

**TITLE PAGE**

**APPRAISING THE IMPACT OF SALES PROMOTION ON MARKET  
SHARE IN SEVEN UP BOTTLING COMPANY**

**BY**

**EZRA ADAMU**

**KPT/CBMS/19/41544**

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

**IN PARTIAL FULFILLMENT OF THE AWARD OF HIGHER NATIONAL DIPLOMA,**

**DEPARTMENT OF BUSINESS ADMINISTRATION AND  
MANAGEMENT,**

**COLLEGE OF BUSINESS AND MANAGEMENT STUDIES,**

**KADUNA POLYTECHNIC, KADUNA.**

**MAY, 2022**

## **DECLARATION**

I hereby declare that this project work is written by me **EZRA ADAMU**,  
**KPT/CBMS/19/41544** under the supervision of **Mal. A.D. Umar** of the  
Department Business Administration and Management in Kaduna Polytechnic.

---

**EZRA ADAMU**

**KPT/CBMS/19/41544**

---

**Date**

## APPROVAL PAGE

This is to certify that this project work titled “Appraising the Impact of Sales Promotion on Market Share in Seven Up Bottling Company” is an original work undertaken by **EZRA ADAMU, KPT/CBMS/19/41544** and has been in accordance with regulations governing the preparation and presentation of project in Kaduna Polytechnic and approved as meeting the requirements for the award of Higher National Diploma in Business Administration and Management.

---

**Mal. A.D Umar**

Project Supervisor

---

Date

---

**Dr. Ismaeel M. Anchau**

Project Coordinator

---

Date

---

**Mr. Babatunde Lawal**

Head of Department

---

Date

---

External Examiner

---

Date

## **DEDICATION**

This project is dedicated to my wife, Rose Ezra, and to my parents Mr. & Mrs. Adamu Shagaya and to my siblings.

## **ACKNOWLEDGEMENT**

Writing this project would have been impossible but for several persons which in one way or the other contributed towards its accomplishment.

I wish to appreciate my project supervisor in person of Mal. A.D Umar for his tireless effort and constructive criticism towards the success of this research work, to you I say a big thanks to you sir.

My utmost appreciation goes to my wonderful parent in persons of Mr. & Mrs. Adamu Shagaya, for their guidance, support and encouragement to persist and press hard in my discipline (study) may God reward you richly and keep you.

Furthermore, I want to appreciate my wife and my siblings and also to my entire family members for their support and prayers. I want to also appreciate Mr. Raphael for his support and encouragement. May God bless you all.

## ABSTRACT

*Appraising the impact of sales promotion on market share is very important because in most occasions, consumers' decisions as regard what to buy is motivated by what has been seen, heard of or practically used. Sales promotion helps because it carries the message far and wide to a scattered target audience that the advertiser or producer could not have reached at once so easily. It was gathered from the responses of the respondents who filled the questionnaire that Seven Up Bottling Company Nigeria is unrelenting in its efforts to ensure effective sales promotion programs for their various services and products. In the mind of the consumers, the company using sales promotion strategies which has had impact on their buying decision. More so, the research reveals that the sales promotion position of a product or service is strong in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over Seven Up Bottling Company. This also creates brand preference and product differentiation. In an effort to improve messaging and to gain the audience's attention, Seven Up Bottling Company have create branding and moments that will resonate with target markets and motivate the audience to purchase the advertise product or service. Through this way, the company has maintained its leadership in telecommunication industry in Nigeria*

## **TABLE OF CONTENT**

Title Page	-	-	-	-	-	-	-	-	-	-	i
Declaration	-	-	-	-	-	-	-	-	-	-	ii
Approval page	-	-	-	-	-	-	-	-	-	-	iii
Dedication	-	-	-	-	-	-	-	-	-	-	iv
Acknowledgement	-	-	-	-	-	-	-	-	-	-	v
Abstract	-	-	-	-	-	-	-	-	-	-	vi
Table of Content	-	-	-	-	-	-	-	-	-	-	vii
											ix

## **CHAPTER ONE**

### **INTRODUCTION**

1.0	Introduction	-	-	-	-	-	-	-	-	-	1
1.1	Background of the Study	-	-	-	-	-	-	-	-	-	3
1.2	Statement of the Problem	-	-	-	-	-	-	-	-	-	5
1.3	Objectives of the Study	-	-	-	-	-	-	-	-	-	6
1.4	Research Questions	-	-	-	-	-	-	-	-	-	7
1.5	Significance of the Study	-	-	-	-	-	-	-	-	-	7
1.7	Scope of the Study	-	-	-	-	-	-	-	-	-	8

## **CHAPTER TWO**

### **LITERATURE REVIEW**



2.1	Introduction-	-	-	-	-	-	-	-	10
2.2	Conceptual framework	-	-	-	-	-	-	-	11
2.3	Understanding the Nature and roles of sales promotion	-	-	-	-	-	-	-	15
2.4	Theoretical Framework	-	-	-	-	-	-	-	17
2.4.1	Push Promotions Theory	-	-	-	-	-	-	-	18
2.4.2	Pull Theory	-	-	-	-	-	-	-	18
2.4.3	Combination Theory	-	-	-	-	-	-	-	19
2.5	Empirical Review	-	-	-	-	-	-	-	20
2.6	Summary of the Chapter	-	-	-	-	-	-	-	21

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

3.1	Introduction	-	-	-	-	-	-	-	29
3.2	Research Design	-	-	-	-	-	-	-	29
3.3	Area of study	-	-	-	-	-	-	-	29
3.4	Population of study	-	-	-	-	-	-	-	30
3.5	Sample size and sampling techniques	-	-	-	-	-	-	-	30
3.6	Instrument for Data Collection	-	-	-	-	-	-	-	31
3.7	Validation of the Instrument	-	-	-	-	-	-	-	31
3.8	Reliability of Instrument	-	-	-	-	-	-	-	32
3.9	Method of Data Collection	-	-	-	-	-	-	-	32

