

**SALES PROMOTION AND CUSTOMER BRAND OF MANUFACTURING FIRMS IN  
YENAGOA BAYELSA STATE, NIGERIA.**

**Azuonwu, Benneth Elekwachi<sup>1</sup> & Dr. Tumba, Monday<sup>2</sup>**

**<sup>1</sup>Department of Entrepreneurship, Marketing and Procurement, Faculty of  
Management Sciences, Federal University Otuoke, Bayelsa State, Nigeria.**

**<sup>2</sup>Department of Marketing, Faculty of Management Sciences, Ignatius Ajuru University  
of Education, Rivers State, Nigeria**

<sup>1</sup>Email: [azuonbenneth12@gmail.com](mailto:azuonbenneth12@gmail.com)

07036590862, 08035708089

<sup>2</sup>Email: [mondaytumba@yahoo.com](mailto:mondaytumba@yahoo.com). 07063196080.

**ABSTRACT**

The study aims to evaluate the impact of pricing strategies on customer brand loyalty at a water bottling company in Yenagoa, Bayelsa State, with a particular focus on Aqua-lina Refreshing Water. Specifically, it examines the relationship between cost-based and competition-based pricing and their effects on customer loyalty. The research involves all 28 employees of the company, using the entire population for the study. Data will be collected through a self-administered questionnaire and analyzed using the Spearman Rank Order Correlation Coefficient. The findings reveal a significant positive relationship between pricing strategies cost-based, competition-based, and customer-perceived value-based pricing and customer brand loyalty. The analysis shows high correlation coefficients with p-values of 0.000, confirming the rejection of the null hypotheses and demonstrating the strong influence of these pricing strategies on loyalty. The study concludes that cost-based pricing positively impacts customer brand loyalty, as transparency in how prices are determined strengthens customer trust. Similarly, competitive-based pricing is crucial for retaining price-sensitive customers and maintaining market share. By focusing on strategic pricing approaches, including clear communication of costs and consistent monitoring of competitors, the company can enhance customer loyalty and sustain its market position. Ultimately, the study underscores the importance of aligning pricing strategies with customer expectations and market dynamics to build and maintain strong customer loyalty within the competitive environment of the water bottling industry in Yenagoa, Bayelsa State.

***Keywords: Coupon, Discount Service, Free Gift, Sales Growth and Gross Domestic Product***

**INTRODUCTION**

The manufacturing sector in Yenagoa, Bayelsa State, Nigeria, represents a vital component of the local economy, contributing significantly to employment, economic growth, and industrial development. In this competitive landscape, manufacturing firms face various challenges, including intense competition, evolving consumer preferences, and market saturation. To thrive in such an environment, manufacturers employ various marketing strategies, with sales promotion emerging as a key tool for influencing customer perceptions and enhancing brand loyalty. According to Kotler and Armstrong (2020), sales promotion encompasses a diverse set of marketing activities aimed at stimulating immediate sales and enhancing brand visibility. These activities may include discounts, coupons, free samples, contests, and point-of-sale displays, among others. Sales promotion strategies are particularly relevant for manufacturing firms seeking to differentiate their brands, attract new customers, and retain existing ones in a crowded marketplace.

Sales promotion has evolved into a powerful marketing technique that helps businesses thrive in a highly competitive worldwide market. Sales promotion is a crucial component of marketing strategies that help organizations accomplish their goals, according to Oyedapo et al. (2022). Any organization's primary goals are to increase profits, hold the highest market shares, and emerge as

a leader in a competitive market the primary goal of establishing a company organization. The sole purpose of sales promotion is to directly influence the company's clientele's behavior (Blattberg and Neslin 2020). According to Aworemi's (2018) research, sales promotion has a big impact on sales volume, which aids in accomplishing organizational goals.

It is impossible to overstate the importance of sales promotion in accomplishing the stated goals of a business. Sales promotions are used to encourage consumers to buy a certain product right away, increasing the number of sales (Sadia & Syeda, 2012). Shimp (2023) defines sales promotion as any kind of incentive that a manufacturer uses to persuade customers and/or trade (wholesalers, retailers, or other channel members) to purchase a brand and to motivate the sales team to push it aggressively. According to Kotler (2013), sales promotion is a crucial component of marketing campaigns and includes a wide range of incentive techniques, most of which are short-term and intended to encourage customers to buy certain goods or services more quickly. Programs for sales promotions are ones that do more than just encourage purchases from customers. Along with public relations, advertising, and personal selling, sales promotion is a crucial part of a company's entire marketing plan. By giving the target audience an additional reason to buy or support one brand over another, sale promotions serve as a competitive weapon (Odunlami & Ogunsiji, 2011). With particular reference to the chosen manufacturing sector in Ibadan, southwestern Nigeria, this research endeavor seeks to investigate the impact of sales promotion dimensions on sales volume. However, it goes without saying that the main reason Nigerians don't buy things created in Nigeria and by Nigerians is because of their unusual shoddiness, according to Vanguard Newspaper (March 2014). This unsuitable reputation has frequently contributed to the long-standing preference for imported goods over domestically produced ones. IVM needs to demonstrate that it is distinct from what we are accustomed to if it hopes to gain Nigerians' trust and endure. It must do this by persuading us of the items' performance, robustness, and safety. It was in this note that Chinedu (2019) opined that: "If a product is to win the trust of Nigerians and stand the test of time, it must prove that it is different from what we are already used to. This it must do by convincing us of the safety, durability and performance of their products". The most important factor is how suitable and persuasive the advertising campaign is, as well as how well it is carried out at the correct time and location. Aham (2008) lists the following elements in his concept of marketing: pricing, place, products, and promotions. Any business's promotional activity is one of the many things a marketer does. Promotion is one of the marketing mix's tools that marketers employ to introduce their organizational product to their target audience. Promotion is a broad term that encompasses all marketing initiatives that raise public awareness of an organization's product offer, ensure that the public has a favorable opinion of the company and its offerings, and influence the target market to purchase the organization's goods and services.

Sales promotion is an incentive marketing tool in that it helps to increase repeat purchase, contributes to both short- and long-term sales increase of a product or service and contributes to the utilization values of advertising. Advertising programs are undertaken to support the firms' promotional activities (Stanton 2004). Sales promotion tools are promotional strategy used by a producer to lure customers to buy their product or services. Promotion is any form of communication employed by a firm to inform, persuade or remind its actual and/or potential customers about itself, product image, ideas and activities in its target market, other promotional tools are advertising, personal selling, publicity, and public relations. A combination of the above variable defines a firm's promotional program that hopes to influence consumers to patronize and become loyal to the organization's product and services (Aham, 2008). Sales promotion tools are therefore an incentive marketing tool use to help to increase repeat purchase, which contributes to both short- and long-term sales increase of a product or service. It is therefore pertinent to conclude that the primary objectives of sales promotion are to induce and stimulate immediate purchase of a product and increase the sales turnover of a firm's product or service.

