

TITTLE PAGE

**SALES PROMOTION AND CONSUMER BUYING DECISIONS:
A CASE STUDY OF SOME SELECTED LOCAL GOVERNMENT
IN ZONE A. OF NIGER STATE.**

**BEING A RESEARCH PROJECT SUBMITTED TO THE
POSTGRADUATE SCHOOL**

USMANU DANFODIYO UNIVERSITY, SOKOTO;

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD
OF THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION
(MBA)**

BY

MOHAMMED DANJUMA

FMS/MBA/11/210903401

DEPARTMENT OF BUSINESS ADMINISTRATION

DECEMBER, 2012

CERTIFICATION

This research project titled: Sales promotion and consumer buying decision: A case study of selected Local Governments in Zone A. of Niger state by Mohammed Danjuma has met the requirement for the award of the degree of Masters in Business Administration (MBA) of the Usmanu Danfodiyo University, Sokoto and is approved for its contribution to knowledge.

.....

DR DAUDA .O. ABDULSALAM
PROJECT SUPERVISOR

.....

DATE

.....

DR DAUDA .O. ABDULSALAM
HEAD OF DEPARTMENT

.....

DATE

.....

EXTERNAL EXAMINER

.....

DATE

DEDICATION

This project is dedicated to Almighty Allah (SWT) and the entire family of Alhaji Mohammed Liman Daja.

ACKNOWLEDGEMENTS

In the name of Allah, the most Beneficent and Merciful. Glory be to Almighty Allah (S W T), for keeping me alive and healthy and for given me the courage to pursue this study that culminated in meeting the requirement for the award of Master Degree in Business Administration. May His blessing and mercy be upon Prophet Muhammad (s a w), his family and those who follow the right path till the last day.

I will like to express my profound gratitude to my dynamic project supervisor DR Dauda O. Abdulsalam who is equally the Head of Department, of Business Administration, for his consistent and constructive criticism which has contributed tremendously to the enrichment and quality of this project.

I would not forget to express my heartfelt gratitude to Mallam Nura Koko lecturer from Department of Public Administration for his keen interest and success in the entire process of this project work, I will never forget you sir.

My immeasurable gratitude goes to all the lecturers and staffs of Business Administration Department.

I wish to acknowledge the parental support given to me by the following;
Alh. Mohammed Liman, Alh Ibrahim Mohammed, Hajiya Aishatu Liman,
Hajiya Fatima Ndanusa.

My wife Khadijat Mohammed Danjuma is worthy to be acknowledged, for her long patience with me during the period of my Master Degree and to my children, may Allah guide us (AMIN).

My appreciation goes to my most senior colleagues in the office, Mallam Ibrahim Worogi, Mr. James Bake (Director Cabs), Mr. David Gara (Director entrepreneur), Mallam Jibrin Bida for their courage and advise and my H O D Mallam Ibrahim Sojeko for his understanding.

I am indeed grateful to all my friends in the school Mall Mohammad Alhaji Haruna, Aliyu Arimoro, Suleiman Dauda Kuta, Murtala Sani Karaye (M B A Class rep), Atanda Mutiu Taiwo, Abubakar Musa Neco. May Allah bless you all.

ABSTRACT

This research project intended to examine the Impact of Sales Promotion and Consumer Buying Behavior in selected Local Governments Area in Zone A of Niger state. This is with the view to evaluate the extent that the behavior of the consumers can be affected by sales promotion. The research used random sampling methods as a sampling technique to obtain the sample size from the population case study. Primary source of data, through questionnaire were collected from 80 consumers from four selected Local Governments in Zone A. of Niger state. Data were analyzed using tables and statistical Chi-square which shows the significance relationship between contextual variables and consumer buying behavior, that sale promotion accelerates the consumer buying decision. It was also observed that consumers in selected areas of study use more of free product type of sales promotion than other types. Recommendations were made to includes that there should be necessary improvement on promotional activities by using the promotional tools interchangeably.

TABLE OF CONTENTS

Title page.....	i
Certification.....	ii
Dedication.....	iii
Acknowledgement.....	iv-v
Abstract.....	vi
Table of content.....	vii

CHAPTER ONE: INTRODUCTION

1.1 Background of the study.....	1
1.2 Statement of the problem.....	4
1.3 Statement of Research Question.....	5
1.4 Objectives of the Study.....	5
1.5 Research Hypothesis.....	6
1.6 Scope and Limitation of the Study.....	7
1.7 Significance of the study.....	8

1.8 Chapter Scheme.....8

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Introduction.....10

2.2 Sales promotion and consumer buying behavior.....11

2.3 Meaning of sales promotion12

2.4 Types of sales promotion14

2.5 Development of sales promotion programme.....19

2.6 Main tools of promotion.....22

2.7 Benefit of sales promotion.....25

2.8 Limitation of sales promotion.....28

2.9 Meaning of consumer buying behavior.....29

2.10 The major factors influencing consumer behavior.....32

2.10.1 Complex Buying behaviour.....40

2.10.2 Dissonance reducing behaviour.....40

2.10.3 Habitual Buying Behaviour.....40

2.10.4 Variety Seeking Buying behaviour.....	41
2.11 Process in consumer buying decision	41
2.11.1 Information Search.....	42
2.11.2 Alternative Evaluation.....	42
2.11.3 Purchase Decision.....	42
2.11.4 Post-Purchase Behaviour.....	43
2.12 The empirical literature on the relationships between sales promotion and consumer buying behaviour.....	43

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction.....	47
3.2 Research design.....	47
3.3 Data Sources and Method of Collection.....	48
3.4 Research Population	49
3.5 Determination of Sample Size.....	50
3.6 Method of Data Analysis.....	51

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction.....	53
4.2 Data Presentation Analysis and Interpretation	53
4.3 Hypothesis Testing	64

CHAPTER FIVE: SUMMARY, FINDINGS AND CONCLUSION AND RECOMMENDATIONS

5.1 Introduction	71
5.2 Summary.....	71
5.3 Findings and conclusion.....	72
5.4 Recommendations.....	74
Bibliography.....	76
Appendices.....	80

CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Basically, promotion is first introduced in the 4Ps of marketing. The four (4) Ps represents the marketing mix (Product, Price, and Place and Promotion) and the promotional mix is the important term used to explain the set of tools which businesses use to communicate the benefit, source and other information about their product to customers in order to persuade them to purchase the products. These tools are advertising, publicity, sales promotion and personal selling, (Kotler 2001).

On the other hand consumer behaviour is another important aspect in the retail business sector. Consumers are not always normal/simple buyer, (Kotler 2001).

Sales promotions have become a vital tool for marketers and its importance has increased significantly over the years. Studies that strive to understand the impact of sales promotions on consumers' behavior are very important. Also culture has profound implications on the psyche of the consumers' behavior, adaptation to cultural

values leads to marketing effectiveness. So to this study, understanding consumer behavior in a different framework is very useful for the success of an organization.

Clancy, Jose, & Zacharias (2000) established a significant relationship between knowledge of it business environment and with effective and efficient marketing strategy they, firms must possess a detailed, objective understanding of their own business and the market in which they operate. Extensive review of literature and focus group analysis revealed nine marketing mix variables; product (service), pricing, promotion, information, transaction, distribution, reliability, customer service and personalization that influence client's satisfaction. Promotion is one aspect of marketing mix because the consumers are informed about the new products and their attributes before they develop positive attitudes toward them. It is a way to persuade and informing the target market about the product existence and hence like the product. Sivadas and Baker-Prewitt (2000) are of the view that to satisfy the customer you will send a word-of-mouth to the others thereby increasing the demand of the product. Baker (2000), a good promotion involves product, distribution and price components of marketing. A business' total

marketing communications programme is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion, brand management, product placement and public relations tools. It has been established that many companies apply these promotion mix elements in order to increase sales revenue. Shimp (2003) viewed sales promotion as any incentive used by a manufacturer to induce the trade or consumers to buy a brand and to encourage the sales force to aggressively sell it. Retailers also use promotional incentives to encourage desired behaviours from consumers. Sales promotion is more short-term oriented and capable of influencing behaviour. Totten & Block (1994) stated that the term sales promotion refers to many kinds of selling incentives and techniques intended to produce immediate or short-term sales effects. Typical sales promotion includes coupons, samples, in-pack premiums, price-offs, displays, etc. Coupons have been used to produce trial (Robinson & Carmack 1997).