3.10	Method of Data Analysis -	-	-	-	-	-	-	-	32
------	---------------------------	---	---	---	---	---	---	---	----

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

4.1	Introduction -	-	-	-	-	-	-	-	27
4.2	Respondent's Characteristics and classification	-	-	-	-	-	-	-	27
4.3	Data Presentation	-	-	-	-	-	-	-	29
4.4	Summary of Findings	-	-	-	-	-	-	-	35
4.5	Discussion of Findings	-	-	-	-	-	-	-	37

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1	Introduction -	-	-	-	-	-	-	-	38
5.2	Summary	-	-	-	-	-	-	-	38
5.3	Conclusion	-	-	-	-	-	-	-	39
5.4	Recommendation	-	-	-	-	-	-	-	40
	References	-	-	-	-	-	-	-	43
	Appendix I	-	-	-	-	-	-	-	45
	Appendix II	-	-	-	-	-	-	-	46

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Introduction**

Promotion is the advancement of an employee's rank or position in an organizational hierarchy system. Promotion may be an employee's reward for good performance, i.e., positive appraisal. Before a company promotes an employee to a particular position it ensures that the person is able to handle the added responsibilities by screening the employee with interviews and tests and giving them training or on-the-job experience. A promotion can involve advancement in terms of designation, salary and benefits, and in some organizations the type of job activities may change a great deal. The opposite of a promotion is a demotion.

A promotion can involve advancement in terms of designation, salary and benefits, and in some organizations the type of job activities may change a great deal. In many companies and public service organizations, more senior positions have a different title: an analyst who is promoted becomes a "principal analyst"; an economist becomes a "senior economist"; or an associate professor becomes a "full professor". The amount of salary increase associated with a promotion varies a great deal between industries and sectors, and depending on what parts of the hierarchical ladder an

employee is moving between. In some industries or sectors, there may be only a modest increase in salary for promotions; in other fields, a promotion may substantially increase an employee's salary (Richard, 2016).

The same is true with benefits and other privileges; in some industries, the promotion only changes the title and salary, and there are no additional benefits or privileges (beyond the psycho-social benefits that may accrue to the individual).

In some not-for-profit organizations, the values of the organization or the tightness of funding may result in there being only modest salary increases associated with a promotion. In other industries, especially in private sector companies, a promotion to senior management may carry a number of benefits, such as stock options, a reserved parking space, a corner office with a secretary, and bonus pay for good performance. The degree to which job activities change varies between industries and sectors. In some fields, even after an employee is promoted, they continue to do similar work. For example, a policy analyst in the federal government who is promoted to the post of senior policy analyst will continue to do similar tasks such as writing briefing notes and carrying out policy research (James, 2014).

## 1.1 Background of the Study

The need for promotion arises from the intensity of competition. Sellers must somehow attract customers' attention, in the open markets of old (and farmers markets of today), sellers did and do this by shouting, joking with customers, and sometimes by holding up a squealing piglet for everyone to see. Priya Raghubir and his coauthors, writing in *California Management Review*, identify "three faces" of consumer promotions: these are information, economic incentive, and emotional appeal. Information may take the form of advertising the availability of something, incentives are offered in the form of discounts, and emotional appeals are made by displays and, of course, by the low price itself.

Precisely because sales promotions must provide *incentives*—whether to the distribution channel, the company's own sales people, or to the consumer—they cost money by definition and must produce additional volume to pay for the expenditures. A grand sale that clears out the inventory but, with added advertising costs factored in, reduces margin too is—a failure. Sales promotions therefore must be carefully calibrated to achieve the purpose. Holding promotions too frequently will habituate customers to buy only when promotions are in effect. Avoiding promotions altogether will let

competitors draw customers away. Alas, business never fails but to challenge the participant

The term sales promotion came on (as distinct from promotion) came gradually into wide use to describe a fourth component of the promotion mix, alongside advertising personal selling and publicity.

Seven-up Company Plc was conceived in 1959 and actualized in the manufacturing and marketing of soft drink product in Nigeria. Since 1960 seven Up Bottling Company Plc has experienced tremendous growth starting with the production of Seven Up and orange crush in Lagos and in Ibadan as their initial starting point the company's prospect further rose greatly when she acquired the right and franchise from Messer Pepsi-Cola, Mirinda, Soda water and Team Lemonade. This led to the commissioning of an additional plant in Illorin, Kano, Kaduna, Aba, Enugu and Benin. Subsequently Abuja plant was commissioned, Kaduna plant was brought over from Arewa (Botlers in 1989).

Seven-up bottling company plc set the pace, in promotional campaign strategy, the achievements of the people through innovating sales promotion has been credible and consumer got the value Ibr the scane resources through several consumer promotion where different types of gift items like

cars electronic e.g. fudges, television and cash offers and several other gift were issued out to their lucky winners.

## **1.2 Statement of the Problem**

Taking into consideration the Nigeria Market generally, it is essentially the “Seller Market” where there is serious competition between indigenous and foreign producer of goods and services which have led the researcher to conduct research on sales promotion has it enhance market share.

Different promotional Gimmicks and techniques devices have been employed to induce more customer patronage at the expense of competitor.

The Nigeria media both print and electronic carry on daily bases different forms of advertisement sales promotion and other market product message to the general public, in addition certain economic incentives on patronage.

However the extend or degree to which these various strategies yield customer patronage and increase in sales volume is not quite unknown.

Although the manufacturer organizations have greatly gained through such market campaigns. Again the saturation of the domestic market and middlemen shares with foreign product has reduced their effort toward exporting adequate distribution effort on Seven-Up Bottling Company Plc product to the extreme company’s customer. These are therefore, the need to establish the most important sales promotion techniques that would

influence customer patronage as well as increase the sales volume. As attempt made in the study to identify the impact of sales and increase in patronage on the other hand.