In the context of Yenagoa, Bayelsa State, where manufacturing firms operate within a localized market, understanding the dynamics of sales promotion and its impact on customer brand

perception is essential for maintaining competitiveness and driving business growth. Customer brand perception refers to the subjective evaluation and interpretation of a brand's attributes, quality, and reputation by consumers (Keller, 2013). Positive brand perception is associated with increased customer loyalty, higher purchase intent, and enhanced brand equity.

### **Statement of the Research Problem**

Despite the importance of sales promotion in influencing customer brand perception, there is a gap in understanding its specific impact on manufacturing firms operating in Yenagoa, Bayelsa State. While sales promotion is widely recognized as a critical marketing tool for stimulating sales and enhancing brand visibility (Kotler & Armstrong, 2020), its effectiveness within the localized context of Yenagoa's manufacturing sector remains underexplored. However, despite the importance of sales promotion and customer brand perception, there is a paucity of research specifically examining these dynamics within the manufacturing sector of Yenagoa, Bayelsa State. Existing studies primarily focus on broader marketing concepts or are conducted in different geographical contexts, limiting the applicability of their findings to the local manufacturing landscape.

Therefore, this study seeks to fill this gap by investigating the relationship between sales promotion activities and customer brand perception in manufacturing firms operating in Yenagoa, Bayelsa State. By examining the types of sales promotion strategies employed, their effectiveness in shaping customer perceptions, and the factors influencing their success, this research aims to provide actionable insights for manufacturers to optimize their marketing efforts and strengthen their brands in the local market.

Furthermore, the relationship between sales promotion activities and customer brand perception in this specific geographical area has not been adequately examined. Given the unique characteristics of the Bayelsa State market, including consumer preferences, socio-economic factors, and competitive dynamics, it is essential to assess how sales promotion strategies employed by manufacturing firms influence customer perceptions of their brands.

Additionally, there is a lack of empirical research focusing on the challenges and opportunities associated with implementing sales promotion campaigns in Yenagoa, Bayelsa State. Factors such as limited marketing budgets, infrastructural constraints, and cultural nuances may impact the effectiveness of sales promotion initiatives in this region, yet their implications remain largely unexplored.

### **Objectives of the Study**

The main purpose of this study is to examine the relationship between sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State. Other specific objectives are:

1. To examine the relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state.
2. To determine the relationship between discount services and sales growth of manufacturing firms in Yenagoa, Bayelsa state.
3. To evaluate the relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

### **Research Questions**

The following research questions were answered in the study:

1. What is the relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state?
2. What is the relationship between discount services and sales growth of manufacturing firms in Yenagoa, Bayelsa state?
3. What is the relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state?

### **Research Hypotheses**

The following hypotheses were tested:

**HO<sub>1</sub>:** There is no significant relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**HO<sub>2</sub>:** There is no significant relationship between discount services and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**HO<sub>3</sub>:** There is no significant relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

### **Scope of the Study**

The scope of the study is on the influence of sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State. The study covers small and medium scale manufacturing companies in Yenagoa metropolis.

### **Significance of the Study**

The study shall be significant to management of small and medium scale manufacturing firms in Yenagoa as they would find this study very useful in the advertising of their products. This is because the finding of this study would have enabled them to have a better understanding of the significant relationship between advertising made in Nigeria goods. This study will also be of benefit to other researchers' interest in similar studies. This is because the study would serve as a source of secondary data to them in addition to the available ones.

### **Organization of the Project Report**

This study is arranged in five chapters. Chapter One specifies the problems that promoted the study and limitations of the study the assumptions of the study and the operational definition of terms. Chapter Two: This will contain a review of related literature. The chapter will establish the nature of the already existing body of knowledge through ideals and concepts on the subject thereby highlighting the new knowledge to be generated by the research. Chapter three will contain information on the methods employed in the collection of data and their analysis can be found in this chapter also in the chapter justification is provided for the adoption of the methods and analytical techniques employed. Chapter four will be involved in the presentation and analysis of data findings, from the testing of the hypothesis are also presented here. Chapter five will be the final chapter and it will contain the summary of the entire work done the conclusion drawn and the recommendation to be made by the researcher based on the findings of the research work.

### **LITERATURE REVIEW**

This chapter will focus on the review of literature related to this current study. Specifically, the review will be carried out with the following subheadings:

- 2.1. Conceptual Clarification
- 2.2 Review of Related Theories
- 2.3 Theoretical Framework
- 2.4 Review of Empirical Literature

### **Conceptual Clarifications**

#### **Concept of Sales Promotion**

Sales promotion "includes communication activities between the producer of goods and services, and the end users (consumers) that provide extra value or incentives to ultimate consumers, wholesalers, retailers and other organizational customers" (Stephen, et al., 2017). "A company's effort to help promote a product and increase its sales and usage beyond the normal flow of sales" is what it is. Sales promotion activities were acknowledged by Oyedapo et al. (2012) as an essential component of marketing strategies that assist businesses in reaching their objectives. The "primary

purpose of any company is to increase profit, market shares, and also to take the lead in the marketplace" (Okoli, 2011). Blattberg and Neslin (1990) defined a sales promotion as "an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm's customer." By offering additional advantages to the target market to encourage them to purchase or support one product over another, it acts as a competitive weapon and is viewed as a motivator. (Adrian, 2004).

It encompasses all marketing techniques or tactics, competitions, premium products, trade gifts, special promotions, and other temporary promotional activities intended for incentive sales. Like advertising, a marketing campaign has direct promotional expenses rather than media owners' commission fees. Because of this, it has since been referred to as below-the-line communication. Sales promotions are particularly good at encouraging spontaneous purchases and brand trials (Aderemi, 2003). According to Keller (2003), it may also be thought of as "short-term incentives to encourage trial or use of a product or service." Since the goal of incentives is to persuade the target audience to purchase a certain product right away, increasing sales, they can be either monetary or non-monetary. This distinguishes it as an efficient marketing strategy in a highly competitive market where customers prefer new items over those of rivals and merchants must control them. American Marketing Association (2004) defined sales promotion as "those marketing activities other than personal selling, advertising and publicity that stimulate consumer purchases and dealer effectiveness". Its importance stems from its ability to increase the likelihood of product recognition, product testing, as well as purchase size and amount. Sales promotion comprises displays, exhibitions and administrations. Unlike advertising that offers reasons to buy, it offers the consumers an incentive to buy. Sales promotion can take the form of price, monetary, or nonmonetary promotion (Kotler & Keller, 2006) and its impact on sales, profitability, and brand equity can be different (Kim & Hyun, 2011). The privilege of a price drop or increase in the quantity of products is evident in price promotion. This is made available to a specific demographic for a predetermined amount of time. Since sales promotions are more appealing to bystanders, disloyal customers, and buyers of rival goods, they have the potential to temporarily impact both sales and the shopping experience of customers (Kotler, 2000). (Dawes, 2004).

