

***EFFECT OF SALES PROMOTION STRATEGY TOWARDS PROFITABILITY OF
A COMPANY
(A STUDY OF NIGERIA BREWERIES KADUNA)***

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO DEPARTMENT OF
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DECLARATION

I hereby declare that, this project work title “ Effect of sales promotion strategy towards the profitability of a company (a study of Nigerian Breweries Kaduna)” has been conducted solely by me under the supervision of Mal. Yakubu Abdullahi of the department of Marketing in Kaduna Polytechnic and I have neither copied someone’s work nor has someone else done it done me.

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APPROVAL PAGE

This is to certify that this project titled “Effect of sales promotion strategy towards profitability of a company (A study of Nigeria Breweries Kaduna)” is an original work undertaken by Florence Folashade Olugbodi (KPT/CBMS/18/41942) and has been prepared in accordance with the regulations governing the preparation and presentation of project report for the award of Higher National Diploma in Marketing in Kaduna Polytechnic. It is hereby approved for its contribution to knowledge and literary presentation.

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DEDICATION

This project work is dedicated to God Almighty for his Love and kindness upon my life and to my younger sister Mary Olugbodi for her care.

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My profound gratitude goes to Almighty God, the sole provider of knowledge, wisdom, love, mercy and grace for His provisions and protections of my life throughout the period of my programme.

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May God Almighty crown all your efforts with success.

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ABSTRACT

This study is to evaluate effect of sales promotion strategies towards the profitability of Nigerian Breweries PLC Kaduna. The main objective was to establish the factors that promote the effectiveness of sales promotion, effectiveness of sales promotion on profitability and consumers' perception of sales promotion. A descriptive design was used. The population of the study stood at 200 while a sample of 132 was obtained and questionnaire was used as instrument for data collection. The data were analyzed using the mean statistical method where the Likert scale was use to decide. The result found that Nigerian breweries adopted various sales promotion strategies such as vouchers, premium products, gifts, extra products, reduced prices, and free samples with a view of positively influencing the behaviour of their customers towards purchasing of their products. The study found that the sales promotion strategies practiced in the Brewery Industry had a significant positive influence on the consumer behaviour. The study recommends that the management of Nigerian breweries can engage in more sales promotional strategies like customer loyalty programs and the electronic and online variants of consumer sales promotion, which tends to be more creative to consumers who are now more technology driven.

CHAPTER ONE

1.0 Introduction

The environment in which businesses are operating is changing rapidly posing great challenges to decision makers in organizations. This has made the business environment very sophisticated with consumer preferences changing at a very fast pace mainly because of ease of switching from one brand to another. Consumers have more demands hence organizations have to focus more of their resources in attracting and retaining its customers. This has led organizations to prioritize the meeting of customers' wants and needs more effectively and efficiently than its competitors (Kotler, Keller and Hansen, 2009). Marketers, are therefore faced with the challenge of keeping up with the trends in the market hence the constantly formulating and implementing new strategies as occasioned by the market changes.

It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as "promotion". Although promotion is not done only for these factors but for other such as to build brand loyalty, to remind and reassure customers, to launch a new product and maybe to defend market share by responding to competitors' campaigns with their own advertising. A business' total marketing communications programme is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion, public relation and direct marketing. The organization has to convey the message about the product on offer to its consumers. This helps in sustaining a perennial demand for the product and in suitably positioning it among the target audience. The process of communicating the message is called promotion. It influences the purchase decision of the consumer. The different channels

available to the organization for communicating the message constitute the promotion mix. It includes advertising, sales promotion, and public relations (Sunday, 2008).

1.1 Background of Study

Sales promotion has become an effective marketing tool that assists organizations to wax stronger in a global competitive environment. (Oyedapo, Okorie and Akhidenor, 2012) identify sales promotion as a key ingredient in marketing campaigns, which assist organization to achieve its objectives. Dimensions of sales promotion, which are identified by (Blattberg & Neslin, 1990), are following: Bonus packs, coupons, free samples, price promotion and premium.

According to various authors, Sales Promotion is defined as:-

Delens, A. H. R. defines “Sales promotion means any step that are taken for the purpose of obtaining an increased sales”.

John. L. Luck and William Lee Ziegler defines “Sales promotion as a tool of market promotion gives rise to increase in production usage as well as expansion of market for a product or introduction of a new product”.

Sales Volume is used to measure the amount, usually in cartoons/crates, etc., of the product being sold at a given point in time. This is commonly used as well with products but it could be as used within a service company (Syeda and Sadia, 2011).

Sales promotion has grown substantially in recent years within the global and local industries for the perceived fact that companies feel sales promotion is bait and plays an important role in the consumer decision making process. There are several reasons for this dramatic growth in sales promotion. First, consumers have accepted sales promotion as part of their buying decision criteria. It provides reluctant decision makers with an incentive to make choices by increasing the value offered by a particular brand. Second, the increasing tendency of businesses to focus on short-term results has helped spur

growth in sales promotion, which can provide an immediate boost in sales. Product managers also tend to view sales promotion as a way to differentiate their brand from that of competitors in the short term. Third, the emergence of computer technology has enabled manufacturers to get rapid feedback on the results of promotions. Redemption rates for coupons or figures on sales volume can be obtained within days. Finally, an increase in the size and power of retailers has also boosted the use of sales promotion (Sakara, 2014).

Sales promotion consists of diverse collection of incentives; mostly short-term designed to stimulate quicker and / or greater purchase of a particular product by consumers or the trade. Sales promotion includes tools for consumer promotion (for example samples, coupons, prizes, cash refund, warranties, demonstrations, contest); trade promotion (for example buying allowances, free goods, merchandise allowances, co-operative advertising, advertising and display allowances, dealer sales contests); and sales-force promotion (for example bonuses, contests, sales rallies). Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and receives that are offered.

1.2 Statement of the Problem

Organizations usually encounter problems such as management not appointing the right and experience marketers or sales promotion experts. More sales promotions carried out by organizations are usually badly organized and implemented which leads to the aim being defeated thereby having a direct effect on sales volume and profit. This problem of low sales and low demand have promoted 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 sales promotional tools 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.

1.3 Objectives of the Study

The main objective of this study is to find out the effects of sales promotional strategies towards profitability of a company.

Specifically, the study seeks to:

1. To establish the factors that promote the effectiveness of the sales promotion in the brewery industry.
2. Establish whether sales promotion to any extent increase or decrease profitability of a company.
3. To identify the consumers' perception on the benefits associated with sales promotion in the beverage industry.

1.4 Research Questions

1. What are the factors that promote the effectiveness of the sales promotion in the brewery industry?
2. How does sales promotion increase or decrease the profitability of a company?
3. What is the perception of consumers on the benefits associated with sales promotion in the beverage industry?

1.5 Significance of the Study

This study is embarked on to review the effect of sales promotional strategies towards profitability of a company (Nigerian Breweries Plc. Kaduna). It establishes the significant relationship that exist between sales promotional strategies and profitability of Nigerian Breweries performance with the understanding of strategies that best fit Nigeria Breweries manufacturing company for profitability.

1.6 Scope of the Study

This research study cover all products of Nigerian Breweries Plc Kaduna consumers within confines of Kakuri Kaduna South Local Government Area of Kaduna State to examine what the impact of sales promotion strategies on customer's patronage.

