

**EFFECTS OF SALES PROMOTION CAMPAIGNS ON AN ORGANISATION'S SALES
PERFORMANCE**

(A STUDY OF NIGERIAN BOTTLING COMPANY, NBC, LAGOS)

BY

BENUMOLO.E. SHARON ROSE

MATRIC NO: 17020201002

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CERTIFICATION

This is to certify that this project work was prepared and submitted by Benumolo .E. Sharon rose; Matric number 17020201002 of the department of Business Administration, College of Humanities Management & Social Sciences, Mountain Top University, Makogi Oba, Nigeria, in partial fulfillment of the requirements for the award of Bachelor of Sciences Degree (B.Sc. Hons) in Business Administration.

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Dr. Ojo Olanipekun

Supervisor

Date.....

.....

Dr. Ojo Olanipekun

Head of Department

Date.....

DEDICATION

This research project is dedicated to God Almighty who saw me through my academic pursuit in MTU, my lovely parents Mr. and Mrs. Benumolo who happen to be the pillar of my educational pursuit and also my siblings for their support and assistance.

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It is often said that no matter how long a journey takes, there comes a time it all comes to an end. All lasts only for a period of time. I commenced my journey October, 2017, four years ago this very year, it is with great joy I would be completing this chapter of my life.

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ABSTRACT

The study was to assess the effects of sales promotion campaigns on sales performance in NIGERIAN BOTTLING COMPANY, NBC, Lagos. The objectives of the study was to examine the effects of NBC sales promotion campaigns on its sales performance, to determine the influence of NBC sales promotion campaigns on consumer's patronage of its products and to establish the relationship between various sales promotion campaigns and sales volume in NBC. It used questionnaires and open-ended interviews guide in support of the primary data. Both quantitative and qualitative research method were used and descriptive research design was employed as a sample size of 100 consumers of NBC products and the sales and marketing personnel of NBC was used. The sample size selected for the study was 100 consumers of NBC products, sales and marketing personnel of NIGERIAN BOTTLING COMPANY. The findings revealed that multiple NBC products are consumed by the respondents and most consume it on a daily and weekly basis. It also revealed that NBC has been regular enough with sales promotion campaigns. It also revealed that NBC makes use of strong sales promotion campaigns (discounts) to improve sales performance. The study recommends that Nigerian bottling company should make use of various communication channels in order to make consumers aware of the sales promotion campaigns that will be deployed.

Keywords: Sales Promotion, Discounts, Sales Performance, Coupons.

CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND TO THE STUDY

Due to advances in technology, infrastructure, and global access to information, the business environment has become highly competitive in the twenty-first century. As a result of the low switching cost in the market, the environment has become extremely complicated, and consumer tastes are constantly shifting. Because of the high request for consumers in the market, corporate organizations must raise their resources, with a greater emphasis on acquiring and maintaining customers, (Kotler, 2003).

The ever-increasing competition in the global market has compelled businesses to be more driven than their competitors in ensuring consumer demands and wants are met more efficiently and effectively, (Kotler, 1988). Sales promotion according to Belch and Belch, (1998) is a direct enticement that provides an additional value or incentive for the product to the sales force, distributors, or final consumer with the primary goal of spawning instant sales. Consumers are enlightened and enticed about an existing or new product through sales promotion.

The provision of incentives to customers or the distribution channel to generate demand for a product is referred to as sales promotion (Ayimey K, Vitor, and Gayibor, 2013). Along with advertising, public relations, and personal selling, it is an integral part of a company's entire marketing strategy. Sales promotion serves as a competitive weapon by giving an additional incentive for the target audience to choose one brand over another. The next potential marketing approach is sales promotion, which helps to increase product life cycle, sales growth, and buyer Goodwill (Moemeke, 1997). For a limited time, sales promotion adds to the core principle propositions of a product (i.e. getting more for less) in order to stimulate consumer purchase,

selling efficiency, or sales team effort, (Aderemi, 2003). This means that sales promotions can be targeted at either end users or sales intermediates like stores or salespeople. When the goal is to persuade merchants to carry a new product or persuade consumers to choose it over competitors in a highly competitive market, sales promotion can be a successful tactic. More specifically, sales promotion works best when used to things whose attributes can be appraised at the moment of purchase rather than more sophisticated, priced items that may require hands-on presentation, (Kotler and Keller, 2006). Brand switchers are sometimes enticed by sales promotions since they are seeking ways to reduce prices, good value, or premiums. Promotion can lead to long-term increased market share if some of them would have not chosen the product otherwise (Koukova, Srivastava and Steul-Fischer, 2012).

The effects of a sales promotion campaign on an organization's performance are the focus of this research. Every business's ultimate goal is to grow the sale of the products it sells. This goal can be achieved through a variety of means, some direct and others indirect. One of them is sales promotion. A “diverse set of incentive techniques, mostly short term, aimed to drive faster and/or greater purchase of particular products/services by consumers” is characterized as a sales promotion, (Kotler, 1998).

According to Kotler, (2003) sales promotion is an important component of marketing efforts, and it consists of a wide range of incentive techniques, most of which are aimed to encourage consumers to buy specific items or services more quickly or at a higher price. Other than stimulating consumer buy, sales promotion campaigns are those activities. Product, price, promotion, and distribution are all elements of the four-marketing mix. Sales promotion is one of the four aspects of the promotional mix. It's usually thought of as a tactic that uses short-term incentives to push people to buy or sell a product or service. There are examples of sales

promotion all over the place. e.g., an executive who buys a new DELL laptop computer in a superstore might get a free carrying case. Sales promotion encompasses a wide range of tactics aimed at eliciting a faster or stronger market response. (Kotler, 2003).

Given the expanding importance of sales promotion, the effect of sales promotion on several aspects such as consumer pricing perception, brand choice, brand switching behavior, and brand perceptions has piqued attention. One of the goals of a consumer promotion is to have a direct impact on the customer's purchasing behavior, (Kotler, 2002; Blatterg and Scott, 1990). However, research have shown that sales promotions have an impact on brand perceptions. In another study, (Schultz, 2004) indicates that the consumers' price value equation model suggests that frequent price promotions, such as price offers, are associated with low brand quality, whereas substantial advertising spending, a high price, a good image, and a high distribution intensity are associated with high brand quality.

The motive for this study is to discover the various sales promotion tactics used by Nigerian bottling companies, as well as the amount to which they impact consumer preference for their products.

1.1 STATEMENT OF PROBLEM

Now-a-days people are conscious to look for the best products and that's why their fluctuating mind may switch on to new brands with a simple stimulus. In this scenario different promotional activities might be used to offer an extra incentive to a product. Again it is remarkable that a product lack of any significant advantage can make it difficult to create a rebates campaign which can be used to entice people to try the product. The introduction of advanced machines into the manufacturing sector as a result of the Industrial Revolution has boosted the output of goods and services. This revolution resulted in a great number of goods and services becoming

accessible for purchase. In this regard, consumers are exposed to a variety of items and must choose which of the products, from whose company, would provide them with the highest level of satisfaction, (Blattberg, Briesch and Fox, 1995).

However, the current economic crisis reduced sales, promotion, and public relations activities, affecting the company's efforts in reaching out to its many consumers and competing favorably in the market, resulting in brand switching and poor patronage. In light of the aforementioned, a company must enhance and perform a specific degree of marketing competency in order to get the attention and interest of consumers in a highly competitive market, (Kotler and Armstrong, 1990). Consequently, effective promotion usually yields positive results that impact on profit ratio; hence the product that gets to the final consumer must satisfy his or her want (Kotler and Armstrong, 1990). In recent years, Nigerian Bottling Company Plc has used a variety of promotional methods to boost sales. Under The Crown, Premium, Scratch and Win, and Free Gift are just a few of them. Cash, T-Shirts, Face-Caps, Bags, Openers, Biros, Free beverages, Television, Radio, and other incentives are also used to encourage increased sales, (NBC Plc, 2012). Despite all these efforts placed by Nigerian Bottling Company Plc on its promotional activities which costs the organization millions of naira in recent times, the company's profit Prospects continue to deteriorate, (NBC Plc 2020). In this context, the researcher is doing this study to determine the effect of a sales promotion campaigns on Nigerian bottling company's sales performance.

1.2 OBJECTIVES OF THE STUDY

The general objective of this study is to examine the effect of sales promotion campaigns on the sales performance of Nigeria Bottling Company. However, the specific objectives are to:

- i. Examine the effects of NBC sales promotion campaigns on its sales performance.

- ii. Determine the influence of NBC sales promotion campaigns on consumer's patronage of its products.
- iii. Establish the relationship between various sales promotion campaigns and sales volume in NBC.

1.3 RESEARCH QUESTIONS

In other to achieve the above objectives, this study will be guided by the following questions:

- i. What is the effect of NBC sales promotion campaigns on its sales performance?
- ii. How does NBC sales promotion campaigns influence consumer's patronage of its products?
- iii. What is the relationship between sales promotion campaigns and sales volume in NBC?

