna?

1.5 Significance of the Study

This research study would be beneficial to the following categories of persons;

The Organization: The Nigeria Brewery, Kaduna will benefit by increasing its sales volume as possible recommendations would be made on how to effectively employ promotional mix to bring about profitability to the organization.

Government: The government official can benefit as various promotional mix element are exposed in this study. This element if further studied can increase government profitability in its sectors reform.

Future Research: This study will serve as a reference for future researchers when management wants to carry out more research on related topic.

Finally, it is the pre-requisite for the award of Higher National Diploma in Business Administration and Management, Kaduna Polytechnic, Kaduna.

1.6 Scope of the Study

This study is essentially designed to look at the effect of promotional mix on the customers' patronage of a product of Nigeria Brewery, Kaduna. The study covers the period of five years (2017-2021).

1.8 Definition of Terms

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public.

Advertising

Advertising is a form of communication designed to persuade potential customers to choose the product or service over that of a competitor.

Personal Selling

Basically, personal selling is one to one communication between seller and prospective purchaser. Its general direct contact with customers.

Sales promotion basically represents all marketing activities other than personal selling, advertising and public relations.

Public Relations: The public relations is comprehensive term that includes maintaining constructive relations not only with customers, suppliers, and middlemen, but also with a large set of interested publics.

Publicity: Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it.

Personal Selling: It involves personal conversion and presentation of products with customers.

Advertising: Advertising is defined as any paid form of non-personal presentation and promotion of ideas, and services by an identified sponsor.

Sales promotion: This activity involves exhibition and display shows carried out with intention of enhance sales volume of an organization.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discuss relevant related literature regarding the subject matter which include, Concept of Promotional Mix, Element of Promotional Mix, Factors Influencing Promotional Mix, Concept and Theory of Sales Promotion, Objectives of Promotion, Sales Promotion Tools, Sales Promotion Strategy, Factors Influencing Sales Promotion, Importance of Promotion to Business Organization and Measuring the Effect of Sales Promotions.

2.2 Concept of Promotional Mix

Promotion is a term used frequently in marketing and is one of the marketing mix elements. It refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion and place (Abdallat & El-Eman 2019).

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion,

direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and much money to budget.

Promotion covers the methods of communication that a marketer uses to provide information can be both verbal and visual.

In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right mix out of available elements of the promotional mix (Belch and Belch, 2018).

2.2.1 Objectives of Promotion

Promotion is an integral part of marketing strategy. It is a powerful weapon used excessively by today's marketers to achieve marketing goals in a competitive environment. Market promotion is essentially a way to communicate with the target market. Since the modern market is characterized by over-informed consumers, over-flooded products, cut-throat competition, and rapid changes, the market promotion has a crucial role to play (Belch and Belch, 2018).

Therefore, the followings are the various objectives of promotion:

1. **To Stimulate Demand:** it is the primary objectives of promotion and it done through the use of appropriate means, such as advertising, sales promotion, personal selling, and so forth, the company can stimulate demand for the product. Market promotion efforts convert potential buyers into actual buyers. Company, by highlighting product benefits, tries to match the product with needs, wants and expectations of buyers. As per need, various means of market promotion are used to establish the information link with the target customers (Belch and Belch, 2018).
2. **To Inform Consumers:** Promotion is aimed at informing consumers about features, qualities, performance, price, and availability of firm's products. Market promotion is also a valuable means to inform consumers the changes made in the exiting products and introduction of new products. In the same way, market promotion. By various tools of market communication, is used for communicating the special offers, price concession, utility of products, and incentives offered by the company.
3. **To Promote a New Product:** Market promotion is an effective way to persuade consumers the superiority of product over competitors. A firm can communicate competitive advantages the product offers to distinguish it from competitors' products. Obviously, market promotion can assist the firm to convince buyers that the firm's product is the best solution to their unmet

needs and wants. Advertising is one of the most effective tools to distinguish the product from competitors' products.

4. **To Promote a New Product:** In a large and decentralized market, market promotion is an inevitable medium to promote a new product. By suitable promotional strategies, a company can successfully introduce a new product in the market as against existing products. Company can inform about availability, distinct features, and price of newly launched product. In every stage of consumer adoption of a new product, market promotion has critical role to play.
5. **To Face Competition:** Market promotion enables the firm to face competition effectively. In today's market situation, it is difficult to stand without the suitable promotional efforts. In short, it can be said that marketer can fight with competitors effectively, can prevent their entry, or can throw the competitor away from the market by formulating and implementing effective market promotion strategies.
6. **To Create or Improve Image:** Advertising, personal selling, and publicity and public relations all promotional tools are capable to create or improve image and reputation of the firm. Many companies have become popular in the market due to effective market promotion. Company can reach the customers at every corner of the world through market promotion. Brand image is purely an outcome of promotional efforts. For example, Hindustan

Unilever, Colgate Palmolive, Sony, Philips, Hero Honda, Ambuja Cement, and many national and multinational companies have made their permanent place in the market due to successfully launching of market promotion programmes.

2.3 Elements of Promotional Mix

Elements of Promotional mix are also called as tools, means, or components. Basically, there are five elements involved in promotional mix. Some authors have considered more elements, too. However, we will consider five elements as shown in Figure 1.