In the process of undertaking, this research work, a number of problems both directly or indirectly have affected the study. Brewery products like other branches are consumed virtually by many people every day. It has been the intention of the researcher to cover all other branches of breweries to determine to what effect sales promotion has on consumers and dealers. The time is a major constraint to the study. Attitudes of consumers and dealers are generally unpredictable as some of them are not willing to give useful information. It was limited to the review on effect of sales promotion strategies towards profitability of a company.

1.7 Historical Background of Nigerian Breweries

Nigerian Breweries Plc is the pioneer and largest brewing company in Nigeria. It serves the Nigerian market and exports to other parts of West Africa.

The Nigerian Breweries was incorporated in 1946. Its first bottle of beer, Star Lager, rolled off the bottling lines of its Lagos Brewery in June 1949. The brewery commissioned other breweries including Aba Brewery in 1957, Kaduna Brewery in 1963,

and Ibadan Brewery in 1982. In September 1993, the company acquired its fifth brewery in Enugu, and in October 2003, its sixth brewery sited at Ameke in Enugu. Ama Brewery began brewing on the 22 March 2003 and at 3 million hectolitres is the largest brewery in Nigeria. Operations at Enugu brewery were discontinued in 2004, while the company acquired a malting Plant in Aba in 2008.

In October 2011, Nigerian Breweries acquired majority equity interests in Sona Systems Associates Business Management Limited, (Sona Systems) and Life Breweries Limited from Heineken N.V. This followed Heineken's acquisition of controlling interests in five breweries in Nigeria from Sona Group in January 2011. Sona Systems' two breweries in Ota and Kaduna and Life Breweries in Onitsha have now become part of Nigerian Breweries Plc, together with the three brands: Goldberg lager, Malta Gold and Life Continental lager.

The Nigerian Breweries owns brands like Heineken, Star Lager. Climax Energy Drink, Gulder, Goldberg, 33 Export, Legend Extra Stout, Amstel Malta, Maltina, Malta Gold, Maltex, Hi-Malt, Strongbow Apple Ciders, and Fayrouz.

1.8 Definition of Terminologies

Sales Promotion: May be described or defined as the use of short term incentives periodically to stimulate or encourage consumers to buy product

Consumer: One who buys and uses goods and services to satisfy personal or household wants or for resale.

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor in the Radio Television or cinema

Consumer Goods: goods destined for use by the infinite consumer or a household.

Marketing: Is the management function that is concerned with the identification anticipation and satisfaction of customer wants. It organises and directs all the business

activities involved in accessing and converting consumer purchasing power into effect demand for a specific product or service and in moving the product or service to the final consumer to achieve the profit target set by the organization.

Public relations: Conscious effort to improve and maintain a good corporate image and relationship with public and employee and customers, shareholders, local communities, trade union etc.

Personal selling: The process of making oral commercial representation during a buying / seller interview situation. This is colloquially referred to as face to face selling or known as buyer / seller interface

Promotional mix: This is the set of tools used by manufacturers to persuade consumption habit. They are advertising, personal selling, sales promotion, publicity and public relations.

Marketing communication: Conveying of information from the marketing to the market with the aim of creating awareness and obtaining favourable attitude toward the company and its products or service.

Marketing mix: This is a concept of marketing strategy which is based on product, price promotion, distribution, processing and packaging in an integrated marketing programme.

Competitors: These are business rivals usually in charge of sales who sell or persuade buyers to buy the company's products or service who are controlled by the national or regional sales manager.

Dealers: Middlemen in distribution channels who buy goods in order to resell them, but not always to the general public. This is generally synonymous with retailers but it is often referred to the large distributors.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter details, through selective reference to available literature, a deeper insight to the sales promotion concept and outlines previous research outcomes on the effectiveness of sales promotion strategies on the sales of a company or brand.

2.1 Theoretical foundation of the study

Assimilation contrast theory in sales promotion theory and operant conditioning theory in consumer behavior form the theoretical basis of this study. Most academic research has concentrated on product price and its effects on consumer behavior (Blair and London, 1991). Assimilation contrast theory examines how external reference prices influence consumers' internal reference price and subsequent promotion evaluations. As per assimilation contrast theory, an external reference price that is moderately higher than a consumer's internal reference price is perceived as plausible and assimilated. An external reference price may be introduced through a price advertisement or in-store communication that features both the lower promotional price and the higher regular price. Promotion campaigns that include both the higher usual price and lower promotional price are effective than those that include the lower promotional price only (Blair & Landon, 1991).

These insights notwithstanding, a number of fundamental questions remain unanswered with respect to sales promotion. For instance the effectiveness of non-price promotion strategies and the threshold and saturation quantities of free products that consumer can regard as a saving. This study will attempt to establish both. Operant conditioning also known as instrumental conditioning refers to a systematic program of rewards and

punishments to influence behavior or bring about desired behavior. It occurs as a person learns to perform behaviour that produce positive outcomes and to avoid those that yield negative outcomes (Solomon et al., 1999).

Operant conditioning works by reinforcing (rewarding) and punishing behavior based on the consequences it produces. Reinforcement is used to increase the probability that behavior will occur in the future, whereas punishment aims to decrease that probability. In addition, the process of removing reinforcement from an act is called extinction.

According to Solomon et al. (1999), there are three ways in which operant conditioning can occur: positive reinforcement, negative reinforcement, and punishment. Positive reinforcement refers to delivering a reward after the desired behaviour is performed encouraging the learning of the appropriate response. The second one, negative reinforcement, also strengthens responses so that appropriate behaviour is learned. In punishment a response is followed by unpleasant events which aim at teaching individuals to perform the desired behaviour in order to avoid the negative effects.

Proponents of applying operant conditioning to marketing believe that association between a product and reinforcement may help explain the effect of many variables in sales promotion. Solomon et al (1999) observed that clients who encounter positive reinforcement when purchasing a product or service are more loyal than those receiving the product or service itself as the only positive reinforcement. Reinforcement should be scheduled properly as it may lead to wastage of company financial resources and customers may hold off their purchases resulting in extra costs (Solomon et al, 1999).

2.2 The concept of sales promotion

Sales promotion is a part of the promotional mix where the business uses many short-term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and/or worthy.

Even though customer satisfaction has become the top priority for businesses, there are times when they need to stimulate demand and increase sales of their products for short-run. This is where sales promotion comes into play.

2.3 Sales Promotion Definition

A sales promotion is a type of marketing strategy that motivates customers to purchase within a specific window of time through various incentives or rewards. A sales promotion strategy often incorporates some sort of discount on goods, but it can also attract customers through strategies like bundling, complimentary services, or gifts (Pahwa 2022).

No matter what reason for purchasing you offer customers, sales promotion activities are a great way to attract new customers and re-engage the ones you already have. Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales (Pahwa 2022).

This strategy is usually brought to use in the following cases –

- To introduce new products,
- To sell out existing inventories,
- To attract more customers, and
- To lift sales temporarily.

American Marketing Association (2017) defines sales promotion as – “Media and nonmedia marketing pressure applied for a predetermined, limited period in order to stimulate trial, increase consumer demand, or improve product availability.”

According to Pahwa (2022) Sales promotion is a handy technique to fulfil the short term sales goals by persuading potential customers to buy the product. It is an important promotional strategy to –

- Spread information about the brand to new customers or new market
- Stabilize sales volume and fulfil short-term sales goals
- Stimulate demand for a short term by making the product look like a great deal.

The above definition of sales promotion could be analyzed in terms of the following points:

- i. Sales promotion methods or techniques are special and novel devices invented by manufacturers for stimulating direct sales action.
- ii. Sales promotion techniques, ordinarily do not find a permanent place, in the promotion- mix of a manufacturer. Depending on the needs of the situation, these techniques might be dropped out; or new techniques might be invented to replace some of the old techniques of sales promotion.

