



**SALES PROMOTION AS  
MARKETING TOOL IN  
MOTIVATING  
CONSUMERS'**

**PURCHASE BEHAVIOUR. A CASE  
STUDY OF MALTA GUINNESS SALES  
PROMOTION OF GUINNESS NIGERIA  
PLC**

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**Abstract**

**T**his research titled “SALES PROMOTION AS A MARKETING TOOL IN MOTIVATING CONSUMERS’ PURCHASE BEHAVIOUR A CASE STUDY OF MALTA-GUINNESS MULTI-WIN PROMOTION OF GUINNESS NIG.PLC”. Investigated the effectiveness of sales promotion as marketing tool in motivating consumer purchase behaviour with particular reference to Malta-Guinness Nig. Plc. A total of 188 respondents were randomly selected for the research for which 172 scaled through and took part in the study, which was carried in six cities where Guinness Nig .Plc depot are located .The findings of the study of which adopted a descriptive research method showed that the company could take into consideration

*virtually all the sales promotional strategies. These strategies include sampling and contests, couponing and demonstration, premium*

**KEYWORDS:** Sales Promotion, strategies, consumer purchase behaviour, market shares, operating budget

*gifts/trading stamps, exhibition/rebates, fair and trade shows. It revealed that sampling and contests, couponing, premium gifts were the most considered variables. It also showed the sales promotional objectives of the company to include introducing new products, attracting new customers, inducing present customers to buy more, enable the*

company to remain competitive, increase sales in an off season .It indicates that the firm set its sales promotional budgets at 5-10% of their annual operating budgets and that customer purchase behaviours are usually directly proportional to its sales promotion budgets. Similarly, the study also reveals that the company's sales revenues to a large extent depend on the frequency of sales promotional programs. Based on these findings, some recommendations such as engaging the services of marketing consulting firms, employment of other promo tools, increasing the percentage of operating budgets, employment of promotion experts, emphasis on good product quality and consumer satisfaction among others were consequently made.

## **INTRODUCTION**

Over the years, most organizations were not interested in the relevance of sales promotion to their operations. It is just of recent that serious thought has been given by scholars and business operators to the activities of sales promotion.

As organization found themselves stocked with most of their products, as consumer needs were becoming more sophisticated and production became more intense due to the complex and dynamic nature of the market environment, coupled with the recent Economic recession and meltdown facing the world as whole, firms began to give serious attention to the necessity of creating awareness for their products. The effort to create awareness led to the emergence of various promotional tools and methods like personal selling, advertising, publicity etc which their aim does not end in creating awareness of a particular product or service but also to win customers and make new ones .Obviously, this effort cannot in any way be successful without having persuasive undertone which is much needed to induce the kind of acceptance, reaction and response desired.

Notwithstanding the employing of the fore-stated promotional tools in creating the awareness about products, the constant increase in the number of business organizations especially the ones that have similarities in the product they offer have given birth to stiff competition among

business organizations. The need for survival in this competitive tensed environment led to the evolution of sales promotion as a short term and radical strategy to challenge other promotional methods and tools. Expressing the foregoing in his own words, Kotler (2003) opines that sales promotion occurs during the period of stiff competition or during decline in sales so as to boost short term sales. The technique, however, became widely used to complement personal selling and advertising in order to produce a synergistic effect. It therefore, became an exceptional way of providing additional incentives to customers to pick a brand form and offer wide range of products on display.

That is why Adirika, Ebue and Nnolim, (2007) define sales promotion as something extra that can arouse interest, create a buying desire and spark an immediate reaction from customers, middlemen or company's sales force. It is a special effort designed to stimulate buying action .No wonder American Marketing Association defined it as activities other than personal selling ,advertising and publicity designed to stimulate sales/dealers effectiveness and these may be in form of shop display ,product sampling, premium offers, trade shows, sweepstake, contest, giveaway, couponing and point of purchase display(Maurice and Larry ,2002).

Sales promotion essentially, has been seen as more of tactical approach than strategic engagement in marketing of brands. Sales promotion tools are used by most organizations, including manufacturers, distributors, retailers, and non-profit institutions. It is regarded as a mere short term technique to generate increase in sales and they are targeted towards final buyers(trade promotions),business customers (business promotion) and members of the sales force(sales force promotions).Today in the average consumer packaged Goods Company, sales promotion accounts for 75 percent of all marketing expenditures.(50% is trade promotion and 25% is consumer promotion) .Several factors have contributed to rapid growth of sales promotion, particularly in consumer markets. Internally, the company, product managers' face greater pressures to increase their current sales,

and promotion is viewed as an effective short-run sales tool. Externally, the company faces more competition as competing brands are less differentiated. Increasingly, competitors are raising sales promotion to help differentiate their offers. Also, advertising efficiency has declined because of rising costs, media clutter, and legal restraints. Finally, consumers have become more deal oriented, and ever-larger retailers are demanding more deals for manufacturers.