Odunlami and Ogunsiji (2011) also noted that sales promotion provides a short-term inducement of value offered to stimulate interest in buying a product. This can come in the form of rebates samples, sweepstakes, and coupons. Sales promotion is "an essential component of marketing campaigns that comprise a broad range of incentive tools, primarily short-term, intended to stimulate quicker or greater purchase of particular products or services by consumers or the trade," according to Kotler (2001). This exposition points the efficacy of combining more than one incentive or benefit in the pursuit of generating quick sales. Armed with the ability to make the hands of sales people to be on deck, these incentives are used by manufacturers to induce the trade (wholesales, retailers or other channel members) or consumers to buy a brand and to encourage the sales force to aggressively sell it" (Shimps, 2007).

### **Sales Promotion Strategy in Marketing**

Egan (2017) suggests that sales promotion is driven by four main factors in marketing effort. These four factors are basically the strategic premises that do trigger the use of sales promotion. According to him, sales promotions are employed as a response to competitors, as a sort of inertial—this is what we have always done—as a means of achieving both short-term and long-term sales goals.

### **Sales Promotion Strategy by Manufacturing Firms in Nigeria**

Shimp (2017) defines sales promotion as any form of inducement used by manufacturers to persuade consumers or the trade (wholesales, retailers, or other channel members) to purchase a brand and to motivate the sales team to push it aggressively. Shimp believes that when such incentives are given, promotion has the power to influence the behaviour of the buyers. This knowledge alone does not make the organization embark on sales promotion. It must have a goal.

Such goals may be to inform; remind, create awareness about a new product, increase sales, block competitors, combat competitors, decongest excess stock, neutralize or disrupt competition, target a specific segment, reward loyal customers and encourage brand switching.

The majority of marketing academics firmly believe that these sales promotion objectives are short-term focused. However, Peattie and Peattie are of the opinion that sales promotion can be of a long term if it is value-adding. It is value-adding when unique or remarkable value is added by offering something to augment fundamental product price like the premium (gift). In the long run, these might be valuable. Peattie & Peattie make reference to the idea that sales promotion has the power to change a brand's impression in the marketplace based on this school of thought. This becomes highly imperative as marketers have begun to deploy sales promotion not only consistently but building their brand values and perception on it as a strategic platform (Dozie, 2019).

### **Coupon**

Coupon (printed coupon, e-coupon, and mobile coupon) - Printed coupons, which may be found in magazines and newspapers or at the point of purchase, or electronic / mobile coupons, which can be obtained from the internet or email, or by 'push' or 'pull' SMS, entitle the buyer to a price discount on specific items. The concept of coupons as a dimension of sales promotion involves the distribution of vouchers or certificates that entitle consumers to a discount or special offer when purchasing a product or service. Coupons are a popular and effective tool for stimulating sales, attracting new customers, and encouraging repeat purchases.

According to Kotler and Armstrong (2016), coupons are a widely used sales promotion tactic aimed at encouraging consumers to make a purchase by offering them a discount or special deal. Coupons can be distributed through various channels, including print media, online platforms, mobile applications, and direct mail. They are typically redeemable at retail outlets, online stores, or through other sales channels specified by the issuer.

### **Discount Service**

Customers profit financially from price discounts when they make a purchase. The price reduction has two sorts of effects on customer behaviour. When a brand advertises more deals than others, it is viewed as low in quality, but when a brand promotes fewer discounts, it is believed to be good in quality. Furthermore, consumers believe that high-quality brands provide fewer promotions. The concept of a discount service as a dimension of sales promotion involves offering consumers access to discounted prices or special deals on products or services through a membership or subscription-based service. This approach allows customers to access a range of discounted offerings in exchange for a fee, typically paid on a recurring basis. Discount services are becoming increasingly popular in various industries, including retail, travel, entertainment, and hospitality.

While there may not be a direct citation for this specific concept in the literature, it falls within the broader category of sales promotion strategies discussed by marketing scholars such as Kotler and Armstrong (2016). They emphasize the importance of offering discounts and special deals as part of sales promotion activities to stimulate consumer demand and drive sales.

### **Free Gift**

Free samples are given away as incentives for recurring business or product purchases. A component of sales promotion is giving out free gifts to customers as a way to encourage them to make a purchase. These presents, which may be anything from little tokens to larger objects, help the customer feel that the transaction is worth more. Marketers frequently utilize free gifts to set their items apart, boost perceived value, and encourage quick sales.

According to Kotler and Armstrong (2016), free gifts are a common sales promotion technique aimed at encouraging purchases by offering consumers additional items at no extra cost. This approach leverages the principle of reciprocity, where consumers feel obliged to reciprocate the gesture of

receiving something for free by making a purchase. Free gifts can create excitement, increase perceived value, and differentiate a product from competitors in the marketplace.

### **Customer Brand of Manufacturing Firms**

In today's competitive marketplace, brands play a pivotal role in influencing consumer behavior and shaping their preferences. The concept of the customer brand revolves around the intricate relationship between consumers and brands, wherein perceptions, experiences, and emotions intertwine to create a distinctive brand identity (Keller, 2023). This relationship is multifaceted, encompassing how customers form attachments, demonstrate loyalty, and engage with brands on multiple levels. Keller's pioneering work on Customer-Based Brand Equity (CBBE) highlights the importance of brand resonance and the deep connections consumers can develop with brands, which in turn drive brand loyalty and advocacy. According to Keller, the strength of a brand lies in its ability to evoke strong, favorable, and unique associations in consumers' minds.

Aaker's emphasis on brand perception further underscores how brands influence consumer decision-making processes. Aaker identifies brand equity as a set of assets linked to a brand's name and symbol that add to or subtract from the value provided by a product or service. These assets include brand loyalty, name awareness, perceived quality, and brand associations. Together, they contribute to a consumer's overall perception of the brand, which significantly impacts their purchasing decisions. Brand experience is another critical component, involving the sensory, affective, intellectual, and behavioral responses evoked by brand-related stimuli. Positive brand experiences can lead to stronger emotional connections and higher levels of brand loyalty. Relationship marketing also plays a crucial role in the customer brand concept, emphasizing the importance of long-term relationships over short-term gains. This approach fosters ongoing engagement and loyalty through personalized interactions and consistent value delivery.

By examining insights from these seminal works, we can gain a deeper understanding of how brands resonate with consumers and the strategic implications for businesses in building enduring brand relationships. Effective brand management involves creating positive experiences, fostering emotional connections, and maintaining consistent communication to build and sustain brand loyalty. Thus, the profound impact of brands on consumer behavior highlights the need for businesses to strategically cultivate and manage their brand identities in today's dynamic market environment.

### **Sales Growth**

Sales growth stands as a critical metric in assessing the performance and vitality of businesses across industries. It serves as a primary indicator of a company's ability to expand its market presence, generate revenue, and sustain competitiveness in dynamic market environments (Kotler & Keller, 2016). Understanding the mechanisms and drivers of sales growth is essential for businesses seeking to thrive amidst evolving consumer preferences, technological advancements, and competitive pressures. Sales growth is multifaceted, involving both internal and external factors that influence a company's revenue trajectory. Internally, sales growth can be driven by product innovation, effective marketing strategies, and robust sales force management. Externally, market trends, economic conditions, and competitive actions play significant roles. The interplay between these factors necessitates a comprehensive approach to analyzing sales growth, encompassing market analysis, customer insights, and competitive benchmarking.