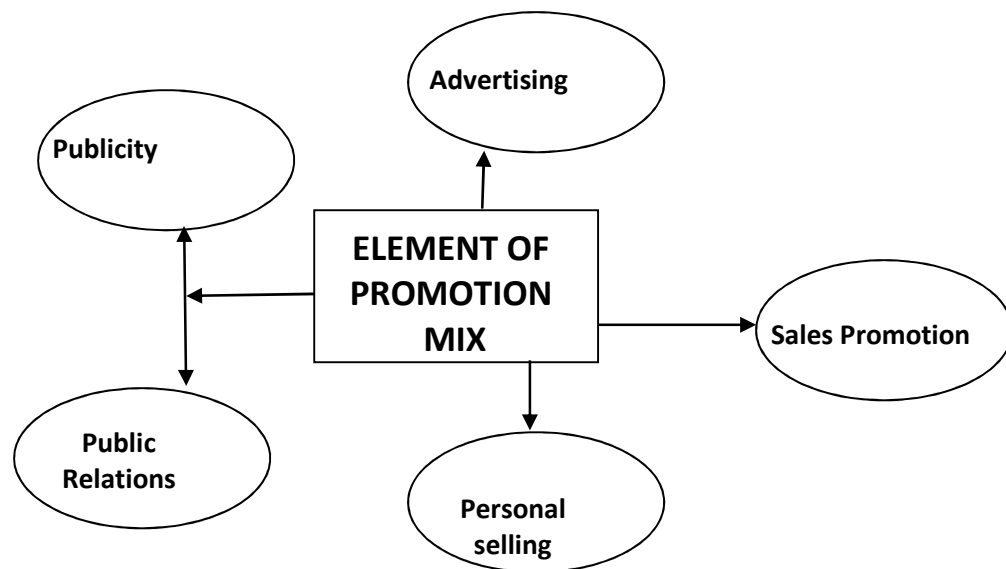


Figure 1: Elements of Market Promotion Mix

1. *Advertising:*

Advertising is defined as any paid form of non-personal presentation and promotions of ideas, goods, and services by an identified sponsor. It is a way of mass communication it is the most popular and widely tool of market promotion. Major part of promotional budget is consumed for advertising alone. Various advertising media –television, radio, newspaper, magazines, outdoor means and so forth – are used for advertising the product.

Characteristics of advertising are as follows:

- i. Advertising is non-personal or mass communication. Personal contact is not possible.
- ii. it is a paid form of communication.
- iii. It is a one-way communication.
- iv. Identifiable entity/sponsor-company or person gives advertising.
- v. It is costly option to promote the sales.
- vi. It can be reproduced frequently as per need.
- vii. Per contact cost is the lowest.
- viii. Various audio-visual, print, and outdoor media can be used for advertising purpose.
- ix. It is a widely used and highly popular tool of market promotion.

2. Sales Promotion:

Sales promotion covers those marketing activities other than advertising publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc.

Characteristics of Sales promotion are as Follows:

- i. The primary purpose of sales promotion is to induce customers for immediate buying or dealer effectiveness or both.
- ii. Excessive use of sale promotion may affect sales and reputation of a company adversely.
- iii. it is taken as supplementary to advertising and personal selling efforts.
- iv. It involves all the promotional efforts other than advertising, personal selling and publicity.
- v. It consists of short –term incentives, schemes, or plans offered to buyers, salesman, and/or dealers.
- vi. It involves non-routine selling efforts.

3. Personal Selling:

Personal selling includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion.

Characteristics of Personal have been listed below:

- i. Personal selling is an oral, face-to-face, and personal presentation with consumers.
- ii. Basic purpose is to promote products or increase sales
- iii. It involves two-way communication.
- iv. Immediate feedback can be measured.
- v. It is an ability of salesman to persuade or influence buyers.
- vi. It is more flexible way of market communication.
- vii. Per contact cost is higher than advertising.
- viii. It involves teaching, education, and assisting people to buy.

4. Publicity:

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favorable response of buyers by placing commercially significant news in mass media. William (2018) defines: Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it.

It is the traditional form of public relations. Publicity is not paid for by the organization. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations. Publicity involves giving public speeches, giving interviews, conducting seminars charitable donations, inauguration by film actor, cricketer, politician or popular personalities, stage show, etc., that attract mass media to publish the news about them.

Main characteristic of publicity include:

- i. Publicity involves obtaining favorable presentation about company or company's offers upon radio, television, or stage that is not paid for by the sponsor.
- ii. It is a non-paid form of market promotion. However, several indirect costs are involved in publicity.

- iii. It may include promotion of new product, pollution control efforts, special achievements of employees, publicizing new policies, etc., for increasing sales. It is primarily concerning with publishing or highlighting company's activities and products. It is targeted to build company's image.
- iv. Mostly, publicity can be carried via newspapers, magazines, radio or television.
- v. Company has no control over publicity in terms of message, time, frequency, information and medium.
- vi. It has a high degree of credibility. Publicity message is more likely to be read and reacted by audience.
- vii. Publicity can be done at a much lower cost than advertising.

Company needs to spend a little amount to get the event or activity publicized.

- viii. Frequency or repetition of publicity in mass media depends upon its social significance or the values for news. Mostly, it appears only once.

5. Public Relations:

The public relations are comprehensive term that includes maintaining constructive relations not only with customers, suppliers, and middlemen, but also with a large set of interested publics. Note that public relations include publicity, i.e., publicity is the part of public relations.

William (2018) defines Public relations activities typically are designed to build or maintain a favorable image for an organization and a favorable relationship with the organization's various publics. These publics may be customers, stockholders, employees, unions, environmentalists, the government, and people in local community, or some other groups in society.' Thus, public relations include organization's broad and overall communication efforts intended to influence various groups' attitudes toward the organization. Some experts have stated that the public relations are an extension of publicity.

Main Characteristic of Publicity is as Under:

- i. Public relations is a paid form of market promotion. Company has to incur expenses.
- ii. Public relations activities are designed to build and maintain a favorable image for an organization and a favorable relationship with the organization's various publics.

- iii. It is an integral part of managerial function. Many companies operate a special department for the purpose, known as the public relations department.
- iv. It involves a number of interactions, such as contacting, inviting, informing, clarifying, responding, interpreting, dealing, transacting, and so forth.
- v. Public relations cover a number of publics – formal and informal groups. These publics may be customers, stockholders, employees, unions, environmentalists, the government, people of local community, or some other groups in society.
- vi. Public relations activities are undertaken continuously. It is a part of routine activities.
- vii. All the officials, from top level to supervisory level, perform public relations activities.
- viii. In relation to modern management practices, the public relations is treated as the profession.

Thus, there are five major elements or promotion mix. Each tool/element has its advantages, limitations, and applicability. Depending upon company's internal and external situations, one or

more tools are used. Mostly, company's promotional programme involves more elements, each element supplements others.

2.4 Factors Influencing Promotional Mix

Main factors influencing promotion mix has been briefly discussed as under:

Type of Product:

Type of product plays an important role in deciding on promotion mix. Product can be categorized in terms of branded products, non-branded products, necessity products, new products, etc. all these types of products need different promotional tools. For example, advertising is suitable for the branded and popular products. Personal selling may be fit for non-branded products. Advertising, personal selling, sales promotion and publicity – all four tools – are used for a newly launched product to get a rapid consumer acceptance Cravens., (2019).

