

Effect of Sales Promotion on Consumer Patronage for Guinness Foreign Extra Stout Beer in Abuja Nigeria

¹Halim, Valentine Uche, ²Benson-Eluwa, Virginia Ph.D, ³Prof. Gazie S. Okpara,
⁴Dr. Jude E. Madu

¹Department of Marketing Abia State University Uturu, Nigeria.

²Department of Marketing Abia State University Uturu, Nigeria.

³Department of Marketing Abia State University Uturu, Nigeria

⁴Department of Business Management and Marketing Baze University Abuja, Nigeria.

ABSTRACT: *The present study examined how sales promotions affect Guinness strong beer consumption in Abuja. This study used primary and secondary data extensively. The Cochran formula determined the sample size of 288 respondents. Multiple regression analyses using SPSS version 23 and a 5% threshold of significance were used to test the hypotheses. The study found a statistically significant and favorable association between Guinness beer consumer loyalty in Abuja and the use of samples, discounts, rebates, price-offs, premium offers, contests, and promotions. Based on the data, the inquiry recommends using a digital technique to distribute samples to target consumers during sales promotions. The fact that modern consumers choose digital platforms to interact with businesses supports this claim. Once again, coupons should be used to promote sales, as the survey participants' reactions show their practical impact on consumer patronage and other aspects.*

KEYWORDS: Sample, Coupon, Price-offs, Premium, Contest and Demonstration, Rebate.

I. BACKGROUND TO THE STUDY

Promotion, an integral component of marketing, assumes a pivotal role as it constitutes one of the fundamental elements within the marketing mix, commonly referred to as the 4Ps of marketing, encompassing product, price, place, and promotion. In the contemporary landscape of fiercely competitive business environments, the art of promotion emerges as the linchpin for enterprises aspiring to foster enhanced growth and secure a steadfast market presence (Ismail and Siddiqui, 2020). The attainment of this objective can be facilitated through the utilization of various instruments, including but not limited to sales promotion tools. The aforementioned statement pertains to the ongoing endeavor of engaging in the process of influencing prospective consumers to procure a particular brand or product of their preference, thereby transforming them into active consumers. This phenomenon subsequently contributes to the growth and prosperity of any given business entity, while also presenting a plethora of advantageous prospects.

Sales promotion, an integral component of the promotional mix in marketing, encompasses a range of strategic activities aimed at stimulating immediate customer interest and fostering the acquisition or disposition of a particular product or service. According to the scholarly work of Elrod and Fortenberry (2020), sales promotion represents a distinctive facet within the broader marketing communication mix, characterized by its pronounced reliance on incentives as a means to stimulate and shape consumer behavior, as well as garner support from the sales force and intermediaries.

The proponents assert with equal conviction that sales promotion encompasses consumer promotion, which encompasses a range of tactics such as samples, coupons, rebates, price reductions, premiums, contests, and demonstrations. Additionally, trade promotion is an integral component, involving the provision of buying allowances such as free goods, cooperative advertising, and push money. Lastly, sales force promotion, characterized by the implementation of bonuses and contests, constitutes another crucial facet of sales promotion.

Sales promotions work best when combined with advertising or personal selling. Consumer sales promotions usually require advertising and might boost their appeal. Effective trade and sales force promotions boost the firm's personal selling procedure. Sales promotion strategies in retail establishments can lead to brand switching, category switching, store switching, stockpiling, and increased consumption patterns, which can boost sales (Ismail & Siddiqui, 2020). Given the above, this study focuses on consumer sales promotions and ignores trade and sales force promotions. Thus, the researcher considered consumer sales promotion methods such as samples, coupons, rebates, price cuts, rewards, contests, and demonstrations. This study examines how Abuja, Nigerian consumers perceive and engage with Guinness goods during sales promotions. Sales advertising has a long history.

As per the scholarly work of Okpara et al. (1999), it is noteworthy to acknowledge that the inception of sales promotion can be traced back to the year 1679. This historical milestone is attributed to the endeavors of Jonathan Holder, a haberdasher situated in the bustling city of London. Holder implemented a strategic approach wherein he bestowed upon each customer who exceeded a monetary threshold of one guinea within his establishment a comprehensive inventory encompassing the entirety of his merchandise, alongside their corresponding prices.

Consumer patronage can be conceptualized as a multifaceted construct encompassing various dimensions, including psychological, social, economic, and cultural factors, which collectively exert a significant influence on individuals' purchasing behavior (Burnkrant, 1982). These factors are widely acknowledged as crucial determinants by consumers themselves (Moye & Giddings, 2020), and are utilized as evaluative criteria when making decisions regarding which firm to favour and support (Ogbuji et al., 2016). The assessment of consumer patronage has been examined by numerous scholars across diverse dimensions. These dimensions encompass the analysis of store traffic flow, as explored by Engle et al. (1996). Additionally, scholars such as Baker et al. (2002) have explored the dimensions of consumer willingness, word-of-mouth communication, and repurchase behaviour. Awah (2015) has delved into the dimensions of repeat purchase, customer retention, and customer referrals. Lastly, Ogbuji et al. (2016) have investigated the dimensions of customer satisfaction and referrals.

STATEMENT OF THE PROBLEM

The Guinness Nigeria annual financial report of 2020 shows a 21% decline in revenue from 2019 to 2020. The COVID-19 pandemic containment measures and statewide lockdown in Nigeria caused a decrease in numerous economic metrics. Henceforth, it can be observed that both current and prospective patrons of Guinness foreign extra stout have exhibited a notable inclination towards diverting their attention away from the promotional endeavors undertaken by Guinness Nigeria. This can be attributed to the fact that the primary focus of the target demographic has predominantly revolved around allocating financial resources towards sustenance and medicinal necessities, rather than indulging in the consumption of alcoholic beverages, specifically Guinness foreign extra stout. Thus, the prevailing consumer behavior poses a significant challenge to the company's ability to sustain its market share and profitability. It is well-established that the magnitude of consumer patronage plays a pivotal role in determining a firm's market share and profitability within the dynamic landscape of the business realm. In pursuit of this objective, the researcher was motivated to investigate the impact of sales promotion on consumer loyalty towards Guinness foreign extra stout within the Abuja metropolis, while considering the potential displacement effect on competing stout and beer brands.