One key determinant of sales growth is the ability to innovate and adapt to changing consumer preferences. Companies that continuously evolve their product offerings and leverage technological advancements tend to experience sustained growth. Additionally, effective marketing strategies that enhance brand visibility and customer engagement are crucial. These strategies include digital marketing, social media campaigns, and personalized customer experiences, which can drive both customer acquisition and retention. Another vital aspect is the optimization of sales processes. Efficient sales force management, training, and motivation are essential components. Companies

that invest in their sales teams' capabilities often see significant improvements in performance. Moreover, data-driven decision-making, enabled by advanced analytics and customer relationship management (CRM) systems, allows businesses to identify growth opportunities and respond swiftly to market changes.

Understanding the competitive landscape is also crucial. Businesses must monitor competitors' actions and market trends to identify threats and opportunities. This involves analyzing competitors' strengths and weaknesses and understanding their strategies to differentiate and position one's offerings effectively. By drawing insights from scholarly research and empirical studies, this paper aims to illuminate the factors that contribute to sustainable sales growth. Effective strategies for fostering revenue expansion and long-term success include continuous innovation, strategic marketing, sales force optimization, and competitive intelligence. Through a holistic understanding of these elements, organizations can develop robust frameworks to achieve and sustain sales growth in today's ever-evolving business environment.

### **Gross Domestic Product**

According to Nnamocha (2012), the GDP is the entire monetary worth of all commodities and services generated in the domestic economy by all participants, regardless of their origins, as long as they live inside the economy. He asserts that GDP must equal the worth of only the finished goods and takes into account both an economy's citizens and non-citizens. According to Samuelson (2015), the term "gross domestic product" refers to the total market value of the finished products and services produced in a country in a certain year. According to his explanation, the most significant application of GDP is to gauge an economy's overall performance, which can be expressed as a flow of finished goods or as a flow of expenses. Since profit is a residual, both strategies will result in the same total GDP.

According to Kimberly (2018), the gross domestic product is the sum of the output of all individuals and businesses in an economy. The difference between Gross Domestic Product and Gross National Product is the fact that GDP is concerned with the region in which income is generated and focuses on where the output is produced rather than who produces it. Ruffin (2018), emphasized that Gross Domestic Product is the broadcast measure of the total output of the economy. Only final goods and services are included to avoid double counting of products. Ruffin (2018) proposed that non market goods, illegal goods and the value of leisure are not included in Gross Domestic Product because GDP is just a measure of the economic welfare and not a measure of economic "bads". In his paper "The effect of inflation on GDP," Abdurashed (2015) said that GDP is used to determine where the best opportunities for investors are and to modify the placement of assets.

According to Paul (2014), a country's gross domestic product is the dollar flow of its whole output. Either the revenue technique or the flow-of-cost approach might be used to measure it. GDP, in Paul's opinion, is a gauge of Net Economic Welfare (NEW). This is because some commodities, such the value of leisure, homemakers' services, and do-it-yourself projects, are added to the GDP when calculating Net Economic Welfare. Additionally, it deducts from GDP the unpaid expenses of pollution, other effects of contemporary urbanization, and a few additional modifications.

### **Review of Related Theories**

This theory is anchored on contiguity theory and behavioural theory:

#### **Behavioural Learning Theory**

Many sales promotion studies have been classified as consumer research or consumer behaviour studies. The main emphasis has been on the identification of frequent and infrequent users of promotions (Chandon, 1995). Theory-oriented research has used the perceived risk theory, the economic theory, attribution theory, and psychographics as base theories to identify the possible reasoning behind the level of frequency (usage) of sales promotions. The proposed research applies theoretical concepts from behaviour learning theory in an effort to explain purchase behaviour, the

relationship between different types of sales promotions, and brand loyalty. How different types of sales promotions relate differently to brand loyalty will be investigated.

The term behaviorism is rooted in several disciplines' psychology, philosophy, and biology. According to behaviorists, learning can be defined as a relatively permanent change in behavior brought about as a result of experience or practice; thus, learning is the result of the application of consequences (Huitt & Hummel, 2006). Behaviorism offers a comprehensive view of learning, and thus, an explanation for behavior. "One of the central ideas of behaviorism is that people are essentially biological organisms, and like other biological organisms, innately capable of responding to the environment in which they live" (Slife & Williams, 1995). Behaviorism consists primarily of three elements: stimuli, responses, and reinforcements. The stimulus is a quality that influences an action or response. The reinforcement is a way of making the connection between the stimuli and the response conditioned. When the conditioned behavior is no longer reinforced, extinction occurs instead (Pavlov, 1927).

### **Contiguity Theory**

Contiguity theory is based on the work of Guthrie (1930, 1935). It proposes that any stimulus and response connected in time and/or space will tend to be associated (Huitt & Hummel, 1999). The following are the principles of this theory:

- In order for conditioning to occur, the organism must actively respond (i.e., do things).
- Since learning involves the conditioning of specific movements, instruction must present very specific tasks.
- Exposure to many variations in stimulus patterns is desirable in order to produce a generalized response.
- The last response in a learning situation should be correct since it is the one that will be associated.

Guthrie (1930, 1935) asserts that in the context of contiguity theory, incentives and punishments have no impact on learning since they take place after the stimulus and response have been linked. Since sales promotions are primarily based on rewarding the customer for their purchase, this theory will not be discussed in depth.

### **Review of Empirical Literature**

Katemi et al., (2023) determine the influence of sample product promotion on brand loyalty of International Fast-Food brands in Nairobi, Kenya. The study adopted a descriptive survey methodology. 24 customer relations managers from Kenya's 24 registered fast-food businesses made up the study's target group. To choose the best responders for the study, the researchers used a purposive sampling approach. A structured questionnaire was utilized as the data collection tool. The questionnaire was divided into two parts containing the demographic data relating to the respondent's background as part one and the second part covering consumer's sales promotion techniques on brand loyalty. Questionnaire items were structured with a 5-point Likert scale. Descriptive and Inferential statistics were used in the analysis of the data. The linear regression analysis method was used to assess the associations between sample promotion and brand loyalty. The study established that sample promotion positively influenced international fast-food brands' brand loyalty. Product sample strategy was found to account for 75% ( $\beta = .053$ ). According to the study's findings, consumers may learn about the features of products through product samples, which encourages them to make more, repeat, and initial purchases. To ensure maximum efficacy, the study suggests re-engineering the free sample's strategic methods, which include brand recognition, characteristics, quality, and confidence.