In view of the above, this study intends to look into how sales promotion strategies impact on consumer buying behavior.

1.2 STATEMENT OF THE PROBLEM

Promotion is a key element of the marketing strategies. It is vital to the marketing process although it is costly; it helps in informing customers about the right product and services. The promotional strategies are made up of advertising, sales promotion, personal selling, publicity and public relations.

The present trend of marketing today has been shifted towards maintaining consumer patronage and products loyalty. Stiff competition has however led many businesses into liquidation. The unfavourable economic conditions, political and social changes have also produced the same effect. All these could be due to inability of marketing departments to anticipate, plan and employ effective strategies to contain the external threats and internal weaknesses of the firm or industry to boost consumer buying power. As a result of these, sales promotion activities have become a daily affair in marketing with business adapting different methods to address one problem or the other for consumers.

1.3 STATEMENT OF RESEARCH QUESTION

In line with above statement of problems, the following research questions were raised.

1. Does sales promotion have a significant impact on consumer buying decision?
2. Does sales promotion accelerate the consumer buying behavior?
3. Could sales promotion intervene in consumer buying decision Process?
4. Does sales promotion contribute positively to the consumer patronage of the product?

1.4 OBJECTIVES OF THE STUDY

From the research questions presented above, the study has the following objectives:-

1. To examine whether sales promotion have significant impact on consumer buying decision.

2. To find out if promotion accelerate the consumer buying behavior.
3. To determine whether sales promotion intervene in consumer buying decision.
4. To examine whether sales promotion contribute positively to consumer patronage of the product.

1.5 RESEARCH HYPOTHESIS

Below are some of the hypotheses formulated to guide the study.

Ho: There is no significant impact between sales promotion and consumer buying decision.

Hi: There is a significant relationship between sales promotion and consumer buying decision.

Ho: Promotion does not accelerate the consumer buying behavior.

Hi: Promotion accelerates the consumer buying decision.

Ho: Sales promotion does not intervene in consumer buying decision.

Hi: Sales promotion intervenes in consumer buying decision.

Ho: There is no significant relationship between sales promotion and consumer patronage of the product.

Hi: There is higher significant relationship between sales promotion and consumer patronage of the product.

1.6 SCOPE AND LIMITATION OF THE STUDY

According to Evborokhai (2003), scope is the boundary set for the study. This can be geographical area to be study, the period the investigator or the researcher wishes to look into the subject.

The researcher of this study intends to investigate the relationship between sales promotion and consumer buying decision in some of the selected Local Government in Zone A of Niger state. Although all consumers of different product are taking in to consideration and the researcher did not limit the study to a specific product.

LIMITATION

The researcher is expected to encounter problems in the course of conducting research in to a problem area, no matter its nature and scope. Financial constraints were one of the major factors militating against the smooth conduct of the study.

Time that is universally accepted to be of essence is also another challenge. And more so this study is to be conducted along with other academic pursuit [Course work]. Therefore, the limited time may not permit the researcher to undertake a more depth study into the areas covered.

1.7 SIGNIFICANCE OF THE STUDY.

Firstly, this research work will be of a great assistance to business enterprises owners, to help them understand the kind of promotional tools to use in other to generate more sales or to convince more consumers to buy more.

This research work will be of contribution to the body of existing knowledge on sales promotion and consumer buying behavior.

1.8 CHAPTER SCHEME

This study is divided in to five (5) chapters as follows,

Chapter one (1) is the Introduction, the outline and the basis for the study. It is an exposition on problems of the study, objective of the study, research hypotheses, scope and limitation of the study as well as significance of the study.

Chapter two (2) is mainly a review of literary works relevant to this research topic, while chapter three (3) is a detailed discussion about the research design and methodology adopted to carry out this research.

Chapter (4) four is a presentation of data analysis and techniques employed in the analysis. And lastly chapter five (5) is recapitulative in nature as well as dwell on summary of findings, conclusion and recommendations for further research on Sales Promotion and Consumer Buying Behaviour.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

This chapter is concern with the review of related literatures, on impact sales promotion and consumer behaviors. The objective of this of this chapter therefore, is to review the work of some researchers on sales promotion and consumer buying decision. This is an attempt to provide a formal basis for examine the practical relationship between sales promotion and consumer decision. This chapter discuss on the relationship of sales promotion and consumer buying behavior, meaning of sales promotion, types of sales promotion, developing of sales promotion programs, main tools of sales promotion, benefit of sales promotions, limitation of sales promotion, meaning of consumer buying behavior, major factors influencing consumer buying behavior, types of buying decision, process in consumer buying decision and empirical literature on the relationships between sales promotion and consumer buying behavior.

In other words, discussion in this chapter, are expected to provide basic tools for examine the relationship between sales promotion and consumer buying decision in other chapters. Extensive studies would be conducted through the use of text books and internet [website].

2.2 SALES PROMOTION AND CONSUMER BEHAVIOR

Sales promotion generally works on a direct behavioral basis rather than effecting awareness or attitude. Dwyer and Tanner (2006) states that, business consumer are larger than individual consumer; meaning that each business consumers is more important to the economic situation of the business marketers company. There are also few business, so each business consumers is also more important to the economical situation of the company; unhappy consumers can affect the business marketers business in a noteworthy way. Given the increasing importance of sales promotions as a percentage of the total advertising and promotional budget (growth from 58% in 1976 to 72% in 1992 and increasing at a rate of 12% per year over the last 10 years), Gardener and Treved (1998) study strive to understand the impact of sales promotions on consumers behavior and how very important they are.

2.3 **MEANING OF SALES PROMOTION**

A successful product or services means nothing unless the benefit of product or services can be communicated clearly to the target market. An organization therefore, uses sales promotional strategies to reach their target consumers.

Kolo and Gana (2007) define promotion as the effort put in by an organization to create awareness and encourage real patronage of existing product. This is also the process in which organization communicate information about its business and product to its presence and potential customers. While Suleiman and Koche, (2008) define promotion as communication activity between manufacturer and his consumer, with the aim of informing , persuading and communicating so as to convince to purchase his product.

Sales promotion activities are impersonal and usually non-recurring and are directed to ultimate consumers, industrial users and middlemen. The final element of the marketing mix is promotion. Promotion is essentially seen as industry's sales efforts to current and prospective customers. Its primary purpose is to increase profits by increasing sales volume, (Kotler 2001).

Sales promotion consists of those seller-initiated activities that supplement both advertising and personal selling and render them into a more effective persuasive force (Olujide, 2002). Sales promotion therefore covers a wide variety of short term incentive tools aimed at stimulating consumers, the chains of distribution and the organization's sales force. It could take different forms such as giving away free samples of product, reducing the usual price tag, etc. Thus, sales promotion has been an effective tool used by companies in effecting increase in sales especially in the face of competition and in an ailing economy. In Nigeria presently, the changing socio-political and economic environment may make products that hitherto had been selling like hot cake to suddenly lose their attraction. Sales promotion is a major force in marketing today. Coupons, rebates, free sample, point of purchase techniques are some of the promotional strategies being employed today. Thus, an analysis of the sales promotion on sales volume would

Ammer and Ammer (1977) defined promotion as the overall activity furthering or advancing a business particularly through increasing the sales of products or services. The statement: *"Nothing happens until somebody sells something"* express succinctly the place of promotional activities in today modern business operations and buying decisions.

The primary concern of promotion therefore is to bring about exchange.

Sales Promotion is defined as .marketing activities usually specific to a time period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits.. (Peattie & Peattie1994)

Stanton (1978) sees promotion as the design and management of a marketing subsystem for the purpose of informing and persuading, present and potential buyers or consumers to purchase the products. Promotion therefore is a key element in marketing strategy. While sales promotion being one of the important methods of products promotion plays a vital role in the marketing of a product in order to have voluminous sales that may positively or negatively influence consumer-buying behavior.

2.4 **TYPES OF SALES PROMOTION**

Says sales promotions are used as a way to attract attention to your business or provide an incentive for a customer to take a desired action. Peattie & Peattie (1993) Sales promotions typically last for a specified time period and are designed to achieve a defined purpose

like helping to launch a new business or luring customers away from a competitor. A variety of sales promotion types are available to small business owners.