OBJECTIVES OF THE STUDY

The primary aim of this research endeavor is to investigate the impact of sales promotion on consumer patronage, specifically focusing on individuals who consume Guinness foreign extra stout within the confines of the Abuja metropolis. The enumerated objectives encompass to:

1. Investigate the existence of a statistically significant and positive correlation between samples and consumer patronage of Guinness foreign extra stout in the Abuja metropolis.
2. Evaluate the degree of correlation between the utilization of coupons and consumer loyalty towards Guinness global extra stout in the Abuja metropolis, a comprehensive analysis is required.
3. Seek out whether there is any significant association between rebates and consumer patronage of Guinness foreign extra stout in Abuja metropolis.
4. Examine the potential existence of a statistically significant and beneficial correlation between price reductions and consumer loyalty towards Guinness foreign more stout in the Abuja metropolis.
5. Determine the extent to which premiums are considerably and favorably associated with client loyalty towards Guinness global additional stout in the Abuja metropolis.
6. Investigate the extent of the association between contests and protests, as well as customer patronage of Guinness global extra stout in the Abuja metro.

RESEARCH QUESTIONS

The following research questions were raised with the intention of guiding the current study.

1. What is the magnitude of the notable and favorable correlation between samples and consumer loyalty towards Guinness foreign extra stout in the Abuja metropolis?
2. To what extent does the utilization of coupons exhibit a correlation with the consumer patronage of Guinness foreign extra stout within the confines of the Abuja metropolis?
3. What is the magnitude of the relationship that exists between rebates and consumer patronage of Guinness foreign extra stout in Abuja metropolis?

4. To what degree does a correlation manifest between price reductions and consumer loyalty towards Guinness foreign extra stout within the confines of Abuja metropolis?
5. To what degree does the premium attribute exhibit a substantial and favorable correlation with consumer loyalty towards Guinness foreign extra stout within the confines of Abuja metropolis?
6. What is the extent of the correlation between contests and demonstrations and consumer patronage of Guinness foreign extra stout in Abuja city?

RESEARCH HYPOTHESES

The present study was guided by a set of null hypotheses, which were formulated to provide a framework for investigation. These hypotheses include:

- H01:** There is no substantial and favorable correlation between the provision of samples and the level of consumer patronage towards Guinness foreign extra stout in the Abuja metropolis.
- H02:** There is no significant correlation between coupons and consumer patronage of Guinness foreign extra stout in the Abuja metropolis.
- H03:** The correlation between rebates and consumer patronage of Guinness foreign extra stout in the Abuja metropolis is not statistically significant.
- H04:** There is no statistically significant and positively correlated association between price reductions and consumer loyalty towards the consumption of Guinness foreign extra stout within the geographical confines of Abuja metropolis.
- H05:** There is a lack of discernible correlation between the premium associated with the product and the level of consumer patronage for Guinness foreign extra stout in the Abuja metropolis.

II. REVIEW OF RELATED LITERATURE

CONCEPTUAL REVIEW

The sub-section of this work encompasses the presentation of the concepts that possess a direct correlation with the diverse variables, namely the independent and dependent variables, under investigation in this study.

SALES PROMOTION

According to Okoye-Chine's (2021) assertion, sales promotion serves as a transient incentive that primarily aims to stimulate the interest of the target audience in purchasing a particular product or service by means of an offered value proposition. Sales promotion can be regarded as a strategic mechanism employed by enterprises to effectively engage and communicate with their intended target audience, as expounded upon by Okoye-chine (2021). Orji and colleagues (2020) posited that the classification of sales promotions encompasses a multitude of diverse approaches. Henceforth, the fundamental approach entails the categorization of said promotions into two distinct domains, namely trade promotions and consumer promotions. Consumer promotion is a strategic marketing approach employed to allure customers into procuring a particular product (Joseph, 2018). Nevertheless, it is important to note that these promotional endeavors typically exhibit temporal limitations, thereby serving as transient mechanisms aimed at attaining distinct objectives, such as augmenting market dominance or unveiling novel commodities. Consumer promotional tools encompass a diverse array of strategies, including but not limited to sampling, free trials, bestowal of complimentary gifts, contests, and implementation of special pricing mechanisms, among others.

Sales promotion encompasses three primary strategies: push, pull, and a combination of both pull and push. The push strategy involves the distribution of a product from distributors to consumers through various promotional tactics such as rebates, personal sales, buy back guarantee, free trial, allowances, and contests. On the other hand, the pull strategy refers to the consumer actively seeking out the product from distributors through methods such as samples, games, coupons, premiums, loyalty rebates, and cash refunds. Combining these two strategies can yield the desired outcomes (Dolak, 2010 as cited by Bhatti, 2018).

SAMPLES

According to Shimp's (2003) conceptualization, sampling can be understood as a multifaceted endeavour aimed at providing consumers with tangible or provisional representations of products. The provision of a complimentary sample serves as an opportunity for the consumer to engage with a product, whereby a diminutive portion of said product is bestowed upon the consumer for the purpose of conducting a preliminary evaluation (Blattberg & Neslin, 1990). Nevertheless, Gilbert and Jackaria (2002) posit that the utilisation of a complimentary sample as a promotional instrument exhibits minimal or negligible significance in influencing consumer purchasing behaviour. This assertion stands in contrast to previous research findings, which have demonstrated a substantial impact of free samples on consumers' decision-making process (Fill, 2002; Shimp, 2003). Fill (2002) posits that the act of sampling exerts the most profound influence on consumers. As per the

scholarly work of Anyanwu (2000), it is observed that manufacturers who aspire to penetrate novel markets may opt to distribute complimentary samples to potential consumers. The assertion posited by the individual in question suggests that manufacturers typically engage in the production of goods in smaller, experimental dimensions. The utilization of this sales promotion methodology is commonly employed for commodities whose advantages cannot be adequately communicated through advertising (Anyanwu, 2000).

COUPONS

Coupons can be seen as tangible proof that the individual or consumer in possession of them has acquired the promoted goods and has been granted the specified monetary value shown on the coupon (Anyanwu, 2000). This can alternatively be perceived as a voucher that customers can present in a brick-and-mortar establishment, resulting in specified discounts or a monetary reimbursement. Hence, coupons possess the ability to be exchanged for cash or alternatively, traded for a different item of like worth. The distribution methods for these materials include both physical mail and electronic mail, commonly referred to as direct mail. Additionally, they can be distributed in conjunction with newspapers, periodicals, or other products (Boateng, 2020). According to Ismail and Siddiqui (2020), manufacturers utilize the initial price of the product and offer a discount to individuals who possess a voucher. According to Neilson's research conducted in 2011, it has been shown that coupons are the most widely favored kind of promotion in supermarkets.