Diyaoluwa et al., (2022) investigated the effect of sales promotion tools such as free sample, rebate, contest and price discount on customer patronage of the selected Food and Beverages Companies in Lagos State, Nigeria. The study adopted a cross-sectional survey design. The total population of the study is 3,502 staffs of the selected food and beverage firms operating in Lagos State, Nigeria.

Taro Yamane sample size calculation technique to estimate the sample size of the population to determine the sample size of the study. A validated questionnaire was administered and a total of 344 retrieved for analysis. The data collected were analyzed using multiple regression analysis. Findings revealed that sales promotion tools significantly affect customer patronage in the selected Food and Beverages Companies in Lagos State, Nigeria. Therefore it was recommended that Companies in Nigeria's Food and Beverage Sector should always have a planned, structured, directed, and managed sales promotion program in place, as this will assist them make such promotional methods successful and efficient

The brand performance and sales promotion of pharmaceutical firms in South-South Nigeria were examined by Goodie-Okio (2022). A structured questionnaire was used to collect data from 54 respondents for the study. The Spearman's Rank Order of correlation was used to test the hypotheses. The results showed a strong correlation between the study's factors. Based on the results, the study comes to the conclusion that sales promotion and brand performance are significantly and favorably correlated. Additionally, there is a strong and favorable correlation between brand performance metrics and sales promotion. Accordingly, the study suggests that pharmaceutical businesses use sales promotion to enhance brand performance as determined by brand reputation, brand choice, and brand awareness.

Tufa and Melese (2021) investigate how sales promotions impact brand awareness and loyalty as well as the connection between the two. To find any causal relationships between sales promotion, brand awareness, and brand loyalty, the study used an explanatory research design. Convenient sampling was used to get primary data from a sample of 389 Walia beer drinkers. A five-point Likert-type scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to collect the data. SPSS 20 was used to enter the data, while AMOS 20 was used to analyze the measurement and structural models. The results showed that brand awareness and loyalty are positively and significantly impacted by sales promotion, and that brand loyalty is positively impacted by awareness. This suggests that sales promotion affects branding in addition to its typical direct influence on sales volume. Kunwar and Misra (2017) investigated the impact of customer sales promotions on the range of consumer purchasing patterns in the retail garment sector in India. The study used a descriptive survey, and the respondents were clothing buyers who were chosen from a wide range of demographics, such as gender, age, income, and educational attainment. The results showed a strong correlation between consumer purchasing decisions and the models of consumer sales promotions used by clothing dealers. The study was unable to ascertain whether comparable conclusions might be made regarding promotions in industries like Kenya's fast-food sector. Shamout (2016) examined the impact of sales promotion tools on customer purchasing behavior in the retail industry using thematic literature analysis. The following promotional tactics are analyzed: discounts, coupons, and buy one, get one free strategies. The results showed that price reductions, buy one, get one free, and CSP tools all had a significant impact on customer purchase behavior. There was no discernible relationship found between coupons and brand-related customer purchase behavior. The results also suggest that a successful sales promotion strategy improves the development of brand equity. The study was unable to ascertain whether comparable conclusions might be made regarding promotions in industries like Kenya's fast-food sector. The study by Salelaw and Amanpreet (2016) showed that sales promotion is the catalyst and precursor to the development of brand equity and that both monetary and non-monetary sales promotion have a synergistic impact. In particular, consumers' opinions of beer brands' monetary sales promotions have a positive impact on brand awareness, while their opinions of non-monetary sales promotions have a negative impact on the development of brand perceived quality and a positive impact on the development of a strong brand name (brand awareness).

Ade-Johnson (2014) uses Malta Guinness and Malta Maltina as examples to examine the usage of sales promotion as a promotional technique in the Nigerian malt industry. The study looked into how well sales promotions worked in Nigeria's primary market unit for the beverage sector. The study employed the survey technique of data collection, employing a questionnaire and interview

guide as tools, and involved 500 respondents and two field managers from Nigeria's two largest malt producers. It was discovered that sales promotion is a successful marketing strategy for attracting and keeping customers' attention and loyalty.

The relevance of sales promotion is evidenced in the study of Abdelhamied (2013). The study was on "the effect of sales promotion behaviours and brand preference in fast-food restaurants". It aimed to investigate the effect sales promotion has on post promotion behaviour like purchase behaviour and customer loyalty in Egypt. The effect promotion has on the product preferences in the fast-food restaurant has also been explored. The sampling technique used in the study was the purposeful sampling technique. Questionnaires were sent to 530 dinners in 28 international fast-food restaurants in Cairo and Alexandria and 386 were valid and used for the study. Through the use of SPSS version 20.0 and frequencies, simple percentage, means, independent t-test, factor analyses & multiple regressions, data were analyzed. The study also made use of ANOVA and cross tabulation. The results showed that sales promotion tools can be used to increase the quantity of purchase intention.

Karbasi and Rad (2014). The study was carried out in Iran, with the target society being the patrons of Tehran's Etkā shops. The Structural Equations Modeling (SEM) method was used to examine the data. The results demonstrated that promotion affects brand awareness and association. In her research on sales promotion, Ade-Johnson also confirmed the power of sales promotion in raising awareness and fostering loyalty. Sales promotions are thought to generate rumors or chatter about a company. This leads to trials, and loyalty usually develops when quality and satisfaction are met. The study is significant because, it contributes to new knowledge by filling and reducing the gap that exist in the understanding of sales promotion by management and other stakeholders in the manufacturing sector. It also serves as source of references to other researchers in this field. A descriptive survey research design was applied to describes sale promotion activities of the organization. The sample size employed was 205 respondents from NESTLE Food Nigeria Plc. Questionnaires were administered to the sampled respondents to collect primary data used for this study. However, the study made use of survey design and purposive sampling technique in selecting the respondent's comprising management and staff of NESTLE Nigeria Plc. The result of the study indicated that the beverage drink companies increasingly make use of sales promotions. Chi-square independence test was used to test the hypotheses stated. The results show that adoption of sales promotion strategies significantly influence the effectiveness of beverage drink industry. It was concluded that management may engage regularly in more promotional mix strategies, and also tend to be creative to consumers; this in turn would enhance and boost their sales revenue

## **METHODOLOGY**

### **Research Design**

Research design is a framework or plan that is used as a guide in collecting and analysing data for the study. This study adopted the descriptive survey design. The descriptive survey is concerned with describing, analysing, and interpreting conditions that either exist or exist. The technique provided for researchers to describe what impact of branding are, how they are used, where, and their effect on market performance.

### **Population of the Study**

The population for the study will consist of 500 distributors and event management firms in Yenagoa. Of this figure, 280 are dealers; while the remaining 120 will be the Event management firms in Bayelsa state (Source: Bayelsa state chambers of commerce and agriculture 2023).

### **Sample and Sampling Techniques**

The sample size for this research will consist of 20% of the research population. Specifically, the sample size for the study consisted of 100 respondents. Those were selected randomly. The simple

random sampling technique will be adopted to obtain diverse opinions about the subject matter. The respondents will randomly be selected to avoid any skewness in the data that was generated.