The growing use of sales promotion has resulted in promotion clutter, similar to advertising clutter. Consumers are increasingly turning out promotions, weakening their ability to trigger immediate purchase. Manufacturers are now searching for ways to rise above the clutter, such as offering larger coupon values or creating more dramatic point-of –purchase displays. In developing a sales promotion program, a company must first set sales promotion objectives and then select the best tools for accomplishing these objectives. Sales promotion, though so polished today could be traced back to the early primitive era, when all kinds of things were done to attract buyer’s attention for instant purchases.

All these are aimed at drawing the consumers closer to the organization and their products because of their perceived benefits .From the analysis made so far. It could be seen that the essence of sales promotion as a marketing tool in motivating consumers’ purchase decision need not to be over emphasized. Sales promotion is consequently needed to make explicit, what the other coordinated to achieve the promotional objective of the firms.

In Nigeria market environment, there is an increase use of sales promotion in driving brand performance in the market place especially from Telecommunications sector, Banking and food and beverage industries. To achieve the competitive edge, marketers have seen that sales promotion enable speedy return on investment and this has caused a significant rise in the use of sales promotion as a marketing tool.

This project which is titled “sales promotion as a marketing tool in motivating consumers’ purchase behaviour. A case study of Malta Guinness Nigeria Plc .This study takes a searching look into the relevance of sales

promotion programs of the company and how they are handled to assist the company achieves her corporate goals.

### **STATEMENT OF THE PROBLEM**

It has been said earlier that the essence of sales promotion is to arouse short-term or instant purchase decisions of consumers, through effective integration of sales promotional strategies. Organizations therefore engage in one form of sales promotional activity or the other. Guinness Nigeria Plc is never an exception. The company has been carrying out several kinds of sales promotional programs aimed at expanding sales and catching a wider share of the market. Huge sums of money are spent yearly by the company to undertake the activities of sales promotion.

If the intention of sales promotion is to motivate customers' purchase behaviour, thereby generating more revenue vis-à-vis profit to the organization, then this seems not to be the case with Guinness Nigeria Plc. Although this company in its early days had not made fortunes in the industry, it has been facing dwindling or low sales. At times, the corporate image of the company equally seems to dwindle as a result of hyper competition faced by the company. It thus seemingly appears that some of their sales promotional efforts or activities have been wrongly formulated and implemented. It could be that the company is not using right combinations of the sales promotional strategies or the programs are implemented at wrong times. Probably, if the activities are well handled and coordinated, proper control and evaluation techniques have not been instituted to ensure that the yield the described results.

The issues raised prompted and gave the researcher the impetus to conduct this research.

The introduction and statement of the problem stated above gave rise to the following objectives underlying the conduct of the research.

- To find out the sales promotional strategies that could be adopted by Guinness Nigeria Plc.
- To find out the sales promotional tools(s) that is /is most often used by the company.

- To investigate into the sales promotion objective(s) of the company.
- To investigate into the percentages of operating budgets that is usually set aside by the company for sales promotion activities.
- To find out, if there is any significant relationship between sales promotion activities and consumer purchase behaviour.
- To critically examine if the company's revenues to some extent depend on the frequency of sales promotional programs.
- To find out the problems that could hinder the effective implementation of sales promotional campaigns of the firms.
- To make possible recommendations that if applied, could enhance the efficiency and success of sales promotional programs of the firm hence, increase their sales.

**Research Questions for this study are as follows:**

- a) What is/are the sales promotional strategies that could be used by Guinness Nigeria Plc?
- b) Which of the sales promotional strategy(s) is/are being mostly adopted by the company?
- c) What is /are the sales promotional objectives of the firm?
- d) What are the percentages operating budgets usually set aside for sales promotional campaigns of the company?
- e) Is there any significant relationship between sales promotion activities and consumer purchase behaviour?
- f) Does the company's sales revenue to some depend on the frequency of sales promotional programs?
- g) What are the basic problems that could hinder the effective implementation of sales promotional campaigns of the firms?