REBATES

Rebates function as a monetary reimbursement of a predetermined sum within a specified timeframe. Anyanwu (2000) posits that this methodology can be employed as a means to mitigate excessive inventory levels within the possession of the producer. It has been shown that this approach can be equally effective in generating footfall to retail establishments and promoting the sales of specific products. Rebates pertain to mechanisms that enable consumers to acquire a reimbursement of a portion of the total cost of a transaction. A rebate can be exemplified by a corporate entity that provides clients with a partial reimbursement upon submission of verifiable evidence of their transaction. This is commonly known as a mail-in rebate. Instant rebates, sometimes known as immediate rebates, may be provided to customers at the point of purchase. This promotional strategy may be employed by an organisation to attract the attention of consumers and provide them with an incentive to choose their product over similar offerings from competing companies. According to Okoye-Chine (2021), organizations can derive benefits from rebates as customers are required to submit personal information when applying for a rebate. This personal information can subsequently be utilized by organizations for consumer behavior research purposes. These reimbursements produce a sense of anticipation and enthusiasm in customers, motivating them to visit a retail establishment.

PRICE-OFFS/DISCOUNT

According to Dilaysu (2020), price-offs or discounts refer to reductions in the price of a product with the aim of stimulating sales. This particular form of sales development might manifest in diverse manners and is often employed within a limited timeframe. Anyanwu (2000) suggests that the technique could encompass many strategies such as offering refunds on newly introduced products, providing discounts through kobo off coupons, or employing a combination of these approaches. Nevertheless, it is important for consumers to exhibit price sensitivity in order for this approach to be deemed valuable and efficacious.

The price of a product plays a significant role in influencing and capturing the attention and purchasing intentions of consumers (Bhatti, 2018). The individual asserted that the term "discounted price" encompasses more than just a decrease in price; it also refers to obtaining identical services at a distinct price for the same product. It involves a specified monetary deduction from the overall price for a limited duration, with the aim of augmenting customer sales and profits. According to Chen et al. (2012), price discounts have a significant impact on high-priced products, influencing consumer choices and enhancing product value.

Within this framework, commodities are marketed at a price that is lower than the initial price. This particular plan is strategically developed with the aim of enhancing sales during periods of low demand, as well as with the launch of a new product in the market (Kumari, 2020).

PREMIUMS

Premiums, in the context of consumer transactions, refer to goods or services that are bestowed upon purchasers either gratuitously or at a significantly reduced cost, serving as a supplementary inducement to facilitate the acquisition of a particular item. As per the scholarly work conducted by Okpara et al. (1999), it is discerned that the utilization of premium pricing strategies can yield favorable outcomes not only for nascent products but also for well-established offerings. The aforementioned items may be classified as "premium" in nature, wherein the supplementary article is affixed to or encompassed within another merchandise entity. In a similar vein, Anyanwu (2000) postulated that the concept of premium entails the provision of product items

without charge or at a reduced cost as a form of incentive for the purchase of a specific product. One could conceivably perceive it as an additional supplementary package. An illustrative instance can be observed in the commercial transaction wherein the oral hygiene product known as "Close Up" is retailed in conjunction with a toothbrush, thereby rendering the toothbrush as an accompanying item devoid of any additional cost beyond the price of the aforementioned toothpaste. The premium or bonus pack refers to the complimentary brush that is bestowed upon the purchaser.

CONTESTS

There exist various modalities of contests that can be implemented with the aim of amassing additional customer data, incentivizing customer engagement with the product, or fostering awareness regarding novel retail establishments. Contests may manifest in various forms, ranging from the rudimentary acquisition of a prize via a scratch card to the organisation of an intra-establishment game within a commercial showroom, or even the facilitation of an online contest necessitating the submission of personal data by participants (Okoyechine, 2021). Owing to the exponential growth of the internet, the prominence and significance of online contests have been greatly facilitated. Anyanwu (2000) explicated that contests function as a potent motivator, concurrently serving as a ludic endeavor wherein consumers who engage in the acquisition of the designated product become eligible participants in the game or raffles. Contests afford individuals with a unique prospect to engage in a competitive milieu wherein prizes are bestowed upon participants predicated predominantly upon their prowess in the realms of analytical or creative aptitude, or their exertion of additional endeavor (Okpara, et al., 1999). The participants or contenders undergo evaluation by a panel of adjudicators who discern the most exceptional individual (victor). An illustrative instance of a contest can be observed in the context of the Maggi "cooking competition."

CONSUMER PATRONAGE

Consumer patronage can be conceptualized as a confluence of psychological elements that exert an influence on purchasing behavior (Burnkrant, 1982). These factors are deemed significant by consumers (Moye & Giddings, 2020) and serve as evaluative criteria in the selection of a preferred firm to support (Ogbuji et al., 2016). The measurement of client loyalty has been examined by multiple researchers across various dimensions. These dimensions include store traffic flow (Engle et al., 1996), willingness to patronize, word-of-mouth recommendations, and buy back behaviour (Baker et al., 2002), repeat purchase, customer retention, and customer referrals (Awah, 2015), as well as client fulfilment and recommendations (Ogbuji et al., 2016).

