

Effect Of Consumer Sales Promotion On Consumer Purchase Behaviour: An Analysis Of Cocoa Beverages Intermediaries In Lagos, Nigeria

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Abstract: *This study examined the effect of Consumer Sales Promotion on Consumer Purchase Behaviour: an analysis of Cocoa beverages intermediaries, Lagos. The study populations were intermediaries, of Cocoa beverages. The research design was survey design. The research instrument was a structured questionnaire. A sample of 191 intermediaries of Cocoa beverages was selected using stratified sampling method. Accordingly 191 copies of the questionnaire were administered on each sample selected respectively and 182 copies of the questionnaire were properly completed and returned. Data collected were analyzed through the use of descriptive statistics, specifically, simple percentage, means and standard deviations. The results obtained revealed that coupon arouses intermediaries' interest, influences consumers' purchase decision and increases sales volume of Cocoa beverages and that premium offer stimulates intermediaries' and consumers' demand for the Cocoa beverages. The study concludes that coupon gives the intermediaries another reason to stock Cocoa beverages & arouses intermediaries' interest for purchase of larger volumes, premium offer stimulates consumers' demand for the Cocoa beverages and sponsorship has a direct impact on intermediaries and consumers' acceptance of Cocoa beverages. The study recommends that that the premium offer as a sales promotional activity should be intensified for Cocoa beverages to influence purchase decision; bonus sales should be encouraged for Cocoa beverages since the study found that bonus sales lead to middlemen increase of shelf space and can induce consumers' to purchase more amongst others.*

Keywords: *Consumer Sales Promotion, Consumer Purchase Behaviour, Cocoa beverages, Sales intermediaries, Consumers' demand, purchase decision.*

I. INTRODUCTION

Sales promotion is a short term incentive given to encourage the sales of goods and services (Kotler and Armstrong 2006). It consists of a huge variety of temporary planned promotion tools which plan is generating a preferred response from the consumer (Gilbert and Jackaria, 2002). One of the benefits of sales promotional tools is that it can encourage the consumers to think and evaluate brand and purchase opportunities (Oyedapo, Akinlabi and Sufian, 2012).

Hence, different types of promotional tools and strategies are utilized by marketers in order to discover the first choice of consumers among the available alternatives and to boost their sales as well.

According to Nochai and Nochai (2011) sales promotion as a promotional strategy falls into value increasing and value adding types. The authors explained that "value increasing promotions" manipulate the quantity/price equation like discounts, coupons or quantity increase and sometimes the quality/price relationship like payment terms, multi-packs,

multi-buys to increase the perceived value of a product offering. Intermediaries use “Value-adding promotions” variables like product samples, valued packaging, free gifts, loyalty schemes, competition and information such as brochure or in-store magazine to manipulate the price, to offer the customer something extra while keep core product untouched (Nochai and Nochai, 2011).

Shallu and Gupta (2013) regretted that sometimes sales promotion is considered as an activity less importance while the importance of having a well-planned and structured program for sales promotion by companies are increasingly realized. Low and Mohr (2010) reported that producers of goods/services continue to spend a large amount from their communication budget on sales promotion. Hellman (2015) concur that companies allocate around 75 percent of their marketing communication budgets to sales promotion. All businesses need to communicate to the consumer what they have to offer (Jobber and Lancaster, 2016). Brassington & Pettitt (2010) reiterated that communication of this extra value may be a short-term tactical nature or it may be part of a longer-term franchise-building program as in the case of samples, price discounts, buy-one-get-one-free, coupons, in-pack premiums, price offs and so on.

STATEMENT OF THE PROBLEM

Consumers are usually involved in making decisions about the product to buy among alternatives available in the market, an activity which is a problem solving process that is dependent on the consumer’s level of involvement in terms of need and the degree of interest on a product value. To tackle the dwindling profit facing organizations today, most companies now put more efforts on promotional strategies and techniques. The growing use of sales promotion has resulted in promotion clutter that is similar to advertising clutter. The implied danger is that consumers will start turning out promotions thereby weakening the ability to trigger immediate purchase. Manufacturers are now searching for ways to rise above the clutter such as offering longer coupon values or creating more dramatic point-of-purchase displays. However, not all sales promotional techniques are directed to consumers, some are directed to the middlemen (intermediaries) while some are directed to the organization’s own sales force. The situation above makes this study pertinent and a necessity for filling the gap emanating from several studies of effects of promotion on consumer purchase behavior using intermediaries of cocoa beverage drinks in Nigeria.

AIM AND OBJECTIVES

The aim of this study is to examine the effect of consumer sales promotion on consumer purchase behaviour. The specific objectives of the study are to determine the impact of coupon on consumer’s purchase of cocoa beverage products; to investigate the impact of premium offer on consumer’s purchase of cocoa beverages; to ascertain if sponsorship have a direct impact on the behavior of the consumers of cocoa beverage Products; to determine the influence of bonus sales on cocoa beverage products consumers’ purchase behavior

and to examine the effect of price discounts on consumers’ demand of cocoa beverages.