- a. **Demos and Sampling:-** According to . Peattie & Peattie (1993) 51 percent of shoppers purchased a product they normally would not have purchased when given a free sample. Samples are most commonly used in grocery stores to introduce a new food product. A demo is another form of sampling when a product or service is demonstrated during actual use. A small business owner such as a home improvement contractor could work with a local hardware store to demonstrate a home improvement project.
- b. **Free Samples:-** Distributing free samples introduces a new product to the market to generate demand. Samples should be small, but they must be large enough to provide customers with an adequate experience of your product. Give samples to representatives of your target market. If you are at an exhibition or trade show, have a limited supply of your free samples available for view; this tells people that your product is in high demand, and it stops customers from hoarding samples.

- c. Coupons and Discounts:-** Coupons or discounts are distributed by mail, published in newspapers and magazines or delivered in person. Coupon distribution pulls customers in and encourages them to buy within a specific period. A picture of your product or service should be included on a coupon, along with the discount rate and expiration date. Target customers who would not normally purchase your product or service. Coupons can be used as a way to attract new customers or to develop customer loyalty. Mail coupons to targeted households as an incentive for someone to shop at your store or purchase your product. You can also place them on products on your shelves to provide customers with an immediate savings at the cash register. The latter method encourages customers to keep coming back to your business.
- d. Mystery Rewards:-** Scratch-and-win cards or raffles for prizes are other popular promotional tools. The key is to offer these rewards only after the customer has agreed to purchase your product or service.
- e. Money Back Offers:-** When customers doubt the quality or reliability of your product or service, offer a money-back guarantee. Give a

detailed explanation of eligible returns and refunds available for customer reference.

f. Branded Pens and Magnets:- Customers like to receive free products that they can use, such as pens, sticky notes and magnets. Distribute these products with your company's name and phone number branded on them. Customers will be reminded of your product or service whenever they use it. These items can be manufactured in bulk, and they cost a fraction of what sales will pay you.

g. Price Reduction:- A price reduction allows customers to buy your products at a lower price for a specified period of time. A price reduction may take the form of a sale or an in-store event like an unadvertised special on certain items. A price reduction may also be used to take attention away from a competitor. For example, if you operate a dry cleaning business and a new dry cleaner opens a store down the street, you can offer a price reduction to lure customers away from the new store.

h. Free Products:- Giving something away is another way to lure customers to your place of business. For your grand opening event, you can provide everyone who attends with free food or drink or free

merchandise. You can also give away items containing your brand or slogan such as coffee mugs or t-shirts. Another idea is to give away prizes to the first 25 people who enter your place of business on a given day.

i. Loyalty Programs:- Some companies use loyalty programs as sales promotions, which entice customers to make more purchases. Loyalty programs usually include a membership card that can be tracked electronically through register purchases. For example, a movie theater may offer free popcorn, drinks or even tickets to customers who spend a certain amount of money.

j. Premiums:- Premiums are a very popular sales promotional activities that provide giveaways to consumers. Fast food restaurants use premiums all the time, often giving away toys or movie character dolls with the purchase of a kids' meal. Sometimes non-competing companies go into cahoots with one another in a sales promotion. For example, a manufacturer of mouthwash may give away floss, which is another part of oral hygiene.

k. Sweepstakes:-Sweepstakes are another type of sales promotional activity. Magazine publishers have been using sweepstakes for years to boost subscriptions. Sweepstakes usually have to be significant

enough to entice massive numbers of people to make a purchase. Money, cars and even computers are used in sweepstakes sales promotions.

I. Product Demonstrations:- Product demonstrations or demos is another effective sales promotion activity. Product demonstrations are sometimes implemented to show customers how to use new or more technical products. Sometimes, a demo like a computer terminal will be set up for people to try it out. Other times a person like a model will be used to demonstrate a product. A product demo display may run without intervention to explain the various features.

2.5 DEVELOPING THE SALES PROMOTION PROGRAMS

Developing and implementing an effective sales promotion schedule and advertising plan involves several carefully planned steps. Issues to be taken into consideration include market research, creating a campaign theme, developing collateral materials and advertisements, selecting media outlets to use for message distribution and finally, advertising plan implementation Das & Kumar (2009). Each step in this process plays a role in determining the outcome and effectiveness of the advertising campaign.

Step 1:- Establish guidelines for what you want to cover in an initial sales promotion. An initial promotion is typically the first step of a multi-phase plan. Depending on the scope of the entire advertising campaign, it may be worthwhile to do all of your pre-planning work at the same time to make the most of your budget.

Step 2:- Set a timeline for when the initial sales promotion schedule will launch and work backward in planning efforts. For example, if you want the sales promotional schedule to begin January 1, figure out how much time it will take to put the promotion together and develop an advertising plan. If you anticipate it will take three months to put the elements of the plan in place, start efforts in October of the preceding year.

Step 3:- Establish a budget for the initial sales promotion schedule. The budget should include costs associated with developing the advertising plan, creating collateral materials and advertisements and buying time and ad placement with media outlets. Take into consideration the actual times and dates you want messages to air or be published, because different time slots have different costs.

Step 4:- Determine the markets to be targeted during initial promotion efforts. Refer to your budget to determine which aspects of the

advertising plan to roll out with each outlet, and the timeframe for doing that. An initial sales promotion schedule allows you to test the waters of a new advertising campaign to see how well the message is received. Allow for some flexibility in your schedule in the event one media message outperforms another.

Step 5:- Develop your advertising plan with a focus on messaging and branding. Write copy, graphically design print and web ads and produce video commercials. As with initial scheduling, you may opt to create the entire plan at once, or develop and unveil the plan step-by-step.

Step 6:- Launch your advertising plan per your initial sales promotion schedule timeline. Establish a tracking system to gauge the effectiveness of your advertising plan. Tweak the advertising and the message delivery tools as necessary to reach desired audience and achieve solid response. Use this research to help you improve your secondary sales promotion schedules and advertising plans.

2.6 **MAIN TOOLS OF PROMOTION**

According to Chandon, Wansink & Lawrent (2000). The 4 Ps of marketing are product, price, place and promotion. All four of these

elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. The four main tools of promotion are:-

a. Advertising:- Advertising is defined as any form of paid communication or promotion for product, service and idea. Advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization. Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measurement.

Mission looks at setting objectives for advertising. The objectives could be to inform, persuade, remind or reinforce. Objective has to follow the marketing strategy set by the company. Money or budget decision for advertising should look at stage of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability. Message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and potential impact on customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which timing of broadcast of the message is essential as to grab attention of the target audience. Checking on the effectiveness of communication is essential to company's strategy. There are two types of research communication effect research and sales effect research.

a. Sales Promotion:- Promotion is an incentive tool used to drive up short term sales. Promotion can be launched directed at consumer or trade. The focus of advertising to create reason for purchase the focus of promotion is to create an incentive to buy. Consumer incentives could be samples, coupons, free trial and demonstration. Trade incentive could be price off, free goods and allowances. Sales force incentive could be convention, trade shows, competition among sales people. Sales promotion activity can have many objectives, for example, to grab attention of new customer, reward the existing customer and increase consumption of occasional users. Sales promotion is usually

targeted at the fence sitters and brand switchers. Sales promotional activity for the product is selected looking at the overall marketing objective of the company. The final selection of the consumer promotional tools needs to consider target audience, budget, competitive response and each tool's purpose. Sales promotion activity should under-go pretest before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme.

- b. Public Relations:- Companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relation office. The major function of the public relation office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues. Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation*

(MPR) is to support corporate and product branding activities. MPR is an efficient tool in building awareness by generating stories in media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost effective tool than other promotional activities.

c. Direct Marketing:- The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalog marketing, telemarketing, TV and kiosks are media for direct marketing.