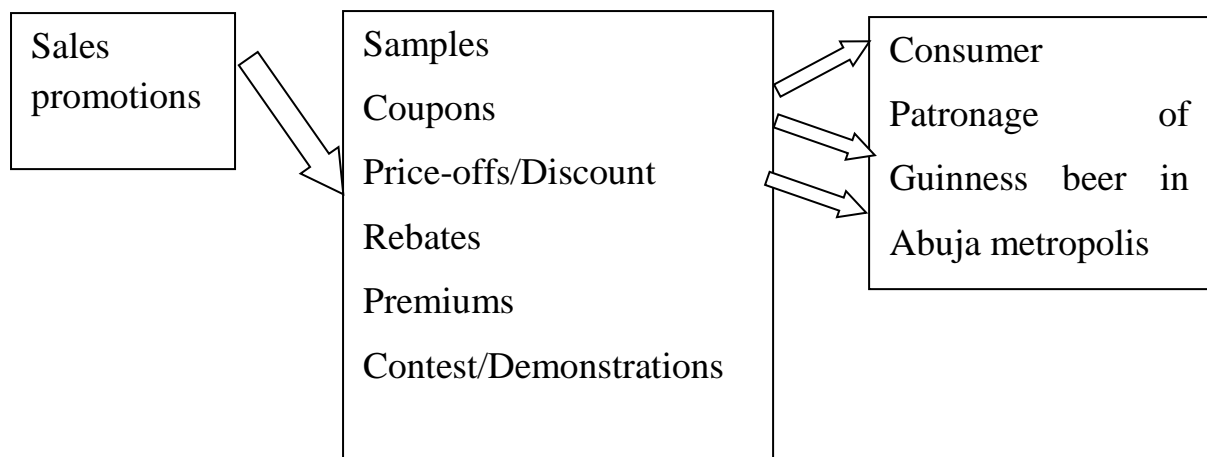


Figure 1: Conceptual Framework of the research
Source: Researcher's conceptualization, 2024.

THEORETICAL FRAMEWORK

The present investigation is grounded upon the foundational principles and constructs of the renowned theories of Reasoned Action and planned behaviour. The theoretical framework known as the Theory of Reasoned Action postulates that human behaviour can be understood as a direct consequence of the underlying intentions to engage in said behaviour, which are themselves influenced by individuals' attitudes and subjective norms (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 2005). In contrast, the theoretical framework known as the theory of planned behaviour has made notable modifications to the components of the theory of reasoned action. These modifications entail the inclusion of perceived behavioral control as a crucial factor that predicts

both behavioral intentions and subsequent behavior (Ajzen, 1991; Ajzen & Fishbein, 1980). Nevertheless, the theoretical foundations upon which these theories rest are deemed appropriate for application in this context, as they possess the capacity to elucidate the cognitive processes of consumers (whether rational or otherwise) in relation to a conscientious sales promotion initiative and its impact on consumer loyalty towards Guinness foreign extra stout within the confines of Abuja metropolis.

EMPIRICAL REVIEW

The subsection of this study encompasses a collection of empirical studies conducted by scholars. The individuals in question are;

In a research project undertaken by Dilaysu (2020) entitled "The Impact of Sales Promotion Events on Social Media on Consumer Preference: A Study on Fitness Clubs." The primary objective of this study is to investigate the impact of sales promotion efforts on social media platforms on consumer product preferences inside a fitness company located in Istanbul. The study involved a total of 205 participants and was conducted over a duration of one month. The study revealed a statistically significant correlation between the implementation of voucher, purchase one, get one, price reduction, and free sample campaigns on social media by the fitness company, and the subsequent product preference exhibited by customers.

Ismail and Siddiqui (2020) did a study examining the effects of marketing campaigns on client impulse buying within the retail business in Karachi, Pakistan. A total of 200 participants were questioned using a questionnaire that was administered both electronically and manually. The data underwent evaluation using the application of Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) in order to assess the formulated hypotheses. The findings indicated that the utilization of sales promotional techniques has a favorable influence on customer impulse buying behaviour. Consumers are drawn to the store primarily due to the presence of various incentives, such as price discounts and buy one get one free promotions, in comparison to alternative methods.

In their research, Kulkarni and Srivastava (2018) undertook a study entitled "An Investigation into the Influence of Sales Promotion on Brand Loyalty among Generation-Z Consumers in the Edible Oil Industry." The primary objective of this study was to analyze the influence of sales promotion, a specific component of promotional activities in marketing, as well as quality, price, and buy intention on the loyalty of families belonging to the Generation-Z demographic in India towards edible (cooking) oil. This study demonstrates that factors such as quality, price, buy intention, and sales promotion play a key influence in the cultivation of customer loyalty among Generation-Z individuals in India, specifically in relation to edible oils.

In a study conducted by Katole (2020), the focus was on examining the influence of promotional sales campaigns implemented by retailers in India. The objective of this research is to examine the impact of sales promotional strategies and ascertain the level of customer satisfaction about the implementation of sales promotion campaigns. The author noted that sales promotion methods have a significant role in not only increasing store sales but also fostering customer loyalty towards the store. Based on the findings of the survey, it can be concluded that customers prioritise price and product discounts as the most significant sales promotion techniques. Following closely behind are loyalty programmes, sweepstakes, and premiums.

Boateng (2020) examined how consumer sales promotion affects consumer purchasing behavior in Tema, Ghana. This study examined how consumer sales promotion tactics affect consumers' purchasing behavior in Tema, Ghana, where consumer goods are sold. The data gathering process used convenience sampling to choose 220 respondents. The structured interview guide was used to collect participant data. The data was then analyzed using SPSS 20. This study found a statistically significant correlation between consumer sales promotion methods and consumer purchasing behaviour. The study also found that price cuts were most popular, followed by buy-one-get-one-free groups. Coupons were the third most common consumer sales promotion tactic, followed by free samples. Challenges and lotteries were the fifth most prevalent method used by consumer goods shops in Tema, Ghana.

In their study titled "The Impact of Sales Promotion on Consumer Buying Behaviour: A Case Study of the Garments Industry in Pakistan," Shahzad et al. (2020) aimed to examine the effects of sales promotional tools on consumer purchasing behaviour. The study employed a survey method, wherein a questionnaire was administered to a total of 110 participants. The study employed a Pearson correlation analysis and regression test. There exists a strong positive association between discounts and coupons, but the relationship between buy-one-get-one free offers and discounts is moderately positive.

Bhatti (2018) investigated how sales advertising, price reduction, and social media affect Pakistani customers' purchasing intention. The study investigated how these characteristics affect customer decision-making. The data used in this investigation were collected using simple random sampling and a questionnaire. The current study used 250 student questionnaires as respondents. The data were analyzed using confirmatory factor analysis and structural equation modelling. The study found that sales promotion methods and social

media use increase consumers' purchasing intent. Contrary to the hypothesis, discounts did not affect consumers' buying decisions.