Objectives of Sales Promotion

The most important objective of sales promotion is to bring about a change in the demand prototype of products and services. Essentially, sales promotion has three precise objectives. First, it is meant to give significant marketing information to the prospective buyers. The second objective is to induce and influence the potential buyers through convincing measures. Thirdly, sales promotion is meant to operate as an influential tool of competition. The specific objectives of sales promotion according to Jain, (2014) are:

- i. Add to the stock of the dealers: Dealers like wholesalers and retailers usually deal with a multiplicity of goods. Their selling activity becomes easier when the manufacturer supplements their efforts by sales promotion measures. When a product or service is well supported by sales promotion, dealers are automatically induced to have more of such items.
- ii. Attract new customers: Sales promotion measures also play an important role in attracting new customers for an organization. Typically, new customers are those persons that are won away from other firms. Samples, gifts, prizes, etc. are used to encourage consumers to try a new brand or shift their patronage to new dealers.
- iii. Helps the firm to remain competitive: Most of the companies undertake sales promotion activities in order to remain in the competitive market. Therefore, in the modern competitive world no firm can escape the responsibility of undertaking sales promotion activities.
- iv. Increase sales in off-seasons: Many products like air-coolers, fans, refrigerators, air-conditioners, cold drinks, room heaters, etc. have seasonal demand. Manufacturers and dealers dealing with such type of goods make every effort to maintain a stable demand throughout the year. In other words, firms try to encourage the purchase of such goods in off-seasons also. That is the main reason behind discounts and off-season price reductions of such items in the market during slack seasons.
- v. Induce existing customers to buy more: Sales promotion devices are most often used to induce the existing customers of a firm to buy more. Product development, offering three products at the cost of two, discount coupons, are some of the sales promotion devices used by firms to motivate the existing buyers to buy more of a specific product.

- vi. Introduce new products or services: Sales promotion is often used to motivate prospective consumers to try new products and services. Dealers are also induced to introduce new products and services in the market. More often than not, free samples are provided through dealers during such introduction. Likewise, discounts in cash or goods may also be offered to dealers to stock new products or deal with new services. Free samples, trade discounts, cash discounts are basically sales promotion measures.

Methods/Techniques of Sales Promotion:

Trade Discounts: The most common type of sales promotions is consumer discounts or trade discounts. Discounts refer to when products are temporarily offered at a lower price. Examples of a discount would be clothing items marked at 15% off within a store. An organization may use this form of promotion in order to increase sales and attract new customers. I don't even need to explain this to everyone because we are bombarded with discount offers everyday (Blattberg & Neslin, 2010). Be it E-commerce stores, retail stores or anything else. The reason discount is most used is because it actually works! If there is a 10% discount on the product for the consumer, then it is known as consumer discount (Blattberg & Neslin 2010). However, if there is a 10% discount to the dealer when he is purchasing from the company, it is known as trade discount. In trade discounts, the dealer may or may not forward the discount to the customer. It is not necessary that the dealer will give additional 5% discount to customers when he is himself receiving 10% additional discount. However, many dealers know the importance of achieving sales volumes hence they pass on discounts to customers whenever they receive trade discounts.

Gifting: One of the most common ways to promote your store during festival time or when there is a huge walk in expected is Gifting. It is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store. Another popular way to use gifting is to advertise “Assured gifts (Ogilvy 2013). Basically, you have different gifts on offer like a mixer grinder or a steam iron. A customer who purchases a set amount of products will get the “Assured gift” from you. This creates excitement in the mind of the customer and he received something for “free”. He might visit again and again.

Coupons: Quite commonly used to motivate people to purchase when they think the price is high or it can be incentive to buy your product above the competitors. Coupons are vouchers that allow consumers to purchase products at a discounted price (Shoemaker and Shoaf, 2007). A common example of coupons would be discount vouchers distributed to fast food chains. An organization may use this form of promotion to advertise a new product. Domino’s, Pizza hut and McDonalds very prominently use coupons in their marketing. If you have their coupon in hand, you get a discount of X amount on the purchase. What the coupon does is it instigates you to take action.

Financing: Financing is ingenious amongst the various types of sales promotions. It is a combination of various factors. Companies which have huge resources generally act as financiers (Dodson, Tybout, & Stemthal 2008). They allow customers to purchase a product from Cocoa-cola or on different financing options. All this happens for a minor processing fee and less interest. As a result, the customer, who does not have complete money to buy the product, will likely purchase the product using financing options. Such financing helps the dealer to liquidate the product faster and also helps the customer in making purchasing decisions (Dodson, Tybout, and Stemthal 2008).

Sampling: It is predominantly used in the Cocoa-cola industry for perfumes, deodorants, soaps or even eatables. Sampling is an excellent way to introduce your product in the market and at the same time to increase the awareness of the product. The customers who are being targeted by sampling carry a huge lifetime value. Once they get hooked onto your product, they won't leave it that early. Hence, Sampling might be of higher cost to the company but it is quite successful in the various types of sales promotions.

Contests: There are different forms of contests which can be run to gather more customer information or to motivate the customer to try the product or to create awareness about the new retail place. Contests can be as simple as winning a gift through a scratch card or it can be an in house game in a retail showroom or it can be an online contest for which users have to enter their information. Due to the phenomenal rise of the internet, online contests have become very easy and important. They also penetrate faster and reach a lot of customers.

Refunds & Rebates: As the name suggests, refunds are a marketing tactic when you get a partial amount refunded to you based on an action you have taken. For example – if you bring the parking ticket to the showroom, your parking amount will be refunded by the store. Rebates refer to systems that allow customers to obtain a refund of some of the purchase price. An example of a rebate would be a company that offers a partial refund when customers mail in a proof of their purchase. This is referred to as a mailing rebate. Rebates may also be offered immediately at the time of purchase, this is an instant rebate. An organization may use this form of promotion to capture consumers' attention and offer an incentive to purchase their product over similar competing products. Rebates are also advantageous for organizations because in order to claim a rebate a customer needs to make an application in which they provide personal details, this information can be used by the organizations for research in consumer behavior. Such refunds make the

customer excited to visit a store. Similarly, rebate is a type of partial refund which is most popular in the United states, though not much popular in other countries. In rebates, you fill forms while checking out of stores. And if you have won the rebate, you will have to mail your details to the company and the company will refund you the rebate amount in your bank or via a paypal account.

Exchange offers: Exchange offers are quite commonly used all across the world and used strongly in festive season when sales will be more and people are in a purchasing mood. In exchange offer, you can exchange an old product for a new product (Della Bitta and Monroe 2010). You will receive a discount based on the valuation of your old product. So, if you had an old washing machine at home and there was an Exchange offer in the market, then you will receive an X amount for the washing machine which is decided by the parent company or the retailer. This X amount will be deducted from your final payable amount and will be reduced under the header of “Exchange offer reimbursed.