II. LITERATURE REVIEW

Sales promotion had been adopted by business firms and marketing practitioners long before the coming of Europeans to Nigeria in 18th/19th centuries. As a matter of fact, many business firms had been using sales promotion to promote and increase the sales of goods and services. Multinational firms, mainly of European background or origin had adopted sales promotion practices and strategies in selling products and services to their Nigerian Customers and or consumers before and after 1914 (the period of the amalgamation of the Northern and Southern protectorates of Nigeria) to the present day civilized Nigerian society/consumer (Nkem, 2019).

Before the arrival of the Europeans in Nigeria, Nigerian Entrepreneurs / business organizations had several unorthodox methods of carrying out sales promotional activities, such as going from hamlet to hamlet, village square to village square or from town to town with their products, bargaining and negotiating prices for their produce. Also during local market days, sales promotion was carried out or done by ringing bells in market squares, and through this means, consumers, were attracted to bargain for prices and will invariably wind up, buying a product of their choice at a reduced price, or bargained price, or price off.

In Nigeria, sales promotions started with the multinational trading companies likely U.T.C, Leventis and Kingsway. It was in late 1980s that sales promotion took a very dramatic turn in Nigeria marketing environment. It becomes increasingly used by many organizations in order to drive away their competitors in the market and increase turnover. According to Daramola, Okafor and Bello (2014) sales promotion is important for reaping immediate fruit, achieving immediate returns or achieving success at the market place as far as marketing of goods and services are concerned. It is an indirect form of marketing promotion intended to stimulate quick action in market place. Among the business firms that had adopted or had been making use of sales promotion in the marketing of their goods and services in Nigeria are all blue chip companies, quoted in Nigerian Stock Exchange such as Nigerian Breweries Plc, Cadbury PLC, Nestle Plc, Christleb Plc, Lever Brothers, U.A.C. Group of Companies, Neimeth Pharmaceutical company, Guinness PLC, 7up bottling company and all seasoning companies etc (Ndubisi and Moi, 2005).

CONCEPTUAL REVIEW OF LITERATURES

Companies can communicate marketing messages using a number of methods which including advertising, publicity, personal selling, public relations, direct marketing, sales promotions, also sponsorships, packaging and branding (Alavuk, Jevtić and Petrevska, 2015). In integrated communication (IMC) strategies, each of these marketing communication elements has unique features that directly influence the role and function they can perform. Sales promotions refer to any extra incentive manufacturers,

distributors, wholesalers, retailers and even not-for-profit organizations use that could temporarily serve to change a brand's perceived price or value (Shimp, 2010). Mughal, Mehmood, Mohi-ud-deen and Ahmad (2014) reiterated that sales promotion is those marketing activities-other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows and exhibitions, demonstration, coupons, sweeps-take competition, contests, samples, premiums, trade allowance, point of purchase displays, cent-off packs and dealer allowances and other known routine selling efforts that are usually of short term activities.

Sales promotion can also be seen as a form of "incentive marketing" Incentive marketing, among other things, helps to ensure repeat purchasing when well executed, and repeat purchasing is the key to successful marketing or successful business (Neha and Manoj, 2013). More specifically, sales promotion can be defined as a set of activities made up mainly of immediate or delayed incentives to purchases, expressed in cash or in kind over a short period and whose main objective is to increase the sales volume for any product or service (Mughal, Mehmood, Mohi-ud-deen and Ahmad, 2014). Sales promotion has for instance, been increasingly shown to be a long-term image builder, awareness creator and a veritable communication medium (Daramola, Okafor and Bello, 2014).

Suresh, Anandanatarajan and Sriharan (2015) asserted that sales promotion contributes to the utilitarian value of advertising. Sales promotion facilitates the processes of product or service differentiation and effective positioning in an increasingly competitive market as exists in Nigeria. Sales promotion is of course, a marketing tool that can be gainfully employed in offensive and defensive marketing of any product or services (Nwosu, 2001). According to Suresh, Anandanatarajan and Sriharan (2015) sales promotions is intended to aid both consumer pull and dealer push. They thus categorized common sales promotion techniques in terms of their consumer and dealer focus. Consumer pull promotion techniques are such activities like sampling, price incentives or deals, coupons, cent-off-offer, returned or rebate, contests, sweeps-take competition, premium like free (Mughal, *et al*, 2014). While trades push promotions techniques are such activities like training, inventory control, displays and financial assistance.

Familmaleki, Aghighi and Hamidi (2015) differentiated between three different types of sales promotions, namely: consumer-oriented sales promotions, retail promotions and trade promotions. The current study will focus on consumer-oriented sales promotions. Consumer-oriented sales promotions refer to incentives that are offered directly to a firm's customers or potential customers, and are used to accelerate the decision-processes of consumers (Moriarty, Mitchell & Wells, 2012). This definition embodies the key features of sales promotion. Sales promotion techniques, such as free samples, competitions, premiums, coupons and price incentives provide extra incentives to achieve immediate sales. These are often referred to as value added techniques, because they provide immediate and tangible added value to brands (Du Plessis, Bothma, Jordaan, & Van Heerden, 2010).

Hoek and Roelants (1991) stated that the purpose of sales promotion is to influence the purchasing behaviour of

consumers by accelerating purchasing or consumption, thereby providing them with an incentive to react quickly to the promotional offer. These incentives are usually offered for a limited time only; and they thus create a sense of immediacy, where consumers have to make a decision quickly.