Orji et al. (2020) conducted a research study entitled "The Impact of Sales Promotion on Consumer Purchasing Behaviour of Food Seasoning among Nigerian Households: A Case Study of Nestle Maggi NAIJA POT." This study aimed to investigate the impact of sales promotion on consumer purchasing behaviour of food seasoning in Nigerian households, with a specific focus on Nestle Nigeria plc Maggi NAIJA POT brand. A sample of 246 participants residing in the Bwari Area Council of Abuja was selected to complete a questionnaire, with the aim of obtaining their responses. The researchers employed regression analysis to examine the association between the variables under investigation. The results of the study indicate that a significant number of consumers derive satisfaction from the availability of rebates, which subsequently impacts their decision-making process both prior to, during, and after making a purchase. Furthermore, the provision of free trial offers and complimentary gifts has been shown to have a favorable effect on consumer buying behaviour specifically pertaining to the Maggi NAIJA POT product within the Bwari Area council of Abuja.

Okoye-Chine (2021) studied "The Impact of Sales Promotion on the Marketing of Coca Cola Beverages in the State of Anambra." This study examines how personal selling, incentives, and trade-offs affect Coca-Cola marketing in Anambra state. The data set was collected from 368 people via questionnaire and interviews. This study found that personal selling significantly affects Coca-Cola beverage marketing in Anambra state. Rebates and trade discounts affect Coca Cola's marketing in Anambra state.

III. RESEARCH METHODOLOGY

The researcher cross-sectional survey methodology was employed to examine the impact of consumer-targeted sales promotions on the patronage behavior of consumers of Guinness foreign extra stout within the Abuja metropolis. The primary data were acquired via the utilization of a questionnaire, whereas the secondary data were generated from journals, textbooks, published the internet.

The population of this study comprise of consumers of Guinness foreign extra stout within the Abuja metropolis. This population is difficult to ascertain because of its infinite nature. Based on this, the Williams G. Cochran formula was employed to determine the appropriate sample size for this study as shown below.

$$n_o = \frac{Z^2 pq}{e^2}$$

Where;

- n_o = Sample size
- Z^2 = Standard Error associated with the chosen level of confidence (Typically 1.96)
- P = variability/standard deviation (it can be taken from previous studies or pilot survey)
- q = 1 – p
- e = Acceptable sample error (typically 0.05).

Therefore,

$$n_o = \frac{(1.96)^2 (0.75) (1 - 0.75)}{(0.05)^2}$$

$$n_o = \frac{3.8416 \times 0.75 \times 0.25}{0.0025}$$

$$= \frac{0.7203}{0.0025}$$

$$n_o = 288.$$

Henceforth, the magnitude of the sample for this particular investigation encompasses a total of 288 participants. The researcher employed a convenience non-probability sampling technique, thereby facilitating the administration of questionnaires to the respondents. The Cronbach Alpha was employed to assess the internal consistency of the scales and sources that were incorporated in the study, serving as an indicator of the reliability of both the scales and sources. The researcher articulates the study's model in the form of multiple regressions, delineating it as follows:

CP = F (SP) ----- (1)

Decomposing CP into its core components, we have,

SP = F (SA, CO, RE, PO, PR, CD) ----- (2)

Then the earlier function becomes;

CP = F (SA, CO, RE, PO, PR, CD) ----- (3)

Thus, translating the above function to its linear form, we have;

CP = $\alpha_0 + \alpha_1SA + \alpha_2CO + \alpha_3RE + \alpha_4PO + \alpha_5PR + \alpha_6CD + \mu$ ----- (4)

Where;

CP = Consumer Patronage, SP = Sales Promotions, SA = Samples, CO = Coupons, RE = Rebates, PO = Price-offs, PR = Premiums, CD = Contests and Demonstrations, and μ = Error Term, $\alpha_0, \alpha_1, \alpha_2, \alpha_3, \alpha_4, \alpha_5$, are parameters of the model. Theoretical expectations of the model based on the literature review are as follows; $\alpha_1 > 0, \alpha_2 > 0, \alpha_3 > 0, \alpha_4 > 0, \alpha_5 > 0, \alpha_6 > 0$.

The demographic responses of the participants were analyzed using tables and simple percentages. The study hypotheses were assessed using multiple regressions at a significance level of 5%, utilizing the Statistical Package for Social Sciences (SPSS) version 23.0.

QUESTIONNAIRE DISTRIBUTION AND RETRIEVAL

A total of 288 instances of the Questionnaire were disseminated among the participants. A total of 48 questionnaires were disseminated among civil servants, with 39 questionnaires, constituting 17% of the total, being returned and deemed suitable for inclusion in the present study. Similarly, a total of 70 questionnaires were disseminated among transporters within the designated study region. Out of these, 56 questionnaires, accounting for 24.3% of the total, were successfully retrieved and deemed suitable for analysis. A total of fifty questionnaires were disseminated among the agricultural community, with forty questionnaires being successfully retrieved, thereby constituting a representative sample of 17.4% that was utilized for the purposes of this investigation. Once more, a total of 120 questionnaires were distributed among individuals engaged in business activities, with a subsequent retrieval of 95 responses, constituting a proportion of 41.3%, which were deemed suitable for inclusion in the study.

DISCUSSION ON DEMOGRAPHICS OF THE RESPONDENTS

From the result of the distribution, it can be observed that 158 individuals, accounting for 68.7% of the total respondents, identify as male. Conversely, 72 respondents, representing 31.3% of the total, identify as female. Once more, the survey results indicate that 98 individuals (42.6%) identified themselves as single, 111 individuals (48.3%) reported being married, and 21 individuals (9.1%) stated that they were either divorced, separated, widowed, or fell into the category of others. Regarding educational qualifications, the distribution among the respondents is as follows: 17 individuals (7.4%) possess a First School Leaving Certificate (FSLC), 36 individuals (15.7%) hold a West African Secondary Certificate (WASC), 38 individuals (16.5%) have obtained an Ordinary National Diploma/National Certificate of Education (OND/NCE), 99 individuals (43.0%) possess a Bachelor of Science/Higher National Diploma (B.Sc./HND), and 40 individuals (17.4%) have achieved a Master's degree or higher. In terms of the age distribution among the respondents, it was found that 31.3% (n=72) fell within the age bracket of 20 to 30 years, 32.2% (n=74) fell within the age bracket of 31 to 40 years, 18.7% (n=43) fell within the age bracket of 41 to 50 years, and 17.8% (n=41) fell within the age bracket of 51 years and above. The data reveals that 206 respondents, accounting for 89.6% of the total, acknowledged consuming Guinness international extra stout. Conversely, 24 respondents, representing 10.4% of the total, reported not consuming Guinness foreign extra stout. In terms of consumption levels, the data reveals that 21.3% of respondents consume Guinness foreign extra stout to a great extent, while 32.2% enjoy it to a very great extent. Additionally, 10.4% of respondents reported not consuming it at all, 15.2% consume it to a low extent, and 20.9% consume it to a very low extent.