Free Trial: Chances are, you have come across several software or online programs which offer a free trial to you before you purchase the product. Shareware programs are also a kind of free trial programs where you can use the product for some time but later on have to purchase the product to use it completely Tversky and Kahneman (2004). This is done so that the customer gets a chance to trial run the product before he pays for the product in full. Programs like Adobe Photoshop, Microsoft office 365 and others are known to give free trial programs of up to a month so that the customer can know more about the product, he can try it and then purchase (Uhl & Brown 2011)

Email Marketing: Email marketing was, is and is touted to always be one of the best ways to promote your business. It is one of the most commonly used types of sales promotions across the world because of its ease of implementation and because of its

penetration Sawyer and Dickson (2014). Each and every one of us has an email account which we access regularly. Thus, an Email is personal to us when received in our phone and we are bound to check it out. Chances are, email marketing bundled with an exciting and irresistible offer can really entice the customer in purchasing your product (Gurumurthy and Little 2019). As a result, Email marketing is actually widely used, be it online industry or offline.

Exhibitions: More commonly used in Food, Jewellery, Clothing, Chemicals and similar such industries where sellers want to showcase the products they have to their buyers. These buyers might be consumers or they may be industrial buyers. An exhibition generally consists of one player who is exhibiting his goods Raman and Bass (2018) and Helson's (2014). However, it can also be a combination of players who are all there to showcase their wares.

Trade Shows: While exhibitions are targeted towards individual buyers, Trade shows are targeted towards resellers, dealers, distributors and bulk buyers. A trade show is typically a display point for all top companies within an industry. These companies are there to compete and grab the maximum eyeballs of retailers, dealers and distributors. While Exhibitions are concentrated mostly on individual buyers, trade shows are concentrated towards bulk buyers (Neslin and Shoemaker 2009).

Demonstrations: One of the most popular products to be sold through product demonstrations were vacuum cleaners, which used to be sold house to house. However, because of privacy concerns, such type of promotional activities were stopped. Instead, now you will see water purifiers being promoted through demonstrations in malls, showrooms and other places. Demonstrations are an excellent way to create more awareness of the product and to make customers comfortable towards a technical product (Dodson, Tybout, and Sternthal 2008). Technicality of the product can be a barrier to

purchase. By demonstrating the actual working of a product, you are removing a barrier to purchase. Hence demonstration is a type of sales promotion mostly used for technical type of products.

Continuity Programs: One of the best example of continuity programs is the frequent flyer program introduced by most airlines. These airlines give more “miles” to the customers who are flying more and more with the airline. Because you are awarded gifts the more you fly with one airline, you are likely to continue flying with that airline so that you receive more miles (Kalwani et al. 2010). Another example of the continuity program is when a super market advertises that customers who buy 5 times in this month from that super market will get a gift. This ways, the customer will not shift anywhere else but will do shopping from that super market. Such continuity programs not only aim at getting new customers, but they also retain old customers effectively (Thaler 2015).

Quantity Discount: The more quantity of the product you buy, the more is the discount. So for example, a single soap may cost \$1 but a combined package of 5 units of soap might cost you \$4, giving you a 20% discount on the purchase. Such type of quantity discount is common for customers. However, the quantity discount is not applicable only to consumers. It is also applicable in trade where a dealer or distributor might be given a discount of 5-10% if he purchases a higher quantity of product. Therefore, a kitchen appliance distributor might be given a discount if he buys higher number of units in the festive season. The higher he sells and the more aggressive he is, the better he will earn (Klein and Oglethorpe 2007).

2.4 Determinants of sales promotion effectiveness

Sales promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale” (Haugh, 1983). Gilbert and Jackaria

(2002) further defined sales promotion as the offer of an incentive to induce a desired sales result. It is mostly for a short duration, for a specific period leading to a sense of urgency in consumers to buy now, since the sales promotion is not forever. This however creates an immediate positive impact on sales.

Numerous studies have been conducted to examine the responses of consumer to sales promotion. Krishna and Zhang (1999) observed that coupons and discounts are the most widely used sales promotional tools in the grocery products industry. In coupon promotions, retailers maintain the original price of the product; only coupon holders are entitled to a discount. Consumers must keep track of the coupons and produce them at the place of purchase. Compared with price discounts, coupons are less favored by consumers because they require greater involvement. However, the more price-conscious the consumer, the more positive will be his/her attitude towards a coupon (Huff & Alden, 1998).

“Buy-one-get-one-free” promotions may be offered to shoppers at the regular price, thus adding value to the product. Since an additional amount is given for free, consumers may be persuaded to buy the product. This means consumers must compare and evaluate the additional quantity received with respect to any costs they may incur. For instance, storing the additional quantity may be inconvenient for the consumer due to a lack of storage space (Gilbert & Jackaria, 2002). A price discount is a temporary reduction of the list price of the product. The major strategic goal of a price discount is to discriminate between informed and uninformed consumers, or between loyals and switchers. Studies show that price discounts are particularly effective in inducing purchase acceleration and product trial (Gilbert & Jackaria, 2002).

In-store demonstrations, such as product trial or tasting are widely used to introduce new products or new brands. The demonstrations can influence the perception of consumers

towards a new product by offering product information and experience. They can also help reduce the resistance of consumers to new products by lowering functional and psychological barriers (Ram & Sheth, 1989). Games such as sweepstakes and lucky draws are used by supermarkets to attract traffic. People participate in these games because of perceived extrinsic and intrinsic values, such as the perceived value of the prize and perceived fun and interest (Ward & Hill, 1991).

Previous research has shown that sales promotion can encourage behavioral responses such as brand switching, stockpiling, purchase acceleration, product trial and spending larger amounts. From an economic perspective, (price) promotions induce a brand switch by increasing the utility of a brand that otherwise would not have been purchased. From a behavioral perspective, transaction utility provides an added impetus for buying a brand that otherwise would not have been purchased (Neslin, 2002). Stockpiling can also be induced, because stockpiling consumers are motivated to trade off inventory carrying cost to get a better price (Krishna, 1992). Purchase acceleration means that a customer purchases a product at an earlier time as the result of a sales promotion for reasons similar to those of the stockpiler (Aggarwal & Vaidyanathan, 2003). Product trial can be induced by promotions such as in store demonstrations because they lower the customer's perceived risk (Blattberg et al., 1981). Finally, customers may spend more because they might purchase regular priced items in addition to the promoted merchandise when they are attracted to the shop by a promotion (Mulhern & Padgett, 1995). All these rationale 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.

2.5 Consumer behaviour

Belch and Belch (1998) defines consumer behaviour as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Consumption related behaviours are mostly taken individually or collectively (Warner, 2000). For example, some activities performed by individuals but consumed by a family or group of people, similar as organization purchasing activities usually followed by group decisions. Beside this point, the consumer behaviour is not just purchasing, but has usage and disposal the goods, this type of information always be useful for company to make marketing decisions (Malcolm). It blends elements from psychology, sociology, social anthropology and economics, and attempts to understand the decision-making processes of buyers, both individually and in groups.

It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Belch and Belch (1998) clearly shows that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research followed by a process of decision-making for purchase and using the goods and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Malcom).

Measuring customer behaviour is a crucial part of any business. Knowing what the consumer wants and how he acts is vital in terms of product design, and marketing (Todd, 1997). Assessment of consumer behavior in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behavior. An increased understanding of consumer behavior may result in the development of improved consumer products and in more healthy dietary patterns. A growing number of techniques are available to assist researchers in measuring various aspects of consumer behavior such as walking patterns, product selection, meal composition, and eating/drinking. Due to advances in digital video, sensor technology and computer speed, complex measurements of behavior and physiology are now possible. Integration of these techniques allows multimodal measurements. With the growing number of techniques, the challenge for the researcher to choose the right solution becomes larger.