2.7 BENEFIT OF SALES PROMOTIONS

Brassibgton & Pettitt (2000). Promotions, when done well, are an effective way for you to market your business or products and

services. I'm not talking about promotions where you drop the prices on your existing products significantly, or when you have a blowout sale to move stale inventory. Instead I mean a well-planned, seasonally relevant focus on themes or solutions wrapped around your products that your customers will take note of and value, and that prospects will be enticed to try for the first time. With that in mind, here are nine benefits of running a well-planned sales promotion:

- a. Creates differentiation – When you launch a new product or ask customers to engage with your business in a new way, this sets you apart from your competition. Promotion planning compels you to identify something new or different that offers value to your customers;
- b. Creates new content and communication opportunities – One of the easiest way to create new content for your customers is to create news. Promotions are news. News is content;
- c. Creates up sell and cross sell opportunities – When you package or bundle products around a theme or solution, you can often generate sales of multiple items rather than a single item. When you focus on creating added value to your regular assortment, you can charge premium prices;

- d. Drives customer decision making– Limited availability offers can create a sense of scarcity in your customers that get them to act. When combined with new content that helps customers clearly see the benefits of what you are promoting, you can create compelling reasons to buy now. If you can add sampling of your promotional item to the mix, you'll create a lot of reasons for customers to buy;
- e. Creates word-of-mouth opportunities– If you operate a retail store, your regular customers are almost always in a routine to buy from you. Promotions can often get your regular customers a new reason to be surprised and delighted by your business which gets them to talk about you to their friends;
- f. Creates training opportunities for your staff– Like regular customers, your retail sales staff (or any employees who have direct contact with customers), can fall into a routine and lose the enthusiasm in their voice. Promotions gives you a chance to train, prepare and reengage them in what's new in your business;
- g. **Creates company focus on marketing** – Developing a promotion calendar forces you to plan for new marketing programs focused at specific times of year. If you don't have a dedicated marketing team doing this for you already, creating a promotions mentality

will get you marketing with more frequency and give you more experience to build on.

- h. Creates testing opportunities– Maybe you have ideas that you think customers will like but are unsure of the outcome. Promotions give you a limited time window to test new ideas and new products and to measure them. This will help you figure out whether they warrant additional investment of time and money to make them permanent products or services.

2.8 LIMITATION OF SALES PROMOTION

A sales promotion is a marketing tool where a company uses a vehicle such as a special price or discount for a limited time period to induce customers to take a desired action. While successful promotions may prove beneficial, they can also feature certain limitations.

- a. Time Frame:- Sales promotions typically last for a specified period of time. If the promotion did not attain the desired objective such as increasing sales or luring customers from the competition during the promotional time frame the result could be a waste of money.**
- b. Misconceptions:- A sales promotion by itself is not enough to solidify a product's position in the marketplace. If the product is**

of poor quality or does not meet expectations, customers may be reluctant to purchase it again in the future.

c. Considerations:- If a product's benefits aren't clearly differentiated from other competitors in the marketplace, some customers may only purchase it when the promotion results in a lower price. As a result, the overall profit margins may also be lower than desired.

d. Warning:- If a promotion is successful, competitors may be quick to imitate it. According to the website Reference for Business, this may limit the effectiveness of the promotion due to the appearance of "clutter" to the consumer.

2.9 MEANING OF CONSUMER BUYING BEHAVIOUR

Belch and Belch, (2001) defined consumer behaviour as the process and the activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. They reported further that, for many products and services, purchase decision is the result of a long, detailed process that may include an extensive information search, brand comparison

and evaluation. They concluded that other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store.

Schiffmand and Kanuk, (2000) defined consumer behaviour as the behaviour displayed by consumers in the search for purchasing, evaluating and disposing of products, and services.

They further stated that the study of consumer behaviour is concerned not only with what consumers buy, but how they buy, and how often they buy it. It is concerned with learning the specific meaning that products hold for consumers. The theorists concluded that consumer research takes place at every phase of the consumption process which includes, before the purchase, during the purchase, and after the purchase. Bovee and Thill, (1992) also posited that consumer buying behaviour refers specifically to the actions which consumers take when deciding what to buy, and when making the actual purchase.

Perreault and McCarthy, (2000) opined that specific consumer behaviours vary a great deal for different products and from one target market to the other. That makes it impractical to try to categorize all the detailed possibilities for every different market

situation. They claimed that most economies are sure that consumers are economic buyers, that is, people who know all the facts and logically compare choices in terms of cost and value received to get the greatest satisfaction from spending their time and money. They further said that this view assumes that economic needs guide most consumer behavior. Economic needs are concerned with making the best use of a consumers time and money, as the consumer judges it. Some consumers look for the lower price while others will pay extra for convenience. Assail, (1980) believes that the buyers age, life cycle, stage, occupation, economic circumstances, lifestyle, personality and other personal characteristics and psychological factors influence his or her buying decisions. Young consumers have different needs, young married couples differ from old people, while consumers with high incomes buy differently from those who have less to spend. Coan, (1973) opined that psychology helps marketers understand why and how consumers behave as they do. In particular, concepts such as motivation, personality, perception, learning, values, beliefs,

attitudes, and lifestyle are useful for interpreting buying processes and directing marketing efforts.

Perreault and McCarthy, (2000) stated that relationships with other family members influence many aspects of consumer behaviour. Family members may also share many attitudes and values, consider each others opinion and divide various buying tasks. Kottler, (2002) believes that such social factors, reference groups, family and social roles and statues influence consumer's behaviour. Bovee et al, (1992) claimed that consumers live in a complex social environment. The kinds of products they grew up to favour are largely influenced by the culture they grew up in, by demographic factors such as their age and income, by their social status, by their household makeup, by the groups they belong to, and by the people they know. Cummins, (1990) found that socio-cultural influences which evolve from a consumers formal and informal relationships with other people, also exert a significant impact on consumer behaviour.

2.10 THE MAJOR FACTORS INFLUENCING CONSUMER BEHAVIOUR

According to Kotlers (2003) as cited by Zhenyu (2007) model, consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics. Generally speaking, marketers cannot control such factors, but they must take them into account because these factors affect how individual consumers react to the different stimuli that firms send out through their communication. The marketers task is to understand what happens in the buyers consciousness and the buyers decision making process. The following factors are discussed to bring out the extent to which they affect consumer behaviour.

a. **Cultural Factors:-** Cultural factors exert deep influence on consumer behaviour. Culture is the basis for a persons wants and behaviour (Kotler, 2003). Culture refers to “a set of values, ideas, artifacts and other meaningful symbols that help individuals to communicate, interpret and evaluate as members of society” (Blackwell, Miniard, and Engel, 2001). It affects the consumers by shaping the attitudes, feelings, biases, and opinions, which enable marketers to interpret or even predict the reaction of consumers to specific marketing strategies. Thus, it is vital for firms to be aware

of culture, as well as its trends and changes. (Baker, 2000, Lancaster & Massingham, 1993).

- b. **Social Factors:-** A consumer's behaviour is also influenced by social factors, such as reference group, family, social roles and status (Kotler, 2003). Because these social factors can strongly affect consumer response, firms must take them into account when designing their marketing strategies.

For one thing, reference group has significant influences on the individuals product and brand purchases. Reference group are groups that serve as direct or indirect points of comparison or reference in forming a persons attitudes or behaviour (Kotler 2003,). The indirect or direct reference groups will include family, friends and neighbour. Bearden and Rose (1990) pointed out that reference group not only lead an individual to new behaviors but also have effect on individuals attitude and self-concept, which in turn influence actual brand preference and choice. Therefore, in other words, references lead the market trends (Kotler, 2000).

For another thing, family members can strongly influence buyer behavior. Kotler (2003,) pointed out that "family influences ones

orientations toward politics and economics and a sense of personal ambition, self-worth and love”. Even if the buyer no longer interacts very much with his or her parents, the family can still significantly influence the buyers behavior. Walters and Paul (1970) suggested that the importance of the family can not be overemphasized as many products purchased by multiple members of the family may heavily influence the buying decision of the individual.

What is more, the persons position in each group can be defined in terms of both role and status. A role consists of the activities that people are expected to perform according to the persons around them, which influence the persons buying behaviour (Kotler, 2000). Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society. For example, the role of a manager has more status than the role of student, as a manager, the person will buy the kind of product that reflects his/her role and status.

- c. **Personal Factors:-** A buyers decision is also influenced by personal characteristics such as the buyers age, occupation,

economic situation, lifestyle and personality and self-concept (Rowley, 1997).

The age of the buyer is one of the major factors influencing individuals purchases (Cole and Siva, 1993). People in the different ages have different needs. A brand must be understandable to the age group to which the product or service is targeted and should be delivered through a medium used by members of that group (Wells et al, 1992). On the other hand, a person's occupation can affect the goods and services bought. Occupational groups usually have above average interest in the products and services, which are related to their occupation (Kotler, 2003). Therefore, the marketers need to consider the right occupational groups as the production and marketing target.