1.4 RESEARCH HYPOTHESIS

H₀₁: There is no significant relationship between sales promotion campaigns and sales performance of NBC.

H₀₂: There is no significant relationship between sales promotion campaigns and consumer's patronage of NBC's products.

H₀₃: There is no significant relationship between sales promotion campaigns and sales volume in NBC.

1.5 SIGNIFICANCE OF THE STUDY

The purpose of this research is to gain a better knowledge of the effects of sales promotion campaigns in Nigerian bottling company. The research is important because it aims to determine the role of sales promotion as a marketing strategy as well as the achievement of organizational goals and objectives.

The conclusions of this study will act as a guide for Nigerian bottling companies, providing insight into how to properly design and execute sales promotion efforts in order to achieve better results.

The research will assist the Nigerian Bottling Company's management in understanding not just the effect of sales promotion on product sales, but also how to apply it in marketing.

This research will be used as a guide for other organizations who want to conduct sales promotions in order to motivate and acquire channel support as well as consumer patronage.

The outcomes of this study will contribute to the current body of knowledge in the marketing field and will also aid other researchers interested in venturing into the field of sales promotion.

1.6 SCOPE OF THE STUDY

This study will focus on the effects of sales promotion strategies on sales performance of Nigerian Bottling Company, Lagos. This study is limited to the Sales and Marketing departments of Nigerian Bottling Company and the consumers of NBC products. The findings of this study will be based on the data collected (through questionnaires and open-ended interview) from the sales and marketing personnel of the organization and also from the consumers of NBC products.

1.7 LIMITATION OF STUDY

In carrying out this project work, the researcher encountered some constraints and limitations. The first is trying to generate relevant article on the research and poor cooperation of respondents. Another main limitation encountered by the researcher is finance.

1.8 OPERATIONAL DEFINITION OF TERMS

Sales Promotion: Premium, discount, and other non-current selling efforts are examples of marketing tactics other than advertising, personal selling, and publicity that are aimed to encourage consumer purchase and dealer effectiveness.

Customers/ Buyer: A person, a group of people, or an organization that buys goods and services is referred to as a customer or a buyer.

Marketing: Marketing is a social and management activity in which individuals and groups create and exchange products and values with others in order to acquire what they require and desire.

Product: A product is anything real or intangible that is offered to the market for consideration, acquisition, usage, or consumption in order to fulfil a want or need.

Organization: A conscious coordinated social unit with a generally discernible boundary that functions on a relatively continuous basis to pursue a common objective or set of goals is characterized as an organization.

Brand: This is a name, a term, a symbol, or a combination of them used to identify goods or services and distinguish them from those of competitors.

Organizational performance: Organizational performance refers to an organization's actual productivity or results as measured against its stated goals.

1.9 BRIEF HISTORY OF NIGERIAN BOTTLING COMPANY

The Nigerian Bottling Company Plc is one of the Coca-Cola franchise corporations with roots in Nigeria. It has developed from a modest family-owned business to become Nigeria's leading bottler of non-alcoholic beverages, producing and selling over thirty-three (33) Coca-Cola varieties.

The Nigerian Bottling Company Plc (NBC), a subsidiary of the A.G. Leventis Group, was founded in November 1951 with the license to bottle and sell Coca-Cola products in Nigeria. A bottling plant at Ebute-metta, Lagos, commenced production in 1953. The company's production

capacity has increased throughout time, and it now has thirteen (13) bottling facilities and over eighty (80) distribution warehouses around the country.

With around 1.8 billion bottles sold per year, NBC Plc has remained the top bottler of non-alcoholic beverages in the countries in terms of sales volume since manufacturing began, making it the second largest market in Africa. It is currently owned by the Coca-Cola Hellenic Bottling Company (Coca-Cola Hellenic).

One of the world's largest anchor bottlers for the Coca-Cola Company. In the year 2009, Coca-Cola Hellenic was established. With 13 high-performing bottling plants, over 80 depots, and over 200,000 sales outlets nationwide, the company is driven by over 6,000 employees, a culture of passion for excellence, sophisticated technology, and the best distribution network in the country. It supplies some of the most ubiquitous and best-known brands, including Coca-Cola, Fanta, Sprite, Schweppes, Eva Water, and Five Alive.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

The ability of sales promotional strategies to influence sales and customer patronage has long been recognized in marketing and sales management literature. According to Huang and Gartner, (2012) sales promotion is used as a direct stimulus to provide value to its products or as an inducement to final consumers, salespeople, or distributors. Given the expanding importance of sales promotion, there has been a lot of research into how it affects things like customer cost perceptions, brand loyalty, and brand reputation effect.

2.1 Conceptual Framework

2.1.1 Concept of sales promotion

Adrika, (2007) described sales promotion as "anything extra that can raise curiosity, develop a buying desire, and trigger an immediate response from clients, Middlemen Company's sales team." He went on to say that sales promotion is a term used to describe specific types of sales acceleration, personal selling, or exposure. It's regarded as a one-of-a-kind marketing endeavor. It comprises of short-term incentives intended to encourage purchasing.

According to American Marketing Association, (2010) sales promotions is defined as a media and non-media marketing pressures deployed to various potential customers, like consumers, dealers, and distributors, for a specified period in order to stimulate trial, boost consumer demand, and improve the product viability. (Mullin, 2010), Organizations employ sales promotion to boost volume, induce trial, improve customer loyalty, gain customers, increase product utilization, stimulate awareness, increase brand awareness, and stimulate interest.

2.1.1.1 OBJECTIVES OF SALES PROMOTION

The goal of a sales promotion is to increase the value of a brand in order to attract customers to buy. To attain particular goals, a company may look for the necessity for a sales promotion alternative. According to Jain, (2014), some unique sales promotion objectives include:

- a) **Attract new customer:** Measures of sales promotion are very crucial in obtaining new clients for a company. New clients are typically people who have been lured away from competing businesses. Samples, gifts, awards, and other incentives are used to entice customers to try a new brand or switch their business to a new dealer.
- b) **Helps the firm to remain competitive:** Most organizations engage in sales marketing in order to remain competitive. As a result, no company can avoid the requirement to engage in sales promotion activities in today's competitive market.
- c) **Add to the stock of the dealers:** Wholesalers and merchants, for example, deal with a wide range of products. When the manufacturer adds sales promotion measures to their efforts, it makes it easier for them to sell. When a product or service has a strong sales promotion, dealers are compelled to stock more of it.
- d) **Introduction of new products and services:** Sales promotions are frequently used to encourage potential customers to explore new products and services. Dealers are also enticed to enter the market with new products and services. Dealers may be paid cash or product discounts in exchange for stocking new products or negotiating new service deals. Free samples, trade discounts, and cash discounts are all examples of sales promotion.
- e) **Makes existing customers to buy more:** The most common purpose of sales promotion devices is to persuade a company's existing customers to purchase more. Firms employ

sales promotion techniques such as product development, giving three products for the price of two, and discount coupons to encourage existing customers to purchase more of a certain product.

2.1.1.2 TYPES OF SALES PROMOTION

- a) **Coupons:** It's a typical technique for persuading customers to buy when they believe the price is too high, or it might be an incentive to buy your goods over the competitions. Coupons are discount certificates that allow customers to buy things at a lower cost (Shoemaker and Shoaf, 1977).
- b) **Gifting:** Gifting is also a good strategy to boost product sales because customers are hoping to win a prize from the store. Another common application of gifting is to promote "Assured presents" (Ogilvy, 1983).
- c) **Trade Discounts:** Consumer and trade discounts are the two most prevalent types of sales promotions. When products are temporarily sold at a cheaper price, this is referred to as a discount. Discount is so popular because it genuinely works! A consumer discount is defined as a ten percent discount on a product for the customer (Blattberg and Neslin, 1990).
- d) **Exchange offers:** Exchange offers are widely used around the world, and they are especially popular during the holiday season, when sales are expected to be higher and people are in the mood to buy. You can exchange an old product for a new one in the exchange offer (Della Bitta and Monroe, 1981). Based on the value of your old product, you'll get a discount.
- e) **Exhibitions:** Food, jewelry, clothing, chemicals, and other businesses where sellers want to show off their items to potential purchasers are more likely to use it. These buyers could be private individuals or businesses. An exhibition usually consists of one player displaying his

or her wares, such as (Hater and Bass, 1988) and (Helson, 1964). It could, however, be a group of players who are all there to promote their products.

2.1.1.3 IMPORTANCE OF SALES PROMOTION

As a means of stimulating the demand for a product or service, sales promotion is becoming increasingly significant in marketing. The majority of activities are used to generate quick, short-term sales. While a marketer may use non-continuous or cyclical advertising or personal selling, sales promotion activities contribute to marketing effectiveness by supporting advertising, personal selling, and public relations activities, thereby increasing producer profit, particularly sales promotion producer profit. According to Aderemi, (2003), sales promotion is used for the following purposes:

- a) **Prices Determination:** Price discrimination, adjusting different customers' prices, pricing discrimination, also describes the usage of coupon and price specially tailored for the more price sensitive consumers who will make an attempt on his chosen brand. Producers can also use sales promotion to practice price discrimination over time by responding to demand and supply fluctuations.
- b) **Trade Behaviour:** Sales promotion also stimulates the trade to offer a brief price difference, as well as reduce promotional characteristics that entice clients to buy in bulk from traders to consumers.
- c) Sales promotion allows producers and marketers to reach out to deal-hungry clients and persuade them to switch. Customers are exposed to new products through sales promotions, which lowers the risk of stocking new products.