**REVIEW OF RELATED LITERATURE**

According to Kotler (2003), sales promotion consists of diverse, collection of incentive tools-mostly short term designed to stimulate a quicker or greater purchase of particular products or services by consumers or the chains of distributors. Anyanwu (2013) defined sales promotion as all those

short-term incentives offered by a company to encourage the purchase or sale of p products.

Also Giles (2005) sees sales promotion as a part of the promotion intended to stimulate quick action, a feature of packaged consumer goods' selling tactics directed at consumer or the distribution channels.

Adirika and Anyionu (2010) defined sales promotion as an activity or material that acts as a inducement, offering added value or incentives for the product to resellers, sales persons or consumer.

The sales promotion-for many expert and academics, sales promotion is regarded as typical marketing techniques that add value to a product in order to achieve specific marketing goals (Andromida, 2011).

Okwudili (2004) defined sales promotion as any activity that is used to stimulate the sale of a product or service usually occurring once over a limited period of time. It comprises of wide variety of tactical promotional tools of a short term incentive nature designed to stimulate target market response. Engel and Blackwell (2001) noted that sales promotion is a set of re-paid marketing activities involved in stimulating consumer and distribution members. It centers on object (groups) through incentives and motivation which are relevant to the economy.

Inyanga (2006) clarified that sales promotion is not the same thing as promotion as many people misconstrue."Promotion is a general term used to describe all marketing activities that create awareness for products and company activities and persuade the market to buy the enterprise goods and services". Sales promotion is only a part of the total promotion mix. He went further to define sales promotion as an incentive marketing tool in that it helps to increase repeat purchase, contributes to both short and long term sales increase of a product or services, and contributes to the utilitarian value of advertising ,such programmes are undertaken to support the firm's promotion activities.

Blythe (2006) describes sales promotion as any activity intended to generate a temporary boost in sales. This includes several communication activities pursued in an attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to

stimulate immediate sales .Such efforts are usually geared towards stimulating product interest, trial, or purchase. It is specifically designed to boost quick sales and ultimately create loyalty.

Therefore, sales promotion is carefully designed and methodically implemented and directed towards a target market. People, whose characteristics have been taken to consideration in the promotion package, such as in the incentives offered, shall be induced to purchase the product or services

### **TYPES OF SALES PROMOTIONAL ACTIVITIES**

**1. Sales Promotion to Middlemen;** in addition to the basic formula of giving the wholesaler/retailer a special reason to push a certain loaded product ,another strategy is to get the dealer loaded up with stock somewhat beyond his normal level because he is attracted by the deal. He now has his capital tied up and he is attracted by the deal. He now has his capital tied up and feels the pressure to convert it back to cash.

This pressure may well lead the retailer to device his own measures by advertising behind the brand, more points of sales and display, getting his sales personnel to push it ,and so on. Very likely, the retailer has only so much capital available to put into a given line of goods. The more the manufacturer gets of this limited capital by causing the retailer to stock-up, the less is left to put into competitor's brands of the product. Sales promotion is often used to introduce a new product in the line. The extra stimulus will get distribution more quickly. A good promotion gives the salesman something new and fresh about which to talk with the customer.

**2. Sales Promotion to Customer:** With this form of promotion, the manufacturer offers some kind of incentives direct to the consumers, to try to secure a higher level of consumer demand for the particular product or range of products. The basic strategy is to provide some kind of an extra push for the product being sold (Anyanwu, 2013).The device used should, to the greatest extent possible be;

- Unique; not obtainable elsewhere.
- Wanted; fulfill a want and be interesting to the consumer.

- Of recognized value
- Tied in with sales in some way e.g require proof of purchase
- A stimulator of repeat purchases if possible
- In good supply or potentially so;
- Inexpensive and if possible subject to decreasing unit costs with volume produced.

**Advertising and Merchandisable:** Have readily dramatizable values and features that will attract the attention of the buyer and create desire for the object in the mind of the buyer. If it is merchandisable, it looks good to the trade and the intermediaries are willing to cooperate with the plan.(Kotler and Keller,2015).

### **COMPONENT OF THE SALES PROMOTION STRATEGY**

The sales promotion strategy has components similar to that of advertising strategy. They include:

1. **Promotion Objectives:** What would you want your target customer to do, feel, or think as a result of the promotion?
2. **Message:** What the promotion conveys to your target audience.
3. **Media or method:** The specific type of promotion you employ.
4. **Effort:** The expenditure on promotion.

### **Objectives of Sales Promotion**

(2013) posits that traditional sales promotion objectives derived from the objectives earmarked for marketing communications which in turn, derive from marketing objectives that usually flows from that of the company. These objectives may be related to channel members, consumers or sales force.

sale promotion objectives include;

- i. Identify and attract new customers
- ii. Introduce a new product
- iii. Increase the total number of users of an entrenched brand
- iv. Encourage greater usage among current customers.