There are different ways of measuring consumer behaviour, depending on the interest. Regularly conducting market research allows businesses to know their customers, and consider them when making business decisions. This greatly improves business performance, and profits. Common measurements includes, conducting a survey to determine consumer behaviour. There are two main types of consumer survey: qualitative or quantitative. Qualitative studies involve asking a few consumers many in-depth questions. Quantitative studies involve asking many consumers a few questions. The latter would be better for determining the market for a totally new product, since you only need to find out if people would buy it. If you are amending a product, or making one similar, a qualitative study would allow you to gain information that is more detailed.

2.6 Sales Promotion and Consumer Behaviour

Adcock, Halborg and Ross (2001) 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 behaviour or decision (Ngolanya, Mahea, and Nganga 2006). 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. According to Kotler, Keller and Brady (2003), the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton 1994). The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya, Mahea, and Nganga 2006).

According to Davidson (1984), purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers mind and not in the mind of the seller. A product is not purchased for its own sake but for its

ability to satisfy a need. The use of some of these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya, 2006).

Berkowitz (1994) proposed that, in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

2.7 Sales Performance

As businesses grow more optimistic about opportunities for growth, the pressure is on for sales organizations to meet ever-higher revenue targets. For these reasons, optimizing sales performance in economy calls for a more rigorous and data-driven approach to foundational sales processes, including strategic planning, territory allocation, resource planning and compensation programming. Performance can be defined as the extent of actual work performed by an individual or to what extent the actual work is shown by an individual (Richard, 2009). In an era of intensifying competition and fierce negotiations

with buyers, tactical selling approaches simply do not work. The key to sales success is creating value the buyer is not currently considering in their decision-making.

Sales performance has been conceptualized to include both the outcome and behavioral dimensions. Sales outcomes have always been seen by performance oriented sales people as evidence to their behavioral performance and consequently a positive relationship has been found to exist between job involvement component of commitment and sales performance. In other words, committed sales people are expected to extend greater efforts on the job thereby having a direct effect on job performance (Silva, 2016). Richard (2009) defines performance measures as the vital signs of the organization, which “quantify how well the activities within a process or the outputs of a process achieve a specified goal”.

Performance measures help us understand, manage and improve what our organizations do. Effective performance measures can let us know, how well we are doing, if we are meeting our goals, if our customers are satisfied, if our processes are in statistical control, and if and where improvements are necessary

2.8 Sales Volume

Sales volume is the number of units sold within a reporting period (Ajagbe, 2015). This figure is monitored by investors to see if a business is expanding or contracting. Within a commercial bank, sales volume may be monitored at the level of the product, product line, customer, subsidiary, or sales region. This information may be used to alter the investments targeted at any of these areas. According to Adekoya (2011), a business may also monitor its break even sales volume, which is the number of units it must sell in order to earn a profit of zero. The concept is useful when sales are contracting, so that management can determine when it should implement cost reductions. This can be a

difficult concept to employ when there are many different products, and especially when each product has a different contribution margin (Iqbal, 2013).

According to Guesh (2010), the sales volume concept can be applied to services. For example, the sales volume of a consulting firm may be considered the total number of hours billed in a month. On the other hand, Soltani and Davanloo (2016) uphold that sales volume equals the quantity of items a business sells during a given period, such as a year or fiscal quarter. Abah and Olohiliye (2015) stress that sales volume indicate the quantity of different stock keeping units sold or the number of customers who have sought for the services offered by a firm in a given time period such a year or a fiscal quarter. Sales volume measurement is a vital part of the performance evaluation of the sales force who are responsible for selling the products of the firm (Abah & Olohiliye, 2015). Generally, sales representatives are incentivized on the basis of their ability to meet their target. Since, a major part of the variable pay component depends on achieving the target, sales volume is an important metric in sales and marketing among commercial banks (Abah & Olohiliye, 2015).

According to Quarshie (2010), increased sales volume helps company to acquire healthy revenue. Increased quantity sales mean increased production hence that also helps in increased contribution margin. Moreover, increased sales volume helps to reach break-even earlier which helps the company gain profits from their operation as early as possible (Quarshie, 2010). The marketing relationship of costs and sales volume as profits helps a business to examine selling prices, sales, production volumes, expenses, costs and profits. This analysis provides the business with useful information that it can use for decision-making processes. According to Frimpong (2016), the demand for a product will greatly influence the sales volume of the product. The basic pricing strategy for a product attempts to maximize sales volume and profit. This requires that a

commercial bank must find the right price that will allow the product to sell while allowing it to adequately profit from the sale (Pembi, 2017). Under a basic pricing strategy, if the sales volume of a product is too low, the business will generally lower the price point to increase sales. This will, however, also result in a reduced profit on the item for the business. In many cases, lowering the price of a product will result in a higher sales volume (Ajagbe, 2015).

2.9 Profitability

Profitability is the ability of a business to earn a profit (Wahlberg, 2017). Profitability is ability of a company to use its resources to generate revenues in excess of its expenses. In other words, this is a company's capability of generating profits from its operations (Pustelnik & Hallberg, 2013). Profitability is the primary goal of all business ventures. Asimakopoulous (2013) explains that without profitability a banking institution will not survive in the end. Therefore, measuring current and past profitability and projecting future profitability is very important. Stierwald (2010) contends that profitability is one of the four building blocks for analyzing financial statements and company performance as a whole. The other three are efficiency, solvency, and market prospects. Investors, creditors, and managers use these key concepts to analyze how well a company is doing and the potential it could have if operations were managed properly (Stierwald, 2010).

According to Gituma (2017), the two key aspects of profitability are revenues and expenses. Revenues are the business income. This is the amount of money earned from customers by selling products or providing services. Generating income is not free, however Gituma (2017) maintains that businesses must use their resources in order to produce these products and provide these services. Al-Nimer and Yousef (2015) reason that resources, like cash, are used to pay for expenses like employee payroll, rent, utilities, and other necessities in the production process. Therefore profitability looks at

the relationship between the revenues and expenses to see how well a company is performing and the future potential growth a company might have (Al-Nimer & Yousef, 2015).

Profitability is measured by an income statement that maintains a record of income and expenses over an interval of time (Adefulu, 2015). Businesses cannot survive without profitability, and a highly profitable business rewards its owners with a considerable return on their investment. According to Adefulu (2015), business managers are responsible for increasing a firm's profitability, by subjecting each process under scrutiny, the aim is to point out changes that improve profitability. These changes can be examined with pro forma income statement, also referred to as, Partial Budget, allowing one to analyze the impact of these modifications on profitability, before implementing it (Asimakopoulos, 2013).

According to Fitzsimmons (2015), different decision tools or profitability ratios can be employed to evaluate a bank's profitability. The tools include among others, profit margin, return on assets and return on equity. According to Meriläinen (2015) profit margin is expressed in percentage and can be assessed by dividing net income by revenue. Net income or net profit is the remaining amount after subtracting company expenses from total revenue. Gross profit margin, pre-tax profit margin, net margin, operating margin are different kinds of profit margins commonly used during evaluation. Andersson and Wachtmeister (2016) claim that though it is quite helpful in comparing the profitability of two different companies, it is necessary that both these organizations have to be from the same industry, containing similar business models and demonstrating the same revenue. A comparison otherwise would be inaccurate, and therefore, redundant. In the case of companies that are losing money, the profit margin is inconsequential as they are not generating any profit (Alharthi, 2016).