2.1.1.4 PROBLEMS OF SALES PROMOTION

According to Lovelock and Wirtz, (2004), sales marketing has the following negative effects:

- a) **Dearth of information:** There are frequently little or no information to be offered, there is likewise difficulty of an approach time of the sales promotion offer.
- b) **A problem of dishonesty exists:** in the spirit of fairness, the organizers of a sales promotion campaign may restrict certain persons from participating.
- c) **Role conflict:** The brand manager should ideally be in charge of managing sales promotion programs, however if the incentive is appealing, the brand manager may not be granted complete control over the sales promotion program.
- d) **Distribution of incentive programs:** Incentives may not be distributed as freely as planned, and they may even be distributed to the wrong sources.

2.1.1.5 PLANNING SALES PROMOTION

According to Jain, (2004), the following steps should be taken into account while devising a sales promotion strategy:

- a) **Culture of tradition:** This takes into account how the incentive is seen in terms of culture, religion, economic and social class, and political considerations.
- b) **Nature of the market:** This considers how the incentive is seen in terms of culture, religion, economic and social status, and political factors.
- c) **Cost Consideration:** The seller should be able to determine the impact of the profit realized on the incentive cost.
- d) **Competition:** Middlemen can hold competitions for the general public in order to raise awareness, stimulate interest, and increase sales.
- e) **Promotional Objectives:** Loss leader pricing is a short-term incentive for luring buyers to the shop, thus it should be chosen depending on promotional objectives.

2.1.2 Concept of sales performance

Sales performance is an integrated framework that allows organizations to plan and model sales strategies and assure timely execution of sales efforts while providing visibility into performance to both front-line salespeople and decision-makers. The next generation of sales best practices is represented by sales performance (Micahel D, 2006).

Sales performance also refers to the overall amount of a company's production sold to the market on a monthly or annual basis, which is influenced by a variety of factors such as customer relationships, marketing management, sales force skills and motivation, and even product pricing (Amanda D.H, 2002).

2.1.3 Effects of Sales Promotion and Organizational Performance

According to Odunlami and Ogunsiji, (2011) sales promotions have the following effect on organizational performance:

- a) **Building brand loyalty:** Sales promotion serves to promote brand loyalty by allowing sellers to attract or gain a loyal and profitable set of clients, giving them some protection from competition and more control over their marketing mix. (Shira, 2003)
- b) **Encouraging off season buying:** People tend to buy more of a particular product because of the extra value, compared to the typical season, because of sales promotions.
- c) **Encouraging purchase of large size unit:** Sales promotion refers to a variety of incentive tools, most of which are short-term in nature, that are used to encourage consumers to buy products or services in larger quantities. For example, premiums,

product warranties, and other incentives are used to encourage consumers to buy in larger quantities. (Rotimosho,2003 as cited in Odunlami and Ogunsiji, 2011)

- d) **Influencing retailers to carry new items and higher level of record:** A sales promotion persuades retailers to offer original products shelf space. Retailers are rewarded financially for stocking new products by companies.

2.1.4 Relationship between Price and Sales Promotion

Pricing, according to Jain, (2004) is the process through which an organization determines what it will receive in exchange for its goods after taking into consideration manufacturing costs, economic factors, competition, and quality of products. Premium pricing, value pricing, penetration pricing, cost plus pricing, competitive pricing, price skimming, going rate pricing, geographical pricing, segmented pricing, product mix pricing, psychological pricing, and discriminatory pricing are some of the marketing strategies used among companies, according to (Kotler, 2004). Pricing strategy and choices were shown to have a large impact on sales performance. In his research, Louter, Ouwerkerk, and Bakker, (1991) identified a strong correlation between marketing strategy and organizational performance.

2.1.5 Promotional Activities in Marketing and Accounting Department

The following are the promotional activities employed by the Nigeria Bottling Company to increase sales:

- i. **Consumer Promotion:** Any product's ultimate source of demand is the consumer. As a result, the vendor should try everything he can to sway the consumer's decision in his favour. Some of the following are available through NBC:

- a. **Free Sample:** This is one of the earliest consumer promotion techniques. When a product is new and largely unknown to buyers and consumers, it is the most desirable.
- b. **Coupons:** A leaser (coupon) or voucher is offered to the customer, allowing him or her to purchase a product at a reduced price. Coupons are used to create trials, convert regular users, and attract a large number of potential customers to a product.
- c. **Premiums:** They're utilized to increase sales by raising product awareness and establishing trails. Free in mail premiums and self-liquidating premiums are the two types of premiums available.
 - i. **Free in mail premiums:** It gives away a product in exchange for the purchase of another. For example, for every bottle of Coca-Cola you drink or purchase, you will receive a free T-shirt or towel.
 - ii. **Self-Liquidating Premiums:** Customers can purchase it at the firm's wholesalers' price. It is self-liquidating because consumers pay the cost of the goods plus other expenses, but the total cost is less than the product's retail price.
- d. **Refund Offers Discounts:** This is a special consumer offer designed to entice people to buy while also reinforcing brand loyalty. Refunds attract salespeople's interest and provide a nice discussion point, and they're frequently used to draw attention to the product package.

- e. **Sweepstakes Contest and Games:** Contestants are typically required to engage in these by sending a stimulating format given by the promoter. Sweepstakes and game promotions that are successful should include the following:
 - a. Keep things simple and avoid offering a price that is difficult to understand.
 - b. Suspensions and actions that result in the least amount of frustration should be combined rather than separated, and no long periods of waiting should be required.
 - c. **c.** Be able to be run multiple times at a low cost to the advertiser.
- f. **Demonstration:** The seller should be able to persuade potential buyers or consumers of the product's functionality.
- g. **Trading Stamp:** They are frequently started by retailers in order to establish a loyal customer base. A stamp with a known value is provided to a buyer as a bonus for purchasing a specified amount.
- h. **Point of Purchase Promotions:** These are incentives that can be found at the point of sale. Manufacturers give middlemen advertising and display allowances to entice them to carry the manufactured product by allowing them to present their merchandise in a visually appealing manner.

2.1.6 Personal Selling

Personal selling is one of the marketing communication methods, and it is another aspect of marketing communication that involves connection between marketers and customers. It is distinct from advertising and publicity in that it involves direct connection between the vendor and the buyer, as opposed to advertising and publicity, which are kinds of mass communication.

Due to the simplicity with which sellers and buyers engage, many organizations employ personal selling (Nwankwo, 1996). In order to generate sales, he observes the client's behavior and adjusts his sales speak styles to go closer to the consumer, which many customers desire. Given a variety of options, the salesperson, in an effort to increase sales and as a representative of the company, should emphasize the unique benefits of the sales product to the consumer for the objective of closing the sale. Customers are likely to blame the salesperson for any form of error because the salesperson is considered as part of the marketing functions by the firm; nevertheless, customers may offer credit to the salesperson for satisfying their wants and desires. As a result, this refers to the impact that two persons have on a cash order in the ordinary course of business. (Adrian, 2004).

As an organization's representative, the salesperson's job is to make sales for the company. In order to do so, the salesperson must figure out how to meet potential purchasers of what he has to sell, provide information about the product, and persuade them that a specific offer is the greatest fit for their needs. The salesperson can employ persuasion psychology. The following are the suggested skill levels for a salesperson:

- i. **Response Selling:** Here, the salesman is supposed to meet the needs of the customer. Driver delivery trucks that deliver soft drinks to various stores, shops, kiosks, and other locations are an example of this. The focus of responsive selling is on product use and review.
- ii. **Trade Selling:** The goal here isn't to sway the person who decides whether or not to buy something. A pharmaceutical company's product, for example, should be explained by an expert.

iii. **Missionary Selling:** The goal is to persuade the customer to support the product's manufacturer.

2.2 THEORETICAL FRAMEWORK

Theories are needed in research because they serve as basis for the explanation of the phenomena being observed. Hence, this research study will be built on two key theories of sales promotion theory, which are: Prospect theory and Adaptation level theory. This research study will be anchored on Prospect theory.

2.2.1 Prospect theory

People see consequences of a choice as perceived "losses" or "gains" compared to a subjective reference point (Kahneman and Tversky, 1984). Promotions researchers that have used this theory (Diamond and Sanyal, 1990; Diamond and Campbell, 1989) have said that consumer's assessment of a promotion as a "win" or "loss" is dependent on the sort of promotion. Non-price promotions, such as premium offers that separate the promotional gain from the purchase price, would be considered gains, according to them. Price promotions, such as price off, that combine the promotional gain with the purchase price, on the other hand, will be perceived as reduced losses.