DISCUSSION ON ANALYSES OF MAJOR RESEARCH VARIABLES

Responses on Samples

Response from the respondents shows that a proportion of 9.6% (n = 22) of the respondents strongly disagreed, while 6.5% (n = 15) disagreed, 2.2% (n = 5) were undecided, 37.8% (n = 87) agreed, and 43.9% (n = 101) strongly agreed that the provision of samples can significantly influence consumer patronage of Guinness foreign extra stout within the Abuja metropolis during the sales promotion campaign conducted by the company in that particular locality.

Responses on Coupons

From the response, it is observed that a proportion of 21 individuals, accounting for 9.1% of the total respondents, expressed a strong disagreement towards the notion that coupons have a positive impact on consumer patronage during and after a sales promotion campaign for Guinness foreign extra stout in the urban area of Abuja. Similarly, 18 respondents (7.8%) conveyed a disagreement, while 14 respondents (6.1%) remained undecided on the matter. On the other hand, a significant portion of 90 respondents (39.1%) expressed their agreement, while 87 respondents (37.8%) strongly agreed that coupons indeed enhance consumer patronage in the aforementioned context.

Responses on Rebates

The response shows that during the sales promotion programme of the company under investigation, 30 respondents (13% of the total) strongly disagreed that rebates affect Guinness foreign extra stout sales. Similarly, 16 respondents (7% of the sample) disagreed, while 10 (4.3% of the sample) were undecided. Conversely, 44.8% of 103 respondents agreed that rebates affect consumer patronage. Additionally, 71 individuals (30.9% of the sample) strongly agreed with this idea.

Responses on Price-Offs

The response indicate that a significant proportion of the respondents, specifically 22 individuals (9.6%), expressed a strong disagreement towards the notion that price-offs have a positive impact on consumer patronage of Guinness foreign extra stout within the study area during sales promotion campaigns. Additionally, 9 respondents (3.9%) voiced their disagreement, while 12 respondents (5.2%) remained undecided on this matter. On the other hand, a considerable number of participants, namely 67 individuals (29.1%), expressed their agreement, while the majority of respondents, accounting for 120 individuals (52.2%), strongly agreed that price-offs indeed enhance consumer patronage of Guinness foreign extra stout during sales promotion campaigns within the study area.

Responses on Premiums

The response shows that 23 people, 10% of the total respondents, strongly disagreed with the idea. A minority of 17 respondents (7.4%) disagreed. In addition, 19 participants (8.3% of the group) were undecided. On the other hand, 58 respondents (25.1%) agreed. Finally, 49.1% of the sample, 113 people, strongly agreed that Guinness foreign extra stout premiums were necessary for consumer patronage during the Abuja sales promotion campaign.

Responses on Contests and Demonstrations

The response indicates that a proportion of 9.1% (n=21), 8.3% (n=19), 4.3% (n=10), 29.1% (n=67), and 49.1% (n=113) of the respondents expressed strong disagreement, disagreement, indecision, agreement, and strong agreement, respectively, regarding the impact of contests and demonstrations on consumer patronage of Guinness foreign extra stout in the Abuja metropolis during sales promotion offers in the study area.

Responses on Consumer Patronage

The response indicates that a proportion of 5.2% (n=12), 5.7% (n=13), 3.9% (n=9), 38.3% (n=88), and 47% (n=108) of the participants expressed strong disagreement, disagreement, indecision, agreement, and strong agreement, respectively, regarding the impact of the aforementioned independent variables on consumer patronage of Guinness foreign extra stout within the Abuja metropolis during the sales promotion initiatives conducted by the focal company under investigation.

TEST OF STATED HYPOTHESES

Test of Hypothesis One

H01: The empirical evidence suggests that there is no substantial and favourable correlation between the provision of samples and the level of consumer patronage for Guinness foreign extra stout within the Abuja metropolis.

H1: The empirical findings demonstrate a significant and positive correlation between the consumption of samples and the patronage of Guinness foreign extra stout within the Abuja metropolis.

The data in tables 4.3 and 4.9 were used to test this hypothesis. The SPSS output is shown below;

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Patronage	4.1609	1.08794	230
Samples	4.0000	1.26076	230

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.780 ^a	.639	.551		1.08273	2.156

a. Predictors: (Constant), Samples

b. Dependent Variable: Consumer Patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.761	1	3.761	32.082	.005 ^b

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Residual	267.287	228	1.172		
Total	271.048	229			

a. Dependent Variable: Consumer Patronage

b. Predictors: (Constant), Samples

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.567	.238		19.194	.000
	Samples	.102	.057	.118	47.911	.005

a. Dependent Variable: Consumer Patronage

Interpretation of the SPSS output

The model summary table shows a robust and favourably significant correlation of 0.780, indicating a strong and positive link. The coefficient of determination, R², measures the proportion of consumer patronage fluctuation that can be explained by the independent variable, which in this case is the samples under study. This empirical data shows that samples can explain 64% of consumer patronage variability. This figure is very large. The full regression model predicts variable outcomes using statistical analysis, with a significant (P-value) of (0.005), lower than the preset Alpha level of (0.05). Additionally, the model has a large t-value of 47.911. Indeed, the proposition fits the context well. Again, the Durbin Watson statistic of 2.156 exceeds the lower barrier in relevant tables and remains inside the permissible range, negating serial autocorrelation.

Decision:

The null hypothesis is rejected in favour of the alternate hypothesis due to the observation that the P-value (0.005) is lower than the predetermined significance level (Alpha) of 0.05. Additionally, the calculated t-value (47.911) exceeds the critical t-value (1.960), providing evidence that the collected samples exhibit a statistically significant and positive association with consumer patronage of Guinness foreign extra stout in the Abuja metropolis.

Test of Hypothesis Two

H02: There is a lack of correlation between the utilization of coupons and the level of consumer patronage towards Guinness foreign extra stout in the Abuja metropolis.

H2: A correlation can be observed between the utilization of coupons and the level of consumer patronage towards Guinness worldwide additional stout within the Abuja metropolis.