Sellers may use consumer promotions to urge short-term customer buying and enhance long-term customer relationships which is due to the excitement and pulling power of advertisement (Kotler and Armstrong, 2008). Therefore, sales promotion is to reinforce the product's position and also help to build a long-term customer relationship which is why most marketers are avoiding "quick fix", promotions designed to build brand equity is only favoured by price of product (Kotler and Armstrong, 2008). Achumba (2012) also identified the objectives of sales promotions as countering the moves of competitors, and providing incentives to attract new customers, to encourage sales force for greater efforts, build image for a product and to assert new use for the products. According to Adeleye (2006) sales promotion objective defines what the marketer hopes to achieve with the sales promotion. The author recommends that the sales promotion should identify the target consumers for the product and specify the response that is desired.

Blattberg, Robert and Scott, Neslin (1990) listed types of consumer sales promotion as, i. Coupons: offers a certificate that provides a price reduction at point of purchase. ii. Rebates: are cash back on product from the manufacturer on a purchase. iii. Free trial: provides the consumer with the opportunity to use the product by giving a free small portion of the product for the consumer to test. iv. Premium: offers an increased quantity of the product without an increase in normal price. v. Contest: provide a chance to win a large prize through skill. vi. Sweepstakes: provides a chance to win a large prize based on chance. vii. Price packs: offers a reduction in normal price of a product (Paulo, 2012). Trade sales promotions, mainly aimed at retailers and wholesalers, instruct their employees to promote a marketer's brand over competitor's offerings.

Pithadia, Vijay and Ashish (2005) supported and explained that; Allowance implies short term incentive offered to induce a retailer and stockiest to stock up on a product; Price-off, selling products at a reduced cost than usual; Trade shows, a large exposition to promote awareness and sales of especially new products within an industry; Sales contest, contest or competition to reward retailers that sell the most products and Point of purchase display, extra sales tools given to retailers to boost sales. According to the authors, the simplest way to explain consumer purchase decision is the way through which a best alternative is selected among several for need satisfaction.

CONSUMER PURCHASE BEHAVIOUR

Neha and Manoj (2013) iterated that the consumer is faced with various stimuli to respond to in the market; the stimuli include the marketing mix (4Ps) alongside other forces within the environment. However, the stimuli pass through decision making process of the consumer which led to the aspect of observable buyer response in form of brand choice,

dealer choice, product choice, time of purchase and amount to be expended on the products amongst others. It is expedient for the marketers to know what happens between the stimuli and consumer's response behaviour (Odugbesan and Gbolahan, 1996). Concerning the marketing mix elements, the behaviour of market has to be well comprehended in order to structure the marketing mix element in an optimal manner for better positioning within selected marketing segments. The consumers' characteristics and their influences serve as a major ingredient in the buyer's perception about stimuli and their purchase decision making process. On this basis hence Mughal, Mehmood, Mohi-ud-deen and Ahmad (2014) stated that the marketing manager needs to view the consumer as a problem solver due to the fact that consumer is a decision making unit that takes in information, processes it in light of existing situation, take actions to accomplish satisfaction that enhances lifestyle. It is obvious that consumer behaviour is the soul of marketing concept. One should not lose sight of certain factors which influence consumer behaviour such as cultural, social, personal, psychological and situational factors are all comprehensive approach to buying behaviour acknowledgement that makes man a complex creature.

Consumer Purchase behaviour focuses on how consumers decide what to buy, why to buy, when to buy, where to buy and how often they buy, how frequently they use it, "how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it off" (Schiffman and Kanuk, 2004). There are various factors such as social and economic factors which influence the consumer behavior but culture is the "fundamental determinant" of consumer behavior (Kotler, 2003). Schultz (1998) said that sales promotion generally works on a direct behavioral basis rather than effecting awareness or attitude. Dwyer and Tanner (2006) stated those business consumers are larger than individual consumer; meaning that each business consumers is more important to the economic situation of the company and unsatisfied consumers can affect the business negatively. Given the increasing importance of sales promotions as a percentage of the total advertising and promotional budget, Gardener and Treved (1998) study strived to understand the impact of sales promotions on consumers' behavior and its degree of importance.

Culture has significant effect on the behavior of individuals (Luna and Gupta, 2001; Ogden and Schau, 2004). Usunier (2000) listed the selected aspects of consumer behavior on which the culture may have possible impact: perception, motivation, learning and memory, age, self-concept, group influence, social class, sex roles, attitude change, decision making, purchase and post-purchase behavior. Luna and Gupta (2001) recognize the effect of cultural values on the consumer behavior. Lam and Lee (2005) suggest that brand loyalty might be influenced by cultural values. Briley, Morris and Simonson (2000) provide insights into the role of reasons in decision making and contend that knowledge and differences are activated when the individuals are asked to give reasons for their decision or purchase decision.