Use of Product:

Product may be industrial product, consumable and necessity product, or may be luxurious product that affects selection of promotion tools and media. For example, advertising and sales promotion techniques are widely used for consumer goods while personal selling is used for industrial goods.

Complexity of Product:

Product complexity affects selection of promotional tools. Personal selling is more effective for complex, technical, risky, and newly developed products as they need personal explanation and observation. On the other end, advertising is more suitable for simple and easy-handled products.

Purchase Quality and Frequency:

Company should also consider purchase frequency and purchase quantity while deciding on promotion mix. Generally, for frequently purchase product, advertising is used, and for infrequently purchase product, personal selling

and sales promotion are preferred. Personal selling and advertising are used for heavy users and light users respectively.

Funds Available for Market Promotion:

Financial capacity of company is a vital factor affecting promotion mix. Advertising through television, radio, newspapers and magazines is too costly to bear by financially poor companies while personal selling and sales promotion are comparatively cheaper tools. Even, the company may opt for publicity by highlighting certain commercially significant events.

Type of Market:

Type of market or consumer characteristics determine the form of promotion mix. Education, location, income, personality characteristics, knowledge,

bargaining capacity, profession, age, sex, etc., are the important factors that affect company's promotion strategy.

Size of Market:

Naturally, in case of a limited market, personal selling is more effective. When market is wide with a large number of buyers, advertising is preferable. Place is also an important issue. Type of message, language of message, type of sales promotion tools, etc. depend on geographical areas.

Stage of Product Life Cycle:

Product passes through four stages of its cycle. Each stage poses different threats and opportunities. Each stage needs separate marketing strategies. Each of the promotional tools has got different degree of suitability with stages of product life cycle.

2.5 Concept and Theory of Sales Promotion

Sales promotion is giving the customer something extra, rewarding them for their behavior on this particular purchasing occasion. There are several theories which support the concept of reward as a motivator. The conditions of sales promotion are classical and operant conditioning. Whereas classical conditioning is largely associated with advertising, operant conditioning is seen as an explanation for consumer behavior in relation to sales promotion. Operant conditioning suggests the response of the individual is likely to be affected by positive reinforcement (reward). Negative reinforcement

(punishment) the effect is likely to cease when the reinforcements are taken away. Edward (2017) suggested that the 'law of effect', which had to do with positive and negative consequences of actions, is also relevant to sales promotion. The law states that the consequences of behavior now will govern the consequences of that behavior in the future. In other words once a buying pattern is achieved it will continue into the future. John Watson, US psychologist and founding father of American behaviouralism, introduced the concept of shaping, chaining, and priming.

Shaping: John Watson shaping suggests that a final response can be explained as 'appearing after preceding acts which; taken together, constitute a chain of successive approximations. Shaping breaks the desired behaviors in a series of stages and the parts are learnt in sequence.

Chaining: Chaining suggests behavior emerges from sequences of actions in which the preceding action becomes the discriminative stimulus for the final response (inducement purchase).

Priming: De Pelsmacker (2017) states, priming suggests that a short exposure to a particular stimulus can evoke an increased drive to consume more of a product. So this all theories offer reasons why we can motivate people to buy more by offering incentives although the continuation of these behaviors is open to doubt.

Pull Theory

The Pull Theory is about trying to market directly to customers to increase their demand for your product. Advertising and tie-ins with other products or services is the key to this strategy. The theory goes that if you increase the demand for your product by consumers, they will in turn demand the product from retailers, retailers will demand more of your product from wholesalers and wholesalers will demand more products from you. This is a way to increase your sales without decreasing the sale value of your merchandise. Most of the costs are in advertising, so using a tie-in with a related product or service can disperse this cost across both companies.

Push Theory

Using the Push Theory, you can increase sales by creating incentives to wholesalers or retailers to sell more of your product. In this method you would offer discounts to wholesalers or retailers who buy your product in bulk. This leaves them with more of your merchandise on hand and drives them to sell more of your product. Giving them the discount pushes them to buy more of your product at a lower price to increase the amount of money they make. In turn they must “push” your products to consumers because they will make a better return on them than on similar products supplied to them by your competitors.

Combination Theory

This theory requires both of the theories working together. The push is used to get more products into the hands of retailers and wholesalers while advertising and product tie-ins with other products are used as a “pull” to get more people to want to buy the product.

2.6.1 Sales Promotion Tools

Promotion according to Doyle and Saunders (2015) is most important in changing the timing rather than the level of purchasing because customers tend to buy earlier. Promotion is a marketing effort by any organization in trying to communicate to its customers. According to Kotler (2016), a good promotional strategy should encompass sales promotion, public relations, advertising and personal selling in order to communicate with their present and potential consumers. Promotion is responsible for moving the demand curve upward and to the right by utilizing some or all of the elements of the promotional mix.

Again, Pride and Ferrel (2019) also grouped sales promotion methods into two. Consumer sales promotional methods are directed towards consumers and they include coupons, contests, bonuses, vacations, shopping, gifts, free products and services, and free samples. Trade sales promotion methods focus on wholesalers, retailers and sales person. This includes sales contests, free merchandise, retailers and sales person. This includes sales contests, free merchandise, demonstrations, point of purchase and displays (Pride and

Ferrel, 2019). The purpose of sales promotion in the marketing mix in marketing events is to have a direct impact on the behavior of the firm's consumers. Several authors have identified different categories of consumer-oriented sales promotion. According to the international Chamber of Commerce, International Code of sales promotion practices, consumer oriented sales promotion encompasses the following tools:

Free Samples: These are distributed to attract consumers to try a new product and thereby create new customers (Kotler, 2018), some businessmen distribute samples among selected persons in order to popularize the product common examples shampoo, washing powder etc. Sampling which by definition includes any method used to deliver an actual or trial size to consumers. Sampling is generally considered the most effective way of generating trial, though it is the most expensive.

Bonus offer or points: This is a reward given to the existing customers (Smith and Schultz, 2015). This tool will help increase the sales of the product among the existing customers itself. A toothbrush with 500 grams of toothpaste might be some examples of this tool. A certain retail shops will have a scheme which will require the customers to be a member of the shop and to acquire membership card for the same. And every time the customer makes a purchase bonus points are added to the card and at the end of the year gifts are given for the points earned.