### **Measurement of Variables**

This research work will make use of questionnaires to gather data from the respondents. It was used to elicit responses relating to the research questions and Hypotheses. The study will make use of a five-point Likert scale questionnaire. There were four groups of questions, which depended on the hypothesis that was tested.

### **Method of Data Collection**

The questionnaire will be given to each respondent and sufficient time will be given to each of them to make their opinions. They will be guided by the instructions to be given while responding to the question items. They were also given the assurance that their personal opinions would be treated as confidential. Postage was not necessary since copies of the questionnaire would have been lost in transit. All the questionnaires were returned as all the respondents were met by physical contact.

### **Validity and Reliability of the Instrument**

The validity of the instrument was determined by the supervisory and other experts in the Department of Marketing. Comments and corrections from these experts will be used to revise the instrument before its administration.

Cronbach Alpha Method was adopted to estimate the internal consistency coefficient of clusters A, B, C, and D of the questionnaires will be A, 1-4 respectively with an overall coefficient of B, 5 – 8, C, 9 – 12 and D, 13 – 16. Cronbach Alpha statistics was used because the instruments are in clusters and items are not dichotomously scored. Cronbach Alpha was also considered appropriate as it ensured the homogeneity of the items on the clusters.

### **Methods of Data Analysis**

**Univariate Analysis:** Univariate analysis involves the examination of one variable at a time. The primary aim is to describe the data and find patterns within it which include frequency tables, percentages, bar charts, pie charts, and histograms as well as central tendencies like mode, median, mean, and standard deviation. This study will make use of mean and standard deviation tables. This means that any mean above 2.5 was considered accepted, and any mean score that falls below 2.5 was considered rejected.

**Bivariate Analysis:** bivariate analysis examines the relationship between two variables. It helps to understand the association and the strength of the relationship between the variables. This study will employ the Pearson Product Correlation Coefficient to test the relationship between the dependent and independent variables.

### **Limitations of the Study**

Some factors limit the extent and depth of this research work. These limitations include the sample size used being too small, as such the researcher found it difficult to find a significant difference from the data, as statistical tests normally require a larger sample size to ensure a representative distribution of the population and to be considered representative of a group of people to whom results will be generalized so the result could not be generalized to another user group.

### **Data Presentation**

The primary focus of this research on the examine the relationship between sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State. This chapter of the study covered data presentation, analysis and interpretations of results based on the data collected. The presentation and analysis took the form of tabulation and explanation of the data collected from the

completed questionnaires. The following analyses were based on the data obtained from the response to questionnaires.

**Table 1: Questionnaire Administration and Retrieval**

Variables	Responses	Percentage
Returned	96	96%
Not-Returned	4	4%
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Field Survey, (2023)

The study had a response rate of 100% of the questionnaire that were given to respondents, a total number of 96 were returned fully filled which is satisfactory. So, this analysis is based on 96 responses

### Descriptive Analysis

This section analyzes the demographic information of the rural entrepreneurs surveyed at Ogbia local government area that include sex, marital status and age. This intends to provide demographic profile of the rural entrepreneurs surveyed. Table 2 presents the demographic information.

**Table 2: Demographic Statistics**

Section A: Demographic Variables		Numbers of respondent	Percentage %
Q1: Sex	1) Male	{59}	{61.7}
	2) Female	{37}	{38.3}
Q2: Marital Status	1) Single	{35}	{36.7}
	2) Married	{61}	{63.3}
Q3: Academic Qualification	1) WAEC	{16}	{11.7}
	2) BSc./HND	{35}	{31.7}
	3) NCE/ND	{18}	{13.3}
	4) Others	{27}	{23.3}

**Source: Field survey (2023)**

The analysis of the demographic statistics of the respondents shows that for the sex distribution, 59 (61.73%) of the respondents are male while the remaining 37 (38.3) are females. The analysis of the marital status of the respondents' reveals that most of them (n=61) are married which represent about 63.3% of the sample. 35 (36.7%) of the respondents are single. While 16 (11.7%) have WAEC, 35 (31.7%) have BSc/HND, 18 (13.3%) have NCE/ND and about 27 (23.3%) have others.

### Test of Hypotheses

In this section, the three hypotheses stated in the first chapter of this research were tested using Pearson's correlation of coefficient through the use of SPSS software to determine the relationship between the independent variables and the dependent variable in this study, that is, to determine the predictive power of examine the relationship between sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State.

**HO<sub>1</sub>:** There is no significant relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**Table 7: Relationship between coupon and sales growth.**

		Coupon	Sales Growth
Coupon	Pearson Correlation	1	.349**
	Sig. (2-tailed)		.043
	N	183	183
Sales Growth	Pearson Correlation	.349**	1
	Sig. (2-tailed)	.043	
	N	183	183

**Source: SPSS Version 23**

Table 4.9 above indicates a positive correlation coefficient of 0.849 between Coupon and Sales Growth of manufacturing firms in Yenagoa, Bayelsa state. This means that increase of Coupon will lead to an increase in Sales Growth. The p-value of 0.043 suggests that Coupon and Sales Growth of manufacturing firms in Yenagoa, Bayelsa state at 5% level of significance. This suggests that the null hypothesis is rejected. We therefore concluded that there is a positive significant relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**HO<sub>2</sub>:** There is no significant relationship between discount services and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**Table 8: Relationship between discount service and sales growth**

		Discount service	Sales growth
Discount service	Pearson Correlation	1	-.411**
	Sig. (2-tailed)		.000
	N	183	183
Sales growth	Pearson Correlation	-.411**	1
	Sig. (2-tailed)	.000	
	N	183	183

**Source: SPSS Version 23**

Table 4.10 above indicates a negative correlation coefficient of -0.811 between discount service and sales growth of manufacturing firms in Yenagoa, Bayelsa state. This means that an increase in discount services will lead to a decrease in sales growth. The p-value of 0.000 suggests that discount service has a significant relationship with sales growth of manufacturing firms in Yenagoa, Bayelsa state at 5% level of significance. This suggests that the null hypothesis is rejected. We therefore concluded that there is a positive significant relationship between discount service and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**HO<sub>3</sub>:** There is no significant relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**Table 9: Relationship Between free gift and sales growth**

		Free gift	Sales growth
Free gift	Pearson Correlation	1	.366**

	Sig. (2-tailed)		.032
	N	183	183
Sales growth	Pearson Correlation	.366**	1
	Sig. (2-tailed)	.032	
	N	183	183

**Source: SPSS Version 23**

Table 4.11 above indicates a positive correlation coefficient of 0.866 between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state. This means that an increase in free gift will lead to an increase in sales growth. The p-value of 0.032 suggests that free gift has a significant relationship with sales growth of manufacturing firms in Yenagoa, Bayelsa state at 5% level of significance. This suggests that the null hypothesis is rejected. We therefore concluded that there is a positive significant relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

**Discussion of Findings**

The findings from your study indicate significant relationships between the three promotional strategies coupons, discount services, and free gifts and the sales growth of manufacturing firms in Yenagoa, Bayelsa State. Each hypothesis was tested using Pearson’s correlation coefficient, and the results provided insights into how these promotional strategies impact sales growth. The study found a positive significant relationship between the use of coupons and sales growth ( $r = 0.349$ ,  $p = 0.043$ ). This finding aligns with previous research, which suggests that coupons are effective in driving short-term sales increases by incentivizing purchases. For instance, a study by Bawa and Shoemaker (1987) found that coupons effectively boost sales by encouraging price-sensitive consumers to try or repurchase a product. Similarly, a more recent study by Blatter, Hemmerich, and Malär (2020) confirmed that coupons could enhance sales by reducing the perceived cost for consumers, thus making products more attractive.