The various strategies employed as a sales promotional tool include free sample premium coupons price off contest sweep states and point of purchase promotion. It is however hopeful that this study would uncover a lot on the impact of sales promotion in the marketing of soft drinks product as adopted and practiced by many marketing organization.

### **1.3 Research Objectives**

This research work on “the impact of sales promotion in a soft drink company in Kaduna” is run at achieving the following specific objective:

- i. To identify the impact of sales promotion tools meant to boost the market share of Seven-Up bottling company.
- ii. To evaluate the suitability of these techniques in satisfying customer needs in seven up bottling company.
- iii. To assess the prospects of these tools on the performance of seven up bottling company
- iv. To determine the challenges associated with seven up bottling company in promotion activities.



## **1.4 Research Questions**

The following are the research question for this study:

- i. Identify the impact of sales promotion tools?
- ii. Evaluate the suitability of these techniques in satisfying customer needs in seven up bottling company.
- iii. Assess the prospects of these tools on the performance of seven up bottling company
- iv. Determine the challenges associated with seven up bottling company in promotion activities.

## **1.5 Significance of the Study**

The significance of this study are as follows:

- i. It will be a valuable reference scholarly materials for the management of Seven up bottling company and the entire soft drinks industries.
- ii. It will also enable the present employee of the company to know more about soft drinks industry and its campaign
- iii. Is also important to the management in their decision making in the area of sale promotion
- iv. Sales promotion equally contribute to the development of the Nigeria Economy
- v. It intend to benefit all stakeholders in the manufacturing industry, such as customers, relevant government agencies.
- vi. It will help students to embark on small scale business venture after completion of study

## **1.6 Limitation of the Study**

One of the major limitations to this research work is finance. Considering the global economic meltdown which made it difficult to access more materials from the net and other places.

However, normal class activities like lectures, assignments, continuous assessment i.e. test and the main one is examination all of these interrupted the progress of this research work at one point or the other.

Despite all these limitations and short comings, the research has been able to come out with some relevant data to back up the findings of this research work.

## **1.7 Scope of the Study**

This study intend to look at the impact of sales promotion on the marketing of soft drink product by critically looking at how each of the sales promotion scheme used by Seven-Up Bottling Company Plc in the market of its product especially in Kaduna in past few years.

The Seven-Up company is engaged in the manufacturing and marketing of soft drink products. The company operates nine locations and over Forty (40) depots spread over the country. The company has registered and accredited dealers grade in A, B and C and “well established distribution network nationwide for its product. Seven up bottling company plc is

committed to maintain, supply and high quality standard as to ensure that the company's product become the most admired and innovative soft drink company in the near future.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This particular chapter review comments, statements, contribution and opinions made by various authorities having direct or indirect bearing on project topic. People generally have different views about what sales promotion is all about. In Nigeria today the practice of sales promotion has been widely used by various companies particularly in the consumer product industry, because of its wide acceptability as an indispensable instant for simulating and inducing consumers into direct purchase of the product which enhances direct short term sales of product.

Producing for more goods that can be effectively absorbed by the existing market. The problem is no longer the production of the goods. Themselves; but the effective marketing of the product. Consumer must be willing to constantly improve their standard of living by purchasing more and better products, if the economy must continue to experience growth one of the major way in which this can be done is through the efficient and effective use of promotional tools, Quite a large number of people believe or think that sales promotion is synonymous to promotion in totality, when in fact it

is not, as sales promotion plays different roles by linking together advertising and personal selling.

Complementing their efforts thereby enhancing their effectiveness. It could be used as a special campaign programme designed to boost sales of certain brand of products whose sales is on the decline. This involves the use of certain techniques such as price relates coupons, discount combination offers, etc operated at different level to different consumers (existing and potential trade and sales force).

## **2.2 Conceptual Framework**

Sales promotion has been defined by various marketing authority based on the way they view the field of marketing.

American Marketing Association (A.M.A) viewed marketing as encompassing “those marketing activities other than personal selling, advertising, public relations and publicity that stimulate purchasing and dealers effectiveness, such as display, shows and exhibition, demonstration and various non-recurrent selling efforts not in the ordinary routine. These activities possess the characteristic of their promotional tools, Sales promotion is defined as any direct inducement offering an extract value or incentive to consumers to stimulate quick and immediate purchase

behaviour. This definition is broad and according to them is necessary since many innovative techniques are necessary since many innovative techniques are developed each year. These direct inducements include the uses of coupons, sampling play premium trading stamps, contents, sweep stakes and tie-ins.

Sales promotion is defined as

The function in marketing of providing inducement to buy offer for a limited period only at the time and place the purchasing decision was made, which are supplementary to a product nor mal value or a special offer, special in the sense that they are extra as well as because they are special in times and place. Offers in the sense that they are direct proposition, the acceptance of which forms part of the deal.

Nwokoye, (2002) define sales promotion any activity that is used to stimulate sales of a product and which occurs once of over a limited period of time". He further said it may be directed to consumer in the form of consumer's promotion or middlemen in the form of trade promotion. And that retailer may also initiate their own sales promotion to clear their inventories. He opined that the product being promoted is usually in large

supply otherwise there should be no need to engage in any special activity to sales.

Botler (2000) looked at sales promotion as consisting of diverse collection of diverse tools mostly short term designed to stimulate faster and or greater purchase of a particular product of consumer or the trade. And stating that advertising offers reasons to buy while sales promotion offers incentives to buy. He went ahead to list the sales promotion tools include consumer promotion, which are samples, coupons, premium, warrant free trials patronage reward and prizes.

**Trade Production:** Which air buying allowances, free goods merchandise allowances, cooperative advertising and display allowances, push money dealers sales contents allowances.

**Sales Promotion:** Which include bonuses, contest sales rappes etc. Stanton (2001) on his part, viewed sales promotion as an activity designed to supplement and coordinate personal selling and advertising efforts. He listed those activities to include store display holding trade show, using samples and premium offers.