According to Baten and Kamil (2017), return on assets (ROA), also known as return on investment (ROI), acts as an indicator of company profitability in relation to its total assets. It reveals how efficient the management is in employing resources to its full potential, to generate profit. ROA is denoted as a percentage and is calculated by dividing an organization's annual earnings by its total assets (Akhmedjonov & Balci, 2015). In the case of public companies, ROA varies significantly as they are quite dependent on the industry. Therefore, ROA, when used to compare company profitability should be evaluated against past ROA numbers or ROA of an analogous company. Higher ROA is the preferable result as it denotes that the business is generating more revenue on less investment (Chavarin, 2016).

On the other hand, Return on Equity (ROE) is the ratio that assesses revenue generated by a company in relation to investments made by equity holders (Alarcon & Sanchez, 2013). It is also denoted as a percentage and measures a company's efficiency, indicating its capacity to generate profit without much investment (Mungal, 2015). A higher ROE is a measurement of management efficiency when utilizing investment. One should be aware that decrease in value of shareholder's equity, for instance, write-downs or share buy-backs, boosts ROE number mechanically. The same thing can be observed in cases of high debt. Therefore, to get accurate ROE, comparisons should be made within the same industry, and evaluation (high or low) should be achieved under the same context (Cardesjo & Lind, 2011).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section comprises of the research methodology adopted in collecting data for the study. It includes area of study, the design adopted, population and sample as well as sampling techniques used in sample selection, instrument for data collection and its administration and methods of data presentation and analysis employed.

3.1 Research Design

This study will employ descriptive research design. This kind of design aims at generating information after the incident has occurred. The research design will look at the reasons why the situation behaves the way it does and what the weakness and strengths are. The design has also will exploit mixed approach. Qualitative approach explored the use of structured questionnaires while quantitative approaches involved the use of journals, term papers, publication, textbook, internet etc. These approaches were adopted to enable the researcher get and analyze relevant information concerning respondents' opinions on the subject matter.

3.2 Area of Study

The study is focused on Nigeria Breweries Plc, located at Kakuri Industrial Area of Kaduna South Local Government of Kaduna State.

3.3 Population of Study

The total population of this study consisted 60 staff selected from departments relevant to the study and 140 customers of the company. A total of 200.

3.4 Sample and Sampling Techniques

A sample size of one hundred and thirty-two (132) was selected out of the population size of the study. The sample size was selected using Krejcie and Morgan (1979) Sample Size table and the respondents were chosen using simple random sampling method. Therefore, the research will distribute 132 questionnaires (93 customers and 39 staffs) to the respondents in order to elicit their views on the issue at hand.

3.5 Instrument for Data Collection

The researcher used a structured questionnaire for data collection for this study, which was administered, on the field to stimulate for information from the respondents regarding the issue at hand.

3.6 Method of Data Presentation

The statistical data will be analyzed, interpreted and put in a tabular form. Likert rating scale of 5 point will be used to measure the level of response to the questions in line with the research questions stated. Answer to research questions would be done with the help of mean (X) statistical tool, expressed as follow;

$$\text{Mean } \bar{x} = \frac{\sum f x}{\sum f}$$

Where Σ = Summation

f = frequency (sample response)

x = rating scale (SA-4, A-3, D-2, SD-1)

Σf = Total frequency

Decision Rule:- Variable with 2.5 mean scores or above is classified as accepted while variables with mean score below 2.5 is rejected.

The 3.0 cut off point is derived as thus:

$$\frac{4 + 3 + 2 + 1}{4} = \frac{10}{4} = 2.5$$

3.7 Administration of Instrument

The questionnaire will be personally administered to the respondents by the researcher, the respondents will be given a period of days to answer the questionnaire before returning it to the researcher.

3.8 Justification for the Instrument Used

A Likert scale is a rating scale that quantitatively assesses opinions, attitudes, or behaviors. It is made up of 4 or more questions that measure a single attitude or trait when response scores are combined. Likert differentiated between the underlying phenomenon being reviewed and the means by which the variation is captured. This eventually points to the underlying phenomenon. The Likert scaling assumes that the distance between each choice/option is equal.

In this study, the 4 point Likert scale is use. The reason it is named as such is that the user is forced to form an opinion. There is no safe 'neutral' option. Ideally, a good scale for market researchers, they make use of the 4 point scale to get specific responses.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents the results, analysis of the data and discussed the results of findings compiled from the completed and returned questionnaires. The raw data from the questionnaires were statistically analyzed using the statistical mean method.

4.1 Data Presentation

This chapter presents the results, analysis of the data and discussed the results of findings compiled from the completed and returned questionnaires. The raw data from the questionnaires were statistically analyzed using the statistical mean method.

132 respondents (93 customers and 39 staffs) were sampled for this study. As earlier stated in Chapter III, this research adopted the questionnaire method for data collection. In the course of data collection, 132 copies of the questionnaire were administered to the respondents drawn from staff and customers of Nigerian Breweries Kaduna. Out of this number, only 110 copies (35 staff and 75 customer) were duly filled and returned to the respondents.

Section A: Characteristic/classification of respondents Bio-data

Table 4.1: Gender of Respondents

S	Category	Frequency	Percent
i.	Male	30	86%
ii.	Female	5	14%
	Total	35	100.0%

Source: Field Survey Data, 2022

Table 4.1 shows that a greater percentage of the respondents representing 86% are males while a smaller percentage of the respondents representing 14% are females.

Table 4.2 Qualification of Respondents

	Category	Frequency	Percent
i.	B.SC/HND	20	57%
ii.	MASTERS	10	29%
iii.	PhD	5	14%
	Total	35	100.0%

Source: Field Survey Data, 2022

The respondents' educational qualification in table 4.2 indicates that 14% represents PhD holders, 29% represents Master's Degree holders while 57% represents BSC/HND holders

Table 4.3 Department of Respondents (Staff)

	Category	Frequency	Percent
i.	Marketing	15	43%
ii.	Production	10	29%
iii.	Human Resource	5	14%
iv.	Accounting	5	14%
	Total	35	100.0%

Source: Field Survey Data, 2022

Table 4.3 above shows that 43% of the respondents represent the marketing department which represents the largest percentage, 29% represents the production department, 14% represents the human resource department while 14% represents accounting department of Nigerian Breweries Plc.

Table 4.4 Cadre of Respondents (Staff)

	Category	Frequency	Percent
i.	Management staff	4	11%
ii.	Senior staff	10	29%
iii.	Junior Staff	10	29%
iv.	Casual staff	11	31%
	Total	35	100.0%

Source: Field Survey Data, 2022

On the other hand, 11% represents the Management staffs of the company while 29% represents the Senior staff of the company. Also the table showed that, 29% of the staff represents the senior staff and junior staff respectively of the company, 31% represents causal staffs while 11% represents management staffs of the company.

Table 4.5 Duration of Respondents (Staff)

	Category	Frequency	Percent
i.	1 to 5 years	3	9%
ii.	6 to 10 years	7	20%
iii.	21 to 30 years	20	57%
iv.	31 & above years	5	14%
	Total	35	100.0%

Source: Field Survey Data, 2022

On the respondents' duration of service, the table shows 9% are between 1-5 years in service with the company, 20% represents 6-10 years in service with the company, 57% represents 21-30 years in service with the company while 14% represents 31 years and above in service with the company.

Section B: Consumers Bio-Data

Table 4.6: Age of Respondents

	Category	Frequency	Percent
i.	20 to 30 years	10	13%
ii.	31 to 40 years	35	47%
iii.	41 to 50 years	25	33%
iv.	51 & above years	5	7%
	Total	75	100.0%

Source: Field Survey Data, 2022

Table 4.5 above shows that 13% are aged between 20-30, 47% represents 31-40 years, 33% represents 41-50 years while 7% represents 51 years and above.