Moreover, "lifestyle is a persons pattern of living as expressed in his or her activities, interests and opinions" (Kotler, 2003, p183). People coming from the same subculture, social class and occupation may have quite different lifestyles and it can vary significantly in different countries. There is no doubt that knowing the target consumers" lifestyle will help in product development and advertising.

Equally important, economic circumstances greatly affect product choice. Since the income is not only the consideration factor for the consumption demand, but also the determinants factor for the preference, companies need to continuously track the trends of the personal income over the target potential consumers, towards the designed product (Baker, 1996). Therefore, income level is a useful variable to explore the consumer buying behaviour and brand decision while buying a product. (Zhenyu, 2007)

Different people have distinct personalities that influence their buying behaviours and certain brand choices (Kolter, 2003). Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment (Kotler, 2003). "It is described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability" (Kassarjian, 1981). However, Chisnall (2001) proposed that personality may influence the decision to buy a certain product type, but not the final brand choice.

Finally, self-concept is the way a person views himself/herself (Kotler, 2003). In other words, it is the perceptions that contribute

to and reflect their identities: that is, „we are what are“ Marketers can predict the response of the customer towards the brand image by analyzing the target consumers self concept thereby helping the marketer in the adoption of an appropriate.

- d. **Psychological Factors**:- A number of complex behavioural factors lie in psychological factors such as perception, motivations, attitudes and learning (Kotler, 2003, Zhenyu, 2007).

Firstly, “a motivation is a learned need that is sufficiently pressing to direct the person to seek satisfaction” (Kotler & Keller, 2006,). In other words, it leads consumers to pursue particular goals because they are socially valued (Buchanan & Huczynski, 1997). Therefore, motivation is the condition of being motivated (Walter & Paul, 1970). Thus, marketers need to identify what needs the consumer is trying to satisfy. Here we introduced one motivation theory in order to understand human motivation, which is often used by marketers.

Maslow’s theory: Maslow (1970) as cited by Zhenyu (2007) illustrated that people are driven by particular needs at particular times. The key point is that human needs are arranged in a

hierarchy. He classified the humans needs to five levels, which are psychological needs, safety needs, social needs, self-esteem needs and self-actualization. Maslow argues that the lower down the needs lie, the more basic they are and the basic physical needs have to be satisfied, at least to minimum level, before the next level of needs becomes important. This theory helps marketers understand how various products and brands fit into the plans, goals and lives of potential consumers. Secondly, a motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. "Perception is the process by which an individual selects, organizes and interprets inputs to create a meaningful picture of the world." (Berenson and Steiner, 1964). Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently. Thirdly, learning describes changes in an individual's behaviour arising from

2.11 TYPES OF BUYING DECISIONS BEHAVIOR

Kotler,(2003). Buying Decision differs from person to person. Deepening upon the need of the person, the decision gets change; Even if the product is small. There are different factors which influences the nature of buying. Hence buying decision has been classified into four different categories such as Complex buying behavior, Dissonance Reducing buying behavior, Habitual buying behavior and Variety seeking buying behavior. These are classified depending upon the degree of involvement and degree of difference among brands.

2.10.1 Complex Buying behavior: This situation involves the high level of involvement from consumers and the same with the difference among brands. These cases arise when the product is of high price, risky, high for servicing, and so on. For Ex: Buying a laptop/Car. Here the product is expensive and there is a significant difference among the brands.

2.10.2 Dissonance reducing behavior: This involves high involvement of the buyer but a less significance difference among the brands. For ex: Buying an Air Conditioner. Here the product is highly priced but almost all every brand gives the same features. Sometimes this may

involve the post purchase dissonance behavior. Here the consumer looks at the disadvantages of the product after purchase.

2.10.3 Habitual Buying Behavior: Here there will not be any kind of involvement from the consumer. Here the purchase happens depending upon the Brand familiarity. Here the consumer involvement is low and less differences among brands. This happens based on the habits of buying. For Ex: Buying of a liquid soap . Most of the people prefer Dettol because of the brand. But there are other products like Lifebuoy with less significant difference.

2.10.4 Variety Seeking Buying Behavior: Here the consumer involvement is low but there will be significant difference among brands. For Ex: Biscuits, when we buy a biscuit we do not know the taste hence after consumption only we can tell that whether to go for the brand or not for the next time. Here the companies try to change the nature to Habitual Buying behavior by different strategies. Sometimes this depends upon the retailers too.

2.11 PROCESS IN CONSUMER BUYING DECISION

Five stages comprise the consumer buying decision process: problem recognition, information search, alternative evaluation,

purchase decision and post-purchase behavior. Each of these stages can be a deliberate action such as researching product options or a subconscious thought like recognizing the juice in the refrigerator has almost run out. A merchant or business must understand the steps a customer goes through to make a purchase. A merchant can influence a customer's purchase by providing targeted information, advertisements or guidance.

2.11.1 Information Search:- Customers in the information search stage of the buying process look for solutions to their problems or needs. They remember what types of purchases solved a similar problem in the past. Customers also discuss their needs with friends and relatives to see what solutions they may suggest. For more expensive purchases, customers may read reviews, look through newspapers or research the product online.

2.11.2 Alternative Evaluation:- Consumers evaluate their purchase options based on product attributes, such as technical specifications, through subjective factors, such as brands, and through personal experience, such as sampling or testing products. Consumer and company reviews can influence a consumer's product evaluation.

2.11.3 Purchase Decision:- A consumer's decision to purchase something includes where to buy, when to buy and whether to buy. For routine goods such as groceries, consumers may simply go to their favorite grocery store, but for electronic purchases, they may browse multiple stores. They will evaluate each merchant based on prior experience with the store, special offers and whether they can return the product easily. A store that's visually appealing, has helpful sales associates and offers specials and discounts influences a buyer.

2.11.4 Post-Purchase Behavior:- After making a purchase, a consumer mentally ranks her purchase satisfaction. She will evaluate if she liked the store, if she enjoys the product and the quality of the product. This evaluation determines whether the customer will purchase the product or brand again and whether it would be from the same store. Customers who are happy with their purchases and feel they received a quality product at a good price, will become repeat customers and will tell others about their experience.

2.12 THE EMPIRICAL LITERATURE ON THE RELATIONSHIPS BETWEEN SALES PROMOTION AND CONSUMER BUYING BEHAVIOUR.

Most researchers agree about sales promotions boosting effect on short-term sales. However, long-term effects are under an academic debate and different research shows opposing results. According to Ailawadi (2001), sales promotions have a positive long term effect on sales because promotions persuade consumers to change brands and to buy in larger quantity. Some of the research shows that after a promotional purchase probability for a repeat purchase is lower than after a non-promotional purchase. Literature identifies five main reasons for that. First, promotion is considered to be an external stimulus and after when it is gone consumers are less likely to re-purchase (Dodson et al. 1978, Bawa & Shoemaker 1987; in Peattie & Peattie 1993, 257). Second, customers might also become comfortable with the lower price and demotivated to buy with the normal price anymore (Monroe 1973, Winer 1986, Kalwani et al. 1990; in Peattie & Peattie 1993, 257). Third, promotions might also encourage low-probability purchasers to try. However they are customers who are not likely to make repeat purchases and thus the promotions have a negative impact on long-term sales. (Neslin & Shoemaker 1989; in Peattie & Peattie 1993, 257) Fourth, price is used as a measure of quality for many service consumers. In that

sense, decrease in the price devalues the brand in the eyes of the customers. (Peattie & Peattie 1993, 257)

Last, regular purchasers tend to stockpile during a promotion, decreasing the amount of after-promotion purchases (Frank & Massey 1971; in Peattie & Peattie 1993, 257). Some research has also shown that sales promotions increase the likelihood for repeat purchases. If consumers are satisfied with the brand that is being promoted, it is more likely that they will also buy it later after the promotion is over. (Peattie & Peattie 1993, 257) Davis et al. (1992) conclude that price promotions do not have effect on consumers' quality perceptions and promotions do not change the long-term purchase patterns of an established brand. Also brand switching and purchase re-timing are under an academic review. Moriarty (1985; in Peattie & Peattie 1993) found that promotions have only a minor effect on brand switching and customers who do switch might be those who are always looking for the best deal and thus cannot be kept as loyal customers. Previous research has also found that consumers simply re-time their purchases according to promotional offers (Doyle & Saunders 1985; in Peattie & Peattie 1993, 257). Based on the previous research, three different long-term effects of

sales promotions can be identified. First, if the promotion campaign has been successful in persuading new customers it might have a positive effect on long-term sales. However, if these new customers are those that are always looking for the best deal, it might be that when the deal is over, there are no long-term effects on sales. Third possibility is that, according to the five reasons mentioned above, promotions might have a negative impact on the long-term sales. (East 1997)

Conclusions from the sales promotions research should be made with care because many of the results can vary between different products and consumer groups. Also, situational factors play a role in the outcome analysis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter describes the research design and methodology for the research work. The purpose of this study is to examine the relationship of sales promotion and consumer behavior in some selected Local Government in Zone A of Niger State. The researcher will collect data from some consumer of varieties of product from this selected area of study through the use of questionnaire.

