

Sales Promotion and Customer Patronage of Selected Food and Beverages Companies in Lagos State Nigeria

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Abstract: *Several firms in the food and beverage industry use sales promotion strategies all around the world to outsmart their competitors. However, sales promotion, as excellent as it is in terms of giving numerous incentives designed to encourage quick sales and greater purchases by clients, is limited in time. Regardless of the aforementioned aspects of sales promotion, many consumers seek out other rivals due to unsatisfactory services, a desire for greater promotional incentives, and a lack of appropriate capacity to provide value to customers' demands, therefore increasing customer turnover. This paper investigated the effect of sales promotion tools such as free sample, rebate, contest and price discount on customer patronage of the selected Food and Beverages Companies in Lagos State, Nigeria. The study adopted a cross-sectional survey design. The total population of the study is 3502 staffs of the selected food and beverage firms operating in Lagos State, Nigeria. Taro Yamane sample size calculation technique to estimate the sample size of the population to determine the sample size of the study. A validated questionnaire was administered and a total of 344 retrieved for analysis. The data collected were analyzed using multiple regression analysis. Findings revealed that sales promotion tools significantly affect customer patronage in the selected Food and Beverages Companies in Lagos State, Nigeria. Therefore it was recommended that Companies in Nigeria's Food and Beverage Sector should always have a planned, structured, directed, and managed sales promotion program in place, as this will assist them make such promotional methods successful and efficient*

Keywords: *Customer Patronage, Food and Beverage industry, Sales Promotion*

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1. Introduction

Background to the Study

Manufacturing firms all around the world have experienced challenges in their daily operations, most notably in the sector where companies are continuously grappling with a steady drop in

consumer patronage as a result of the worldwide pandemic's impact ¹. Low product turnover, poor facilities, purchasing and supply chain, inadequate marketing, safety and quality of goods are just a few of the issues that these businesses face. Agriculture, manufacture and distribution of food items, canvassing and selling of commodities in general are all part of the Foods and Beverages industry globally. Any nation's progress cannot be discussed without mentioning the contribution of the Foods and Beverage industry, which has constantly seen an increase in the growth of food up to 3700 producers with an employment rate of more than 147,000 employees ². The Foods and Beverages sector in the United States of America (USA) employs around 21,000 people and generates approximately \$60 billion in revenue. According to Ellen ³, California is one of the top five food-producing states in the United States, leading in the production of raw milk, almonds worldwide, vegetables, fruits, nuts, and tomato processing, with over 6,000 farms around the state.

In Kenya, the manufacturing sector expanded at a rate of 3.5 percent in 2015 and 3.2 percent in 2014, contributing 10.3 percent to GDP, but in South Africa, the manufacturing sector accounts for 14 percent of the country's economy, down from 20 percent in 1994 ^{4,5}. In Nigeria, the food and beverage sector is made up of small, medium, and international firms that are increasingly being viewed as a niche in Africa's overall markets. Food and beverage firms in Nigeria have discovered that processed foods are consumed at a rate of 37.6 percent, followed by protein at 32.4 percent, and cereals at 30 percent^[6]. To make these food categories and commodities available to their end consumers through middlemen, a strong advertising approach will be perfect, highlighting the significance of this research.

The frequent occurrence of gaps in marketing communications among farmers and ultimate customers has an impact on the production level of food and beverage businesses, according to Oni⁷ and Yeboah ⁸. This indicates that in order to be known in the market, companies must always build awareness through efficient sales marketing of their goods and features, as well as their related pricing, to all stakeholders. This, without a doubt, will increase consumer patronage. Consumer views and attitudes substantially impact their purchase decisions, even if some of these perceptions and attitudes regarding an organization's image and products are incorrect. There is therefore, the need for organizations to influence consumers and customers through any or integration of their marketing communications mix in order to change these wrong perceptions and attitudes⁹.

Companies in the food and beverage sector in Nigeria have faced fierce rivalry. Many of these businesses have turned to sales marketing to drive sales traffic to their brands. As a result, literature on sales promotion has demonstrated that it has a substantial influence on consumer patronage. Price reductions, coupons, and extra product packs appear to have influenced consumers positively in their purchases of goods and services, but in some cases they simply do not work due to influencing factors such as the culture in which the consumer finds himself/herself, the consumer's social life, the consumer's psychological makeup, and personal considerations ¹⁰. These elements tend to steer customers in specific directions during the decision-making process. Therefore, this study seeks to examine the effect of sales promotion on customer patronage of selected food and beverage companies in Lagos state.