Table 4.7: Gender of Respondents

	Category	Frequency	Percent
i.	Male	65	86%
ii.	Female	10	14%
	Total	75	100.0%

Source: Field Survey Data, 2022

The table shows that a greater percentage of the respondents representing 86% are males while a smaller percentage of the respondents representing 14% are females.

Table 4.8: Qualification of Respondents

	Category	Frequency	Percent
i.	SSCE	20	27%
ii.	ND/NCE	20	27%
iii.	B.SC/HND	15	20%
iv.	MASTERS	12	16%
v.	PhD	8	10%
	Total	75	100.0%

Source: Field Survey Data, 2022

Lastly, the respondents' educational qualification in table 4.8 indicates that 10% represents PhD holders, 16% represents Master's Degree holders, 20% represents BSC/HND holders while 27% represents ND/NCE as well as SSCE holders respectively.

4.2 Data Analysis

RESEARCH QUESTIONS

Research Question 1: What factors that promote the effectiveness of sales promotion in the brewery industry?

Table 4.9: Responses to factors that promote effectiveness of sales promotion.

S/NO	VARIABLES		SA	A	D	SD	$\sum fx/\sum f$	Mean	Remarks
1	Appearance of sales personnel	f x	40	20	10	5	245/75	3.3	Agreed
2	Free gifts attached to the product	fx	30	30	5	10	230/75	3.1	Agreed
3	Free samples	f x	50	15	5	5	260/75	3.5	Agreed
4	Price reduction	fx	60	7	5	3	274/75	3.7	Agreed
5	Vouchers	f x	50	15	5	5	260/75	3.5	Agreed
6	Raffles	fx	40	20	10	5	245/75	3.2	Agreed
	GRAND MEAN							3.4	Agreed

Source: Field Survey Data, 2022

From the findings as shown in Table 4.9 above, majority of the respondents were in agreement that; price reduction (3.7), vouchers (3.5), free samples (3.5), appearance of sales personnel (3.3), raffles (3.2) and free gifts attached to the product (3.1) are factors that promote effectiveness of sales promotion. The findings imply that there are various factors that enhance the effectiveness of sales promotion strategies in the Industry including price reductions, use of vouchers and raffles, the appearance of the sales personnel as well as use of gifts and samples. Consideration and application of these factors is likely to enhance the firms sales promotion strategies and hence positively influencing consumer behavior.

Research Question 2: Does sales promotion increase or decrease the profitability of a company?

Table 4.10: Responses to does sales promotion increase or decrease the profitability of a company.

S/NO	VARIABLES		SA	A	D	SD	$\sum fx/\sum f$	Mean	Remarks
1	Sales Promotion affects Company Sales Volume	f x	20	10	3	2	118/35	3.4	Agreed
2	Sales Promotion helps to Increase the Profit of the organization	fx	18	12	5	0	118/35	3.4	Agreed
3	Degree of Competition Determines the Sales Promotion of the Organization	f x	10	19	3	3	106/35	3	Agreed
4	Sales Promotion Enhances the Purchase of Organizational Products	fx	23	7	4	1	122/35	3.5	Agreed
5	Sales Promotion helps in Increasing Market shares of the Company	f x	23	9	3	3	128/35	3.7	Agreed
	GRAND MEAN	fx						3.4	Agreed

Source: Field Survey Data, 2022

As indicated by the responses of the respondents in the table 4.10 above, the analysis shows that the impact of sales promotion in the Brewery Industry affects company sales volumes, increase the profit of the organization, enhance the purchase of organization products and increases the market shares of the company. These are proofed with a grand mean of 3.4 in the table above.

Research Question 3: What is the perception of consumers on the benefits associated with sales promotion in the beverage industry?

Table 4.11: Responses to the perception of consumers on the benefits associated with

S/NO	VARIABLES		SA	A	D	SD	$\sum fx/\sum f$	Mean	Remarks
1	Tell their friends about the sales promotion	f x	65 4	5 3	0 2	5 1	280/75	3.8	Agreed
2	Buy the brand again	F x	65 4	10 3	0 2	0 1	290/75	3.9	Agreed
3	Become loyal to the brand	f x	60 4	7 3	8 2	0 1	277/75	3.7	Agreed
4	Become brand ambassador	F x	50 4	15 3	10 2	0 1	265/75	3.5	Agreed
5	Caution their friends against the brand if dissatisfied	f x	62 4	8 3	5 2	0 1	282/75	3.8	Agreed
6	Change brand if dissatisfied	f x	60 4	10 3	5 2	0 1	280/75	3.7	
	GRAND MEAN							3.7	Agreed

sales promotion in the beverage industry.

Source: Field Survey Data, 2022

From the findings as shown in Table 4.11, majority of the respondents were in agreement that; buying the brand again (3.9), and telling their friends about the sales promotion (3.8), becoming loyal to the brand (3.8), caution their friends not to try the brand if dissatisfied (3.8), change brand if dissatisfied (3.7), and become brand ambassador (3.6) are their perception about the products. The findings imply that there are various actions that the customers can undertake after the purchase of a brand which is being promoted including, if satisfied, becoming loyal to the brand, buying the brand again, becoming the brand ambassador and telling their friends about the sales promotion and, if dissatisfied, they can change the brand, caution their friends not to try the brand and also complain about the brand to the company representatives. Hence, these consumer behaviors were

likely to be affected by the sales promotion strategies adopted by the firms in the Nigerian breweries.

4.3 Discussion of Findings

From the results obtained with the research questionnaire, the researcher has put forward the following findings based on the presentation and analysis of data obtained in the above tables.

Factors that promote the effectiveness of sales promotion in the brewery industry.

Analysis from table 4.9 shows that there are various factors that enhance the effectiveness of sales promotion strategies in the Industry including price reductions, use of vouchers and raffles, the appearance of the sales personnel as well as use of gifts and samples. Consideration and application of these factors is likely to enhance the firms' sales promotion strategies and hence positively influencing consumer behavior.

Sales promotion increase or decrease the profitability of a company

Data analysis of table 4.10 shows that the impact of sales promotion in the Brewery Industry affects company sales volumes, increase the profit of the organization, enhance the purchase of organization products and increases the market shares of the company. This is to show that sales promotion has also encouraged buying especially during the festive periods, people tend to buy more of a particular product because of the benefit, compared to normal season.

The perception of consumers on the benefits associated with sales promotion in the beverage industry.

Analysis from table 4.11 shows that there are various actions that the customers can undertake after the purchase of a brand which is being promoted including, becoming loyal to the brand, buying the brand again, becoming the brand ambassador and telling their friends about the sales promotion and, if dissatisfied, they can change the brand,

caution their friends not to try the brand and also complain about the brand to the company representatives. Hence, consumer behaviors are likely to be affected by the sales promotion strategies adopted by companies.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter contains the summary of the study, conclusion and possible recommendations to comprehend the effects of sales promotional strategies towards profitability of a company.