FACTOR INFLUENCING CONSUMER BEHAVIOUR

Consumer behavior is the process; thoughts, feelings and actions related to consumption process, this behavior is the dynamic interaction of the individual thoughts, feelings, actions and behavior in the environment by which the human being conducts exchange aspect of their lives (Shamout, 2016). The environment refers to the external factors that influence the human being, these factors such as cultural and social forces in the society and in personal lives as well as physical and situational forces relates to the actual shopping experiences. The behavior is a dynamic interaction and communication between consumers and the marketers doing exchanges (Peter & Olson, 2008). There are four main factors influencing consumer behavior each of them could influence a consumer action and the decision making process differently i.e cultural, social and religious, personal and psychological.

Culture is one of the key determinants in consumer buying process. We need to take cognizance of the three phases of buying behaviors of human beings which consist of the individual, societal and situational phase. Culture affects all of these phases but the extent of the effect depends on the individual person and the circumstance (Usunier, 1993). Culture consists of beliefs, values and customs that serve to direct consumer behavior differently amongst the members of a particular group or society. Values and beliefs are guides to behavior which form and affect attitude on how to behave on certain situations and customs are modes of behavior that constitute an acceptable way to behavior in a particular culture.

Social factors are very influential in the consumer decision making process; this can affect the decision making process in a positive or negative way. It may also consist of one person or few people such as spouses or someone you have never met but idealizes them, the influences of this reference or social group can be very strong in a way that a customer can change the behavior to meet the standards pushed by the reference group (Barnes et al, 2009).

Religion affects attitude and behaviors both directly and indirectly through religious code of conducts and value formation from birth. Religion as a culture can influence consumer's behavior by motivating them via their various interactive and related social and cultural variables. As purchasing behavior is been influenced by cognitive actions, effect and behavior, the importance of this element must be taking into consideration in explaining the differences in religious belief system (Lindridge, 2019).

THE THEORETICAL FRAMEWORK

PROSPECT THEORY

Prospect Theory of Kahnemann and Tversky (1979) has been used in many studies of consumer perception as a theoretical basis for research. Consumers may have different perceptions of the same information depending on how it was presented. This theory looked at change in the consumer's perception called '*Framing Effect*', a concept that emphasizes that consumers will have different perceptions of the same purchasing situation even if the key features of the decision-

making situation are maintained without any alteration such as alternatives, probabilities and results, a fact that should not occur in rational decision-making (Tversky and Kahneman, 1981).

Prospect theory recognized that decision behavior is greatly influenced by cognitive difficulties in organisations (Kahneman and Tversky, 1979). Framing Effect is a term employed to describe the phenomenon that occurs by the way problem is presented when there is a change in an individual's preference between two or more alternatives (Tversky and Kahneman, 1981). The Prospect Theory, explaining the Framing Effect interprets the individual's decision-making process in the context of uncertainty in two stages. The first stage involves an analysis of the problem and results in the perception that influences the final decision, while the second stage is evaluates the problem consumers' perception (Figueiredo and Ávila, 2004). The aim of the first stage of the decision-making process is to simplify the problem. With regard to a reference point Figueiredo and Ávila (2004) classify the perceptions of the individual that result from the decision-making as gains and losses.

According to the authors, there will be greater emphasis on risk-taking, if the results are perceived as gains while there will be risk aversion, if the results are perceived as losses, when viewed from the reference point. With regard to the reference point, the gains and losses are evaluated in terms of their subjective and personal value, which is called "utility" and measured by the degree of satisfaction associated with the decision's objectives (Kahneman and Tversky, 1984). The gain or loss is perceived as having greater or less intensity depending on its proximity to the reference point.

Understanding the variables that affect consumer behavior and the decision-making process is not just the work of big corporations; it is also of professionals seeking to find the key areas of studying marketing (Ailawadi, Beauchamp, Donthu, Gauri, and Shankar, 2019). The price is among the variables that affect the consumer's purchase decision, which has a significant influence on communication factors concerning the advantages of purchasing a product or obtaining a service of an organisation. Perceived value increase of the product is accompanied by Price "discount," for the purchaser. The consumers based their perception of product value or the benefits of the product on the product price. Many factors such as the initial price, the consumer's attitude to the product, the expertise of the consumer and previous experience of the product influence the consumer's perception of value. There are very few models that explain cross-cultural consumer behavior, however, some models have gained acceptance and are widely referred to. For example, *A-B-C-D model* regard culture as one of the potent factors responsible for consumer behavior:

A-B-C-D MODEL

Raju (1995) developed A-B-C- D paradigm as a framework to study and understand consumer behavior. The acronym A-B-C-D stands for the four stages of the paradigm namely access, buying behavior, consumption characteristics and disposal pattern of consumers. The first step of the paradigm is access which refers to providing the physical and

economic benefits of the products and services to consumers within a culture. All the factors like perceptions, attitudes and consumer responses having effect on the decision making and the choices available within a culture constitute the buying behavior (Alavuk, Jevtić and Petrevska, 2015). According to Raju (1995) the third stage which is consumption characteristics refers to the type of products and services consumed within a culture and depend on the cultural orientation, social class, reference group and patterns of consumption within an urban or rural setting. The last stage of the paradigm disposal refers to the resale, recycling and re-manufacturing, social and environmental considerations of product disposal (Bhandari, 2014). The customers world over are becoming environmentally conscious and so marketers need to be socially and environmentally responsible. Packaging companies statistics show that sales promotion share nearly 75% of the marketing budget aimed at communicating to consumers and improving sales performance (Neslin, 2002). Both theoretical and empirical marketing research focus on how sales promotional efforts impact on the behavior of consumers, their purchasing decisions in particular (Suresh, Anandanatarajan & Sritharan, 2015).



