

**EFFECTS OF SALES PROMOTION STRATEGIES ON  
ORGANISATIONAL PERFORMANCE**

**(A Study of Globacom Nigeria Limited, Lagos)**

BY

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS  
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**JULY, 2019**

## **DECLARATION**

I, OLANIYI ADELAKUN DANIEL declare that this project was written by me and to the best of my knowledge that the data contained in this project work are from my original research work and have not been submitted to any other university or institution for examination. All references in this work have been duly acknowledged.

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**Date**

## **CERTIFICATION**

This is to certify that this research project titled: “**EFFECTS OF SALES PROMOTION STRATEGIES ON ORGANISATIONAL PERFORMANCE**” a study of **Globacom Nigeria Limited, Lagos** was prepared and submitted by **OLANIYI, ADELAKUN DANIEL** with Matriculation Number:15020201008 in partial fulfilment of the requirements for the degree of Bachelor of Science (Business Administration) under my supervision.

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## **DEDICATION**

This work is dedicated to Almighty God, the immutable God, my Lord Jesus Christ, the giver of gifts, Knowledge, wisdom and understanding. I also dedicate it to my entire family to the praise of God, and to all distinct intellect worldwide.

## ACKNOWLEDGEMENTS

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## **ABSTRACT**

The purpose of this study is about the Sales Promotion strategy on organisation performance on Globacom Nigeria Limited. The sales promotion strategy and sales performance in telecommunication has witness a major concern due to unfriendly competition and higher customer expectations. The population of this study was Globacom existing subscribers. The subscriber's population figures in Lagos were used; the study was carried out with the help of the employees and top management staff of the Globacom in their various zonal offices and branches across Lagos state, Nigeria. For the purpose of obtaining representative samples, in selecting the research respondents, convenient method was applied, this sampling method helps for a population from which sample has been constitute a homogeneous group, therefore the study takes 400 respondents as target respondents, these respondents were the legitimate staff of the organisation. A quantitative method which was cross-sectional study with deductive approach was chosen in this research. The SPSS version 22 for windows was used to process the primary data which was collected through questionnaires administered to Globacom staff; a theoretical framework was used as a guideline to test the relationships between the effects of sales promotion strategies on an organisation's performance. The study provides research framework, methods, measures, and findings and conclusion. Through analysis the liaison of every construct in the theoretical framework to provide the outcome measures for the hypotheses, thus, the study was reviewed the marketing literature on the experience of sales promotion strategy i.e., sales performance, and sales promotion strategy. Finally, the findings were discussed in relevance of its contribution to the upgrading of telecommunication company services and recommendations for future research work. The findings show that sales promotion strategy has significant impact on the organisation's performance of the GSM operator in every aspect. All the sales promotion strategies used in the study served as the independent variables were positively and straightforwardly related to dependent variable which the organisation performance especially Globacom Nigeria Limited. The relationship between Sales promotion Strategy and organisation performances are significant on the correlation analysis. Therefore, Globacom Limited must make the sales promotion objective, plan and execution as one of their primary assignment to enhance organisational growth, development; they should invest more on attracting new subscribers and retaining the existing subscribers through effective and sales promotion strategies that customers friendly, free of dishonesty so as to improve on organisation performance.

# TABLE OF CONTENTS

Content	Pages
Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgement	v
Abstract	vii

## CHAPTER ONE: INTRODUCTION

1.1	Background to the Study	1
1.2	Statement of the Problem	2
1.3	Research Objective	4
1.4	Research Questions	5
1.5	Research Hypotheses	5
1.6	Scope of the Study	6
1.7	Significance of the Study	7
1.8	Limitation of the Study	7
1.8.1	Operational Definition of Terms	7
1.9	Brief History of the Globacom Nigeria Limited	9

## CHAPTER TWO: REVIEW OF LITERATURE

2.0	Introduction	12
2.1	Conceptual Review	12
2.1.1	Concept of Sales Promotion	12
2.1.2	Objectives of Sales Promotion	13
2.1.3	Types of Sales Promotion	17
2.1.3.1	Customer sale promotion	17
2.1.3.2	Trade- oriented sales promotion	17
2.1.3.3	Monetary Sales Promotion	17
2.1.3.4	Non-Monetary Sales Promotion	18
2.1.4	Sales Promotion Techniques	22
2.1.5	Sales Promotion Strategies	25
2.1.5.1	Push strategy	25
2.1.5.2	Pull strategy	26
2.1.5.3	Combination strategy	26
2.1.6	Concept of Performance	26
2.1.6.1	Performance Measurement	27
2.1.6.2	Organisational Performance	30
2.1.6.3	Performance Measure of an Organisation	31
2.1.6.4	Sales Promotion and Organisational Performance	32
2.5	Theoretical Framework	33
2.2	Prospect Theory	33
2.2.2	Expectancy Theory	34
2.2.3	Conceptual Model	36



2.3	Empirical Review	38
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### **CHAPTER THREE: METHODOLOGY**

3.0	Introduction	41
3.1	Area of Study	41
3.2	Research Design	41
3.3	Characteristics of the Study Population	41
3.3.1	Sampling Design and Procedure	42
3.3.2	Sample Size	42
3.3.3	Sampling Technique	43
3.4	Method and Instrument of Data Collection	44
3.5	Sources of Data	44
3.6	Validity and Reliability of the Research Instrument	44
3.7	Administration of Research Instruments	45
3.8	Method of Data Analysis	45

### **FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION OF FINDINGS**

4.0	Introduction	46
4.1	Presentation of Data	46
4.2	Verification of Research Hypothesis	49
4.3	Discussion on Findings	54

### **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1	Summary	56
5.2	Conclusion	56
5.3	Recommendations	57
5.4	Implication of Study	58
5.5	Contribution to Knowledge	58
	References	60
	Appendix	64