5.1 Summary

The study investigated effects of sales promotional strategies towards profitability of a company in Nigeria using Nigerian Breweries Kaduna plant as the case study. The key variables looked at in terms of consumers sales promotion are Appearance of sales Personnel, Free gifts attached to the product, Free Samples, Price Reduction, Vouchers, Raffles while consumer patronage of products was dependent variable. Based on the data analysis the following findings are discussed;

Firstly, the study findings show that there is significant relationship between price reduction and consumers patronage for brewery products. The study findings were in line with previous studies of Blattberg & Neslin (2010) based on the premise that a discount was one of the critical sales promotional techniques used by contemporary organizations and the importance of achieving sales volumes. Also, the study findings agreed with Jean and Yazdanifard (2015) and Santini et al. (2015) asserting that discounts have a way of working on consumer perception to buy more products.

Furthermore, the study findings showed that there is also significant relationship between free samples and vouchers and consumer patronage of products. The respondents expressed that free samples and vouchers was used to endear them to make purchase of the company's products. The findings agreed with previous studies of Karthikeyan and

Panchanatham (2013) based on the fact that free samples and vouchers was a critical sales promotion for unsought goods. The study findings also were in line with Ogilvy (2013) stating that free samples and vouchers is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store when they buy a product. This creates excitement in the mind of the customer and he received something for “free” he might visit repeatedly.

Finally, the study findings revealed that there is significant relationship between sales promotions and increase in sales volume hence a corresponding increase in profitability. The respondents showed that sales promotion is major influencers for increases in sales volume of products. This was in line with Nochai R. and Nochai T. (2011) based on the opinion that sales promotions are special promotional items that influence purchase decisions effectively. Also, the study findings agreed with Santhosh et al (2014) saying that sales promotions are the most effective kind of marketing mix tools.

5.2 Recommendations

Based on the findings of this study, the following have been recommended:

- i. Nigerian breweries can engage in more sales promotional strategies like customer loyalty programs and also the electronic and online variants of consumer sales promotion which tends to be more creative to consumers who are now more technology driven. Due to the improvement of technologies and increasing number of internet users, more companies choose social networks to promote sales of goods and services, increase recognition and visibility and communication with potential clients in real time online. Now, internet marketing is considered one of the most powerful marketing tools, because it unites the biggest number of users and has the means to implement different aims of the companies. The quickly increased popularity of social networks and social

commerce are considered the third revolution of communication that provides freedom for companies to communicate with target audience, regardless of place and time (Zhang *et al.*, 2020). Thus, the impact of internet and marketing tools, in a general sense, is a phenomenon that is highly significant in the business world and is developing quickly.

- ii. In addition, it is recommended that consumer sales promotions budget should always be adequate to meet up with desired objectives. Being unaware of the capital available and how it is being used is how many companies go under. Without an effective marketing budget and plan, any business may find themselves unable to pay back the costs, and owing companies money. It can even result to potentially owing customers something that cannot' be delivered. Promotional budgets usually include money put toward advertising across mediums such as radio, television, Internet, and print. A company's promotional budget can include expenses for email campaigns, social media outreach, and outdoor signage. The promotional budget might also go towards hiring outside experts and consultants who develop the campaigns and place ads in the appropriate media and locations. This can include contracting marketing intelligence firms to interpret data that shows how dollars spent on marketing translate into new or recurring business for the company.
- iii. Finally, there should be full integration of sales promotion activities with other marketing activities, this will improve the strategy for enhancing sales performance. The amount of marketing budget that you will use varies greatly by industry and business size. You should know exactly what you'll be selling and who will be buying it so that you can create a media plan to get the message out.

5.3 Conclusion

The study concludes that there is significant effect of consumer sales promotion in terms of price discounts, free sampling and vouchers used in marketing and sales of brewery products to drive customer patronage as a consumer sales response. The study examined the concept of consumer sales promotion as a strategic short-term tool of enhancing sales in critical times and to boost the performance of brewery products in the competitive market like Nigeria.

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Appendix
SECTION A
Department of Marketing,
Kaduna Polytechnic Kaduna,
Kaduna.
June 2022.

Dear Respondents,

**THE EFFECT OF SALES PROMOTIONAL STRATEGIES TOWARDS
PROFITABILITY OF A COMPANY**

The researcher is an undergraduate student of the above mentioned Department of Kaduna Polytechnic, Kaduna presently conducting a survey on the above topic. The questionnaire attached here with is to elicit your views on the subject. The information requested of you will be treated with all confidentiality and will be used for academic purpose only.
Thanks for your kind responses.

Yours faithfully,

Florence Folasahade olugbodi
Researcher.

SECTION B: DEMOGRAPHIC DATA

Please, kindly participate in completing the following questions. The information gather is primary for academic purposes, confidentiality clauses are honored.

Instructions for completion: Tick in the appropriate box provided *below by the use of Likert scale (Strongly agree, Agree, Undecided, Disagree, Strongly disagree)*:

DEPARTMENT

- i. Human Resource () ii. Marketing/sales ()
iii. Accounting/Finance () v. Production ()

CADRE

- i. Management staff () ii Senior staff () iii. Junior staff ()
iv. Casual staff ()

DURATION OF SERVICE

- i. 1 to 5 years () ii. 6 to 10 years () iii. 21 to 30 years ()
iv. 31 & above years ()

SEX

- i. Male () ii. Female ()

QUALIFICATION

- i. B.SC/HND () ii. MASTERS () iii. PhD ()

SECTION C

Instruction for completion: Tick the appropriate alphabet provided below.

Questions related to Sales Promotion and Market Share

Question 1. What is the impact of sales promotion in the Brewery Industry?

Note: Indicate your answer by choosing from: 4=Strongly Agree, 3=Agree, 2=Disagree, 1=Strongly Disagree. The extent to which you are aware of the following sales promotion strategies.

Statement	SA	A	D	SD
Sales Promotion affects Company Sales Volume				
Sales Promotion helps to Increase the Profit of the organization				
Degree of Competition Determines the Sales Promotion of the Organization				
Sales Promotion Enhances the Purchase of Organizational Products				
Sales Promotion helps in Increasing Market shares of the Company				

SECTION A

Department of Marketing,
Kaduna Polytechnic Kaduna,
Kaduna.

June 2022.

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Yours faithfully,

Florence Folasahade olugbodi

Researcher.

SECTION B: DEMOGRAPHIC DATA

Please, kindly participate in completing the following questions. The information gathered is primary for academic purposes, confidentiality clauses are honored.

Instructions for completion: Tick in the appropriate box provided *below by the use of Likert scale (Strongly agree, Agree, Undecided, Disagree, Strongly disagree):*

AGE

- i. 20 to 30 years () ii. 30 to 40 years () iii. 40 to 50 years () iv. 50 & above years ()

SEX

- i. Male () ii. Female ()

QUALIFICATION

- i. SSCE () ii. ND/NCE () iii. B.SC/HND ()
iv. MASTERS () v. PhD ()

Question 1. What are the factors that promote the effectiveness of the sales promotion in the brewery industry?

Note: Indicate your answer by choosing from: 4=Strongly Agree, 3=Agree, 2=Disagree, 1=Strongly Disagree. The extent to which you are aware of the following sales promotion strategies

Factors	SA	A	D	SD
Appearance of sales Personnel				
Free gifts attached to the product				
Free Samples				
Price Reduction				

Vouchers				
Raffles				
Others (Specify)				

Question 2. What is the perception of consumers on the benefits associated with sales promotion in the beverage industry?

Factors	SA	A	D	SD
Tell their friends about the sales promotion				
Buy the Brand Again				
Become loyal to the brand				
Become brand Ambassador				
Caution their friends against the brand if dissatisfied				
Change brand if Dissatisfied				
Others (Specify)				

Please make any other comments on sales promotion in the alcoholic spirits industry that you may have

Thank

you very much for filling this questionnaire