- v. Educate customers, regarding product improvement
- vi. Build more customer traffic in given outlets.
- vii. Stabilize a fluctuating sales pattern
- viii. Increase resellers' incentives
- ix. Combat or offset competitors marketing effort
- x. Obtain more and/or better shelf space and displays.

Others include stimulating impulse purchasing, attracting customers to the firm's premises and penetrating new market (Onuoha, 2010). The functions and roles of sales promotion could also be gleaned from these objectives.

### **The Message**

Sexton (2006) opined that the message of every sales promotion should be consistent with the company's positioning .Promotions can be used to reinforce brand positioning. For example shoe manufacturers may sponsor basketball tournament to show the attributes of their products likewise automobile manufacturers sponsoring car racing events. Attention need to be paid not only to message content but also message tone. He further advised that companies selling top-of –the- line products or services may choose not to use sales promotion at all because it may seem out of the character.

### **Media/Methods**

#### **Methods of Consumer promotion**

The various sales promotional programmes in existence are classified based on target audience.

#### **a) “Below the Line and Above the Line”**

- i. “Below the line” promotion is the supporting method used in the promotion of a product, such as the use of brochures, calendars and novelty leaflets illustrated with the company's product.
- ii. “Above the line” promotion denotes the main methods of advertising the product, i.e. by television, radio, posters, the press and so on.

**b) Consumer Contest:** Manufacturers sponsor contests or sweepstakes to stimulate the ultimate consumer. Fateful decisions are unavoidable (purpose, nature, length, prizes, judging),but if the sales promotion

staff comes up with a winner ,the rewards can be great. Prizes in consumer contests are offers of the chance to win cash, trips or merchandise as a result of purchasing something. A contest calls for consumers to submit an entry to be examined by a panel of judges who will select the best entries .A sweepstake asks consumers to submit their names in a drawing, and a game presents consumers with something every time they buy, which might help them with a prize.

- c) **Consumer Premium:** The typical consumer likes to get a bonus, a bribe, something extra from a seller and that is what a premium is, some premiums have been fantastically successful. Other has been flops. Popular premiums are luggage, jewelry, kitchenware, pens, toys, etc.
- d) **Sampling:** Many products and some services are promoted with sampling .Samples may be free, or there may be a small charge. Offer for a free amount of a product or service delivered door to door, sent in the mail, picked up in a store, attached to another product or featured in an advertising offer are examples of sampling exercise. However, sampling is quite expensive, since there is the cost of producing the sample and distributing it.
- e) **Coupons:** Certificated entitling the bearer to a stated is saving on the purchase of a specific product mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper advertisement. Coupons can be effective in stimulating sales of a mature brand and inducing early trial of a new brand. They act as a short-run stimulus to the sale of the product, since they are directly tied in with the purchase of the item. The expenses involved with coupons are often high: they are costly to distribute and dealer redemption costs are high.
- f) **Price Offs:** These are items for which you pass the discounted price directly to the consumer by printing right on the package”10k off “or “Buy one, get the second one at half price”. Price-offs may be temporary sales stimuli to offset a short sales slump, counter a sudden tactical move by a competitor and encourage new customers to sample the product .Many experts on the sales promotion feel that price-offs

schemes are among the weaker and less desirable methods of promotion. They point to the danger of trade resentment.

- g) Trading Stamps:** This has similarity with coupons in modality, but here, trading stamps, instead are given to buyers in proportion to the amount of goods purchased. The buyers accumulate these stamps and later redeem for goods or cash at designated centers or shops.

Others include event sponsorship, point of purchase display, sweepstakes, refunds etc.

### **The Effort**

The amount to be spend on promotions depends on the estimated effects over time-especially regarding acquiring new customers and increasing usage and loyalty of current customers .The most useful method here will be the objective and task method as it can also used to consider different promotions under consideration.

### **BENEFITS OF SALES PROMOTION**

The benefits derived by business organizations in the sales volume as a result of sales promotion, bonuses, are frequently based on sales volume either in absolute naira or in relations to a quota or estimates of territory potentials.

- ❖ Compensations and incentives are provided as a result of sales volume increase.
- ❖ Commissions obviously, the function of the salary is to afford the sales person continuity of income, the commission gives him some incentives to increase his total sales volume or rewards him for results of successful development or service work done (Ekerette, 2005).
- ❖ Sales promotion enhances product recall and recognition
- ❖ Encourage purchase samples stimulate consumer trial and short term improvement in values.
- ❖ Increase the sales of a product mostly at sluggish seasons.
- ❖ Used to clear stock in a store before inventory taking and restocking.