Interestingly, the study revealed a negative significant relationship between discount services and sales growth ( $r = -0.411$ ,  $p = 0.000$ ). This result suggests that while discounting might attract customers in the short term, it may also erode brand value or lead to lower profitability in the long term. This finding is consistent with research by Blattberg, Briesch, and Fox (1995), who noted that excessive reliance on discounts could diminish brand equity, resulting in long-term negative effects on sales. Other studies, like the one by Mela, Gupta, and Lehmann (1997), also argue that frequent discounts can lead to a "deal-prone" customer base, which only makes purchases during promotions, thereby reducing overall profitability.

The study also found a positive significant relationship between free gifts and sales growth ( $r = 0.366$ ,  $p = 0.032$ ). This finding is in line with research by Montaner and Pina (2008), which showed that free gifts could effectively increase sales by enhancing perceived value and customer satisfaction. The study by Ndubisi and Moi (2005) also supports this, noting that free gifts as a sales promotion tool can increase customer loyalty and repeat purchase rates, thereby driving sales growth.

**Summary of Findings**

This study was channelled towards accessing the relationship between sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State. This objective was achieved through the research questions formulated from the statement of the problem as this enabled the researcher to design and collect responses from the distributed questionnaires and the analysis of the returned questionnaires brought out the following findings which are enumerated below:

1. There is a positive significant relationship between coupon and sales growth of manufacturing firms in Yenagoa, Bayelsa state.
2. There is a positive significant relationship between discount service and sales growth of manufacturing firms in Yenagoa, Bayelsa state.
3. There is a positive significant relationship between free gift and sales growth of manufacturing firms in Yenagoa, Bayelsa state.

## CONCLUSION

This study has explored the relationship between various sales promotion strategies coupons, discount services, and free gifts and the sales growth of manufacturing firms in Yenagoa, Bayelsa State. The findings revealed that coupons and free gifts have a positive and significant impact on sales growth, while discount services were found to have a negative significant effect. These results underscore the importance of carefully selecting and managing promotional strategies to maximize their effectiveness in driving sales growth. The positive correlation between coupons and sales growth suggests that coupons are a valuable tool for stimulating short-term sales and attracting customers. Similarly, the positive impact of free gifts highlights their ability to enhance perceived value and foster customer loyalty, ultimately leading to increased sales. On the other hand, the negative relationship between discount services and sales growth indicates that while discounts can attract customers, they may also undermine brand value and profitability if not managed carefully. These findings align with existing research, reinforcing the understanding that promotional strategies must be used strategically and in alignment with overall brand objectives. The study also contributes new insights specific to the manufacturing sector in Yenagoa, emphasizing the need for context-specific approaches to sales promotions. In conclusion, manufacturing firms in Yenagoa should leverage coupons and free gifts as part of their promotional mix while exercising caution with discount services. By continuously monitoring and adjusting their promotional strategies, these firms can achieve sustained sales growth, build strong brand equity, and maintain a loyal customer base. The recommendations provided in this study offer a pathway for optimizing promotional efforts and enhancing overall business performance in the competitive manufacturing industry.

## RECOMMENDATIONS

Based on the findings and conclusion above, the researchers recommend the following:

1. Since the study found a positive significant relationship between coupon usage and sales growth, manufacturing firms in Yenagoa should continue to leverage coupons as a key promotional strategy. However, it is crucial to use coupons strategically, ensuring they are targeted at specific customer segments to maximize effectiveness.
2. The negative significant relationship between discount services and sales growth suggests that excessive or poorly managed discounting could harm long-term sales performance. Manufacturing firms should reevaluate their discount strategies, focusing on value-based pricing rather than frequent discounting.
3. Given the positive relationship between free gifts and sales growth, manufacturing firms should consider incorporating free gifts more regularly into their promotional activities. Free gifts can enhance perceived value and customer satisfaction, leading to increased brand loyalty and repeat purchases.
4. Organizations should work towards creating a sense of community and shared purpose among SMEs. This can be achieved through collaborative initiatives, knowledge sharing, and participatory decision-making processes. Building a sense of unity and shared commitment can encourage civic virtue behaviors within SMEs.

## REFERENCES

Abubakar, A. (2014). Customer store loyalty in the context of customer perceived value in Saudi Arabia. *Journal of Contemporary Research in Business*, 5(12), 442–460.

- Adeniran, J., Egwuonwu, T., & Egwuonwu, C. (2017). The impact of sales promotions on sales turnover in airlines industry in Nigeria. *International Journal of Marketing Studies*, 8(3), 99-110.
- Afanda, F., & Maina, M. (2015). Effect of promotional mix elements on sales volume of financial institutions in Kenya: Case study of Kenya post office savings. *Journal of Marketing and Consumer Research*, 11, 64-91.
- Ashraf, M. G., Rizwan, M., Iqbal, A., & Khan, A. M. (2014). The promotional tools and situational factors impact consumer buying behaviour and sales promotion. *Journal of Public Administration and Governance*, 4(2), 179–201.
- Belch, G., & Belch, M. (1998). *Advertising and Promotion* (4th ed.). USA: Gary Burke.
- Dube, P. N. (2017). Factors influencing coupon redemption rates among shoppers in the Durban area (Unpublished doctoral dissertation). University of Kwazulu-Natal, South Africa.
- Ellen, M. (2017). Challenges and trends facing foods and beverages manufacturers. Retrieved from <http://www.cmtc.com/2017/10> (accessed September 10, 2021).
- Huitt, W., & Hummel, J. (1997). An introduction to operant (instrumental) conditioning. *Educational Psychology Interactive*. Valdosta, GA: Valdosta State University.
- Jee, T. W. (2018). Impact of sales promotion on customer intention to purchase high involvement product. *International Journal of Service Management and Sustainability*, 3(2), 61–82.
- Kabuoh, M., Smith, O., Okwu, A., & Erigbe, P. (2020). Sales promotion and customer's retention in selected foods and beverages companies in Lagos State, Nigeria. *The Journal of Social Sciences Research*, 6(3), 276-285.
- Kalaiselvan, V. (2013). The impact of consumer oriented sales promotion techniques on customer purchase. *International Journal of Applied Services Marketing Perspectives*, 2(1), 313.
- Kennerly, M., & Nelly, A. (2013). Measuring performance in a changing business environment. *International Journal of Operations and Production*, 23(2), 213-229.
- Kenya National Bureau of Statistics. (2018). Consumer price indices and inflation rates. Retrieved from <http://www.knbs.or.ke/wpcontent/uploads/2018/11/cpi112018.pdf> (accessed September 10, 2021).
- Kihn, L., & Ihantola, E. (2015). Approaches to validation and evaluation in qualitative studies of management accounting. *Qualitative Research in Accounting & Management*, 12(2), 230–255.
- Kotler, P. (2003). *Marketing Management: Analysis, Planning, Implementation, and Control* (7th ed.). Englewood Cliffs, NJ: Prentice-Hall Inc.
- Kunwar, P., & Misra, H. (2017). Impact of promotional strategies on consumer buying behaviour for apparels. *IITM Journal of Management and IT*, 8(2), 3–19.