The data in tables 4.4 and 4.9 were used to test this hypothesis. The SPSS output is shown below;

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Patronage	4.1609	1.08794	230
Coupons	3.8870	1.25218	230

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.937 ^a	.891	.701		.98095	2.214

a. Predictors: (Constant), Coupons

b. Dependent Variable: Consumer Patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.651	1	51.651	67.585	.000 ^b
	Residual	219.397	228	.962		
	Total	271.048	229			

a. Dependent Variable: Consumer Patronage

b. Predictors: (Constant), Coupons

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.687	.211		12.711	.000
	Coupons	.379	.052	.437	73.264	.000

a. Dependent Variable: Consumer Patronage

Interpretation of the SPSS output

The R-value in the model summary table demonstrates a correlation coefficient of 0.937, indicating a robust and favourable relationship. The coefficient of determination (R²) quantifies the proportion of the total variability seen in the dependent variable (customer patronage) that can be accounted for by the independent variable (coupons). This finding indicates that coupons account for 89 percent of the observed differences in consumer patronage. This value is likewise significantly elevated. The complete regression model demonstrates a significant statistical prediction of the outcome of the variables, as indicated by a p-value of 0.000, which is lower than the predetermined significance level of 0.05. Additionally, the t-value of 73.264 further supports the significance of the model. In other words, it is a suitable match. Once again, the presence of serial autocorrelation is not seen, as evidenced by the Durbin Watson value of 2.214. This value exceeds the lower bound specified in relevant tables and is inside the allowed range.

Decision:

The null hypothesis is refuted in favour of the alternative hypothesis, indicating a discernible association between the utilization of coupons and consumer loyalty towards Guinness foreign extra stout within the Abuja metropolis. This conclusion is supported by the statistical evidence, as the P-value (0.000) falls below the predetermined significance level (Alpha = 0.05), and the calculated t-value (73.264) surpasses the critical t-value (1.960).

Test of Hypothesis Three

H03: There is no substantial correlation between rebates and consumer patronage of Guinness foreign extra stout in the Abuja metropolis.

H3: There is a considerable correlation between rebates and consumer preference for Guinness foreign extra stout in the Abuja metropolitan.

The data used in testing this hypothesis were extracted from tables 4.5 and 4.9. The SPSS output is shown below;

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Patronage	4.1609	1.08794	230
Rebates	3.7348	1.31969	230

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.874 ^a	.730	.600		1.07370	2.168

a. Predictors: (Constant), Rebates

b. Dependent Variable: Consumer Patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.200	1	8.200	17.113	.008 ^b
	Residual	262.848	228	1.153		
	Total	271.048	229			

a. Dependent Variable: Consumer Patronage

b. Predictors: (Constant), Rebates

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.696	.213		22.058	.000
	Rebates	.143	.054	.174	52.667	.008

a. Dependent Variable: Consumer Patronage

Interpretation of the SPSS result

The R-value in the model summary table indicates a correlation coefficient of 0.874, indicating a highly significant and favorable association. The coefficient of determination, denoted as R², quantifies the proportion of the total variability seen in the dependent variable (consumer patronage) that can be accounted for by the independent variable (rebates). This finding demonstrates that rebates could potentially account for 73 percent of the variability observed in consumer patronage. This value is likewise significantly elevated. The comprehensive regression model demonstrates a significant statistical prediction of the outcome of the variables, as indicated by a p-value of 0.008, which is below the predetermined significance level of 0.05. Additionally, the t-value of 52.667 further supports the strength of this prediction. In other words, it can be inferred that it is a suitable match. The presence of serial autocorrelation is negated by the Durbin Watson value of (2.168), which exceeds the lower threshold in established tables and falls inside the permissible range.

Decision:

Given that the observed P-value (0.008) is lower than the predetermined significance level (Alpha = 0.05), and the calculated t-value (52.667) surpasses the critical t-value (1.960), it is justifiable to reject the null hypothesis and embrace the alternative hypothesis. This outcome signifies a substantial association between rebates and consumer patronage of Guinness foreign extra stout within the Abuja metropolis.

Test of hypothesis Four

H04: There is no statistically significant and beneficial correlation between price reductions and client loyalty towards Guinness global additional stout in the Abuja metropolis.

H4: There exists a notable and favourable correlation between price reductions and consumer loyalty towards Guinness worldwide more stout within the Abuja city.

The data for the testing of this hypothesis were derived from tables 4.6 and 4.9. The SPSS output is shown below;

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Patronage	4.1609	1.08794	230
Price Offs	4.1043	1.25989	230

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.980 ^a	.919	.835		1.06874	2.171

a. Predictors: (Constant), Price Offs

b. Dependent Variable: Consumer Patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.623	1	10.623	29.300	.003 ^b
	Residual	260.425	228	1.142		
	Total	271.048	229			

a. Dependent Variable: Consumer Patronage

b. Predictors: (Constant), Price Offs

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.459	.241		14.376	.000
	PriceOffs	.171	.056	.198	30.496	.003

a. Dependent Variable: Consumer Patronage

Interpretation of the SPSS output

The R-value in the model summary table demonstrates a significant and positive correlation of 0.980. The coefficient of determination (R²) quantifies the proportion of the total variance in the dependent variable (customer patronage) that can be accounted for by the independent variable (price-offs). According to the data, it was revealed that price reductions account for 92 percent of the variation in consumer loyalty. Additionally, the value is significantly elevated. The comprehensive regression model provides a statistical prediction of the outcome of the variables, with a significant p-value of 0.003, indicating a level of significance lower than the predetermined alpha value of 0.05. Additionally, the t-value of 30.496 further supports the statistical significance of the model. In other words, it can be inferred that it is a suitable match. In a similar vein, the Durbin Watson value of (2.171) indicates the lack of serial autocorrelation, as it surpasses the lower threshold specified in tables and is within the acceptable range.

Decision:

The null hypothesis is rejected in favour of the alternative hypothesis due to the observation that the p-value (0.003) is lower than the predetermined significance level (Alpha) of 0.05. Additionally, the calculated t-value (30.416) exceeds the critical t-value (1.960), indicating a statistically significant and positive association between price-offs and consumer patronage of Guinness foreign extra stout in the Abuja metropolis.

Test of Hypothesis Five

H05: There is no discernible correlation between the premium price and consumer preference for Guinness foreign extra stout in the Abuja metropolis.