Exchange Scheme: According to Belch (2018), it refers to offering exchange of old product for a new product at a price less than the original price of the product. This is useful for drawing attention to product improvement.

Price-off offer: Under this offer, products are sold at a price lower than the original price. This type of scheme is designed to boost up sales in off-season and sometimes while introducing a new product in the market. Price-off is a reduction in a brand's regular price (Kotler, 2019). The major reason for marketers to use the price-off reduction is that this type of deal usually presents a readily apparent value to consumers especially when they reference price point for the brand, therefore they can recognize the value of the discount.

Coupons: A coupon is a promotional device that provides cent-offs savings to consumers upon redeeming the coupon (Kotler and Keller, 2016). Coupons can be disseminated to consumers through newspapers, sales point, and radio stations among others. The organization could organize a raffle, competition or decide to reward loyal customers with coupons to get more of their products or any other product the organization will decide. Coupons are issued by manufacturers either in the packet of a product or through an advertisement printed in the newspaper or magazine or through mail. These

coupons can be presented to the retailer while buying the product. The holder of the coupon gets the product at a discount.

Premium: is also another technique identified by the international Chamber of Commerce as a standard sales promotion technique. A premium is an offer of merchandise or services either free or at a low price that is used as an extra incentive for buyers (Belch et al, 2015). The three types of premium offers identified are free in the mail premiums, in and on pack premiums and self-liquidating premiums.

Refunds and Rebates also refer to the practice by which manufacturers give cash discounts or reimbursements to consumers who submit proofs of purchase. Mostly the two sales promotional techniques provide users a delayed rather than an immediate value since the consumers has to wait to receive the reimbursement after consuming the service or products. This is evident in the contest and Sweepstakes offer consumers the chance to win cash, merchandise or travel prizes. A contest is a promotion technique where consumers compete for prizes or money (Adcock, Halborg and Ross, 2018).

Fairs and Exhibitions: This may be organized at local, regional, national or international level to introduce new products, demonstrate the products and to explain special features and usefulness of the products. Apart from these small stalls are also placed in popular locations where the products are sold in smaller quantity to attract more customers.

Money Back offer and Scratch & win Offer: Under this scheme customers are given assurance that full value of the product will be returned to them if they are not satisfied after using the product. To induce the customer to buy a particular product scratch and win scheme is also offered. Under this scheme a customer scratch a specific marked area on the package of the product and gets the benefit according to the message written there.

Bonus Pack is extra quantities of a product that a company offers to consumers at the regular price by providing larger containers or extra units (Cravens, 2017). Bonus packs results in a lower cost per unit for consumers and provides extra value as well as more products for the amount of money paid. This creates confidence among the customers with regard to the quality of the product. This technique is particularly useful while introducing new products in the market

2.6.2 Sales Promotion Strategies

Push Strategy: Push Strategy involves convincing trade intermediary channel members to “push” the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts (Schiffman and Kanuk, 2017). The company promotes the product through a reseller who in turn promotes it to yet another reseller or the final consumer. Trade-promotion objectives are to persuade retailers or wholesalers to carry a brand, give a brand shelf space, promote a brand in advertising, and /or

push a brand to final consumers. Typical tactics employed in push strategy are: allowances, buy-back guarantees, free trials, contests, specialty advertising items, discounts, displays, and premiums.

Pull Strategy attempts to get consumers to “pull” the products from the manufacturer through the marketing channel. The company focuses its marketing communications efforts on consumers in the hope that it stimulates interest and demand for the product at the end-user level. This strategy is often employed if distributors are reluctant to carry a product because it gets as many consumers as possible to go to retail outlets and request the product, thus pulling it through the channel (Schiffman and Kanuk, 2017). Consumer-promotion objectives are to entice consumers to try a new product lure customer away from competitors’ products, get consumers, and build consumer relationships. Typical tactics employed in pull strategy are: samples, coupons, cash refunds and rebates, premiums, advertising specialties, loyalty programs/patronage rewards, contests, sweepstakes, games, and point-of-purchase (POP) displays.

Combination Strategy: This strategy requires both of the above strategies working together. The “push” is used to get more products into the hands retailers and wholesalers while advertising and product tie-ins with other products are used as a “pull” to get more people to want to buy the product (Schiffman and Kanuk, 2017).

2.6.3 Factors Influencing Sales Promotion

According to Kotler (2019), Sales Promotion is a key ingredient in marketing campaigns and consists of a diverse collections of incentive tools, mostly short term designed to stimulate quicker or greater purchase particular products or services by consumers. Sales promotions programmes are those activities other than stimulate consumer purchase.

The concept of sales promotion consists of diverse collection of incentive tools, mostly short term designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade. It always offers an incentive to buy a product or service (Smith and Schultz, 2015). Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and receives that are offered. There are therefore several reasons why firms are compelled to roll out sales promotional packages for its customers and potential customers.

Customers have become more price sensitive because of the increasing cost of living. The economic recession is likely to fuel this trend further, as consumers and dealers become more sensitive towards prices. Price offs or discounts for example discourage brand switching by users and new product launch by competitors (Smith and Schultz, 2015). Timely sales promotion according to them can keep consumers from trying new brands or keep the wind out of a competitor's grand opening. Smith et al, (2015) however

attributes the rationale for price offs to what they called trial. According to them, motivating consumers to try products or switch is crucial to conversion. For instance, consumers have become expectant of the purchase incentives and always look out for firms who will offer such benefits.

Services and products standardization in the global market has also given rise to the increasing use of sales promotion in reaching out to its consumers and potential consumers. Brands and services especially in the telecom industry have been perceived by consumers to be more or less similar within a given price range due to firm's inability to really differentiate its products. In view of this problem, the other promotional mixes are not able to influence these perceptions of similarity among brands, firms have no option than to compete with other competitors on the basis of the extra benefits offered through sales promotion.