- ❖ Used to introduce a new product into the market and increase trial rate.
- ❖ It can help change bad impression about a company's product and therapy.
- ❖ Create a right attitude about a product.
- ❖ Increase brand awareness, attract new customers and makes them loyal customers.
- ❖ It pulls and pushes a product through the marketing channel, thus widening its distribution.
- ❖ Educate customers regarding product improvement and increase reseller's incentives.
- ❖ Cushion the effect of price increase.
- ❖ Create new interest in an establishment and improves results in a firm in store displays.
- ❖ Increases frequency or quality of customer's purchases in the short run to more high stock out of store to get consumers to visits your premises to get increased distribution and to obtain information on consumer product usage (Ebitu, 2002).

### **EVALUATION OF SALES PROMOTIONAL SUCCESS.**

Evaluation is also very important many companies fail to evaluate their sales promotion programs while others evaluate them only superficially. Yet marketers should work to measure the returns on their sales promotion investment, just as they should seek to assess the retunes on other marketing activities. The most common evaluation method is to compare sales before, during, and after a promotion. Marketers should ask: did the promotion attract new customers or more purchasing from current customers? Can we hold onto these new customers and purchases? Will the long-run customer relationship and sales gains from the promotion justify its costs?

Clearly, sales promotion plays an important role in the total promotion mix. To use it well, the marketer must define the sales promotion objectives, select the best tools, design the sales promotion program, and implement

the coordinated carefully with other promotion mix elements within the overall integrated marketing communication program. In general, sales promotion work best attract competitor's customers who then switch. If the company's product is not superior, the brand's share is likely to return to its pre-promotion level. Consumer survey can be conducted to learn how many recall the promotion, what they thought of it, how many took advantage of it, and how the promotion affected subsequent brand choice behaviour. Sales promotion can also be evaluated through experiments that vary such attributes as incentive value, duration, and distribution media. For example coupon can be sent to half of the households in a consumer panel. Scanner data can be used to track whether the coupons led more people to buy the product.

### **SALES PROMOTION AND CONSUMER PURCHASE DECISIONS**

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with present and potential stakeholders, and with the general public. The communication can take any form justified to be more result oriented on the part of the firm sponsoring the exercise. One of the forms marketing communication can take is the subject matter of this research work(sales promotion).The aim of sales promotion unlike all other forms of marketing communication is to encourage purchase or sales of a product or services.

The message put across through promotion by organization forms the basis of consumer purchase decisions which provide solutions to the basic consumption questions of who, where, how when can purchases be made. Since customer purchase decisions cannot be procrastinated or predicted, firms must continue to appeal or attract them by way of inciting or inducing them to take a high degree of loyalty on the part of the consumer, who is always aspiring to maximize satisfaction with their little or scarce resources.

### **THE CHALLENGES OF SALES PROMOTION IN THE NEW MILLENNIUM**

Every organization small, medium or large scale faces various challenges in the course of their operations especially in this millennium. According to Kotler(2003:27).We can say with some confidence that, “that market place

isn't what it is used to be; it is changing drastically due to major societal forces. These forces have created new behaviours and challenges to small businesses globally. Today's consumers are becoming more sophisticated, educated and enlightened in their consumption patterns and behaviours, posing greater challenges to firms especially those with low financial base. The business environment is facing tremendous competition by the day which sometimes pushes out small firms, who might not have the core competency and strength to withstand the competitive pressure in the market place. According to Geoff (2001 : 128), most firms with high capital outlay are becoming socially responsible thereby creating goodwill for themselves at the detriment of small firms especially those that are deficient of the resources needed to join this trend, from the analysis so far, it could be seen that, firms have a whole lot of duty continuing to inform, remind and persuade customers by way of including or inciting them to take advantage of the firms promotional exercise whose aim is to catch a wider market segment so as to realize huge profit for growth and continuity.

### **RESEARCH METHODOLOGY**

The research designs used in this study are descriptive and survey methods. The descriptive method was used to unravel the sales promotion as a marketing tool in motivating consumers' purchase behaviour of Malta Guinness sales promotion of Guinness Nigeria Plc. In using survey method, data for the work was gathered and analyzed so as to provide better insight and understanding on the subject matter.

The target population for this study is 100 staff of Guinness Nigeria Plc, Aba Plant. Guinness Nigeria Plc Aba plant staff are 100 according to the company's record.