3.2 RESEARCH DESIGN

A good research design therefore will ensure that the information obtained is relevant to the research problem and that is collected by an objective procedure. Base on the nature of this study, explanatory and descriptive approach will be used.

Descriptive research: This is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

Explanatory research: This is research conducted in order to explain any behavior in the field. It could be done through using questionnaires, group discussions, interviews, random sampling, etc.

3.3 DATA SOURCES AND METHOD OF DATA COLLECTION

The study used both primary and secondary data sources for the purpose of collecting data for this research work.

(i) PRIMARY SOURCE:- This is a type of source that uses questionnaire and interview method to generate the required data from the respondents during the course of the study. They are aimed

at gathering information's through questionnaire and interviewed techniques.

(a) Questionnaire:- This is an instrument used to generate primary data. It consist of several questions relating to the study area and directed to the respondents whose response will be collected and analyzed so as to address the research question, problem and test hypothesis.

In this research work, structured questionnaire was administered to selected consumers in some selected Local Government area in Zone A of Niger state which comprises Bida, Lapai Agaie and Mokwa LGA's respectively.

(b) Interview:- This was also used to aid in the collection of primary data. This instrument allow the researcher an opportunity of face-to-face conversation with the respondents.

(ii) SECONDARY SOURCE:- Secondary data for this study includes books and texts that are already published and are available in libraries and bookshops. The internet also provides easy access to secondary data and it also constitutes the materials to be used in building of literature review for this study.

3.4 RESEARCH POPULATION

Population refers to the entire subjects which the researcher is investigating. It is also referred to any group or objects which are similar in one or more ways and which form the objects of study in a particular investigation.

The absence of a reliable census data of consumers made it difficult to know exactly what the total population of the study is. The research cover some selected LGAS within Zone A of Niger state namely Bida, Mokwa, Lapai, and Agaie.

3.5 DETERMINATION OF SAMPLE SIZE

To get a reliable data of this research work, the researcher will sample the opinion of some consumers in view of eliciting information on the impact of sales promotion on consumer buying decision which help most businesses to increase their sales.

In attempt to elicit adequate data for this study, the researcher will select a sample of 80 consumers within the area of study to cover the total population.

LGA	SAMPLE SIZE
Bida	20

Mokwa	20
Lapai	20
Agai	20
TOTAL	80

The researcher will use the random techniques to select the sample size. In this study, the population of the study constitutes of all the people (i.e. consumers) in Niger state Zona A comprising of Bida, Lapai, Agai, and Mokwa LGAs of the state. The absence of a reliable census data of consumers made it difficult to know exactly what the total population of the study is. However, a sample of 80 consumers within the study area was chosen as the sample size of the study.

3.6 METHOD OF DATA ANALYSIS

To enhance decision making and understanding of data analysis and interpretation, the researcher will use tables and sample percentages in data analysis. The population statistical method called Chi-Square (X^2) will be use to provide the means of establishing the significance of the differences between the hypotheses raise in chapter 1.

The Chi-Square formula is expected as follows:-

Chi-Square (X^2) is given by the formula

$$X^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

Where,

X^2 = Chi square

f_o = observe frequency

f_e = expected frequency

Σ = Summation

DECISION RULE:- If the chi-square value is less than or equal to the calculated value we accept, and if more than we reject the hypothesis.

CHAPTER FOUR

DATA PESENTATION, ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter is concerned with presentation, analysis and interpretation of the data obtained from the study area by means of questionnaire:

The hypotheses propounded at the beginning of the study in chapter one will be put to test. This enable readers to understand the relationship between the response of respondent and the statement of research hypotheses through chi-square as the statistical tool to be used.

4.2 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

A total of 80 (eighty) questionnaire were personally distributed by the researcher to selected consumers within selected Local Government in Zone A of Niger state (Mokwa, Bida, Lapai and Agaie). Out of the 80 (eighty) copies of the questionnaire distributed, only 70 (seventy) were duly completed and returned to the researcher. Thus, the analysis below is based on 70 respondents.

TABLE 1: DISTRIBUTION OF RESPONDEND BASED ON LGA

L.G.A.	Administered	Percentage	Collected Questionnaire	Percentage
MOKWA	20	25	18	26
BIDA	20	25	19	27
LAPAI	20	25	17	24
AGAIE	20	25	16	23
TOTAL	80	100	70	100

Source: Questionnaire administered

Table 1 shows that out of the total number of 80 (eighty) copies of the questionnaire distributed, 20 (25%) were administered to respondents at Mokwa, 20 (25%) were administered to respondents at Bida, 20 (25%) were administered to Lapai, and 20 (25%) were administered to respondents at Agaei local government areas respectively.

Also, out of 20 (25%), administered copies of the questionnaire at Mokwa, 18 (26%) were collected, 20 (25%) administered to

respondents at Bida, 19 (27%) were collected, 20 (25%) administered at Lapai, 17 (24%) were collected, and 20 (25%) administered at Agaie 16 (23%) were collected.

This result shows that there was a high participation rate by the respondents.

Table 2: Distribution of Respondent base on marital status

Variables	No of respondents	Percentages (%)
Single	30	43
Married	40	47
Total	70	100

Source: Questionnaire administered.

Table 2 shows that 30 respondents representing 43% of respondents are single, were 40 respondents representing 47% are married.

Table 3: Distribution of Respondent according to Age

Variables	No of respondents	Percentages (%)
18-25 years	30	43
26-35	26	37
36 and Above	14	20
Total	70	100

Source: Questionnaire administered.

Table 3 shows that 30 or 43% of the respondent are between the ages of 18-25yrs, 26 or 37% of the respondents are between the

ages of 26-25yrs while, about 14 Or 20% of the respondents are between the ages of 36 and above.

Table 4: Distribution of respondents based on whether sales promotion impact on buying decision

Variables	No of respondents	Percentages (%)
Yes	50	71
No	20	29
Total	70	100

Source: Questionnaire administered.

Table 4: shows that 50 respondent representing 71 percent believe that sales promotion on buying decision, while 20 respondent representing 29 percent do not believe that sales promotion do impact on buying decision.

Table 5: Distribution of respondents based on whether there is relationship between sales promotion tools and consumer buying decision.

Variables	No of respondents	Percentages (%)
Yes	50	71
No	20	29
Total	70	100

Source: Questionnaire administered.

Table 5 shows that 50 of the respondents representing 71percent believe that there is a positive relationship between sales promotional tools and consumer buying decision. While 20 of the respondents representing 29 percent did not agree.

Table 6: Distribution of respondents based on whether price reduction tempted them to buy a particular product.

Variables	No of respondents	Percentages (%)
Yes	54	77
No	16	23
Total	70	100

Source: Questionnaire administered.

Table 6 shows that 54 of the respondents representing 77percent agreed that price reduction do tempted them to buy a particular product. While 16 of the respondents representing 23 percent did not agree.

Table 7: Distribution of respondents based on whether free sample do motivate on buying a particular product.

Variables	No of respondents	Percentages (%)
Yes	46	66
No	24	44
Total	70	100

Source: Questionnaire administered.

Table 7 shows that 46 of the respondents representing 66 percent agree that free sample do motivate on buy a particular product. While 24 of the respondents representing 44 percent did not agree.

Table 8: Distribution of respondents based on whether cost of promotion have an effect on the price of product .

Variables	No of respondents	Percentages (%)
Yes	46	66
No	24	44
Total	70	100

Source: Questionnaire administered.

Table 8 shows that 46 of the respondents representing 66 percent believe that cost of promotion have an effect on price of the product. While 24 of the respondents representing 44 percent did not agree.