Pressure from competitors and increased competition has also given rise to the need for sales promotion in recent times. The increased competition has left companies to differentiate their services and product on price and not the other features of the service or product. For instance, if competitors offer price reduction, contest or other incentives, a firm may feel obliged to also come out with its own sales promotion for consumers to benefit from the service lest they face out of the competition. All these rationales of sales promotion, though unique from each other, has a long-term effect on

increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

Adcock et al, (2019) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples. The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behavior or decision (Ngolanya,2016). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al, 2018).

2.7 Importance of Promotion to Business Organization

Promotion brings important benefits to the organization who engages in the activities. Among these benefits are:

Increase Brand Awareness

Promotion such as television, radio and magazine advertising increase brand awareness. More people tend to learn about a particular company or its brands if they frequently see or hear about them. New companies

particularly have to advertise to apprise consumers who they are and what they offer. This is true with local or even national companies, as brand awareness can be measured by market, regionally or nationally, it can take many months or even years for companies to build brand awareness levels that match established competitors (Belch and Belch, 2018).

Provide Information

Small companies also use promotions to provide information; notes know this, a popular online business reference site. Marketers may run press releases to appraise consumers that their products can help certain ailments. A small consumer products manufacturer may use displays and pamphlets to describe the benefits of a new health food. High-tech manufacturers often use in-store videos and demonstrations to show people how to use their products. Promotions can inform people during all stages of the buying process, including their initial search. Small business owners also use promotions to inform consumers about price, product features and outlets that sell their products (Cravens, 2019).

Increase Customer Traffic

Grocery stores, beauty saloons and movie theaters use promotions such as frequency programs to increase customer traffic. A frequency program promotion is designed to reward people the more they visit and spend with a retailer. Most retailers start their frequency programs by having customers

fill out an application. They then issue cards for customers to use each time they make a purchase; the cards contain magnetic strips that track purchases through registers and computers. Frequency card promotions are designed primarily to attract traffic among current customers. New customers also may be attracted to the promotion if they hear about it (Cravens, 2019).

Build Sales and Profits

The primary objectives in using promotions such as advertising, sales promotions and public relations is to build sales. Promotions are designed to get people to try products and services. Promoting high- quality products or services aims to get customers to return and spend more money. Ultimately, companies use promotions to build a loyal customers base, which leads to greater sales and profits.

2.8 Measuring the Effects of Sales Promotions

Advertisement being a one-sided communication with the target customers, does not render itself easily to measurements. The effects of sales promotion are more easily measurable than the effects of advertising.

Today with the vast improvement in technology retailers have all the data available in their systems which they can share with the respective manufacturers.

This makes it easier for the manufacturers to record the results of any promotional offer. Lee (2019) mentioned the possibility of measuring to predict sales promotion as early as 1963. He presents one of the first methods/models of measuring effectiveness of sales promotion, where he correlates the objectives of each form of sales promotion with the specific method of measurement (Lee, 2019).

However, surprisingly enough quantitative analysis of sales promotion activities have not led to the same level of sophistications that are found in advertising decision making models. The reason for the might be that for a long time sales promotion was perceived as playing secondary role to advertising and personal selling. In spite of this there are several classical models of sales promotion that were developed decade or two ago but are still used analyzing sales promotions.

The Kuehn-Rohloff model:

This is the learning brand-switching model that are designed to evaluate promotions in several ways first they show who is attracted by the promotions, and then separate the ones that have higher pre-purchase probability. The authors also demonstrate how to use the model to study the relationship among deal type, brand, and product-to-product repurchases for both new buyers and for existing customers (Lee, 2019).

Rao-Linnen Model:

This model was developed on the base of the franchise-retail environment, and though it is still not clear whether the model can be used outside franchise-retailing environment it has number of crucial characteristics. One of the most important characteristics of this model is that is able to deal with multiple simultaneous promotions can be handled. It is the first model that deals with joint competitive effects and the joint effects of several promotions simultaneously.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The effectiveness of every research work, according to Osuala (2015), lies mostly on the various methods and approaches employed by the researcher in the conduct of the study. In view of this, this chapter shall contain detailed information regarding the various methods and approaches that shall be employed by the researcher for the purpose of this study. The contents of

this chapter, however, shall include: the research design; area of study, population of the study, sample size and sampling technique; data collection techniques; validity and reliability of instrument, and method of data presentation and analysis

3.2 Research Design

The researcher will employ the use of survey research design in the conduct of this study. This form of research design utilize various survey research tools such as questionnaire and personal interview, capable of providing the researcher with adequate and reliable needed data. It however, enabled the researcher to cover as much as necessary large portion of the research population and have access to adequate opinions, suggestions, ideas and different discoveries on the research topic.

3.3 Area of the Study

The research work will be carried out in Nigerian Breweries, No.12 Abubakar Road, Kakuri, Kaduna South, Kaduna.

3.4 Population of the Study

The population of this study shall consist of all the employees of Nigerian Breweries Plc. The population of the staff shall comprise of Top

management, Middle management, Lower management and other workers which stood at 70 workers.

3.5 Sample Size and Sampling Technique

The researcher shall use random sampling technique to draw sample size for the study. Therefore, the sample size for the study 57 respondents.

The choice of the sample size shall be adopted from krejcie and Morgan table for determining sample size.

3.6 Instruments of Data Collection

The researcher will employ the use of structured questionnaire that allows for a gradual response. The questionnaire will be design using Likert's scale rating of five (5) points ranging from 5, 4, 3, 2, & 1 with a degree of Strongly Agree(SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD) respectively. The choice of this method is because it is less cumbersome and non-complex in nature. It allows respondents to choose from options with a degree of agreeing to the statement or disagree as the case may be. Also, they are easy to administer and help keep the respondent's mind fixed to the subject and facilitate the process of tabulation, analysis and scientific generalizations.

3.7 Validity of Instruments

The questionnaire will be formulated for the purpose of this research work was presented to the project supervisor for validation, on which

immeasurable comments and observations were made and necessary corrections based on the supervisor and two other experts. Observations were effected on the questionnaire before been administered to the respondents.

3.8 Reliability of Instrument

In order to determine the reliability of the instrument (questionnaire), the researcher will employ test retest technique of validity test. In this case, the researcher will first structured the questionnaire and distribute 20 copies to the respondents and retrieve them back in order to assess whether the respondents understand the contents of the questionnaire or not, and make any necessary correction there-from before the administration of the actual questionnaire that will be presented and analyzed for the purpose of this study.