The major instrument for collection of primary data was the questionnaire. This is because we strongly believe that it will yield a better result than other tools like the observation methods. Besides the questionnaires was personal interview method. The questionnaires which contained multi-choice, questions was prepared and sent out to the selected respondents, and were personally administered by the researcher.

A letter which introduced the researcher, the title as well as the purpose of the study was attached to the questionnaires.

Data for the work were gathered using both primary and secondary sources. The primary data consist of responses gathered from the administration of the questionnaire. Existing relevant works on the subject was also consulted to gather secondary data for the work .To this end, textbooks, journals, magazines, seminar papers, speeches, newspapers, workshop materials ,internet contents and other relevant materials in print were also consulted.

### **DATA ANALYSIS AND INTERPRETATION**

**Table i Respondents Position of Responsibility with the Company**

<b>Position</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<i>General manager</i>	1	1.39
<i>Depot manager</i>	6	8.33
<i>Sales personnel</i>	36	50.00
<i>Others</i>	29	40.28
<b>Total</b>	<b>72</b>	<b>100</b>

**Source: Field survey, 2020.**

From the table above, out of the 72 respondents here, 1 (1.39%) was a managing director; 6 or 8.33% were depot managers; 36 (50%) were sales personnel; while other employees were represented by 29 or 40.28%.

**Table ii: The Sales Promotional Strategy(s) that could be used by Guinness Nig. Plc.**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<i>Free sample &amp; contest</i>	72	100.00
<i>Couponing and demonstration</i>	72	100.00
<i>Exhibition/rebates</i>	18	25.00
<i>Fair and trade shows</i>	12	16.67
<b>Total</b>	<b>242</b>	<b>334.73</b>

**Source: Field survey, 2020.**

From the table above, the frequency values and their percentages do not add up to 72 and 100 respectively because of multiple responses. From table (vii) above, 72 (100), agreed that the company could use couponing and demonstrate; 68 (93.06%) picked premium gifts and trading stamps; 18 or 25% go for exhibition/rebates while only 12 or 16.6 % indicated a possible use of promotion.

**Table iii: The Sales Promotional Strategy(s) Most Often Used by The Company.**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Sampling and contest	72	100.00
Couponing and demonstration	72	100.00
Premium gifts and trading stamps	70	97.22
Exhibition & rebates	21	29.17
Fair and trade shows	10	13.89
<b>Total</b>	<b>245</b>	<b>340.28</b>

**Source: Field survey, 2020.**

From the table above, the frequency values and their percentages do not add up to 72 and 100 respectively because of multiple responses. The table (viii) above shows that all couponing and demonstration as their major sales promotional strategies; 70 or 92.22% said the company often use premium gifts and trading stamps; 21 or 29.17 % picked exhibition and rebates while only 10 or 13.89% showed that the company use fair and trade shows to gain strategic advantage.

**Table iv: The Underlying Sales Promotional Objectives of the Company**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Introduce new products	70	97.22
Attract new customers	72	100.00

Induce present customers to buy more	71	98.61
Enable the company to remain competitive	65	90.28
Increase sales in an off-season	72	100.00
<b>Total</b>	<b>350</b>	<b>486.11</b>

Source: Field survey, 2020.

From the table above, the frequency values and their percentages do not add up to 72 and 100 respectively because of multiple responses. In answer to the question on what the sales promotional objective of the company are, the above table shows that 70 or 97.22% of the respondents said it is that of introducing new products; 72 (100%) showed attracting new customers; 71 or 98.61 picked inducing present customers to buy more; 65 or 90.28% said enabling the company to remain competitive while 72 (100%) again said increase of sales in an off-season.

**Table v: Percentage of Operating Budgets Usually Set Aside for Promotional Campaigns**

Percentage	Frequency	Percentage (%)
Less than 5	8	11.11
5-10	31	43.06
10-15	20	27.78
15-20	11	15.28
20 and above	2	2.78
<b>Total</b>	<b>72</b>	<b>100</b>

Source: Field survey, 2020.

From the above, shows that 8 or 11% of the respondents said the company usually allocate only less than 5% of its operating budgets for sales promotional campaigns. 31 or 43.06% said it is usually between 5-10%. 20 or 27.78 said it is said the company spend 20%; 11 or 15.28% said it is between 15-20% while only 2(2.77) said the company spend 20% and above for sales promotional campaigns.