Diamond and Campbell, (1989) studied the impact of price versus non price promotions on a consumer's reference price. Price promotions, according to the authors, would be integrated with the product's purchase price and result in a reduction of the internal reference price, whereas non-price promotions would be separated from the product's purchase price and would not result in a reduction of the internal reference price. Price promotions resulted in a reduced internal reference price, whereas non-price promotions had no effect on internal reference price, according to the study's findings.

Diamond and Sanyal, (1990) used prospect theory to predict that price promotions would be perceived as lower losses and would be chosen less frequently than non-price promotions, which would be perceived as gains. However, the findings of their study revealed that almost an equal proportion of individuals preferred the non-price promotion (a premium offer) to the price promotion (a price discount). The study's findings refuted the theory that price promotions would be perceived as lower losses and hence desired less than non-price promotions, which would be perceived as wins. The authors observed that the desirability of a certain premium, as well as the type of promotion, can influence evaluation of a promotion.

The prospect theory-based prediction that non-price promotions will be perceived as "gains" whereas price promotions will be perceived as "reduced losses" is not based on a precise application of the theory. The theory can produce contradictory predictions. Consumers may see a price promotion as a gain since the price decrease offered reduces the purchase price's 'loss.'

2.2.2 Adaptation Level Theory

According to this theory, consumers carry an adaptation level price, also known as a "internal reference price," for a particular product with them at all times. (Monroe, 1979). The internal reference price represents the price a customer expects to pay for a product and is calculated using previous prices paid or seen for the same or similar products. The internal reference price serves as a benchmark against which market prices are appraised as high, low, or medium. Several laboratory investigations have established the existence of internal reference prices. (Gurumurthy and Winer, 1995). Consumers may respond to a price promotion based on a comparison between the internal reference price and the promotional price, according to researchers. (Lattin and Bucklin, 1989; Kalwani and Yim, 1992). Consumers may be influenced by frequent price promotions to lower the reference price for the marketed goods. Consumers

who have had their reference prices reduced are less likely to pay full price for a product once the sale has ended.

Winer, (1986) used a linear probability model to study the nature of reference pricing impacts on brand choice, where the chance of purchasing a brand was a function of the observed price and the difference between the observed price and the reference price. He discovered that the model predicted purchase probability better than traditional demand models based just on reported brand costs. In another laboratory experiment, (Kalwani, Yim, Rinne and Sugita 1990), shown that customers' price expectations for a brand mediated customer brand choice and assessments. Customers' price expectations were developed based on prior brand prices, customer profiles, and situational circumstances, according to the study. The authors discovered that a brand choice model that incorporated customers' pricing expectations outperformed a model that merely used observed prices in predicting choice. (Mayhew and Winer, 1992) examined explored how internal reference prices (prices retained in memory) and external reference prices (prices presented by stimuli in the purchase environment) influenced customer brand choice. They ran choice models with variables reflecting the two types of reference pricing and discovered that both had a significant impact on purchase probabilities.

2.3 EMPIRICAL FRAMEWORK

Pembi, Fudamu, and Ibrahim, (2017) as researchers looked into the effects of sales promotion methods on company performance. The purpose of this research is to look at how sales promotion methods affect organizational performance at Flour Mills in Maiduguri, Borno State, Nigeria. The study's participants were drawn from the complete personnel of the Flour Mills of Nigeria Maiduguri, Borno State branch, which included top, middle, and lower management. The data for the study was gathered from both primary and secondary sources. Using random

sample techniques, questionnaires were given to twenty (20) employees. To evaluate the data, descriptive statistics such as percentage analysis and regression analyses were employed, and hypotheses were tested using regression analyses. As a result, sales promotion methods have a favorable and considerable impact on organizational performance. According to the study, a company's sales promotion campaign should be planned, managed, directed, and regulated, as this would assist them make such promotional techniques effective and efficient. They should also take advantage of festival or event periods by establishing effective sales marketing methods that can influence customer awareness of the product during the events.

According to some studies, sales promotions do not have a consistent or long-term influence on a company's sales volume, which tends to decline and return to the level it was before the sales promotion was issued.

(Dekimpe, Hanssens and Silva-Risso, 1999; Pauwels, Hanssens, and Siddarth, 2002; Srinivasan, and Anderson, 2000). However, whether or not a sales campaign boosts long-term growth and profitability among the brands for which it is planned is not required. (Kopalle, Mela and Marsh, 1999). A study conducted by Ailawad and Neslin, (1998) claimed that Sales promotions encourage consumers to make immediate purchases, which has a beneficial impact on consumption volume.

Aryal, (2018) looked into how Nepalese businesses use sales promotion and how it affects soft drink sales in the Kathmandu valley. This study is based on original data collected through convenience sampling. The basic data was gathered through a face-to-face field survey of 150 people in various locations throughout the Kathmandu valley. It was discovered that sales promotion activities have a beneficial impact on soft drink brand sales. The findings of this study

are thought to be useful in assisting Nepalese business organizations in formulating sales promotion policies for soft drink products.

Uloko, A., (2019) evaluated the influence of promotion on the Nigeria Bottling Company Plc, Enugu Plant's profitability. The study's participants were 56 senior executives from the company's marketing, sales, and accounting/finance divisions. The entire population of 56 management staff was used as the sample size for the study, and data from the 56 copies of the questionnaire were presented using descriptive statistics, whereas multiple regression analysis was conducted using the Statistical Package for Social Science (SPSS) to test both the company's financial statement from 2003. The results of the hypotheses testing revealed that rebates have no significant impact on profitability; sales promotion has a significant impact on profitability; and personal selling has no significant impact on profitability, according to the findings from data analysis of the company's financial statement. Every result-driven corporation is concerned about the necessity for an organization to effectively coordinate its promotional efforts in order to achieve a clear, consistent, and competitive message about itself and its products. According to the findings, advertising is a crucial technique for businesses to boost their profitability. Organizations should increasingly integrate effective promotion into their activities, according to our recommendations, in order to improve their profitability and competitive edge.

In 2015, Imaya, and Padhmanaban did an empirical study in Tamil Nadu, India, on sales marketing tactics for wooden furniture. The study's goal was to see how efficient various sales marketing methods used by wooden furniture makers and dealers in the study area were. Wholesalers, retailers, and customers in chosen areas of Tamil Nadu State, as well as relevant web enabled services, journals, magazines, and newspapers, were used to collect primary and secondary data. To determine the optimal sampling frame, the study used a judgmental sampling

design. Simple average, standard deviation, F-test, T-test, and ANOVA statistics were used to estimate data. The study found a link between sales promotion techniques and sales volume, indicating that industries are increasing their efforts to boost sales volume. The study showed, however, that due to a lack of adequate segmentation, the unorganized wooden furniture sector was unable to provide sufficient sales advertising techniques.

Familmaleki, Aghighi and Hamidi, (2015) conducted research into the impact of sales promotions on client purchasing behavior. The goal of the study was to look into the effects of sales promotions on the decision-making process of buyers. The study used an exploratory research design and found that many types of variables, such as promotion strategies such as free samples, price discounts, social surrounds, and physical surroundings, can inspire consumers buying behavior and sales promotion.

Orji, Oyenuga and Ahungwa, (2020) used the Nestle Nigeria Plc Maggi NAIJA POT brand as a case study to investigate the influence of sales promotion on consumer buying behavior of food seasoning among Nigerian households. The population of the study included Nestle product (Maggi seasoning) users in Bwari Area Council, Abuja, and the study used a cross-sectional research design. Topman's formula yielded a sample size of 246 people. Primary data was collected using questionnaires, and regression analysis was utilized to examine the relationship between the study variables. The results revealed that most consumers enjoy rebates, which influence their decision before, during, and after the purchase; there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja; and there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja. The study concluded that sales promotion through rebates, free trials, and free gifts is a significant tool marketing companies should pay

attention to in order to influence their consumers' buying behavior, and recommended, among other things, that providing free food seasoning samples is a good technique to use in introducing new products to the Nigerian marketplace, and that free gifts should be Included in the outer part of the product packaging to serve as a visual attraction to Nigerian consumers.

In the tourism industry, (Ya-Ping, 2017) investigated the effects of sales promotion on consumer involvement and purchase intent. In recent years, sales promotion has become a standard part of business marketing, enticing customers to place purchases and enhancing media exposure. Sales promotion is a strategy for increasing product sales through price or non-price reductions. There are many different types of sales promotions available, but not all of them are efficient in marketing because brand image, perceived value, and buy intent are all linked. As a result, sales promotion has become a major marketing concern. 1000 questionnaires were provided to clients at the 2014 Kaohsiung International Travel Fair, and 421 valid copies were retrieved, with a retrieval rate of 42 percent. The findings show that sales promotion and customer participation, consumer involvement and purchase intention, and sales promotion and buy intention all have strong connections.