Statement of the Problem

Sales promotion efforts, which include both monetary and non-monetary incentives, are critical for drawing customers' attention to her goods and services, increasing customer patronage, and overcoming competitive obstacles ¹¹. Strenuous rivalry among rivals in Nigeria's Foods and Beverage businesses has resulted in the use of various marketing strategies in order to become the market leader ¹². Several firms in the food and beverage industry use sales promotion strategies all around the world to outsmart their competitors. However, sales promotion, as excellent as it is in terms of giving numerous incentives designed to encourage quick sales and greater purchases by clients, is limited in time. Regardless of the aforementioned aspects of sales promotion, many consumers seek out other rivals due to unsatisfactory services, a desire for greater promotional incentives, and a lack of appropriate capacity to provide value to customers' demands, therefore increasing customer turn over. Kennerly and Nelly ¹³ observe that foods and beverage companies both at home and abroad are facing challenges such as food manufacturing and processing, poor amenities, purchasing and supply chain, insufficient promotions, safety and quality of goods, and so on, implying the timely intervention of all interested parties such as stakeholders, private and public sector. Furthermore, it appears that there is a scarcity of research that focuses on or narrows down on the various types of sales promotions and their impact on consumer behavior and retention; in the sense that many researchers suggested that different types of sales promotions will elicit different promotional responses ¹⁴¹⁵. Furthermore, the bulk of these researches were done in the Western world, where cultural characteristics differ substantially from those in a third-world nation like Nigeria. As a result, the goal of this study is to bridge the gap while simultaneously contributing to the current literature.

Research Objectives

The main aim of this study is to examine the effect of sales promotion on customer patronage in selected Food and Beverages companies in Lagos state. The specific objective is to investigate the effect of sales promotion tools (free sample, rebate, contest and price discount) on customer patronage in selected Food and Beverages companies in Lagos state, Nigeria.

Research Questions

What are the effect of sales promotional tools (free sample, rebate, contest and price discount) on customer patronage in the selected Food and Beverages Companies in Lagos State?

Research Hypothesis

H₀: Sales promotion tools (free sample, rebate, contests and price discount) have no significant effect on customer patronage in the selected food and beverages companies in Lagos State, Nigeria.

II. Literature Review

The literature explores issues that relate to sales promotion which include free sample, rebate, contest, and price discount and as well customer patronage.

Sales Promotion

The ability of sales promotion to influence sales and customer patronage has been recognised in marketing and sales management literature. Sales promotion is a wide set of incentive measures, generally short-term in nature, meant to encourage consumers or the trade to acquire a certain product sooner and/or more frequently¹⁶. According to Oyedapo, Akinlabi, and Sufian¹⁷, sales promotion is a direct enticement that provides an additional value or incentive for the product to the sales force, distributors, or the final customer with the primary goal of generating an instant sale. Yeboah¹⁸ defines consumer promotion as a marketing strategy intended to encourage people to buy a product. Such campaigns are often limited in duration and intended to achieve a specific goal, such as expanding market share or launching a new product. According to Ya-ping¹⁹, sales promotion has become a useful tool for marketers, and its value has grown dramatically in recent years. They also argued that several studies have shown that sales promotions have a short-term influence on sales during the period in question. The long term impact of sales promotion as well, i.e. the increase in the brand loyalty of the customer which will ultimately increase the customer lifetime value of the company and thus the company's profitability.

Sales promotion also refers to any additional incentive used by manufacturers, merchants, and even non-profit groups to temporarily modify a brand's perceived price or value²⁰. For example, numerous market offers, such as promotions with discounts of up to 50% off, and many other schemes are meant to entice people to purchase specific items. All of these are incentives provided by manufacturers or dealers in order to boost the sales of their products; these incentives may take the shape of free samples, gifts, discount coupons, demonstrations, shows, and contests, among other things. All these measures normally motivate the customers to buy more and thus, it increases sales of the product.

The most common sales promotion methods include free samples, rebates, contests, price discounts, and coupons. **Coupon** (printed coupon, e-coupon, and mobile coupon) - Printed coupons, which may be found in magazines and newspapers or at the point of purchase, or electronic / mobile coupons, which can be obtained from the internet or email, or by 'push' or 'pull' SMS, entitle the buyer to a price discount on specific items. **Rebates** are mechanisms that allow customers to get a portion of their purchase price refunded. A rebate would be a firm that gives a partial return to consumers who mail in evidence of purchase. Rebates are particularly useful for organizations because, in order to claim a refund, a customer must fill out an application in which they submit personal information; this information may then be utilized by companies for consumer behaviour research. Such reimbursements entice customers to visit a store²¹.

Contests might be as easy as winning a present with a scratch card, an in-house game at a retail showroom, or an internet contest in which participants must submit their information. Online contests have become incredibly simple and essential as a result of the internet's meteoric development^[22]. Customers profit financially from **price discounts** when they make a purchase. The price reduction has two sorts of effects on customer behaviour. When a brand advertises more deals than others, it is viewed as low in quality, but when a brand promotes fewer discounts, it is believed to be good in quality. Furthermore, consumers believe that high-quality

brands provide fewer promotions. **Free sample** refers to free product rewards for repeat purchase or patronage of the same product or company.

Consumer Patronage

According to Ozioma and Marcus ²³, customer patronage in marketing refers to a scenario in which an individual with a need/want to fulfil acquires something of value from a supplier in order to address the recognized lack or shortfall. According to Paswan ²⁴, patronage behavior may be classified into various categories, including loyalty intention, amount of money spent, repeat purchase, number of visits, satisfaction level, length taken, time and quantity of items purchased. Retailers benefit by understanding the various factors that influence consumer patronage behaviour by getting more sales, repeat purchase and customer loyalty. Sirgy and Grewal ²⁵ suggested that consumer patronage behaviour can be influenced by location, atmosphere, merchandise, price, and promotional factors.