Kenneth (2001) viewed sales promotion as “any special incentive directed towards the consumer the trade, or sales force designed to stimulate action

by one of these groups excluding advertising, packing, product quality and normal pricing. He further stated that a way of gaining insight into the nature of sales promotion is to identify some of the salient characteristic.

A relatively short term activity directed towards the sales forces, distribution channel or consumer or some combination of these group use in order to stimulate specification. From the above definition, advanced by notable authors on sales promotion they are all seem to have agreed on one central definition of sales promotion. if that sales promotion complementing to advertising and personal selling which helps to inform persuade and remained consumers of a particular brand in contrast with advertising which deal with communicating from marketing company to the consumers, sales promotion usually take place at the point of sales.

It involves moving the product to the consumers or users in contrast to advertising which is moving the customer to the product. It also services as publicity for the company, its product and services which are paid for by the sponsors as it is with advertising. This is why is often called “below the line” advertising which is handled by external advertising agency. Sales promotion activities can best understand or understood as bridging the gap between advertising and personal selling. As can be deduced from various



definitions; It is non-recurrent and focuses on increasing sales the short run and plays the role of modifying the purchasing behaviour of consumers.

### **2.2.1 Understanding the Nature and Roles of Sales Promotion**

Martin (2000) said “the main unique link between firm and its markets were the sales force. The use of advertising became widely dominant later still. This promotional device serves different purposes, but when the organization considered it necessary at times to move the product close to the consumers then there is the need for a direct demand stimulation which is the main field where sales promotion can be effectively employed. Nwokoye (2002) listed the following as some of the uses of sales promotion.

- i. To increase the sales of a particular product especially at those times when normal sales are declined
- ii. Too periodically for example annually or half annually clear goods in store before inventory are taken or restocked.
- iii. To introduce a new product. Giles (2000) gave reason why sales. Promotion is used and the objective it aims at achieving are as follows:
  - Stimulating a new use of product.
  - Appealing to special segment of the market.

- Boosting sales in a particular geographical area.
- Encouraging more frequent use of product.
- Attracting bargain, hunting non-brand conscious buyers.
- ✓ Creating dealers interest and encouraging stocking
- ✓ Encouraging seasonal sales or stimulating off-peak period sales.
- ✓ Encouraging movement of slow-selling line.
- ✓ Assisting sales-force presentation.
- ✓ Securing.

Wilmschurt (2003) saw sales promotion as often tactical that are designed to achieve a short term and limited objective possibly a limited area or through certain outlets for example and introductory price cut or premium offer may be made, coupled with special discount or dealer in order to encourage dealers to stock and consumers to sample a new product.

Wilmschurt listed the result which sales promotion seek to achieve as follows:

- To encourage dealers to stock, To combating competition.
- To improve effective distribution.
- To add excitement.

- To encourage customers to sample.

Mc Daniel (2001) he observed that the main goal or objective of sales promotion is to enhance immediate product purchase action and attitude modification that specifically the promoter is attempting to increase brand awareness attract new customers or still increase the effectiveness of advertising to produce high sales.

Shanagnersy (1999) look at sales promotion as increasing marketing productivity in three ways namely;

- Complementing or supplementing the marketer persuasive communication.
- Controlling to some degree the timing and manner of consumers action.
- Reshaping the benefit of the basic offer to meet competition.

## **2.3 Theoretical Framework**

Sales Promotion Theory is the study of increasing short-term sales revenue. This study can be conducted readily and effectively as the results can be measured quickly and, because of the narrow focus of the promotion, other factors can be tightly controlled for. Sales promotions are a source of some debate, as some argue that increasing short-term sales does not lead to long-

term profitability. Others argue that the benefits of creating more income for the company in the short term allows that company to more rapidly grow to gain a larger market share. While promotions come in many different forms, most fall into three categories: Push, Pull, and Combination.

### **2.3.1 Push Promotions 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 customers because they will make a better return on them than on similar products supplied to them by your competitors.

### **2.3.2 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.

### **2.3.3 Combination Theory**

This theory requires both of the above theories working together. The "push" is used to get more product 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. Grocery stores often use this tactic. They fill stores with products they have a high profit margin on (the push) and run commercials that advertise the store ("A great place to shop" or "Your hometown grocery") rather than a specific product (the pull).

The car industry provides an excellent example of combination sales promotion theory. Manufacturers advertise and tie-in with television shows to market directly to customers (pull) and offer deals to dealerships to move more products (push). This leads to "dealer overstocks" and special "factory deals" while the commercials generate more interest in the car brand.

## **2.4 Empirical Review**

Sales promotion is being to show the short term monetary promotions which may increase the profit. Every organization is trying to increase the monetary promotions of their business. Hence sales promotion is an important tool to increase their sales volume of the business. Through sales promotion techniques the customers have more attracted the preference products and make positive buying decisions. The paper is attempting the sales promotion techniques used by Darling Digital World Pvt Ltd., Puducherry. The research is to help to increase buying decision about the products and to compete with market products.

The use of sales promotion by the industries or rather manufacturing industries is on the increase and it is seriously gaining ground as a fundamental marketing tool.

Botler (2000) said that a decade ago the ratio of advertising to sales promotion was 60% - 40% but that today many consumer package goods firms reversed the picture, with sales promotion accounting for between 60% and 80% of the company's budget.

Sales promotion includes all those activities other than advertising and personal selling which is used to stimulate purchase.

Kortz and Boonze (2001) opined that sales promotion strategies are designed to add something to promotion that will encourage exchange.

They can be used to attract new customer, bring about repeat purchase and to promote off season product. In rely competitive industries such as Seven-up bottling company plc. The quality of sales promotion may be deciding factor in achieving the sales and overall market shares.