Source: Adapted from, Suresh, C., Anandanatarajan, K. and Sritharan, R.(2015).

Figure 1: The elements of the Marketing Communications Mix

Rather than affecting awareness or attitude, sales promotion generally works on a direct behavioral basis (Shultz, et al, 1998). Among the numerous purposes of a sales promotion is the attempt to elicit a direct impact on the firm's consumers purchase behavior in relation to brand choice. Continuously, most types of sales promotions affect the decision-making and purchasing stages of the buying process directly; this implies effectiveness in the long-run since it leads to increased sales performance and profitability (Kwok & Uncles, 2005). Customer purchases and the efficiency of distributors through marketing activities are often stimulated by sales promotion excluding advertising, public relations and so on. A sales promotion in other words provides the incentive different from the incentive provided by advertising for consumers to purchase some specific products and that sales promotion incentive is with respect to the reasons to purchase

those specific products. The purpose of a company's sales promotion is to attract new customers, give incentives to customers who are about to use competing products and maintain existing customers who are contemplating switching brands (Joshy and Bharadhwaj, 2011). Sales promotions vary and have an immediate effect on product purchases depending on the situation and need of consumers.

This information leads to the conclusion that the institutions begin a strong promotional campaigns or changes in pricing policies and therefore seek to manipulate the buying activities of consumers with other measures. This is reason why only a few consumers can easily stand when the words of sales promotion are presented. Thus, customers are encouraged by sales promotional variables like price reduction, coupon or discount given by the retailer and other promotional equipment like free sample, bonus sales and "buy one get one free" to buy extra than they intended (Gilbert, 1999).

EMPIRICAL REVIEW OF RELATED LITERATURES

There has been a good deal of research on the different reactions consumers have when identifying prices in sales promotions, and how they affect their purchase decisions (Ailawadi, Beauchamp, Donthu, Gauri & Shankar, 2019; Ailawadi & Harlam, 2009). A number of studies on the influence of sales promotion on consumers' buyer behaviour have been published during the past decade, for example, Ndubisi & Moi (2005) studied the impact of in-store displays on product trial and the repurchase behaviour of customers; Heilman, Lakishyk & Radas (2011) carried out research the influence of free samples on consumer trial and purchasing behaviour in the United States; while Leishnig, Schwertfeger & Geigenmueller (2011) examined the the impact of in-store events on consumers' attitudes towards retail brands in Germany; and Sands, Opperal & Beverland (2009) investigated the effects of in-store promotional activities on consumers' store decisions in Australia.

Recently, Shamsi, and Khan (2018) using a combination of exploratory as well as descriptive research carried out an analytical study of readymade garments and footwear segments on the impact of sales promotion on consumer behavior. The research instrument was a close ended questionnaire used to collect data from 396 consumers. IBM SPSS and IBM SPSS AMOS software packages have been used for data analysis. The result obtained show that sales promotion techniques are effective for influencing consumer purchase decision and that different promotional tools influence consumer decisions in varying trend. Shamsi, and Khan (2018) study further revealed that discount is significant for stimulating Product Trial as well as Spending More in Readymade Garments and Footwear segments, and that sales promotion can be used by marketers when they wish to attract new consumers and get their products tried by them while Buy-one Get-one has to be used with caution as it is not found much impactful in the selected segments.

Ahmad, Mehmood, Ahmed, Mustafa, Khan and Yasmeen (2015) investigated the impact of sales promotion on consumer buying behavior in Pakistan, using the questionnaire as an instrument of study to test the four different promotional

tools (i.e., price discounts, coupons, free samples and "buy-one-get-one-free"). The author processed the data collected using the Statistical Package for Social Science (SPSS) version 20. Ahmad, et al (2015) found that consumers' buying behavior were motivated by multiple types of factors, including socio-demography, promotional tools such as price discounts, coupons, free samples and "buy-one-get-one-free" and that Sales promotions play an important role in the marketing programs of marketers and retailers..

Zafar, Niazi and Zafar (2018) studied the impacts of Sale Promotion on Consumer Buying Behavior in Pakistan Internet Service Provider industry. The main objective of the study was to examine the response of consumers of internet service providers on sales promotions on the behalf of limit of down loadings, method of payments, size of discounts, validity of offer and packages of internet that which factor and how much it effects to selection of inter service providers. Zafar, Niazi and Zafar (2018) analysis of data was based on hypotheses testing which resulted in the realization of the fact that size of discount influence the decision making process which internet service providers are suitable for them and that method of payment and size of discount are important but not much as compare to limit of down loading's..

Bhandari, (2014) who carried out a study on impact of sales promotional activities on customer buying Behaviour with special reference to Rathi Build Mart, Raipur, found that manufacturer can use three methods to measure sales promotion effectiveness. These methods include that (i) sales data should be examined before, during and after Promotion, (ii) consumer panel data would reveal the kind of people who responded to the promotion and what they did after the promotion, (iii) consumer survey can be conducted to learn how many recalls the promotion, what they thought of it, how many took advantage of it (Bhandari, 2014).