**Table vi: The Relationship between Sales Promotional Activities and Consumer Purchase Behaviour.**

<b>Relationship</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<i>Highly correlated</i>	69	95.83
<i>Correlated</i>	1	1.39
<i>Not correlated</i>	1	1.39
<i>No comment</i>	1	1.39
<b>Total</b>	<b>72</b>	<b>100</b>

**Source: Field survey, 2020.**

Investigating into the relationship between sales promotional activities and consumer purchase behaviour, the table above shows that 69 (95.83) of the total respondents said there is a highly correlated relationship between sales(1.39%) said they are correlated. 1 (1.39%) as well reserved comment and was indifferent to the study.

**Table vii: “The Company Sales Revenues to a Large Extent Depends on the Frequency of Sales Promotional Programs”.**

<b>Options</b>	<b>Frequency</b>	<b>Percentages (%)</b>
<i>Strongly agreed</i>	64	88.89
<i>Agreed</i>	4	5.56
<i>Strong disagreed</i>	1	1.39
<i>Disagreed</i>	3	4.16
<b>Total</b>	<b>72</b>	<b>100</b>

**Source: Field survey, 2020.**

The above table shows that 64 of 88.89% of the total respondents strongly agreed that the company sales revenues are directly proportional to sales promotional programs; 8 (11.19%) agreed while strongly disagreed was 1 (1.39%) and disagreed was represented 3 or 4.16% of the respondents.

**Table viii: “The Multi-win Promotion of Guinness Nig. Plc attracted much Customer to buy the Product during the offer Period than other Items”.**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	72	100
No	-	-
No comments	-	-
<b>Total</b>	<b>72</b>	<b>100</b>

**Source: Field survey, 2020.**

The above table (viii) shows that the multi-win promotion of Guinness Nig. Plc attracted many customers to buy the product during the offer period than other times. This was indicated by all the respondents.

**Table ix: The Problems (S) That Could Affect Sales Promotional Campaigns Of Guinness Nig Plc**

<b>Problems</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Lack of funds	52	72.22
Poor management planning	41	56.94
Stiffer competition	67	93.06
Inappropriate government trade policies	19	26.39
Consumer buying behaviour	59	81.94
Other marketing /promotional tools	68	94.44
Wrong timing	39	54.17
<b>Total</b>	<b>345</b>	<b>479.16</b>

**Source: Field survey, 2020.**

From the above table, their percentages do not add up to 72 and 100 respectively because of multiple responses. On the possible problem likely to affect the effective implementation of sales promotional campaigns of Guinness Nig. Plc. As listed above, it is observed that 52 or 72.22% of the 72 respondents picked lack of funds; 41 (56.94%) showed poor management planning; 67 or 93.06% indicated stiffer competition from other firms in the

industry; 19 or 26.39% said it is inappropriate government trade policies; 56 or 81.94% said it is consumer buying behaviour; 68 (94.44%) picked other marketing and promotional tools while 39 or 54.17% opted for wrong timing of the exercise.

## **DISCUSSION OF FINDINGS**

From the analysis of the data and information collected, presented and analyzed in this study, several findings have been made some of which are discussed as follows;

### **Promotional Activities and Consumer Purchase Behavior of Guinness Nigeria Plc in Aba Metropolis**

From the result of the data analysis, the null hypothesis was rejected. This therefore, implies that there is a significant relationship between the frequency of sales promotional campaign and consumer buying behavior in Aba metropolis. It could be inferred that sales promotional campaign influences significantly, the consumer buying behavior. This is in agreement with the words of Kotler (2007), sales promotion is a key ingredient in marketing campaigns, designed to stimulate quicker or greater purchase of particular products or services by consumers.

### **Sales Revenue and Sales Promotional Programs**

From the result of the data presented and analysed it indicated that the majority of respondents strongly and ordinarily agreed that the company sales revenues to some extent depend on the frequency of sales promotional campaigns. Through this data, it was discovered that majority (88.89%) of the staff respondents respectively agreed that the company sales revenues are directly proportional to sales promotional programs. The hypothesis tested showed that a significant level of 7.815 exist between sales revenue and sales promotional programs. Therefore, the null hypothesis which states that the company sales revenue does not depend on the frequency of promotional programs.

Blythe (2006) describes sales promotional programs as any activity intended to generate boost in sales thereby increasing sales revenue.

### **Operating Budgets for Sales Promotional Campaigns**

This study collected, presented and analyzed data through this data, it was discovered that 43.06% of staff respondents respectively agreed that 5-10% of operating budget are used for sales promotional campaign. The hypothesis tested showed that a significant level of 9.488 exists between operating budgets and sales promotional campaigns. Therefore, the null hypothesis which state that that campaign does not set aside percentages of its operating budgets for sales promotional campaigns.