## **2.5 Summary of the Chapter**

The impact of sales promotion on soft drink product cannot be overemphasized as discussed in this chapter based on the view the various scholars.

Stanley (1999) was of the opinion that manufacturers are capable of producing for more goods than can be effectively absorbed by the existing markets. The problem is no longer the production of the product L hot how to effectively market it.

Nwokoye (2002), defined sales promotion as any activity that is used to stimulate sales of produce and which occurs once or over a limited period of time. Ad he further said that it may be directed to consumers in the form of trade promotion. The company mast therefore endeavour to identify the sales promotion strategies used by other competitors and contest it with a more effective one in order to stampede an authenticity in the market as a market leader.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

Research method deals with the approach adopted in investigating and collection of all relevant data. A scholarly research of this nature demands the use of methods that ensure a thorough degree of accuracy. In the researcher error and desires to achieve his objective, methods of gathering data. validity and reliability of the instruments, and techniques of data analysis

#### **3.2 Research Design**

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem. The research design to be used for this study will be a survey research design. A survey research design is one of the most widely used research method in the management field. This method ensures the use of questionnaire for wider coverage to obtain data from respondents.

#### **3.3 Area of the Study**

This study was carried out within Kaduna metropolis covering, seven-up Bottling company Plc, which is located at Kakuri, Kaduna South area of



Kaduna State therefore the primary data were collected from the employees of seven- up bottling company.

### **3.4 Population of Study**

The organization to be used for this research work is seven-up Bottling Company Kaduna. The population comprising management and staff, dealers and consumers of seven-up Bottling Company Plc Kaduna. The population is the total number of individual or employee is under investigation, the staff strength is about one hundred and eighty (180) with (20) as management staff. The total population of 200 study.

### **3.5 Sample Size and Sampling Technique**

The chosen sample was to avoid any form of difficulty that would have been encountered in sampling of the whole population, and because of the large population size the researcher chose to draw as sample of true representation of the population. The simple technique was chosen at random, therefore the sample size is 50. The various responses from the management and staff will help the researcher to know and understand the various interest on the appraising the impact of sales promotion on soft drinks product and in particular. The responses from the management and staff as well as the

dealers will serve as the basis for an assessment which is considered pertinent to this research particularly for the interest of the company.

### **3.6 Instruments of Data Collection**

Based on the nature of this research, the researcher has decided to use personal interview and questionnaire methods to conduct this research. The questionnaire were designed and addressed to the management staff of the company and some of the customers. Personal interview with the customer was conducted to get first hand information. The use of Likert's five scale rating point of 5-1 where research question are used. This is because of the fact that the customers are not literate hence getting exact and objective information was not possible.

### **3.7 Validation of Instrument**

The research instruments adopted in this study were the questionnaire that was given to the project supervisor and other lecturers for scrutiny to ascertain the validity of the instrument. Their correction and observations were noted and thoroughly effected by the researcher.

### **3.8 Reliability of Instrument**

The pilot study was used to measure the reliability of the instrument. A test-retest method was used to determine the reliability of the instrument. An instrument is reliable if it consistently gives the same or similar result. This was administered to five (5) staff to ascertain the reliability.

### **3.9 Methods of Data Collection**

The questionnaire will be distributed and the filled copies will be collected, personally by the researcher.

### **3.10 Methods of Data Analysis**

The data collected will be analyzed using frequency table and simple mean, and the respondents' opinion will be incorporated to answer the research questions whether they will agree or disagree thematically with the results, hence the responses will be analyzed and discussed using the five point likert scale.

The formula for mean ( $\bar{X}$ ) =

Where  $f$  = frequency

$X$  = variables

$\bar{X}$  = mean

Decision rule table of 5-scale point.

	<b>SA</b>	<b>A</b>	<b>U</b>	<b>D</b>	<b>SD</b>
Grade point	5	4	3	2	1
Range	4.5-5.0	3.5-4.4	2.5-3.4	1.5-2.4	0.5-1.4

**Key:**

SA = Strongly Agreed

A = Agreed

U = Undecided

D Disagree

SD = Strongly Disagree

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This chapter presents the result of the analysis of data gathered through questionnaires that was specifically designed for the purpose of this study. An attempt was made to address the major issues pertinent to this investigation with questions that best provide the require information. The analysis was done through tabulation and interpretation of the data that was derived from the questionnaires.

#### 4.2 Respondent's characteristics and classification

**Table 4.2.1:** Classification According to Age

<b>Variable</b>	<b>Responses</b>	<b>Percentage</b>
25-35 years	60	50%
36-41 years	12	35
42 & above	8	15
<b>Total</b>	<b>80</b>	<b>100%</b>

*Source:* Field Survey, 2022

From the above table 4.2.1, the analysis shows that 80 people representing 44% of the respondents were within the age bracket of 25 – 35 years, while 60 representing 33% of the respondents were aged 36 – 41 years and the remaining 40 of them representing 23% of the respondents were 42 years and above.

**Table 4.2.2: Sex Classification of Respondents**

<b>Variable</b>	<b>Responses</b>	<b>Percentage</b>
Male	46	57.5%
Female	34	42.5%
<b>Total</b>	<b>80</b>	<b>100%</b>

*Source:* Field Survey, 2022

From the above table 4.2.2, the analysis shows that 108 people representing 60% of the respondents were male, while 72 representing 40% of the respondents were female.

**Table 4.2.3:** Classification According to qualification

<b>Variable</b>	<b>Responses</b>	<b>Percentage</b>
Master's degree	12	15%
B.Sc – HND	40	50
ND – Cert	20	25
SSCE	8	10
<b>Total</b>	<b>80</b>	<b>100%</b>

*Source:* Field Survey, 2022

From the above table 4.2.3, the analysis shows that the B.Sc and HND Holders in the sample drawn have the highest percentage of 40 respondents representing 22%, 25 respondents which represent 14% have ND and its equivalent certificate, only 75 respondents representing 42% fell under category of SSCE, while 40 of them which represent 22% master's Decree.