Table 9: Distribution of respondents based on whether Discounts Is Instrumental To Buy Products

Variables	No of respondents	Percentages (%)
Yes	54	77
No	16	33

Total	70	100
-------	----	-----

Source: Questionnaire administered.

Table 9 shows that 54 of the total respondents representing 77 percent believes that discounts often is an instrumental to their buying of products, while 16 of the respondents representing 33 percent believe that discount does not often motivate them to buying a product.

Table 10: Distribution of respondents based on whether sales promotion do increase patronage on a product

Variables	No of respondents	Percentages (%)
Yes	48	69
No	22	31
Total	70	100

Source: Questionnaire administered.

Table 10 shows that 48 of the total respondents representing 69 percent believes that sales promotion increase patronage of products, while 22 of the respondents representing 31 percent believe that sales promotion has nothing to do with patronage on a product.

Table 11: Distribution of respondents based on whether social class is a determinant factor to buying decision

Variables	No of respondents	Percentages (%)
Yes	49	70
No	21	30
Total	70	100

Source: Questionnaire administered.

Table 11 show that 49 of the total respondents representing 70 percent believe that social class influences their buying decision. While about 21 of the total respondents representing 30 percent believe that it does not determine their buying decision.

Table 12: Distribution of respondents based on whether point-of-purchase displays influence decision to buy products.

Variables	No of respondents	Percentages (%)
Yes	46	66
No	24	44
Total	70	100

Source: Questionnaire administered.

Table 12 shows that 46 of the total respondents representing 66 percent believe that point-of-purchase displays influence their decision to buy products while 24 of the respondents representing 44 percent disagree.

Table 13: Distribution of respondents based on whether particular sales promotion affects buying decision.

Variables	No of respondents	Percentages (%)
Yes	42	60
No	28	40
Total	70	100

Source: Questionnaire administered.

Table 13 shows that 42 of the total respondents representing 60 percent believe that types of sales promotion influences their buying decision. While about 28 of the total respondents representing 40 percent believe that it does not.

Table 14: Distribution of respondents based on whether Free Trial of Products Stimulate Purchase.

Variables	No of respondents	Percentages (%)
Yes	46	66
No	24	44
Total	70	100

Source: Questionnaire administered.

Table 14 shows that 46 of the respondents representing 66 percent believe that free trials of product can stimulate

purchases, while 24 of the respondents representing 44 percent do not believe that they stimulate purchases.

Table 15: Distribution of respondent based on which sales promotion motivates them to purchase a product.

Variables	No of respondents	Percentages (%)
Free trial	27	39
Sample	05	7
Coupons	07	10
Free gift	31	44
Total	70	100

Source: Questionnaire administered.

Table 15 shows that 27 of the respondents representing 39 percent agree that free trials motivate them to buy a product, 5 respondent representing 7 percent indicated sample, 7 of the respondent representing 10 percent chooses coupons . and 31respondent representing 44 percent indicated free gift.

4.3 HYPOTHESES TESTING

As stated earlier and for the purpose of ascertaining the relationships between the tentative statement of hypotheses in chapter one, and the analysis of the data in chapter four, the chi-square test will be used to test the hypotheses. The test involves the comparing of observed frequencies and expected frequencies.

The following formula will be used in computing the chi-square value for the data.

$$X^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

Fe

Where,

X^2 = Chi square test

f_o = observe frequency

f_e = expected frequency

Σ = Summation

The following tables will be use to test the hypotheses

Table 4, 5, 8, 10, 13.

4.3.1 HYPOTHESES 1

There is a significant relationship between sales promotion and consumer buying decision.

STEP 1

	YES	NO	TOTAL
TABLE	f_o f_e	f_o f_e	sample
4	50	20	70

5	50	20	70
8	46	24	70
Total	146	64	210

STEP 2

$$\text{Fe (Yes)} = \frac{146}{210} \times \frac{70}{1} = 48.7$$

$$\text{Fe (No)} = \frac{64}{210} \times \frac{70}{1} = 21.3$$

TABLES	Yes		No		Total Sample
	Fo	Fe	Fo	Fe	
4	50	48.7	20	21.3	70
5	50	48.7	20	21.3	70
8	46	48.7	24	21.3	70

STEP 3

Table	Fo	Fe	Fo-Fe	(fo - fe) ²	$\frac{(\text{fo} - \text{fe})^2}{\text{fe}}$
4 Yes	50	48.7	1.3	1.69	0.035
4 No	20	21.3	-1.3	1.69	0.08
5 Yes	50	48.7	1.3	1.69	0.035
5 No	20	21.3	-1.3	1.69	0.08
8 Yes	46	48.7	-2.7	7.27	0.15
8 No	24	21.3	2.7	7.28	0.34
					X ² 0.730

STEP 4

The significance level is 0.05 i.e $\alpha = 0.05$ and degree of freedom

$$(df) = r \times cl - 1 = 3 \times 2 - 1 = 5$$

Where $n(r) = 3$ and $n(c) = 2$

The chi-square table value is 11.070 while the calculated value is 0.730

DECISION RULE

Since the calculated value of χ^2 (0.720)

is less than the tabular value of χ^2 (11.070)

There is significance relationship in the observed and expected frequencies.

That there are relationship between sales promotions and consumer buying decision.

4.3.2 HYPOTHESES 2

That sale promotion accelerates the consumer buying decision.

STEP 1

TABLE	YES	NO	TOTAL SAMPLE
10	48	22	70
13	42	28	70
TOTAL	90	50	140

STEP 2

$$\text{Fe (Yes)} = \frac{90}{140} \times 70 = 45$$

$$\text{Fe (No)} = \frac{50}{140} \times 70 = 25$$

TABLE	YES		NO		TOTAL
	FO	FE	FO	FE	BALANCE
10	48	45	22	25	70
13	42	45	28	25	70

TABLE	FO	FE	FO - FE	(fo - fe) ²	<u>(fo - fe)²</u> Fe
10 Yes	48	45	3.0	9.0	0.2
10 NO	22	25	-3	9.0	0.36
13 Yes	42	45	-3	9	0.2
13 No	28	25	3	9	0.36
					X ² 1.12

STEP 3

The significance level is 0.05 i.e $\alpha = 0.05$ and degree of freedom

$$(df) = r \times cl - 1$$

$$= 2 \times 2 = 4 - 1 = 3$$

Where $n(r) = 2$ and $n(c) = 2$

The chi-square table value is 11.070 while the calculated value is 1.12

DECISION RULE

Since the calculated value of χ^2 (1.12) is less than the tabular value of χ^2 (11.070)

There is significance relationship in the observed and expected hypotheses.

That sale promotion accelerates the consumer buying decision.

CHAPTER FIVE

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter sums up background procedures, methodologies and summary and findings of the study.

Conclusion were drawn from the results of research findings and recommendations were made base on such findings

5.2 SUMMARY

The study reveals in clear terms, how sales promotion strategies impact on consumer behavior. The significance of sales promotion and consumer buying behavior are given adequate emphasis in all the chapters.

Chapter one includes the background of the study as a remark to what interest the writer to undertake the research.

The chapter is basically a review of contemporary literature on sales promotion and consumer buying behavior. The chapter dwells on the concepts such as definition of sales promotion, growth of sales promotion activities, factors to consider in developing sales promotion, types and limitations of sales promotion among others were fully discussed.

The chapter three, the research design and methodology were thoroughly discussed. This study avail itself of a combination of sample statistical tools such as percentages and frequencies were

employed, while chi-square was used to test the hypotheses generated.

Chapter four (4) consists mainly of data analysis. Data collected were analysed using table of simple percentages and frequencies.

Chi-square tables were calculated and compared with the tabular value of chi-square to test the hypotheses generated in the preceding chapter.

5.3 FINDINGS AND CONCLUSIONS

5.3.1 FINDINGS: A review on sales promotion and consumer buying behavior as being presented theoretically through literature reviews and through the analyses of data in chapter four. Therefore, based on the analysis of data and interpretation, the following are the major findings:

1. That allowing consumers to have free trial on the products also helps in influencing their decision to make purchases.
2. That the majorities of the consumers within selected local government are motivated by free trial and free gifts promotional tools.

3. That free samples of products to consumers helps motivates them in making buying decisions within selected local government in Zone A of Niger state.
4. That issuance of free gift on some products to consumers pushes them more to make buying decision on such products.
5. That consumers are aware of different other sales promotional tools available such as rebates and refunds, premiums, product warranties, sweepstakes etc.
6. That availability of different promotional tools and activities within the selected local government will increase consumers buying decisions.
7. That the distribution of coupons to consumers on different products helps in stimulating consumers to buy products.