3.9 Method of Data Collection

To avoid bias and ensure orderliness, appropriateness and efficiency in questionnaires administration, the researcher will personally administered the formulated questionnaires to the respondents randomly. This is made

possible with permission from the Director, Human Resource Department.
And also personally collected the questionnaire.

3.10 Method of Data Presentation and Analysis

The data collected was presented in tables of frequency showing the different values of random variables together with their associated or corresponding frequencies; while the analysis are based on the use of Mean Score (x) to ascertain the degree of agreement and disagreement of each statement/variable. The Mean statistical method will be made possible with the Likert's Rating Scale of 5 — 1, that is.:

SA Strongly Agreed = 5;

A Agreed = 4;

UD Undecided = 3;

D Disagree = 2; and

SA Strongly Agree = 1.

With this method, survey statements are either accepted (agreed) or rejected (disagreed) with a cut-off point of 3.00, derived as shown below:

$$\frac{5+4+3+2+1}{5} = \frac{15}{5} = \underline{\underline{3.00}}$$

The formula for mean score is as follows:

Mean (\bar{x}) = $\frac{\sum fx}{\sum f}$ Where; f = frequency x = rating points

$\sum f$ = Total frequency \sum = Summation

Decision rule

4.5 - 5.0 = Strongly Agreed

3.5 - 4.49 = Agreed

2.5 - 3.49 = Undecided

1.5 - 2.49 = Disagreed

0.5 - 1.49 = Strongly Disagreed

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.0 Introduction

This chapter entails the presentation of critically analysed data in relation to the subject matter under research. That is, at this stage of research, relevant

and related data gotten through the administration of questionnaires and interviewed will be thoroughly analysed and presented. Based on the research, questionnaires and oral interviews were distributed and conducted among the Nigerian bottling company's staff. A total of 80 questionnaires distributed but only 57 representing 71% respondents were attended to while the remaining questionnaires were returned invalid. The percentage of the valid questionnaires is reasonable enough to rely on and it is also a good representation of the expected result of the entire research study. This representation is shown in the tables below:

4.1 Characteristics and Classification of Respondents

Table 1

Table 4.1.1: Age of the Respondents

Source: Research survey (2022)

OPTION	RESPONDENT	PERCENTAGE (%)
18-25 years	10	18
26-40 years	30	53
41 years and above	17	29
Total	57	100

Table above shows that 10 respondents representing 18% are within the age bracket of 18-25 years, 30 respondents representing 53% of the respondents are within the age bracket of 26 – 40 years and 17 respondents representing 29% are 41 years and above. This shows that, most of the staff is within their active and productive age.

Table 4.1.2: Distribution According to Sex

OPTION	RESPONDENT	PERCENTAGE (%)
Male	40	70
Female	17	30
Total	57	100

Source: Research survey (2022)

From the table above, 17 respondent representing 30% are female, while 40 respondents representing 70% are male.

Table 4.1.3: Educational Background

VARIABLES	RESPONDENT	PERCENTAGE (%)
SSCE/WASSCE	5	9
ND/NCE	25	44
HND/BSc.	20	35
Master and above	7	12
Total	57	100

Source: Research survey (2022)

Table 4.1.3 shows that 5 respondents representing 9% are SSCE/WASSCE holders, 25 (44%) of the respondents are ND/NCE holders while 20 representing 35% are HND/BSc. Holders, while 7 of the respondents representing 12% are holder of Master and above. This shows that the majority of the respondents ND/NCE/HND/BSc. Holder.

4.2 Data Presentation and Analysis

TABLE 2: In Your Own Opinion, How Will You Rate the Level of Promotion in Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Satisfactory	44	14
Non-satisfactory	8	77
No response	5	9
Total	57	100

Source: Field Survey 2022

from the table, it is revealed that 77% of the workers are satisfied with the efficiency level of promotion in the organization while only 14% of them show to have not been satisfied. Also, 9% of the respondents decline on responding. Based on the table, it can be inferred that, major of the staff are satisfied with the promotional activities of Nigeria Brewery, Kaduna

Table 3: Are you Aware of the On-going Promotional Programmes in Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	53	93
No	0	0
No Response	4	7
Total	57	100

Source: Field Survey 2022

Almost all the respondents (93%) are aware of the programme in relation to promotion in the organization, but 7% did not respond to the question. The majority of the respondents were in support of ongoing promotional programmes in Nigeria Brewery, Kaduna.

Table 4: Do You support the Opinion that Promotion has Good Effect on the Product of Nigeria Brewery, Kaduna?

NO. OF YEARS	RESPONDENTS	PERCENTAGE (%)
Yes	42	74
No	15	26
No Response	0	0
Total	57	100

Source: Field Survey, 2022

74% of the respondents are in support that promotion has good effect in Nigeria Brewery, Kaduna. While 26% responded negatively to the question. This is affirmed that the majority staff is in support promotional activities in Nigeria Brewery, Kaduna.

TABLE 5: What Is your Stake on the Use of Sales Promotion in Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Positive	54	95
Negative	3	5
No response	0	0
Total	57	100

Source: Field Survey, 2022

Since the majority of the respondents have positive response (95%) on the issue, it then means that, most staff of Nigeria Brewery, Kaduna want more of sales promotion.

Table 6: What is Your Response on The Needs and Importance of Promotional Tools in Nigeria Brewery, Kaduna?.

PARTICULAR	RESPONDENT	PERCENTAGE (%)
Positive	54	95
Negative	3	5
No response	0	0
Total	57	100

Source: Field Survey, 2022

From the table, the majority are of the staff is positive on the need and importance of promotional tools in Nigeria Brewery, Kaduna since the percentage of those that respond positively (95%) to the question exceeds those that are of the negative respond (5%).

Table 7: Do You Believe that Promotional Mix can Enhance the Profitability of Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	50	88
No	7	12
No response	0	0
Total	57	100

Source: Field Survey 2022

12% respondent respond negatively to the question, while the majority of them (88%) confirm that, promotional mix can improve the economy of Nigeria Brewery, Kaduna.

Table 8: Can Nigeria Brewery, Kaduna Enhance Nigeria Economy?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	54	95
No	3	5
No Response	0	0
Total	57	100

Source: Field Survey, 2022

Since 95% are of the opinion that Nigeria economy can be improve with Nigeria Brewery, Kaduna operations.