### **4.3 Data Presentation**

This section presents and discusses the findings of the study, while set out to appraising the impact of sales promotion on market share in Seven Up Bottling Company. The findings were based on analysis of responses from 180 respondents

**Table 4.3.1: Data presentation;**

S/N	Variables	SA	A	UD	D	SD	Total
1	Your company promotes its products	42	20	4	12	4	80
2	Sales promotion is the major promotional tool used by SEVEN UP BOTTLING COMPANY	42	30	4	2	2	80
3	Your company's sale has gone up because of increased advertisement	30	20	10	20	0	80
4	Sales promotion makes an impact on consumer buying decision	44	22	4	4	6	80
5	Sales promotion also has an impact on the image of your company	48	24	0	4	4	80
6	There is significant relationship between sales promotion channels and consumer buying behavior	20	40	0	14	6	80
7	Your company's adverts have impact on consumer brand preference	44	22	4	4	6	80
8	Your product/service meet the attribute that the sales promotion display	48	24	0	4	4	80
9	Sales promotion contribute to SEVEN UP BOTTLING COMPANY's outsmarting of its competitors	44	22	4	4	6	80
10	Whatever is displayed on SEVEN UP BOTTLING COMPANY's advert is exactly what will be delivered to users/subscribers.	48	24	0	4	4	80
11	The problem associated with adverts are the issue of placement of adverts at the wrong time, and now frequency of advert.	44	22	4	4	6	80
12.	Ways through which the identified problems could be solved are that the right advert agency should be employed should be employed and right medium should be chosen in sending the message to the targeted audience	48	24	0	4	4	80
13	The frequency of adverts should be increased in order to achieve the desired result	44	22	4	4	6	80
14	Telephone service is necessary for your activities	48	24	0	4	4	80



15	You get to know about Seven Up Bottling Company product/service through advertising	44	22	4	4	6	80
16	Your buying decisions are sometimes influenced by sales promotion	48	24	0	4	4	80
17	The most effective sales promotion channel that influence your buying behaviours are radio television and billboard.	44	22	4	4	6	80
18	Seven Up Bottling Company adverts have impact on your brand preference	48	24	0	4	4	80
19	Product price and expected satisfaction make you buy a product after hearing, seeing and/or reached by advertisement	44	22	4	4	6	80
20	The positive effects of advertisement on your buying decision are the of product usage, etc	48	24	0	4	4	80
21	You liked advertisement because it provides you with information about a product and its usage with a tyranny of freedom to make choice.	44	22	4	4	6	80
22.	The negative effect of sales promotion on your buying decision is to make you spend money on things you can ill afford, and adverts also makes you things you don't need have not planned to buy.	48	24	0	4	4	80

*Source:* Field survey, 2022

**Table 4.3.2: Data Analysis;**

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
1	Your company promotes its products	200	80	12	24	4	320	4.0	Agreed
2	Sales promotion is the major promotional tool used by SEVEN UP BOTTLING COMPANY	210	12	12	4	2	348	4.4	Agreed
3	Your company's sale has gone up because of increased advertisement	150	80	30	40	0	300	3.8	Agreed
4	Sales promotion makes an impact on consumer buying decision	220	88	12	8	6	334	4.1	Agreed
5	Sales promotion also has an impact on the image of your company	240	96	0	8	4	348	4.4	Agreed
6	There is significant relationship between sales promotion channels and consumer buying behavior	100	160	0	28	6	294	3.7	Agreed
7	Your company's adverts have impact on consumer brand preference	100	10	36	28	8	276	3.5	Agreed
8	Your product/service meet the attribute that the sales promotion display	150	16	0	12	2	332	4.2	Agreed
9	Sales promotion contribute to SEVEN UP BOTTLING COMPANY's outsmarting of its competitors	250	80	6	8	4	348	4.4	Agreed
10	Whatever is displayed on SEVEN UP BOTTLING COMPANY's advert is exactly what will be	150	12	30	14	3	317	4.0	Agreed

	delivered to users/subscribers.								
11	The problem associated with adverts are the issue of placement of adverts at the wrong time, and now frequency of advert.	200	68	6	4	2	348	4.4	Agreed
12.	Ways through which the identified problems could be solved are that the right advert agency should be employed and right medium should be chosen in sending the message to the targeted audience	240	64	24	12	2	342	4.3	Agreed
13	The frequency of adverts should be increased in order to achieve the desired result	180	92	24	8	8	316	4.0	Agreed
14	Telephone service is necessary for your activities	140	128	30	8	6	312	3.9	Agreed
15	You get to know about SEVEN UP BOTTLING COMPANY product/service through advertising	120	144	36	4	6	310	3.9	Agreed
16	Your buying decisions are sometimes influenced by sales promotion	140	140	39	4	0	331	4.1	Agreed
17	The most effective sales promotion channel that influence your buying behaviours are radio television and billboard.	165	88	45	16	2	316	4.0	Agreed
18	SEVEN UP BOTTLING COMPANY adverts have	200	136	6	4	2	348	4.4	Agreed

	impact on your brand preference								
19	Product price and expected satisfaction make you buy a product after hearing, seeing and/or reached by advertisement	240	64	24	12	2	342	4.3	Agreed
20	The positive effects of advertisement on your buying decision are the of product usage, etc	180	96	24	8	8	316	4.0	Agreed
21	You liked advertisement because it provides you with information about a product and its usage with a tyranny of freedom to make choice.	140	12	30	8	6	312	3.9	Agreed
22.	The negative effect of sales promotion on your buying decision is to make you spend money on things you can ill afford, and adverts also makes you things you don't need have not planned to buy.	125	80	36	26	10	277	3.5	Agreed

*Source:* Field survey, 2022

The above table 4.3.3 showed the general views of the people interviewed concerning their personal opinions relating to the impact that sales promotion strategy has on the consumer buying behavior of the company's products and services, of the twenty people interviewed, 18 representing 90% of them candidly agreed that sales promotion has positive impact on

consumer buying behavior, while 20% say that the strategy does not yield any meaningful impact on the overall customer buying attitude.