Finally, chapter five of the study came up with the summary, findings, conclusion and recommendations of the whole study.

5.3.2 CONCLUSIONS

Considering all that have been discourse so far the findings of this study, we conclude that sales promotional tool used by sellers assist in influencing consumers buying decision in selected local

government in Zone A of Niger state. In addition to this, consumers within the selected areas have preference to the type of sales promotional tool that will effectively influence their buying decision.

5.4 RECOMMENDATIONS

Base on the analysis of data, summary of major findings and conclusions, the following recommendations were made based on the study. It is sincerely hoped that the adoption of these recommendations will contribute immensely towards improving consumers buying decision through different sales promotional tools in selected Local Government in Zone A of Niger state.

1. There should be necessary improvement on promotional activities by using the promotional tools interchangeably.
2. There should be series of sales promotional activities. This will positively impact on consumers buying decision within the metropolis.
3. There should be continuous use of sales promotional tools such as free samples, free trials, free gifts, coupons, and discounts within selected LGA. This will thus, aid in stimulating consumers to make more purchases.

4. Efforts should be made to introduce and use other sales promotional tools like rebates and refunds, premiums, product warranties, and sweepstakes, which the consumers are aware of to further, stimulates their buying decision.
5. Lastly, adequate care should be taken to find out the type of sales promotional tool that motivates them most in making decision to buy products. This will also assist in ensuring that the desired objectives are attained at all times.

BIBLIOGRAPHY

Ammer, C. and Ammer, D. S (1977) *Dictionary of business and Economics* New York; the free press publication.

Asika, N. (2006) *Research methodology in behavioral sciences*. Long-Man publishers; Lagos, Nigeria.

- Baker, M.J.(2000) *The Marketing Book*, 4th edition, Bath, Butterworth Heinemann
- Bearden, W. and Rose, R. (1990) Attention to social comparison information: *an individual difference factor affecting consumer conformity*, *Journal of Consumer Research*, 16(mar), PP461-472
- Blackwell, R.D., Miniard, P.W. and Engel, J.F. (2001), *Consumer Behaviour*. Orlando: Harcourt College Publishers. P. 362
- Brassington, F. Pettitt, S. (2000). *Sales Promotion In: Principles of Marketing*. 2nd ed, FT Prentice Hall, Harlow. pp. 642-685.
- Buchanan, D. and Hucznski, A. (1997) *Organization Behaviour: An introductory text*, 3rd edn, Prentice-Hall.
- Cadogan, T. W. & Foster, B. D. (2000). *Relationship selling and customer loyalty: an empirical investigation*. *Marketing Intelligence and Planning*, 18 (4), 185-199
- Cole, C. and Siva, K. (1993) *Age differences in consumers research for information: public politic implications*, *Journal of Consumer Research*. 16(6)
- Conscious Consumer: *Store Brands Versus National Brand Promotions*. *Journal of Marketing* 65:1. 71-89.
- Das, G. & Kumar, R. V. (2009). *Impact of sales promotion on buyers behaviour: an empirical study of Indian retail customers*. *Global Marketing Journal*, 3 (1), 11-24.

Davis, S. Inman, J. & McAlister, L. 1992. *Promotion Has a Negative Effect on Brand*

Dwyer, FR. Tanner, FJ. (2006). Business marketing, Connecting strategy, relationships, and learning. 3rd ed, McGraw Hill Company, New York. East, Robert 1997. *Consumer Behavior: Advances and Applications in Marketing*. Prentice Hall, London.

Euborokhai J.A. (2003), A guide to practical research writing for polytechnics and universities, first ed, Jube Evans Publication Bida, Niger state.

Gardener, E.Trivedi, M. (1998). *A communication framework to evaluate sale promotion strategies*. J. Advert. Res., 38 (3): 67-71.

Kassarjian H. (1981) *Personality and consumer behaviour*, Journal of Marketing Research, (Nov), pp409-418

Kolo, B. J. and Gana, Y. M. (2007) *Book Of Readings for National Diploma in Business studies*, Book 2 (Vol 1), Alhery concept; MInna Nigeria
Kotler, P. (2000), *Marketing Management –The Millennium Edition*, USA, Prentice Hall.

Kotler, P. (2000) *Marketing Management, Analysis, Planning. Implement and Control*, the Millennium Ed. (10th Edition), pp.550-595.

Kotler, P. (2003), *Marketing Management*, 11th edition, Prentice Hall pp 179-196

Kotler, P. (2003). *Marketing Management*. Delhi: Pearson Education.

Kumar, SR. (2007). *Marketing and Branding, The Indian Scenario*.

Dorling Kindersley, Delhi.

Lancaster G. and Massingham I. (1993) *Essential of Marketing: Text and Case*, 2nd edn, The McGraw-Hill, UK.

Maslow, A.H. (1970), *Motivation and Personality* 2nd ed, New York: Harper and Row.

Olujide, J.O. Alao, P.O. (2002) *Sales Promotion: An Indispensable Marketing Tool*, in Olujide & Bamiduro (Eds) *Elements of Marketing Management II* Ilorin, Tim Sal Publishers.

Peattie, Ken & Peattie, Sue 1994a. *Sales Promotion . a Missed Opportunity for Services Marketers? International Journal of Service Industry Management* 6:1. 22-39.

Peattie, Ken & Peattie, Sue 1993. *Sales Promotion. Playing to Win?* *Journal of Marketing Management* 9. 256-269.

Rowley, J. (1997) *Focusing on customers, Library Review*, 34(2), PP81-89
Walters C and Paul, G. (1970) *Consumer Behaviour: An Integrated Framework*, Irwin Inc.

Schultz, DE. Robinson, WA. (1998). *Sales Promotion Management*. Crain Books, Chicago.

Stanton, W.J. (1975) *Fundamentals of marketing* Tokyo; McGraw Hill; Kogakusha limited.

Suleiman, A. S. and Henry, K. (2008). Modern Marketing Management. First Edition Julab- Publication Ltd, Minna, Nigeriahy.

Wells, W. Burnett, J. and Moriarty, S. (1992) *Advertising Principles and Practice* 2nd edn, Prentice-hall.

Zhenyu, L. (2007) *The Effect of Brand Equity on Consumer Buying Behaviour in the Laptop Market of China*

APPENDIX

QUESTIONNAIRE

Topic: Sales Promotion and Consumer buying behavior (A case study of some selected Local Government in Zone A of Niger state.)

Department of Business Administration,
Faculty of Management sciences,
Usmanu Danfodiyo University, Sokoto.

Dear Respondent,

I am a postgraduate student of the Department of Business Administration, Faculty of Management Sciences, Usmanu Danfodiyo University, Sokoto. Am carrying out a research on the above topic leading to the award of masters Degree in Business Administration (MBA).

These questions are been design for the purpose of research work.

Please kingly tick these questions to the best of your knowledge. The objective is purely for academic purpose and you are assured that the information given will be treated with almost confidentiality.

Yours faithfully,
Mohammed Danjuma

PERSONAL DATA

1. Sex Distribution.

a. Male () b. Female ()

2. Marital status.

a. Single () b. Married ()

3. Age.

a. 18-25 () b. 26-35 () c. 36 and above ()

QUESTIONS

4. Does sales promotion impact on your buying decision?

a. Yes () b. No ()

5. Is there any relationship between sales promotion tools and consumer buying decision?

a. Yes () b. No ()

6. Does price reduction tented to buy a particular product

a. Yes () b. No ()

7. Do free sample motivate you to buy a particular product?

a. Yes () b. No ()

8. Does cost of promotion have any effect on the price of product?

a. Yes () b. No ()

9. Does discount stimulate your buying decision?

a. Yes () b. No ()

10. Does sales promotion increase your patronage on a product?

a. Yes () b. No ()

11. Have your social class determine your buying decision?

a. Yes () b. No ()

12. Does point of purchasing influence your decision to buy a product?

a. Yes () b. No ()

13. Have any sales promotion affected your buying decision?

a. Yes () b. No ()

14. Do free trials of product stimulate you to make purchase?

a. Yes () b. No ()

15. Which of the sales promotions motivate you to purchase a product?

a. Free trial () b. Samples ()

c. Coupons () d. Free gift ()