Jayaraman, Iranmanesh, Kaur, and Haron, (2013) conducted a study on consumer perceptions of Malaysia's "buy one, get one free" (BOGO) promotion system. "The study comprised 111 Malaysian respondents who had purchased products under the BOGO offer. The study looked into the relationship between respondents' purchase happiness and their intention to buy on the BOGO scheme. 47 (42.3%) of the 111 respondents were extremely delighted with their purchase via the BOGO deal, and 52 (46.8%) intend to repurchase. The results gotten from the study ascertained that consumers in Malaysia gave more importance to the attributes like value added products and quality and therefore the businessmen engaged in BOGO scheme may focus on

these attributes to increase their sales. Based on the buying experience of the respondents, 59.5% favour attractive packaging as the most significant factor for repurchase intentions on BOGO promotion scheme. Further, the study showed that BOGO plan is genuine in driving sales and the merchants involved in this scheme are extremely ethical.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter describes the method use in analyzing the effect of sales promotional strategy on organizational performance under the following sections; research design, the population of the study, the sample size and sampling procedure, the source of data collection, the description of the research instrument, the validity and reliability of the research instrument, and the method of data analysis used.

3.1 RESEARCH DESIGN

The techniques for collecting, analyzing, interpreting, and reporting data in research investigations are known as research designs. (Creswell and Plano Clark 2007). This study will adopt a descriptive survey research method.

Survey research design was used to get a straightforward answers to questions related to this study. Questionnaires and open-ended interview were administered to the marketing and sales personnel of NBC who have knowledge on the sales promotion strategies they use to convince consumers to purchase their product.

3.2 POPULATION OF STUDY

A population is a group of persons who share one or more characteristics (Kothari, 2002). The researcher has chosen marketing and sales department personnel of Nigerian bottling company and 100 consumers of NBC products at Mountain top university as the study population to get their views.

3.3 SAMPLE SIZE

The working population consists of the sales and marketing personnel and 100 consumers which makes the universal population and the sample size the same. The working population are chosen on the basis of the researcher's knowledge and judgment.

3.4 SAMPLING TECHNIQUE

This study adopted the multi- stage sampling technique. In the first stage, the population of consumers was divided into staffs and students of MTU; in which the staffs was divided into academic and non-academic staffs and students was divided into Colleges, College of Humanities Management and Social Science (CHMS) and College of Basic Applied Science (CBAS). Questionnaires was delivered to 50 staff members, 25 for academic staff and 25 for non-academic staff, as well as 50 students, 25 for CHMS students across all levels and departments and 25 for CBAS students across all levels and departments, in the second stage. And also questionnaires and open-ended interviews was administered to the sales and marketing personnel through Google forms.

The sample members are picked based on the knowledge of the researcher. Due to the extreme researcher's understanding of how to create a sample in the sampling technique, the results provided are likely to be very accurate with a minimal margin of error.

3.5 SOURCES OF DATA

In the course of this analysis, the primary and secondary data were used. Primary data came from questionnaire while secondary data was obtained from the marketing and sales department of Nigerian bottling company.

3.6 Description of the research instrument

The instruments that were used to gather data for this study were the Questionnaire and open-ended interview. The questionnaires were constructed differently for the consumers of NBC products and the sales and marketing personnel of NBC. The questionnaires for the consumers had the open-ended questions, and was administered directly by the researcher. While the questionnaires for the sales and marketing department had the open-ended questions and was administered through Google forms. The open-ended questions allowed the respondents provide some answers they feel should have been added while the interview guide was structured using open-ended questions using Google forms. In this case, open-ended interviews were conducted on the sales and marketing personnel of NBC who are knowledgeable about the sales promotion campaigns conducted by NBC to provide useful information.

3.7 Validity of the research Instruments

The ability to deliver results that accurately reflect the concept being examined is referred to as "validity." The questionnaires and open-ended interview was created with the help of the supervisor to increase their validity. This study adopted the descriptive survey research design. The questionnaire for the sales and marketing personnel contained standardized questions that was used for data collection. A five-point likert style scale ranging from Strongly Agree(SA)-5 points, Agree(A)-4 points, Neutral(N)-3 points, Disagree(D)-2 points and Strongly Disagree(SD)-1 point was used in the structure questions. The questionnaire for the consumers also contained standardized questions that was used for data collection. A five-point likert style scale ranging from Extremely Good(1)-1 points, Good(2)-2 points, Undecided(3)-3 points, Bad(4)-4 points and Extremely Bad(5)-5 point was used in the structure questions.

3.8 Method of Data Collection

The researcher employed the use of questionnaires and open-ended interview as a data collecting instrument. The questionnaires were distributed to the sales and marketing department of NBC through Google forms and for the consumers of NBC products at Mountain top university, via printed copies which took days to distribute. The opened-ended interview was administered to the sales and marketing personnel of NBC through Google forms.

3.9 Method of Data Analysis

In this study, open-ended interviews and questionnaires were employed to correct any discrepancies or errors found in the data. This study used questionnaires and open-ended interviews to identify the company's sales promotion objectives and to learn more about how the company's sales promotion campaign affects consumer patronage. The data obtained throughout the software was analyzed with the help of Microsoft excel spreadsheets using the quantitative analysis software package for statistical sciences (SPSS).

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATIONS AND DISCUSSIONS OF FINDINGS

4.0 Introduction

This chapter presents the analysis and interpretation of data that was gathered through self-designed questionnaire that was administered. One hundred (100) questionnaires were processed for the analysis. The questionnaires were closely monitored by the researcher in order to get all copies back accurately.

4.1 Socio-Demographic Characteristics of the Respondents

Table 4.1.1: Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	51	51.0	51.0	51.0
Valid Female	49	49.0	49.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 51% of the respondents are male and the remaining 49% are female. This implies that majority of the respondents are male.

Table 4.1.2: Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	55	55.0	55.0	55.0
Valid Married	42	42.0	42.0	97.0
Valid Widowed	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 55% of the respondents are single, 42% are married and the remaining 3% are widowed. This implies that majority of the respondents are single.

Table 4.1.3: Age group

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 18 years	33	33.0	33.0	33.0
18 - 30 years	38	38.0	38.0	71.0
Valid 30 - 45 years	22	22.0	22.0	93.0
above 45 years	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 33% of the respondents are below 18 years, 38% are 18-30 years, 22% are 30-45 years and the remaining 7% are above 45 years. This implies that majority of the respondents are mature.

Table 4.1.4: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Staff	50	50.0	50.0	50.0
Valid Student	50	50.0	50.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 50% of the respondents are staffs and the other 50% are students. This implies that the questionnaire is equally distributed among the staffs and students of Mountain Top University.

Table 4.1.5: Academic qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Undergraduate	50	50.0	50.0	50.0
	B.Sc./HND	31	31.0	31.0	81.0
	M.Sc./MBA/PHD	17	17.0	17.0	98.0
	None	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 51% of the respondents are undergraduates, 31% are B.Sc./HND holders, 17% are M.Sc./MBA/PHD holders and the remaining 2% have no academic qualification.

Table 4.1.6: Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 100	12	12.0	12.0	12.0
200	11	11.0	11.0	23.0
300	9	9.0	9.0	32.0
400	12	12.0	12.0	44.0
500	6	6.0	6.0	50.0
None	50	50.0	50.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 12% of the respondents are 100 level students, 11% are 200 level students. 9% are 300 level students, 12% are 400 level students, 6% are 500 level students and the remaining 50% are not students.

Table 4.1.7: College/unit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CBAS	7	7.0	7.0	7.0

CHMS	11	11.0	11.0	18.0
Admin	16	16.0	16.0	34.0
Registry	11	11.0	11.0	45.0
Bursary	5	5.0	5.0	50.0
None	50	50.0	50.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 7% of the respondents are CBAS staffs, 11% are CHMS staffs, 16% are Admin staffs, 11% are Registry staffs, 5% are bursary staffs and the remaining 50% are non-employees.

SECTION B

Table 4.2.1: Which of the following NBC products do you consume?

	Frequency	Percent	Valid Percent	Cumulative Percent
Coca-Cola	21	21.0	21.0	21.0
Fanta	30	30.0	30.0	51.0
Sprite	16	16.0	16.0	67.0
Valid Schweppes	14	14.0	14.0	81.0
Eva Water	14	14.0	14.0	95.0
Five Alive	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 21% of the respondents consume Coca-Cola, 30% consume Fanta, 16% consume sprite, 14% Schweppes, 14% Eva water, 4% five alive. Majority of the respondents equally consume multiple products of NBC as most of the respondents did not just tick a product.

Table 4.2.2: How often do you consume these NBC products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	33	33.0	33.0	33.0
Weekly	43	43.0	43.0	76.0
Valid Monthly	20	20.0	20.0	96.0
Yearly	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 33% of the respondents consume NBC products daily, 43% consume weekly, 20% consume monthly and 4% consume yearly.

SECTION C: There is no significant relationship between sales promotion campaigns and sales performance of NBC

Table 4.3.1: Do you think NBC has deployed enough sales promotion campaigns to boost their sales performance?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	33	33.0	33.0	33.0
No	50	50.0	50.0	83.0
Valid Don't know	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 33% of the respondents thinks NBC has deployed enough sales promotion campaigns to boost their sales performance, 50% do not think so and 17% don't know.