#### **4.4 Summary of Findings**

The major findings from the result of the data analyzed revealed that sales promotion in Seven Up Bottling Company is very effective, as seen from the majority of positive response from the staff and subscribers. However, the followings are the summary of the findings:

- i. Seven Up Bottling Company promotes its products, and sales promotion is the major promotional tool used by the company.
- ii. The company's sale has gone up because of advertisement. Therefore, sales promotion makes an impact on consumer buying decision just as it also has an impact on the image of the company.
- iii. There is significant relationship between sales promotion channels and consumer buying behavior. Sales promotion contributes to Seven Up Bottling Company's outsmarting of its competitors. Hence, the company's adverts have impact on consumers' brand preference.
- iv. Your products/services meet the attributes that the sales promotion displays. This is to show that whatever is displayed on Seven Up

Bottling Company's adverts is exactly what will be delivered to users/subscribers.

- v. The problems associated with adverts are the issue of placement of advert at the wrong time, and low frequency of advert. And the ways through which the identified problems could be solved are the right advert agency should be employed and right medium should be chosen in sending the message to the targeted and right medium should be chosen in sending the message to the targeted audience. Also, the frequency of adverts should be increased in order to achieve the desired result.
- vi. The consumer buying decisions are influenced by advertising, and the most effective sales promotion channels that influence consumer buying behavior are radio, television and billboard.
- vii. Seven Up Bottling Company adverts have impact on consumers' brand preference. However, product price and expected satisfaction make them buy a product after hearing, seeing and/or reached by advertisement. The positive effects of advertisement on consumer buying decision are therefore creation of awareness of the product, showing of use and benefits of the products.

- viii. The side effect of sales promotion on consumer buying decision is making them spend money on things they can ill afford, and buy things they don't need.

#### 4.5 **Discussion of findings**

The findings of the study are hereby discussed as follows:

From the result analysis, it is evident that the impact of sales promotion tools is by advertising, and the most effective sales promotion channels that influence consumer buying behavior are radio, television and billboard.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents the summary, conclusion and recommendations of the all chapters.

#### **5.2 Summary**

Appraising the impact of sales promotion on market share is very important because in most occasions, consumers' decisions as regard what to buy is motivated by what has been seen, heard of or practically used. Sales promotion helps because it carries the message far and wide to a scattered target audience that the advertiser or producer could not have reached at once so easily.

It was gathered from the responses of the respondents who filled the questionnaire that Seven Up Bottling Company Nigeria is unrelenting in its efforts to ensure effective sales promotion programs for their various services and products. In the mind of the consumers, the company using sales promotion strategies which has had impact on their buying decision.



More so, the research reveals that the sales promotion position of a product or service is strong in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over Seven Up Bottling Company. This also creates brand preference and product differentiation.

In an effort to improve messaging and to gain the audience's attention, Seven Up Bottling Company have create branding and moments that will resonate with target markets and motivate the audience to purchase the advertise product or service. Through this way, the company has maintained its leadership in telecommunication industry in Nigeria.

### **5.3 Conclusion**

This study has drawn and answered some certain research questions on advertisement which are found to be relevant. It was discovered that there is a significant relationship between sales promotion channels and consumer buying behavior with great impact on consumers' brand preference, and thereby helping the company in outsmarting its competitors. The research has also revealed that the media/channel of transmitting an advertisement and the time are also very important as most potential customers listen to

radio or watch television in the evening when relaxing at home after a busy day.

There is no doubt that consumers' buying behavior is influenced by advertisement and that advertisement has a significant economic effect on both businesses and the society at large. It helps in selling products, it increase the competitive advantage, and the demand for services of a particular company. It benefits society by creating jobs, thereby creating wealth, and improving the standard of living of the people.

In conclusion, no matter how successful products or services are for a company, and regardless of the edge the company has in the industry over its competitors, sales promotion is a must and should be a continuous activity.

#### **5.4 Recommendations**

Having analyzed, discussed and interpreted the data collected in this study, the researcher recommends the followings:

1. Due to the competitive nature of the industry the marketing manager of Seven Up Bottling Company Nigeria must develop and formulate marketing programmes that will satisfy the needs of the consumers. Since other service providers have similar sales promotions programs, it is recommended that for a more distinguished and effective response from

- the customer, other forms of advert should be used (facebook, twitter, whatsapp etc).
2. Regular and consistent up-to-date training on product information should be given to the sales promotion agency so that will have the current knowledge and skills to handle the adverts and also to ensure that product information its being emphasized so as to enlighten the customers.
  3. Seven Up Bottling Company should focus its advertisement in programs broadcast on radio or televised on TV station, especially during the evening programs that usually catch people's attention so that it can use the opportunity to attract consumers' interest. Adverts should be done repeatedly as much as possible because, more potential customers will be reached, and rhythm and rhyme should be used to assist in recalling the adverts.
  4. The researcher will also like to recommend that since the main motive is to create awareness, persuade consumers, as well as for competitive tool in the market. Therefore, more control and supervision should be employed to bring about sanctity of the message that is used in the advert in order to avoid any form of deception and lies that would offend customers the adverts was meant to persuade.

5. Finally, it is suggested that market research and other studies should be conducted to enable Seven Up Bottling Company Nigeria identify those areas where promotional activities with effective sales promotion is lacking. They should also regularly examine the segments of the market that have been appealing so as to hold strongly on to them and to look for ways of attracting more customers.

## REFERENCES

American marketing, (1999) Gloss marketing Finns Definition Chicago U.S.A

Baker M,J (1998) Marketing an Introductory Text 3rd Edition Macmillan Ltd, London.