Previous studies suggest that different market segments and consumer profiles react differently towards sales promotion (Liao, Shen, Shen and Chu, 2019; Shamsi and Khan, 2018). The work of Ailawadi & Harlam (2009) and Yang, Cheung, Henry, Guthrie & Fam, (2010) show that several reasons were responsible for the variations in effectiveness. These include demographic, cultural and ethnic differences, the value and timing of promotional offerings, as well as the type of product or service organizations promote. Weng and de Run (2013) research found that consumers react differently towards different sales-promotion techniques and that sales promotion preferences have a significant impact on consumers' behavioural intention and purchase satisfaction for all the product types included in their study. According to Liao, Shen and Chu (2019) sales-promotion techniques offering instant rewards, such as free samples and buy-one-get-one-free deals result in reminder and more impulse buying than sales-promotion techniques offering delayed rewards, such as loyalty rewards, competitions and sweepstakes. Zheng & Kivetz (2009) reiterated that consumers have a stronger need for, and are more sensitive to sales promotions for hedonistic luxuries and find it more difficult to justify spending money on these types of products for themselves.

III. METHODOLOGY

This study adopted a cross-sectional Survey Research design. The population of the study is the Cocoa beverages Intermediaries (distributors, wholesalers and retailers) and the selected consumers of Cocoa beverages in Lagos metropolis. The population of the consumers could not be ascertained because of its heterogeneous nature and spread across different categories of reference groups but can be estimated in millions of consumers. However, four categories of cocoa beverage products consumers are identified for usage in this work; which include Loyal Consumers; Discount Consumers; Impulsive Consumers and Need-Based Consumers.

The sampling technique used for the study is the stratified sampling technique for the Cocoa beverages intermediaries and convenience sampling technique for the products consumers. The population of Cocoa beverages intermediaries (dealers) was categorized into Distributors, Wholesalers and Retailers. Based on these strata, a sample was chosen in proportion to the size of each stratum. In case of cocoa beverages consumers, convenience sampling technique was adopted to select different categories of consumers group for the study.

The sample frame from both Intermediaries and consumers in selected area of Lagos were used to select the study sample. The stratified sampling method was applied to select 191 intermediaries in the selected area of Lagos state. These are dealers who have shown willingness to participate in the research. Yamane (1967) simplified formula for proportions was applied to calculate the sample size of Cocoa beverages Intermediaries.

Consequently, the sample size of the study is one hundred and ninety one (191) intermediaries. The choice of the sample size was based on number of intermediaries that have the experience different dimension of consumer behavior in the course of marketing cocoa beverages in the market. This covers all cadres of intermediaries of Cocoa beverages.

The instrument used for data collection was questionnaire. Questionnaire was used because it enhances the use of standardized questions. Five point likert scale measurements were used to design the questionnaire. Copies of the questionnaire were administered by hand and collected as scheduled. The completed questionnaires were collected, serialized, coded and analysed sequentially according to the research questions. The procedures for the analysis of data collected through questionnaires include the use of and frequency distribution showing simple percentages, mean and standard deviations.

IV. ANALYSIS AND RESULTS

ANALYSIS OF DEMOGRAPHIC DATA

The demographic data (section A of the questionnaire) are analyzed using frequency distribution and simple percentages. They are as shown in the table below (Questions 1 – 6):

Sex		Frequency	Percent
Valid	Male	107	58.8
	Female	75	41.2
	Total	182	100.0
Age		Frequency	Percent
Valid	Below 20 yrs	20	11.0
	20 - 30 yrs	55	30.2
	30 - 40 yrs	61	33.5
	40 - 50 yrs	44	24.2
	Above 50 yrs	2	1.1
	Total	182	100.0
Marital Status		Frequency	Percent
Valid	Single	33	18.1
	Married	81	44.5
	Widowed	27	14.8
	Divorced	31	17.0
	Others	10	5.5
	Total	182	100.0
Highest educational qualification		Frequency	Percent
Valid	WASC/GCE	45	24.7
	OND/NCE	49	26.9
	HND/HCE/B.Sc/MA	30	16.5
	M.Sc/M.A/MBA	12	6.6
	Total	182	100.0
Intermediary Category		Frequency	Valid Percent
Valid	Retailer	39	20.9
	Wholesaler	88	48.4
	Distributor	55	30.2
	Total	182	100.0
Years of dealership with Cocoa beverages		Frequency	Valid Percent
Valid	Below 5 yrs	32	17.6
	5 - 10 yrs	65	35.7
	10 - 15 yrs	45	24.7
	15 yrs & above	40	22.0
	Total	182	100.0

Source: Field Survey 2020

Table 4.1: Respondents Classified by Demographic Information

The sex distribution of the respondents indicates that 58.8% were male while 41.2% of the respondents were female. This implies that there are more male respondents than female respondents in the sample.

Table shows that 11.0% of the respondents in were below 20 years of age, 30.2% of them were in the age range of 20-30 years, 33.5% were in the age range of 30-40 years, 24.2% of the respondents were within the age range of 40 - 50 years and 1.1% of them were above 50 years.