Table 4.3.2: Do you think NBC has been regular enough with sales promotion campaigns?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	30	30.0	30.0	30.0
No	46	46.0	46.0	76.0
Don't know	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 30% of the respondents think NBC has been regular enough with sales promotion campaigns, 46% do not think so and 24% don't know.

SECTION D: There is no significant relationship between sales promotion campaigns and consumer's patronage of NBC's products.

Table 4.4.1: How often do you pay attention to sales promotion campaigns on NBC products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Every time	22	22.0	22.0	22.0
very often	45	45.0	45.0	67.0
sometimes	23	23.0	23.0	90.0
not very often	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 22% of the respondents pay attention to sales promotion campaigns on NBC products every time, 45% very often, 23% sometimes and 10% not very often.

Table 4.4.2: How do you usually know about NBC sales promotion campaigns?

	Frequency	Percent	Valid Percent	Cumulative Percent
Online	20	20.0	20.0	20.0
TV/ Radio advertisement	40	40.0	40.0	60.0
in stores	18	18.0	18.0	78.0
Valid heard from families/ friends	12	12.0	12.0	90.0
others	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 20% of the respondents know about NBC sales promotion campaigns online, 40% TV/Radio advertisement, 18% in-stores, 12% from families and friends and 10% from other sources.

Table 4.4.3: Does NBC sales promotion campaigns make you purchase their products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	36	36.0	36.0	36.0
No	47	47.0	47.0	83.0
Valid Sometimes	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 36% of the respondents purchases NBC products as a result of their sales promotion campaigns, 47% do not purchase as a result and 17% sometimes purchase as a result of the sales promotion campaign.

Table 4.4.4: Which of the following sales promotion campaigns influences you to purchase NBC products?

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Discounts	30	30.0	30.0	30.0
	Free gifts	41	41.0	41.0	71.0
	Premium	7	7.0	7.0	78.0
	scratch and win	10	10.0	10.0	88.0
	others	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 30% of the respondents are influenced to promote NBC products as a result of their discounts, 41% free gifts, 7% premium, 10% scratch and win and the remaining 12% benefits from other sales promotion campaigns.

Table 4.4.5: How do you evaluate NBC on the following types of sales promotion campaigns they have executed?

S/N	ITEM		EG	G	U	B	EB	Total
I.	Scratch and win	F	28	42	20	8	2	100
		%	28	42	20	8	2	100
II.	Bonus pack (e.g. buy 1 get 1 free)	F	30	50	13	6	1	100
		%	30	50	13	6	1	100
III.	Discount	F	29	43	8	12	8	100
		%	29	43	8	12	8	100
IV.	Free gift	F	27	38	16	9	10	100
		%	27	38	16	9	10	100

Source: Field Survey, 2021.

The above table indicated that 28% of the respondents believe the scratch and win is extremely good, 42% thinks it is good, 20% undecided, 8% think it is bad and 2% thinks it is extremely

bad. It indicated that 30% of the respondents believe bonus package is extremely good, 50% believes it is good, 13% undecided, 6% believe it is bad and 1% thinks it is extremely bad.

Finally, the table revealed that 29% of the respondents believe discount is extremely good, 43% believe it is good, 8% undecided, 12% believes it is bad and 8% believes it is extremely bad. It equally shows table indicated that 27% of the respondents believe free gifts are extremely good, 38% believe it is goof, 16% undecided, 9% believe it is bad and 10% believe it is extremely bad.

SECTION E: There is no significant relationship between sales promotion campaigns and sales volume in NBC.

Table 4.5.1: Do you think NBC sales promotion campaigns is strong enough to boost their sales volume?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	46	46.0	46.0	46.0
No	42	42.0	42.0	88.0
Don't know	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 46% of the respondents thinks NBC sales promotion campaigns is strong enough to boost sales volume, 42% do not think so and 12% don't know.

The following responses were based on the perspective of the sales and marketing personnel's of Nigeria Bottling Company (NBC), this questionnaire was designed to get a view from the organizational side. The questionnaire was administered through the use of Google forms.

Table 4.6.1: Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	1	50.0	50.0	50.0
Valid Female	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that the respondent for this questionnaire is a male and a female.

Table 4.6.2: Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	2	100.0	100.0	100.0

Source: Field Survey, 2021.

The above table indicated that both respondents are married.

Table 4.6.3: Age group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 36-40 years	1	50.0	50.0	50.0
Valid 41 years and above	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 50% of the respondents is between age 36-40 and the other 50% is 41 years and above.

Table 4.6.4: Academic qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B.Sc./HND	1	50.0	50.0	50.0
Valid M.Sc./MBA/PHD	1	50.0	50.0	100.0

Total	2	100.0	100.0
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Source: Field Survey, 2021.

The above table indicated that 50% of the respondent is a B.Sc./HND holder and the other is an M.Sc./MBA/Ph.D. holder.

Table 4.6.5:How long have you worked in the organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5-10 years	1	50.0	50.0	50.0
Valid above 15 years	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey, 2021.

The above table indicated that 50% of the respondents have served the organization for 5-10 years and the other for more than 15 years.

Table 4.6.6:Staff category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Senior Staff	2	100.0	100.0	100.0

Source: Field Survey, 2021.

The above table indicated that all the respondents are senior staffs.

Table 4.6.7: Which promotion offer excites NBC customers the most?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid discounts	2	100.0	100.0	100.0

Source: Field Survey, 2021.

The above table shows that all the respondents believe discounts offers from NBC excite their customers the most.

Table 4.6.8: Your Management is always eager to provide the needed funds for sales promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	2	100.0	100.0	100.0

Source: Field Survey, 2021.

The above table indicated that both employees assert that their organization is always eager to provide the needed funds for sales promotion.

Table 4.7: There is no significant relationship between sales promotion campaigns and sales performance of NBC

S/N	ITEM		SD	D	N	A	SA	Total
1.	NBC use sales promotion campaigns to improve sales performance.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
2.	NBC has been regular enough with sales promotion campaigns.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
3.	NBC makes use of strong sales promotion campaigns to improve sales performance.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
4.	NBC sales promotion campaigns have a positive impact on the company's sales performance.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100

Source: Field Survey, 2021.

The above table indicated that NBC uses sales promotion campaigns to improve sales performance. The table indicated that NBC has been regular enough with sales promotion campaigns.

Also, the above table indicated that NBC makes use of strong sales promotion campaigns to improve sales performance. The table indicated that NBC sales promotion campaigns have a positive impact on the company's sales performance.

Table 4.8: There is no significant relationship between sales promotion campaigns and consumer's patronage of NBC's products

S/N	ITEM		SD	D	N	A	SA	Total
1.	NBC makes use of sales promotion campaigns to motivate customers.	F	1	-	-	-	1	2
		%	50	-	-	-	50	100
2.	Customers get attracted to NBC sales promotion campaigns.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
3.	NBC uses various channels to make customers aware of their sales promotion campaigns.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
4.	NBC makes sales promotion campaigns to increase customer's patronage.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
5.	NBC makes use of sales promotion campaigns to increase or expand their customer's base.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100

Source: Field Survey, 2021.

The above table indicated that 50% of the respondents strongly disagreed that NBC makes use of sales promotion campaigns to motivate customers. The table indicated that customers are attracted to NBC promotion campaigns.

More so, the table indicated that NBC uses various channels to make customers aware of their sales promotion campaigns. The table indicated that NBC makes sales promotion campaigns to increase customer's patronage

Finally, the above table indicated that NBC makes use of sales promotion campaigns to increase or expand their customer's base.

Table 4.9: There is no significant relationship between sales promotion campaigns and sales volume of NBC's products

S/N	ITEM		SD	D	N	A	SA	Total
1.	NBC makes use of sales promotion campaigns to increase profit margin.	F	-	-	-	1	1	2
		%	-	-	-	50	50	100
2.	NBC makes use of sales promotion campaigns to improve market share.	F	-	1	-	-	1	2
		%	-	50	-	-	50	100
3.	NBC makes use of sales promotion campaigns to increase sales volume.	F	-	-	-	2	-	2
		%	-	-	-	100	-	100

Source: Field Survey, 2021.

The above table indicated that NBC makes use of sales promotion campaigns to increase profit margin. The table indicated that 50% of the respondents disagreed that NBC makes use of sales promotion campaigns to improve market share and 50% agreed.

Finally, the above table indicated that NBC makes use of sales promotion campaigns to increase sales volume.

4.10 Testing of Hypotheses

In this section, we test the relationship between sales promotion campaigns and sales performance of NBC. The correlation between sales promotion campaigns and sales performance of NBC was analyzed.