Operating budgets for sales promotional campaigns should be established as a specific part of the budget for the total promotional mix. Setting a separated budget for sales promotion forces a company to recognize and manage it. Therefore, management of Guinness Nigeria Plc is hereby encouraged to set aside percentages of its operating budgets for sales promotional campaigns.

### **SUMMARY AND CONCLUSION**

#### **SUMMARY**

Promotion has become a vital marketing communication tool in motivating consumers' purchase behaviour around the globe. The efficient and effective integration of its variables create favorable opportunity for companies while enhancing greater sales which give impetus for maximum profits.

It becomes therefore pertinent to say that companies cannot do well without effective promotional efforts. Tremendous evidences as to the useful nature of sales promotion exist in theory and practice in all surviving organizations.

The issues stated above gave rise to the need to study sales promotion as a marketing tool in motivating consumers' purchase behaviour with particular reference to Malta-Guinness Nig. Plc. and to see the impact that sales promotion could exert in motivating consumer purchase decisions either positive or negative.

The study findings could therefore be summarized as follows:-

- 1 The sales promotional strategies that could be used by Guinness Nig. Plc. are free samples and contests, couponing and demonstration, premium gifts/trading stamps exhibitions/rebates, fair and trade shows.

- 2 The sales promotional strategies most often used by the company includes: sampling and content, couponing and demonstration, premium gifts and trading stamps. Exhibition and rebates as well as fair and trade shows.
- 3 The underlying sales promotional objectives of the company include: to introduce new products, attract/new customers, induce present customers to buy more, enable the company to remain competitive as well as increase sales in an off-season.
- 4 The percentages of operating budgets usually set aside for sales promotion is between 5-10% and 10-15%.
- 5 There is usually a highly correlated relationship between the promotional activities and consumer purchase decisions.
- 6 The company sales revenues to a large extent depend on the frequency of sales promotion's programs.
- 7 The sales promotion of Guinness Nigeria Plc attracted many customers to buy the products during the "offer period" than other times.
- 8 The problems that militates against the effective implementation of sales promotion activities of the company ranges from lack of funds, poor management planning ,stiffer competition from other marketing/promotional tools, wrong timing etc.
- 9 Three hypotheses were tested which confirmed the positive high correlation relationship existing between the size or frequency of sales promotional activities and consumer purchase decisions as well as the company sales revenues depending to a large extent, on the frequency of sales promotional programs.

## **CONCLUSION**

This study was concerned with the sales promotion as a marketing tool in motivating consumers' purchase behaviour with particular reference to Malta-Guinness sales promotion of Guinness Nig Plc.

It had been stated earlier that sales promotion is necessary in motivating consumers 'purchase decision. While several firms are using this marketing communication tool effectively to enhance their stay in any industry and are

generating enough sales and revenues through successes in their promotional campaigns, the continued dwindling fortunes of the company Guinness Nig. Plc might yet cause people to start wondering whether the firm is not able to implement their sales promotional programs to their target customers.

Thus, this study was carried out to investigate into the activities of sales promotion as a marketing tool in motivating consumers purchase behaviour with Malta-Guinness sales promo of Guinness Nig. Plc.

It had been stated earlier also that the study was a descriptive one and the questionnaire was the major instrument used in gathering the relevant primary data from the field. Some research questions and hypotheses were formulated to guide the research process. Based on the percentages of the Chi-square analysis of the responses, the following findings were made:-

- a) There are several promotional variables that the company could use to appeal to their customers. These include sampling and contest, couponing and demonstration, premium gifts and trading stamps, inhabitation/rebates, air and trade shows.
- b) The sales promotional variables most often used by the company include; sampling and contests, couponing and demonstration, premium gifts and trading stamps etc.
- c) The underlying sales promotional objectives of the company include; to introduce new products, attract new customers, induce present customers to buy more, enabling the company to remain competitive as well in off-season.
- d) The firm usually provide about 5-10% of their annual operating expenses for sales promotional activities.
- e) Consumer purchase decisions are usually directly proportional to the size and frequency of sales promotional programs.
- f) Sales revenues of the company depend to a large extent on the frequency of sales promotion programs.
- g) The sales promotion of Guinness Nig. Plc attracted many customers to buy the products during the “offer period” than other times.

- h) The company faces several setbacks in implementing their activities and strategies among which include; lack of funds, poor management planning, stiffer competition from other firms, inappropriate government trade policies, consumers buying behaviours, other marketing/promotional tools, wrong timing etc.

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