Table 9: Can Nigeria Brewery, Kaduna Operations Reduce The Number OF Unemployed In Nigeria?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	45	79
No	5	9
No Response	7	12
Total	57	100

Source: Field Survey, 2022

79% held that, with Nigeria Brewery, Kaduna operation in Nigeria, the number of unemployed in Nigeria can be reduced. 9% responded with NO, while 12% fails to respond and therefore, the majority are of the view that the number of unemployed can be reduced with Nigeria Brewery, Kaduna operations.

Table 10: Can Sales Promotion be more Effective than other Promotional Tools in Customers Patronage of Nigeria Brewery, Kaduna's Product?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	10	18
No	40	70
No Response	7	12
Total	57	100

Source: Field Survey, 2022

18% responds positively, while 70% responds negatively and 12% express no response. So, the majority affirmed that sales promotion is no better than other promotion tools.

Table 11: Do you think the policy of Promotion will lead to the inflation of the Price of Products of Nigeria Brewery, Kaduna.

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	7	12
No	50	88
No response	0	0
Total	57	100

rce: Field Survey, 2022

From the table, it can be said that, the policy of promotion will not lead to increase in price for the products of Nigeria Brewery, Kaduna as large number of respondents (88%) respond to the question negatively.

Table 12: Will Promotion Lead to Decrease in Sales of Nigeria Brewery, Kaduna Product?

NO OF YEARS	RESPONDENT	PERCENTAGE (%)
Yes	3	5
No	54	95
No Response	0	0
Total	57	100

RCE: Field Survey, 2022

From the table above, 5% believed that promotion will lead to decrease in the sale of Nigeria Brewery, Kaduna product. The majority of the respondents affirm or are in support of the fact that, it will not decrease sales.

Table 13: Can the Products of Nigeria Brewery, Kaduna Survive Without Promotional Activities?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	0	0
No	54	95
No Response	3	5
Total	57	100

rce: Field Survey, 2022

From the table, 54 respondents representing 95% are of the opinion that, Nigeria Brewery, Kaduna product cannot survive if not properly promoted through various promotional activities.

Table 14: Will Promotion Affect the Quality of the Product of Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENT	PERCENTAGE (%)
Yes	0	0
No	53	93
No Response	4	7
Total	57	100

Source: Field Survey, 2022

The table reveals that, majority of the respondents believed that, promotion cannot reduce the level of quality of the product of Nigeria Brewery, Kaduna since the percentage of those in favor are 93%

Table 15: can the various promotional mix bring about high level of customers' patronage of the product of Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Yes	57	100
No	0	0
Total	57	100

Source: Field survey, 2022

The respondents believed that, with the various promotional mixes put in place, the level of customer's patronage will be very high leading to increase in sales.

Table 16: can promotional activities Affect Employment of Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Yes	0	0
No	49	86
No Response	8	14
Total	57	100

Source: Field Survey, 2022

14% show no response to the question while 86% responded positively. That therefore means that, the employees will not be affected by promotional activities in place.

Table 17: will Customers' and Employees' needs be met at the course of Promoting the Product of Nigeria Brewery, Kaduna?

PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Yes	57	100
No	0	0
No Response	0	0
Total	57	100

Source: Field Survey, 2022

From the table, 57% responded positively to the question and therefore, the needs of customers and employees will be actualized

4.4 Summary of Findings

The findings from the above data analysis of respondent's questioners received are as follows:

1. It has been proved from the research carried out that the promotional activities have great effects on the customer's patronage of the product of the Nigeria Brewery, Kaduna
2. The findings show that Nigeria Brewery, Kaduna use more sale promotion and advertisement in attracting it customers towards the purchase of its products.
3. Nigeria Brewery, Kaduna has been able to reach or meet it high sales target through the use of various promotional tools.
4. Promotional activities cannot affect the quality of the product of Nigeria Brewery, Kaduna
5. Nigeria Brewery, Kaduna uses environment for increase profitability.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter carries the summary of the whole research work, its conclusions made as well as recommendations needed in order to exploit more of the benefits of promotional mix in Nigeria Brewery, Kaduna

5.1 Summary

This research studies is divided into five chapters with each dealings on a particular area of the subject matter.

Chapter one carries the introduction/background, statement of the problem, objectives of the study, significance of the study as well as the definition of terms used in the research.

Chapter two contains the various reviews of literature from different scholars on the subject matter.

The chapter three talked about the research methods use in carrying out the entire studies of this research. e.g the population of study, instruments use in data collection and methods of data analysis etc.

Chapter four looks into presentations and analysis of various data collected on the subject matter in order to take a decision on whether to accept or reject a hypothesis.

Final chapter summarizes the entire work in logical manner for easy understanding of the research study.

5.2 Conclusion

Nigeria Brewery, Kaduna has a lot of services and products that they make available to consumers through their various communications tools. One of

the key promotional tools used in marketing these services and products more is sales promotion.

In conclusion, Nigeria Brewery, Kaduna employee are generally satisfied with the company's sales promotion strategies which in turn influence customers, patronage.

The study revealed that promotional mix has an influence in the purchase decision of consumers. It was realized that the consumer may not go through the entire decision of consumers. It was realized that the consumer may not go through the entire decision-making process anytime they want to purchase a services or product.

This may be so because the evoked sets which present the consumer with established alternatives may inform the consumer's judgments in deciding which services or product to buy.

5.3 Recommendations

Based on the findings, it was recommended that:

- i. The Firm should intensify the use of sales promotion as respondents have shown great interest and are highly influenced by sales promotion activities.
- ii. Appearance of sales person should be greatly enhanced. Therefore, it may be used in conjunction with other promotional tools such as

coupons and free talk time. Greater emphasis may be placed on attachment services to gain maximum advantage.

- iii. Promotional mix may have short term effect, as a result services provider s need to do a continuous follows up to establish long term relationship with new customers acquired during sales promotion period.
- iv. Nigeria Brewery, Kaduna should engage in continuous research to correctly approximate consumers expectations and plan to meet them to reduce consumer complaints.
- v. Nigeria Brewery, Kaduna should enhance the situation factors such as display of items, appearance of sales persons, location of showrooms as well as payment processes. These factors and other situational factors will enhance the effectiveness of their sales promotions to influence their consumers.
- vi. Nigeria Brewery, Kaduna should periodically evaluate all its promotional mix programs so as to remain a trend changing consumer expectations. In this contemporary world no strategy is static and to maintain the dynamism, the existing sales programs needs to evaluated over time.
- vii. Finally, the company should be effective in their use of various promotional mixes so as to enhance it efficiency.