Table 4.10: Pearson's Correlations

	NBC SALES PROMOTION AND SALES PERFORMANCE	NBC SALES PROMOTION AND CUSTOMERS PATRONAGE	NBC SALES PROMOTION AND SALES VOLUME
NBC SALES PROMOTION AND SALES PERFORMANCE	1	1.000**	. ^b
			.
	2	2	2
NBC SALES PROMOTION AND CUSTOMERS PATRONAGE	1.000**	1	. ^b
	.	.	.
	2	2	2
NBC SALES PROMOTION AND SALES VOLUME	. ^b	. ^b	. ^b
	.	.	.
	2	2	2

** . Correlation is significant at the 0.01 level (2-tailed).

b. Cannot be computed because at least one of the variables is constant.

According to Attar and Swers (2010), values of Pearson correlation lying in the range (0.1 – 0.29) suggest small correlation, values in the range (0.3–0.49) suggest moderate correlation, while values in the range (0.5-1) suggest large correlation between variables. The result of the test of hypothesis was a Pearson correlation coefficient = 1, and P = 0.00. This signifies large correlation between service delivery and customers’ loyalty. Thus, hypothesis 1 which posits that there is no significant relationship between sales promotion campaigns and sales performance of NBC will be rejected.

The following responses were based on the perspective of the sales and marketing personnel of Nigeria Bottling Company (NBC), this open-ended interview was designed to get a view from the organizational side. The open-ended interview was administered through the use of Google forms.

Table 4.1.1.25 How long has he/she been a sales and marketing manager?

	Response	Frequency	Cumulative Percent
Valid	28 years	1	50.0
	7 years	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of the interviewees on how long he/she has been a sales and marketing manager. The analysis shows that 1 of the interviewee has been a sales manager for 28 years, while the other interviewee has been a marketing manager for 7 years.

Table 4.1.1.27 What are the sales promotion campaigns employed by NBC to improve its sales performance?

Response		Frequency	Cumulative Percent
Valid	Trade incentives	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of the interviewees on What are the sales promotion campaigns employed by the company to improve its sales performance. 100% of the interviewees says that trade incentives are employed by the company to improve its sales performance.

Table 4.1.1.28 How often do NBC run sales promotion campaigns?

Response		Frequency	Cumulative Percent
Valid	Monthly	2	100.0

Response		Frequency	Cumulative Percent
Valid	Monthly	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of the interviewees on How often the company run sales promotion campaigns. 100% of the interviewees says that sales promotion campaigns are run monthly.

Table 4.1.1.29 Are consumers aware of the sales promotion campaigns employed by the company?

Response		Frequency	Cumulative Percent
Valid	Yes , through communication	1	50.0
	Yes, they are very aware	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees if the consumers are aware of the sales promotion campaigns employed by the company. 1 (50%) of the interviewee says Yes, through communication while the other 1 (50%) of the interviewee says Yes, they are very aware

Table 4.1.1.30 How are the sales promotion campaigns communicated?

Response		Frequency	Cumulative Percent
Valid	Through sales team	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees on How the sales promotion campaigns are communicated. 100% of the interviewees says through sales team.

Table 4.1.1.31 Who are NBC usual target?

Consumers, Dealers or Salesmen?

Response		Frequency	Cumulative Percent
Valid	All of them	1	50.0
	Consumers, dealers and salesmen	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of the interviewees on Who are NBC usual target? Consumers, Dealers or Salesmen. 1 (50%) of the interviewee says All of

them are their usual target while the other 1 (50%) of the interviewee says Consumers, dealers and salesmen are their usual target.

Table 4.1.1.32 Does sales promotion campaigns increase consumer’s patronage on NBC products?

Response		Frequency	Cumulative Percent
Valid	Yes	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees on if sales promotion campaigns increases consumer’s patronage on NBC products. 100% of the interviewees says Yes, that sales promotion campaigns increase consumer’s patronage on their products.

Table 4.1.1.32 If you were to focus on a particular sales promotion offering to improve profit margin, what would that be?

Response		Frequency	Cumulative Percent
Valid	Discount on sales	2	100.0

	Response	Frequency	Cumulative Percent
Valid	Discount on sales	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees on which sales promotion offering they would like to focus on to improve profit margin. 100% of the interviewees says they would like to focus on Discount on sales to improve profit margin.

Table 4.1.1.31 Which sales promotion campaigns will you retain as a sales and marketing manager to gain market share?

	Response	Frequency	Cumulative Percent
Valid	Trade margin	1	50.0
	Premiums	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees on Which sales promotion campaigns they will retain as a sales and marketing manager to gain market share. 1 (50%) of the interviewee says they would retain trade margin while the other 1 (50%) of the interviewee says would retain Premiums to improve profit margin.

Table 4.1.1.31 Do you think sales promotion campaigns have increased the company’s sales volume?

	Response	Frequency	Cumulative Percent
Valid	Absolutely	1	50.0
	Yes	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of interviewees on if they think sales promotion campaigns have increased the company’s sales volume, 1 (50%) of the interviewee says absolutely while the other 1 (50%) of the interviewee says Yes it has increased the company’s sales volume.

4.11 DISCUSSION OF FINDINGS

Based on the findings from the above analysis, it was found out that majority of the respondents are female. It also found out that majority of the respondents are single, between 18-30 years and was shared equally among students and professionals. The findings equally show that multiple NBC products are consumed by the respondents and most consume it on a daily and weekly basis. It also revealed that NBC has been regular enough with sales promotion campaigns. It also revealed that NBC makes use of strong sales promotion campaigns (discounts) to improve sales performance. Hemant (2020) asserts to this as it was opined that Sales promotions motivates consumer purchase and dealer success.

Furthermore, the findings revealed that NBC makes sales promotion campaigns to increase customer's patronage and also expand their customer's base. It also revealed that sales promotion campaigns can be used to increase organizational profit margin and also increase the volume of sales of an organization. Oyedapo, O., Akinlabi, H. & Sufian, B. (2012) agreed that sales promotion dimensions have positive effect on sales volume. Odunlami and Ogunsiji, (2011) equally found a link between sales promotion dimensions and product trial which eventually lead to increase in sales volume.

RQ1: What is the effect of NBC sales promotion campaigns on its sales performance?

This first research question was to find out the effect of NBC sales promotion campaigns on its sales performance. Table 4.7 indicated that NBC uses sales promotion campaigns to improve sales performance. The Table indicated that NBC has been regular enough with sales promotion campaigns. Also, the Table indicated that NBC makes use of strong sales promotion campaigns to improve sales performance. The Table indicated that NBC sales promotion campaigns have a positive impact on the company's sales performance. It was also confirmed in the interview that 100% of the interviewees says that trade incentives are employed by the company to improve its sales performance.

RQ2: How does NBC sales promotion campaigns influence consumer's patronage of its products?

This second research question was to find out how NBC sales promotion campaigns influence consumer's patronage of its products. Table 4.8 indicated that 50% of the respondents strongly disagreed that NBC makes use of sales promotion campaigns to motivate customers. The table indicated that customers are attracted to NBC promotion campaigns. Also, the table indicated that NBC uses various channels to make customers aware of their sales promotion campaigns.

The table indicated that NBC makes sales promotion campaigns to increase customer's patronage. It was also confirmed in the interview that 100% of the interviewees says Yes, that sales promotion campaigns increase consumer's patronage on their products.

RQ3: What is the relationship between sales promotion campaigns and sales volume in NBC?

This third research question was to find out the relationship between sales promotion campaigns and sales volume in NBC. Table 4.9 indicated that NBC makes use of sales promotion campaigns to increase profit margin. The table indicated that 50% of the respondents disagreed that NBC makes use of sales promotion campaigns to improve market share and 50% agreed. Finally, the above table indicated that NBC makes use of sales promotion campaigns to increase sales volume. It was also confirmed in the interview that (50%) of the interviewee says Absolutely while the other (50%) of the interviewee says Yes it has increased the company's sales volume.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter entails the summary of the study from the start of the study to the last chapter. It then concludes from its findings and recommends to those involved based on the conclusion derived from findings.

5.1 SUMMARY

The broad objective of the study was to study the effects of sales promotion campaigns on an organization's sales performance (A study of Nigerian Bottling Company). The study adopted a descriptive survey and interview research method which aims at assessing the effects of sales promotion campaigns on an organization's sales performance among the sales and marketing department personnel of Nigerian bottling company and 100 consumers of NBC products at Mountain top university. Prospect theory and Adaptation level theory were reviewed for the course of this study. In order to achieve the objective and answer all research questions, the primary method of data collection was adopted and the research instruments used were questionnaires and open-ended interview. This study made use of SPSS to analyze the quantitative data and qualitative data was analyzed. The following are the findings that originated from this study;

- The study discovered significant small correlation ($R=0.29$, $P<0.01$) between sales promotion and sales performance.
- Significant moderate correlation ($R=0.49$, $p< 0.01$) between sales promotion and customers' patronage.

- Large significant correlation ($R=0.50$, $p<0.01$) between sales promotion and sales volume.
- Finally, this finding of this study signifies large correlation between service delivery and customers' loyalty.