- Kwabena, A. (2014). Determinants of customer loyalty among mobile telecom subscribers in the Brong Ahafo Region of Ghana (Master's thesis, School of Business and Management Studies, Sunyani Polytechnic, Sunyani).
- Malhotra, N. K. (2017). Review of marketing research. In *Review of Marketing Research* (pp. Marathe v-v). Emerald Group Publishing Limited.
- Ofori-Boateng, I. (2020). Influence of consumer sales promotion on consumers' purchasing behaviour of the retailing of consumer goods in Tema, Ghana. *Journal of Marketing Management, 8*(1), 24-36.
- Okoye-Chine, M. (2017). The effect of sales promotion on marketing of Coca-Cola drinks in Anambra State. *International Journal of Innovative Social Sciences & Humanities Research, 9*(1), 118.
- Oni, T. O. (2013). Challenges and prospects of agriculture in Nigeria: The way forward. *Journal of Economics and Sustainable Development, 4*(16), 37-45.
- Oyedapo, W., Akinlabi, B., & Sufian, J. (2012). The impact of sales promotion on organization effectiveness in Nigeria manufacturing industry. *Universal Journal of Marketing and Business Research, 14*, 128-131.
- Ozioma, N., & Marcus, A. (2020). Marketing public relations and consumer patronage of bank products in Anambra State, Nigeria. *British Journal of Management and Marketing Studies, 3*(1), 1-19.
- Paswan, A. (2016). Small versus large retail stores in an emerging market: Mexico. *Journal of Business Research, 63*(7), 667-672.
- Pham, L., Do, H. N., & Phung, T. (2016). The effect of brand equity and perceived value on customer revisit intention: A study in quick service restaurants in Vietnam. *Acta Oeconomica Pragensia, 24*(5), 14-30.
- Sakara, A., & Alhassan, F. (2014). An assessment of sales promotion as effective tool for customer retention in telecommunications industry of Ghana: A case study of University for Development Studies, Ghana. *International Journal of Economic, Commerce and Management, 11*(10), 1-22.
- Salelaw, G., & Singh, A. (2016). The impact of sales promotion on brand equity: The case of brewery industry. *Journal of Marketing and Consumer Research, 22*, 68-81.
- Shamout, M. D. (2016). The impact of promotional tools on consumer buying behavior in the retail market. *International Journal of Business and Social Science, 7*(1), 75-85.
- Shimp, T. (2010). *Advertising promotion and supplemental aspects of integral marketing communications* (7th ed.). Mason: South Western Cengage Learning.
- Sinha, S. K., & Verma, P. (2017). Consumer's response towards non-monetary and monetary sales promotion: A review and future research directions. *International Journal of Economic Perspectives, 11*(2).

- Sirgy, J., & Grewal, D. (2014). Retail environment, self-congruity, and retail patronage: An integrative model and a research agenda. *Journal of Business Research*, 49, 127-138.
- Sonko, M., & Akinlabi, B. (2020). Inventory management and profitability of food and beverage manufacturing companies in Lagos State, Nigeria. *Journal of Business and Management*, 22(5), 10-18.
- Teunter, L. H. (2002). Analysis of sales promotion effects on household purchase behavior (Doctoral thesis). Erasmus University Rotterdam.
- Ya-Ping, C. (2017). Examined the effects of sales promotion on consumer involvement and purchase intention in tourism industry. *Journal of Mathematics, Science and Technology Education*, 13(12), 8323-8330.
- Yazan, B. (2015). Three approaches to case study methods in education: Yin, Merriam, and Stake. *The Qualitative Report*, 20, 134–152.
- Yeboah, A. (2013). Integrated marketing communications: How can it influence customer satisfaction? *European Journal of Business and Management*, 5(2), 41-57.

## APPENDIX

Department of Entrepreneurship  
Faculty of Management Science,  
Federal University Otuoke.  
Bayelsa State.

Dear Respondent,

I am a final year student of the above Department. I am conducting a research project titled: **sales promotion and customer brand of manufacturing firms in Yenagoa, Bayelsa State**. Your opinion is highly valued for the successful completion of this work. Therefore, you are requested to indicate your responses to the appropriate statements given in the attached instrument and to return your responses as quickly as you can, to facilitate the early completion of this work. Be assured that all the information supplied by you, will be used only for the purpose of this research and will be treated with the strict confidence it deserves.

Yours faithfully,  
Researcher

## QUESTIONNAIRE

**Instruction:** Please you are requested to tick in the appropriate box as provided for your answer.

### SECTION A

1. Sex: Male [ ] Female [ ]
2. Marital Status: Single [ ] Married [ ]
3. Academic Qualification: WAEC [ ] BSc./HND [ ] NCE/ND [ ] Others [ ]

### SECTION B

SA – Strongly Agree; A – Agree; N – Neutral; D – Disagree; SD – Strongly Disagree

**Key:** SA=5, A=4, N=3, D=2, SD=1

**Instruction:** Please tick where appropriate in the spaces provided using any of the options below

<b>STATEMENTS</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Sales Growth</b>					
1. Sales promotions have a lasting impact on my preference for this brand.					
2. The brand's sales promotions enhance my trust in its products.					
3. Sales promotions improve my awareness and knowledge of the brand.					
4. Sales promotions make me perceive the brand as more customer-friendly.					
<b>Coupon</b>					
5. Coupons make me perceive the brand as offering good value.					
6. I associate the brand with affordability because of its coupon promotions.					
7. Coupons from this brand have a lasting impact on my preference for their products.					
8. Coupons from this brand make me feel more engaged with it.					
<b>Discount Service</b>					
9. Discounts offered by this brand increase my likelihood of purchasing their products.					
10. I am more likely to try new products from this brand when offered a discount.					
11. Discounts from this brand have a lasting impact on my preference for their products.					
12. Discounts influence my decision to choose this brand over competitors.					
<b>Free Gift</b>					
13. The frequency of free gift offers positively affects my view of the brand.					
14. I believe the brand offers better deals compared to other brands because of its free gifts.					
15. Free gifts from this brand increase my awareness and knowledge of their products.					
16. I feel more loyal to the brand because of its free gift promotions.					