REFERENCES

Abdallat, M. & El-Eman, M. (2019) *Consumer Behaviour Models in Tourism*, King Saud. University, Saudi Arabia

Adcock, J., Halborg, A. & Ross, G. (2019) *Marketing Principles and Practice*. Pearson Education, Harlow, England.

Adcock, J. (2019) *The Place of Marketing in Nigerian Banking Industry*. (2nd ed.). Spectrum Books Ltd., Ibadan.

Aderemi, S.A. (2019) *Marketing Principles and Practice*. Mushin: Concept

Akpan, E. (2021) *A Global Managerial Approach to Basic Marketing*. (12th ed), Sydney: McGraw Hill Irwin.

Ayuba, L.L. (2015) *Consumer Behaviour*, (8th ed.). New York: Prentice Hall Inc.

Belch G.E. (2018) *Advertising and Promotion: An Integrated Marketing Communication Perspective*. (4th ed.). Irwin/ McGraw-Hill, Boston, Mass.

Belch, G. E. (2015). The impact on consumer buying behaviour: Cognitive dissonance. *Global Journal of Finance and Management*.

Chris, Y. (2016) *Convergence Marketing; Strategies for reaching the New Hybrid consumer*, Upper Saddle River, NJ: Prentice Hall.

Cravens, D.W (2019) *Strategic Marketing*, (6th ed.). McGraw-Hill.

De Pelsmaker, R. D (2017). *Building and testing theories of decision making by travellers*. Tourism management.

Doyle, P. & Saunders, J. (2015) The Lead Effect of Marketing Decisions. *Journal of mar*

Edward, W. (2017), *Marketing Management*, (14th ed.), Pearson Education, London.

Ferrel, M., Dwarf, A. & Pride, Y. (2019) *Management, McGraw Will International Book Company Limited*, Tokyo.

Kotler, P. & Kellar, W.J., (2018) *Principles of Marketing*, (12th ed), Upper Saddle River: Pearson Prentice Hall.

Lee,W. G. (2019). Effective advertising and its influence on consumer buying behavior. *European Journal of Business and Management*.

Ngolanya, J. (2016), *Marketing Communications*, London: Cengage Learning.

Osuala, P. (2015). Customers' Satisfaction towards Organized Retail Outlets in Erode City. *IOSR Journal of Business and Management*.

Pride, S. & Ferrel, H. C. (2019) The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan.

Journal of Economics, Business and Management.

Schiffman, M.S., & Kanuk, W.J. (2017) *Marketing Cases and Problem.* (2nd ed.).

Printon

Smith, K., & Schultz, W. (2015) *Marketing*, (4th ed.). Irwin, Boston.

William, K. (2018), Growing Acceptance of Cookies, *Journal of Sales and Marketing Management.*

APPENDIX

Department of BAM,
CBMS,
Kaduna Polytechnic,
Kaduna.

Dear Respondents,

LETTER OF INTRODUCTION

I am a student of the above department undertaking a research on the topic” effect of promotional mix on consumers patronage (A case study of Nigeria brewery Plc, Kakuri, Kaduna).

The questionnaire is to help the researcher acquire the necessary information for the purpose of the project writing.

Kindly express your opinion by responding to the attached questionnaire by ticking (✓). Your responses will be treated in strict confidence and would be use only for the purpose of this study.

Thanks for your co-operation

Yours faithfully

SHEHU SHAIBU ABUBAKAR
Researcher

APPENDIX

Instruction:

Please tick (✓) at the appropriate box in section A below. Respond to section B Question 1, 2 and 3 base on your opinion, using SA = Strongly Agree, A = Agree, UD = Undecided, D = Disagree and SD = Strongly Disagreed.

Section A: Questionnaire

General Information of the Respondent

1. Sex Distribution

- a. Male ()
- b. Female ()

2. Classification of Age

- a. 18-35 years ()
- b. 36-55 years ()
- c. 56 and above ()

3. Academic Qualification

- a. SSCE/GRD II ()
- b. NCE/ND ()
- c. HND/B. Sc./B.ED ()
- d. Post Graduate ()
- e. Profess Qualification ()

SECTION B

In Your Own Opinion, How Will You Rate the Level of Promotion in Nigeria Brewery, Kaduna?

- a. Strongly Agree ()
- b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Are you Aware of the On-going Promotional Programmes in Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Do You support the Opinion that Promotion has Good Effect on the Product of Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

What Is your Stake on the Use of Sales Promotion in Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

**What is Your Response on The Needs and Importance of Promotional Tools
in Nigeria Brewery, Kaduna?.**

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

**Do You Believe that Promotional Mix can Enhance the Profitability of Nigeria
Brewery, Kaduna?**

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

Can Nigeria Brewery, Kaduna Enhance Nigeria Economy?

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

**Can Nigeria Brewery, Kaduna Operations Reduce The Number OF
Unemployed In Nigeria?**

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

Can Sales Promotion be more Effective than other Promotional Tools in Customers Patronage of Nigeria Brewery, Kaduna's Product?

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

Do you think the policy of Promotion will lead to the inflation of the Price of Products of Nigeria Brewery, Kaduna.

- a. Strongly Agree ()
- b. Agree ()
- c. Undecided ()
- d. Strongly Disagree ()
- e. Disagreed ()

Will Promotion Lead to Decrease in Sales of Nigeria Brewery, Kaduna Product?

- a. Strongly Agree ()
- b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Can the Products of Nigeria Brewery, Kaduna Survive Without Promotional Activities?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Will Promotion Affect the Quality of the Product of Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Can the various promotional mix bring about high level of customers' patronage of the product of Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Can promotional activities Affect Employment of Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()

Will Customers' and Employees' needs be met at the course of Promoting the Product of Nigeria Brewery, Kaduna?

a. Strongly Agree ()

b. Agree ()

c. Undecided ()

d. Strongly Disagree ()

e. Disagreed ()