H5: A correlation may be observed between the premium status and client preference for Guinness worldwide extra stout within the Abuja metropolis.

The data for the testing of this stated hypothesis were derived from tables 4.7 and 4.9. The SPSS result is shown below;

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Patronage	4.1609	1.08794	230
Premiums	3.9609	1.33257	230

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.830 ^a	.721	.629		1.08090	2.647

a. Predictors: (Constant), Premiums

b. Dependent Variable: Consumer Patronage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.664	1	4.664	39.924	.000 ^b
	Residual	266.383	228	1.168		
	Total	271.048	229			

a. Dependent Variable: Consumer Patronage

b. Predictors: (Constant), Premiums

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.585	.224		20.473	.000
	Premiums	.107	.054	.131	61.998	.000

a. Dependent Variable: Consumer Patronage

Interpretation of the SPSS Result

The R-value displayed in the model summary table indicates a high and positive correlation of 0.830. The coefficient of determination, denoted as R², quantifies the proportion of the total variability seen in the dependent variable (customer patronage) that can be accounted for by the independent variable (premiums). The table demonstrates that the variable "premium" accounts for 72 percent of the variance in consumer patronage. Furthermore, the value of this is significantly elevated. The regression model provides a statistical prediction of the outcome of the variables, with a significant p-value of 0.000, indicating that the probability of obtaining such results by chance is very low. This p-value is lower than the predetermined significance level of 0.05, suggesting that the relationship between the variables is statistically significant. Additionally, the t-value of 61.998 indicates a strong association between the variables. In other words, it is a suitable match. The presence of serial autocorrelation is indicated by a Durbin Watson value of 2.647, which exceeds the lower bound in tables and is inside the permitted range.

Decision:

Given that the P-value (0.000) is below the predetermined significance level of Alpha (0.05), and the calculated t-value (61.998) surpasses the critical t-value (1.960), it is justifiable to reject the null hypothesis and embrace the alternative hypothesis. This outcome suggests the presence of a discernible association between the premium and consumer patronage of Guinness foreign extra stout within the Abuja metropolis.

IV. DISCUSSION OF FINDINGS

The subsequent findings were made during the execution of this investigation and will be elaborated upon as follows:

The study yielded findings indicating a noteworthy and affirmative correlation between samples and consumer patronage of Guinness foreign extra stout within the confines of Abuja metropolis. The present discovery exhibits a direct correlation with the research conducted by Dilaysu (2020), wherein it was ascertained that a statistically significant association exists between the implementation of a complimentary sample initiative by the fitness enterprise on various social media platforms and the subsequent inclination of consumers towards the promoted product.

The study has revealed a significant correlation between the utilization of coupons and the level of consumer patronage observed for Guinness foreign extra stout within the Abuja metropolis. This discovery substantiates the assertions made by Shahzed et al. (2020), which posited that the presence of coupons and discounts exhibits a robust and affirmative correlation with consumer purchasing behaviour.

The study also demonstrated a substantial correlation between rebates and consumer loyalty towards Guinness foreign extra stout in the Abuja metropolis. This finding is consistent with the research conducted by Orji et al. (2020) and Okoye-chine (2021), which also concluded that rebates have an impact on consumer purchase intentions.

The study also revealed a noteworthy and favorable correlation between price reductions, incentives, and consumer loyalty towards Guinness global additional stout in the Abuja metropolis. The aforementioned studies conducted by Kulkarni & Srivastava (2018), Katole (2020), Ismail & Siddiqui (2020), and Dilaysu (2020) have been corroborated by the present findings, which further support the notion that they make significant contributions to consumer buying and sponsorship.

SUMMARY OF FINDINGS

The present investigation yielded several conclusions, which are listed below for the purpose of summarization.

1. The findings of the study indicate a substantial and positive correlation between samples and customer patronage of Guinness foreign extra stout in the Abuja metropolis. Consequently, the null hypothesis was rejected and the alternative hypothesis was accepted.

2. The study further revealed a discernible correlation between the utilization of coupons and the degree of consumer patronage exhibited towards Guinness foreign extra stout within the confines of the Abuja metropolis.
3. The findings of this study have demonstrated a significant correlation between rebates and consumer patronage of Guinness foreign extra stout within the Abuja metropolis.
4. In the present investigation, it was observed that the implementation of price reduction strategies exhibited a noteworthy and affirmative correlation with the level of consumer loyalty towards Guinness foreign extra stout within the geographical confines of Abuja metropolis.
5. Based on the feedback provided by the participants, it was observed that there is a discernible correlation between the pricing of premiums and the level of client loyalty towards Guinness global extra stout within the Abuja metropolis.

V. CONCLUSION

It is an established verity that sales promotion initiatives serve to augment product trial and foster enduring product purchase behaviours. The communication in question is targeted towards three distinct entities: the ultimate consumers, intermediaries, and the sales personnel affiliated with the organization. Nevertheless, the present investigation is specifically directed towards the ultimate consumer within the designated study region of Abuja. Various promotional techniques such as samples, coupons, rebates, price reductions, premiums, contests, and demonstrations were employed as instrumental tools to facilitate the sales promotion campaign. In pursuit of its objectives, the present study has successfully ascertained and subsequently deduced that a noteworthy and affirmative correlation prevails between the utilization of samples, coupons, rebates, price-offs, premiums, contests, and demonstrations, and the extent of consumer patronage exhibited towards Guinness foreign extra stout within the confines of Abuja metropolis.

RECOMMENDATIONS

After summarizing the data and drawing conclusions from this study, the subsequent suggestions were formulated, taking into account the implications of the study's results.

1. There is a need for the implementation of a digitalized method for distributing samples to the target market during sales promotions campaigns, as contemporary consumers have increasingly adopted digital platforms for their interactions with businesses.
2. The utilization of coupons as a strategy for sales promotion should be strengthened and maintained due to the findings indicating that it indeed has an impact on consumer loyalty.
3. The significance of rebates in stimulating a more robust and expeditious market reaction warrants careful consideration, as the average rational consumer is inclined to favour any proposition involving rebates.
4. There ought to be a steadfast dedication to price reductions, as consumers consistently exhibit price consciousness whenever a proposition is presented to them.
5. There ought to be an immediate evaluation of the impact of premiums on sales turnover within the context of the sales promotions programme, with the aim of ascertaining its long-term viability or lack thereof.

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