In terms of marital status, 18.1% of the respondents were single while 44.5% of the respondents were married. Further, 14.8% of the respondents were widowed/widower and 17.0% of them was divorced, also 5.5% of the respondents were either separated or otherwise. This implies that majority of the respondents from Cocoa beverages intermediaries were married. For academic qualifications, 24.7% of the respondents are holders of SSCE/GCE holders, 26.9% are

OND/NCE holders, 16.5% of them hold HND/HCE/ B.Sc/B.A while 6.6% are M.Sc/MA/MBA holders.

In terms of intermediaries' category, Table 4.1 above indicates that 20.9% of the respondents were retailers, 48.4% of them were Cocoa beverages wholesalers and 30.2% were distributors of Cocoa beverages. The table 4.1 further indicated that 17.6% of the respondents had been Cocoa beverages dealership for a period of below 5 years, 35.7% of the respondents had been in dealership of Cocoa beverages for period of between 5 – 10 years, 24.7% of them has been in dealership with Cocoa beverages for a period of between 10 – 15years, while 22.0% of the respondents had been dealing on Cocoa beverages for a period above 15 years.

ANALYSIS OF DATA COCOA BEVERAGES INTERMEDIARIES

This section of the questionnaire was analyzed using means, standard deviations, frequency distributions and simple percentages, where need be. The analysis of the means (\bar{x}) were interpreted as follows:

Code:	Interpretation
Below 1.45	= Strongly Disagree
1.45 – 2.44	= Disagree
2.45 – 3.44	= Fairly Agree
3.45 – 4.44	= Agree
4.45 and above	= Strongly Agree

The impact of coupon on consumer's purchase of Cocoa beverages

Nos.	Statement	Cocoa beverages Intermediaries	
		Mean (\bar{X})	STD Dev.
7	Coupon stimulates intermediaries to purchase more of Cocoa beverages.	3.45	1.40
8	Coupon gives the intermediaries another reason to stock Cocoa beverages.	4.05	1.17
9	Coupon arouses intermediaries' interest for purchase of larger volumes.	4.05	1.17
10	Coupon arouses middlemen interest to deal more with Cocoa beverages.	3.87	1.29
11	Coupon increases Cocoa beverages shelf space for beverage intermediaries.	3.70	1.36

Source: Field Survey 2020

Table 4.2: Mean and Standard Deviation of the Respondents' views in the Questionnaire (Questions 7 - 11)

Table 4.2 shows that respondents agreed with the views that Coupon stimulates intermediaries to purchase more of Cocoa beverages; Coupon gives the intermediaries another reason to stock Cocoa beverages; Coupon arouses intermediaries' interest for purchase of larger volumes; Coupon arouses middlemen interest to deal more with Cocoa

beverages and that Coupon increases Cocoa beverages shelf space for beverage intermediaries with means of 3.45, 4.05, 4.05, 3.87, 3.70 and standard deviations of 1.40, 1.17, 1.17, 1.29, 1.36 respectively.

The impact of premium offer on consumer's purchase of Cocoa beverages.

Nos.	Statement	Cocoa beverages Intermediaries	
		Mean (\bar{X})	STD Dev.
12	Cocoa beverages premium offer increases intermediaries' desire to sell Cocoa beverages.	4.07	1.14
13	Cocoa beverages premium offer stimulates demand for the products in beverage market.	4.46	.88
14	Cocoa beverages premium offer help intermediaries to draw customers' attention for the products purchase.	4.38	.99
15	Premium offer help intermediaries in advertising Cocoa beverages to make sales.	3.42	1.24
16	Cocoa beverages premium offer given to intermediaries influence stocking of the products.	4.12	1.20

Source: Field Survey 2020

Table 4.3: Mean and Standard Deviation of the Respondents Views in the Questionnaire (Questions 12 - 16)

Table 4.3 shows that Cocoa beverages intermediaries fairly agreed with the view that Premium offer help intermediaries in advertising Cocoa beverages to make sales; while they agreed that Cocoa beverages premium offer increases intermediaries' desire to sell Cocoa beverages; Cocoa beverages premium offer help intermediaries to draw customers' attention for the products purchase; Cocoa beverages premium offer given to intermediaries influence stocking of the products; and they strongly agreed with the view that Cocoa beverages premium offer stimulates demand for the products in beverage market with means of 3.42, 4.07, 4.38, 4.12, 4.46 and standard deviations of 1.24; 1.14, 0.99, 1.20, and .88 respectively.

Impact of sponsorship on the behavior of the consumers of Cocoa beverages.

Nos.	Statement	Cocoa beverages Intermediaries	
		Mean (\bar{X})	STD Dev.
17	Sponsorship has direct impact on intermediaries' decision to sell Cocoa beverages	3.90	1.23
18	Sponsorship creates awareness for intermediaries that result in more Cocoa beverages customers' accounts.	3.67	1.08
19	Sponsorship has direct impact on intermediaries' acceptance of Cocoa beverages for sales.	3.49	1.21

20	Sponsorship has impact on Cocoa beverages intermediaries' sales volume.	3.29	1.16
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Source: Field Survey 2020

Table 4.4: Means and Standard Deviations of the Respondents views in the Questionnaire (Questions 17-20)

Table 4.4 indicates that respondents agreed with the view that Sponsorship has direct impact on intermediaries' decision to sell Cocoa beverages, Sponsorship creates awareness for intermediaries that result in more Cocoa beverages customers' accounts, Sponsorship has direct impact on intermediaries' acceptance of Cocoa beverages for sales; they fairly agreed with the view that Sponsorship has impact on Cocoa beverages intermediaries' sales volume with means of 3.90, 3.67, 3.49, 3.29 and standard deviations of 1.08, 1.21, 1.16 and 1.23, 1.08, 1.21 & 1.16 respectively.