Botler P. (2000) Marketing Manage Analysis Planning Implementation and Control 6th Edition, Prentice Hall Inc. Eagle Word Cliffs, London.

Committee of Sponsoring Organizations of the Treadway Commission: Internal Control - Integrated Framework (1992)

Debrnicalr, E.W (2000) Cases in Consumer Behaviour 6th Edition Prentice Hall Inc. N.J London.

Evans D. (1990) Marketing Oxford University press London. Giles, G.B (2002) Marketing 3rd Edition Macdonald and Evans Ltd, London.

Hart, N.A (2001) the Marketing Diction 4th Edition, Butter Worth and Heinemann Ltd, London.

International Organization of Supreme Audit Institutions (INTOSAI): Guidelines for internal control standards (1992).

Kootz D. (1999) Contempor Marketing 3rd Editon Dryden Press New York.

Nwokoye N.G (2002) Modern Marketing for Publishers Nigeria.

Rezaee, Zabihollah. Financial Statement Fraud: Prevention and Detection. New York: Wiley; 2002.

Van Creveld, Martin. The Rise and Decline of the State. Cambridge University Press. pp. 49. ISBN 0-521-65629-X.

**APPENDIX “I”**  
**INTRODUCTORY LETTER**

Department of Cooperative  
Economics and Management,  
CBMS,  
Kaduna Polytechnic,  
P.M.B 2021, Kaduna,  
25<sup>th</sup> April, 2022

Dear Sir/Madam,

**APPRAISING THE IMPACT OF SALES PROMOTION ON MARKET  
SHARE IN SEVEN UP BOTTLING COMPANY**

I am a final year student (HND) of Department of Business Administration and Management at the aforementioned institute. I am conducting a research study on the topic above as part of the requirement for the award of Higher National Diploma in Cooperative Economics and Management.

This questionnaire is therefore designed to help in completion of the study. You are please required to complete the questionnaire and note that all information supplied in this questionnaire will be treated in confidence and used for academic purpose only.

Thanks for your anticipated cooperation.

Yours faithfully,

**EZRA ADAMU**

## APPENDIX II

1. Your company promotes its products Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
2. Sales promotion is the major promotional tool used by seven up bottling company Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
3. Your company's sale has gone up because of increased advertisement Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
4. Sales promotion makes an impact on consumer buying decision Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
5. Sales promotion also has an impact on the image of your company Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
6. There is significant relationship between sales promotion channels and consumer buying behavior Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
7. Your company's adverts have impact on consumer brand preference Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
8. Your product/service meet the attribute that the sales promotion display Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
9. Sales promotion contribute to SEVEN UP BOTTLING COMPANY's outsmarting of its competitors Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
10. Whatever is displayed on SEVEN UP BOTTLING COMPANY's advert is exactly what will be delivered to users/subscribers. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
11. The problem associated with adverts are the issue of placement of adverts at the wrong time, and now frequency of advert. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
12. Ways through which the identified problems could be solved are that the right advert agency should be employed should be employed and right medium should be chosen in sending the message to the targeted audience Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
13. The frequency of adverts should be increased in order to achieve the desired result Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
14. Telephone service is necessary for your activities Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
15. You get to know about Seven Up Bottling Company product/service through advertising Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
16. Your buying decisions are sometimes influenced by sales promotion Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
17. The most effective sales promotion channel that influence your buying behaviours are radio television and billboard. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
18. Seven Up Bottling Company adverts have impact on your brand preference Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )



19. Product price and expected satisfaction make you buy a product after hearing, seeing and/or reached by advertisement Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
20. The positive effects of advertisement on your buying decision are the of product usage, etc Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
21. You liked advertisement because it provides you with information about a product and its usage with a tyranny of freedom to make choice. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
22. The negative effect of sales promotion on your buying decision is to make you spend money on things you can ill afford, and adverts also makes you things you don't need have not planned to buy. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
23. Your company promotes its products Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
24. Sales promotion is the major promotional tool used by Seven Up Bottling Company Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
25. Your company's sale has gone up because of increased advertisement Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
26. Sales promotion makes an impact on consumer buying decision Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
27. Sales promotion also has an impact on the image of your company. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
28. There is significant relationship between sales promotion channels and consumer buying behavior. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
29. Your company's adverts have impact on consumer brand preference. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
30. Your product/service meet the attribute that the sales promotion display. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
31. Sales promotion contribute to seven up bottling company's outsmarting of its competitors. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
32. Whatever is displayed on SEVEN UP BOTTLING COMPANY's advert is exactly what will be delivered to users/subscribers. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
33. The problem associated with adverts are the issue of placement of adverts at the wrong time, and now frequency of advert. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
34. Ways through which the identified problems could be solved are that the right advert agency should be employed should be employed and right medium should be chosen in sending the message to the targeted audience. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
35. The frequency of adverts should be increased in order to achieve the desired result. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )
36. Telephone service is necessary for your activities. Strongly Agreed ( ) Agreed ( ) Undecided ( ) Disagree ( ) Strongly Disagree ( )

37. You get to know about SEVEN UP BOTTLING COMPANY product/service through advertising . Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
38. Your buying decisions are sometimes influenced by sales promotion. Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
39. The most effective sales promotion channel that influence your buying behaviours are radio television and billboard. Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
40. SEVEN UP BOTTLING COMPANY adverts have impact on your brand preference. Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
41. Product price and expected satisfaction make you buy a product after hearing, seeing and/or reached by advertisement Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
42. The positive effects of advertisement on your buying decision are the of product usage, etc Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
43. You liked advertisement because it provides you with information about a product and its usage with a tyranny of freedom to make choice. Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )
44. The negative effect of sales promotion on your buying decision is to make you spend money on things you can ill afford, and adverts also makes you things you don't need have not planned to buy. Strongly Agreed ( ☐ ) Agreed ( ☐ ) Undecided ( ☐ ) Disagree ( ☐ ) Strongly Disagree ( ☐ )