5.2 CONCLUSION

This research project concludes that sales promotion campaigns has positive effects on NBC's sales performance through the strategies or campaigns adopted by the NBC. The use of sales promotions is mostly used by organizations in a very competitive market. It is an important tool that can be used to increase volume of sales in an organization. It was also revealed that NBC has been regular enough with sales promotion campaigns and they make use of strong sales promotion campaigns (discounts) to improve sales performance. However, the importance of sales promotion campaigns can be used to increase organizational profit margin and also increase the volume of sales of an organization.

5.3 RECOMMENDATIONS

Base of the findings, this study makes the following recommendations:

- I. Nigerian Bottling Company should carry out sales promotion campaigns more often in order to influence consumer patronage of the product.
- II. Nigerian Bottling Company should improve on their sales promotion campaigns which will attract more customers and increase sales.
- III. Nigerian Bottling Company should make use of various communication channels in order to make consumers aware of the sales promotion campaigns that will be conducted.
- IV. For sales promotion campaigns to be very effective, it should be properly planned, organized and controlled by the organization.
- V. Staffs should be well trained before they administer sales promotion campaigns.

5.4 SUGGESTION OF FURTHER STUDIES

- I. Further studies can focus on the effects of marketing mix on an organization's sales performance.
- II. Further studies can be carried out on the influence of new customer acquisition on sales promotion.
- III. Studies can be carried out on the effects of sales promotion campaigns and advertising on an organization sales performance.

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APPENDIX
QUESTIONNAIRE

**EFFECTS OF SALES PROMOTION CAMPAIGNS ON AN ORGANIZATION'S SALES
PERFORMANCE: A STUDY OF NIGERIAN BOTTLING COMPANY, NBC LAGOS.**

Dear Respondent,

My name is Benumolo .E. Sharon Rose, a final year student of the Department of Business Administration, Mountain Top University. I am writing a project on the above-named topic in partial fulfilment of the requirements for the award of Bachelor of Science degree in Business Administration. I will appreciate if the questionnaire is completed to the best of your knowledge with utmost sincerity to achieve credible results. The information provided will only be used for academic purpose, and will be treated with utmost confidentiality.

Please answer the following questions by ticking the one you consider most appropriate among the alternatives. Thank you for your sincere cooperation.

Researcher.

SECTION A: RESPONDENTS' PROFILE DATA

- 1. Sex: Male () Female ()
- 2. Marital Status: Single () Married () Separated/Divorced () Widowed ()
- 3. Age group: 18-25 years () 26-30 years () 31-35 years () 36-40 years ()
41 years and above ()
- 4. Academic qualification: Below first Degree () B.Sc./HND () M.Sc./MBA/PHD ()
- 5. How long have you worked in the organization: Less than 5 years () 5-10 years ()
10-15 years () above 15 years ()
- 6. Staff category: Junior Staff () Senior Staff () Management staff ()

SECTION B:

- 1. Which promotion offer excites NBC customers the most? (a) Dealers contest [] (b) gifts [] (c) discounts [] (d) coupon and price [] (e) and others []
- 2. Your Management is always eager to provide the needed funds for sales promotion?
(a) Yes [] (b) No [] (c) Don't know []

Strongly Disagree [SD] Disagree [D] Neutral [N] Agree [A] Strongly Agree [SA]

SECTION C: There is no significant relationship between sales promotion campaigns and sales performance of NBC.

S/N	SD	D	N	A	SA
	1	2	3	4	5

3	NBC use sales promotion campaigns to improve sales performance.					
4	NBC has been regular enough with sales promotion campaigns.					
5	NBC makes use of strong sales promotion campaigns to improve sales performance.					
6	NBC sales promotion campaigns has a positive impact on the company's sales performance.					

SECTION D: There is no significant relationship between sales promotion campaigns and consumer's patronage of NBC's products.

S/N		SD	D	N	A	SA
		1	2	3	4	5
7	NBC makes use of sales promotion campaigns to motivate customers.					
8	Customers gets attracted to NBC sales promotion campaigns.					
9	NBC uses various channels to make customers aware of their sales promotion campaigns.					

10	NBC makes sales promotion campaigns to increase customers patronage.					
11	NBC makes use of sales promotion campaigns to increase or expand their customers base.					

SECTION E: There is no significant relationship between sales promotion campaigns and sales volume in NBC.

S/N		SD 1	D 2	N 3	A 4	SA 5
12	NBC makes use of sales promotion campaigns to increase profit margin.					
13	NBC makes use of sales promotion campaigns to improve market share.					
14	NBC makes use of sales promotion campaigns to increase sales volume.					

15. Any other relevant information on sales promotions generally?

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Thank you very much for your cooperation. God bless you sir/ma.

QUESTIONNAIRE

Dear Respondent,

My name is Benumolo .E. Sharon Rose, a final year student of the Department of Business Administration, Mountain Top University. I am carrying out a research on **“Effects of Sales Promotion Campaigns on an Organization’s Sales Performance: A Study of Nigerian Bottling Company NBC, Lagos”** in partial requirement for the award of a Bachelor of Science (B.Sc.) degree in Business Administration. Please kindly tick and fix in your sincere response. All provided answers will be treated with strict confidentiality and used only for academic purposes. Thank You.

Researcher.

SECTION A: RESPONDENTS’ PROFILE

- 1.. Sex: Male () Female ()
2. Marital Status: Single () Married () Separated/Divorced () Widowed ()
3. Age group: Below 18 years () 18 - 30 years () 30 - 45 years () Above 45 years ()
4. Occupation: Staff () Student ()
5. Academic qualification: Undergraduate () B.Sc./HND () M.Sc./MBA/PHD () None ()
6. Level: 100 level () 200 level () 300level () 400level () 500level () None ()
7. College/unit: CBAS () CHMS () Admin () Registry () Bursary ()
8. Department/unit: _____

SECTION B

1.0 Which of the following NBC products do you consume?

(Tick as many that applies to you.)

Coca-Cola Fanta Sprite Schweppes Eva Water Five Alive

2.0 How often do you consume these NBC products?

(a) Daily [] (b) Weekly [] (c) Monthly [] (d) Yearly []

SECTION C: There is no significant relationship between sales promotion campaigns and sales performance of NBC.

3. Do you think NBC has deployed enough sales promotion campaigns to boost their sales performance?

(a) Yes [] (b) No [] (c) Don't know []

4. Do you think NBC has been regular enough with sales promotion campaigns?

(a) Yes [] (b) No [] (c) Don't know []

SECTION D: There is no significant relationship between sales promotion campaigns and consumer's patronage of NBC's products.

5. How often do you pay attention to sales promotion campaigns on NBC products?

(a) Every time [] (b) very often [] (c) sometimes [] (d) not very often []

6. How do you usually know about NBC sales promotion campaigns?

(a) Online [] (b) TV/ Radio advertisement [] (c) in stores [] (d) heard from families/ friends [] (e) others []

7. Does NBC sales promotion campaigns make you purchase their products?

(a) Yes [] (b) No [] (c) Sometimes []

8. Which of the following sales promotion campaigns influences you to purchase NBC products?

(a) Discounts [] (b) Free gifts [] (c) Premium [] (d) scratch and win [] (e) others []

9. How do you evaluate NBC on the following types of sales promotion campaigns they have executed?

Extremely Good [1] Good [2] Undecided [3] Bad [4] Extremely Bad [5]

S/N	ITEM	1	2	3	4	5
iv.	Scratch and win					
v.	Bonus pack (e.g. buy 1 get 1 free)					
vi.	Discount					
vii.	Free gift					
viii.	Others					

SECTION E: There is no significant relationship between sales promotion campaigns and sales volume in NBC.

10. Do you think NBC sales promotion campaigns is strong enough to boost their sales volume?

(a) Yes [] (b) No [] (c) Don't know []

11. Any other relevant information on sales promotions generally?

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Thank very much for your cooperation. God bless you sir/ma.

INTERVIEW QUESTIONS

INTRODUCTION

Welcome and I appreciate you for willing to participate. My name is Benumolo .E. Sharon, I will be using this interview for my final year project and your response will be handled with confidentiality.

INTRODUCTORY QUESTIONS

- Respondent's age and profession.

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- How long has he/she been a sales and marketing manager?

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Research Question 1: NBC sales promotion campaigns on its sales performance.

1. What are the sales promotion campaigns employed by NBC to improve its sales performance?

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2. How often do NBC run sales promotion campaigns?

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Research Question 2: NBC sales promotion campaigns influence on consumer's patronage of its products.

3. Are consumers aware of the sales promotion campaigns employed by the company?

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4. How are the sales promotion campaigns communicated?

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5. Who are NBC usual target?

Consumers, Dealers or Salesmen?

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6. Does sales promotion campaigns increase consumer's patronage on NBC products?

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Research Question 3: Sales promotion campaigns and sales volume in NBC.

7. If you were to focus on a particular sales promotion offering to improve profit margin, what would that be?

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8. Which sales promotion campaigns will you retain as a sales and marketing manager to gain market share?

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9. Do you think sales promotion campaigns have increased the company's sales volume?

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