Influence of Bonus sales on Cocoa beverages Consumers' purchase behavior.

Nos.	Statement	Cocoa beverages Intermediaries	
		Mean (\bar{X})	STD Dev.
21	Bonus sales attract intermediaries to patronize Cocoa beverages in the beverage market.	3.78	1.28
22	Bonus sales stimulate intermediaries' competition to sell more of Cocoa beverages.	3.84	1.30
23	Bonus sales can induce middlemen to stock more of Cocoa beverages.	3.92	1.11
24	Bonus sales lead middlemen increase of shelf space for Cocoa beverages.	4.17	1.16

Source: Field Survey 2020

Table 4.5: Means and Standard Deviations of the Respondents views in the Questionnaire (Questions 21-24)

Table 4.5 shows that the respondents agreed with the view that bonus sales attract intermediaries to patronize Cocoa beverages in the beverage market; Bonus sales stimulate intermediaries' competition to sell more of Cocoa beverages; Bonus sales can induce middlemen to stock more of Cocoa beverages and they agreed that bonus sales lead middlemen increase of shelf space for Cocoa beverages with means of 3.78, 3.84, 3.92, 4.17 and standard deviations of 1.28, 1.30, 1.11, 1.16 respectively.

The effect of price discounts on consumers' demand of Cocoa beverages

Nos.	Statement	Cocoa beverages Intermediaries	
		Mean (\bar{X})	STD Dev.
25	Price discounts give the intermediaries another reason to stock Cocoa beverages.	4.04	1.17
26	Price discount arouses middlemen interest for Purchase Cocoa beverages.	4.04	1.16

27	Price discounts increases Cocoa beverages middlemen shelf space.	4.18	1.02
28	Price discounts to influences middlemen to draw consumers' attention to Cocoa beverages.	3.94	1.15

Source: Field Survey 2020

Table 4.6: Means and Standard Deviations of the Respondents views in the Questionnaire (Questions 25-28)

Table 4.6 shows that the respondents agreed with the view Price discounts give the intermediaries another reason to stock Cocoa beverages, Price discount arouses middlemen interest for Purchase Cocoa beverages, Price discounts increases Cocoa beverages middlemen shelf space and also agreed that, Price discounts to influences middlemen to draw consumers' attention to Cocoa beverages with means of 4.05, 4.04, 4.04, 4.18, 3.94 and standard deviations of 1.17, 1.16, 1.02, 1.15 respectively.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings, it was concluded that the impact of coupon on consumer's purchase of Cocoa beverages are spectacular because it gives the intermediaries another reason to stock Cocoa beverages & arouses intermediaries' interest for purchase of larger volumes, gives the consumers another reason to buy cocoa beverages and increases sales volume of Cocoa beverages; the impact of premium offer on consumer's purchase of Cocoa beverages reveals that premium offer stimulates intermediaries' demand for the products, premium offer stimulates consumers' demand for the cocoa beverages and premium offer helps salesmen to draw customers' attention for the products purchase. Sponsorship has a direct impact on intermediaries' decision to sell cocoa beverages; has direct impact on consumers' acceptance of Cocoa beverages and has direct impact on increased sales of cocoa beverages; the influence bonus sales has on cocoa beverages consumers' purchase behavior that leads to middlemen increase of shelf space, can induce consumers' to purchase more of cocoa beverages and bonus sales can induce sales staff to market more of cocoa beverages. Analysis of the effect of price discounts on consumers' demand of cocoa beverages reveals that price discounts increases cocoa beverages middlemen shelf space, draw consumers' attention to patronize cocoa beverages and gives the intermediaries another reason to sell brands of cocoa beverages.

One weakness in using sales promotions especially coupons, is the fear of losing the face. It is recommended that this feature should be taken into consideration before launching the sales promotion campaigns. It seems that coupon is a tool to embrace consumers and losing them as well. It is recommended that the premium offer as a sales promotional activity should be intensified for Cocoa beverages to influence purchase decision. It was found that sponsorship has a direct impact on intermediaries and consumers' acceptance of Cocoa beverages. Based on this result the organization is advised to give greater consideration to

sponsorship in order to draw attention of customers and potential customers for Cocoa beverages.

The study recommended that bonus sales should be encouraged for Cocoa beverages since the study found that bonus sales lead to middlemen increase of shelf space and can induce consumers' to purchase more and influence sales-force marketing efforts for cocoa beverages. Price discounts as a sales promotional tool must not be neglected in the marketing of cocoa beverages if middlemen shelf space must be increased and consumers' attention drawn to patronize brand offering in the market.

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