Theoretical Framework

The Harold Lasswell model of communication theory serves as the foundation for this study. In 1948, American political scientist and communications theorist Harold Lasswell introduced Harold Lasswell's paradigm of communication theory. The model's focus is split down by each communication element: Who came up with the message? What is the message's substance, what medium is it transmitted through, who is the audience/recipient, what effect does the analysis have, and what outcome does the message have? Our idea is relevant to this study since sales promotion is one of the communication strategies that, when effectively implemented, promotes client retention. The theory is made up of the advertiser's message, the channel through which such messages are distributed, and the receiver's perception/feedback to such communications. To guarantee that a sales promotion has an impact and is valued by the consumers/receiver, the receiver must be aware of the message being conveyed and from whom. According to the idea, the sender's credibility (food and beverage firms) will influence the customer's degree of attention/perception, which will affect the sender's performance (Foods and Beverages Companies).

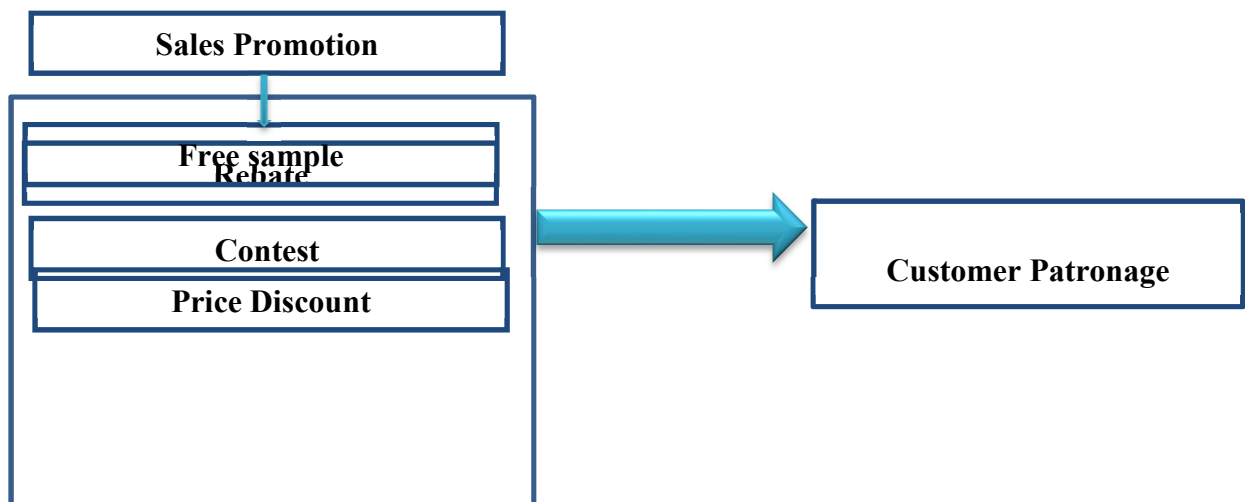
Empirical Review

The findings of the study of Adeniran, Egwuonwu and Egwuonwu ²⁶ on the impact of sales promotions on sales turnover in the Airlines Industry in Nigeria indicated that sales promotions encouragements significantly impacted sales turnover in the airlines industry and air travelers considers non-monetary sales promotional offers and off-line enticements to monetary and online offers. Salelaw and Singh ²⁷, in their study on the impact of sales promotion on brand equity confirmed brand equity as a multi-dimensional perception that consists of brand loyalty, perceived quality and brand associations. The study further concluded that monetary promotion affects positively the creation of brand equity by influencing brand awareness, brand associations and perceived quality; and non-monetary sales promotion affect positively the creation of brand equity by manipulating brand responsiveness and negatively by affecting perceived quality.

Summary of Gaps in Literature

Many studies have been conducted on sales promotional tools in developed countries, but only limited were conducted in developing countries to address its impact on customer patronage. Specifically, in Nigeria such as Adeniran *et al.*²⁸, Abubakar²⁹ and Kwabena³⁰, but none of their studies focused on sales dimensions in manufacturing industry. This suggests that the influence of sales promotion aspects on customer patronage in the Nigerian manufacturing industry should be investigated. In light of this, the current study aims to address a knowledge vacuum by investigating the influence of sales promotion on customer patronage in the Nigerian food and beverage industry. The study findings serves as input that will substantially improve the capacity of manufacturing company management to grasp the value of sales promotion and implement appropriate promotional strategies that will increase customer patronage.

Fig 1: Conceptual Model



Source: Researcher's Model, (2021)

III. Methodology

The study adopted a cross-sectional survey research design. The population for this study consists of staffs of the selected food and beverage companies in Lagos State, Nigeria. The food and beverage sector comprises of companies that are engaged in the production and manufacturing of consumable goods. The chosen companies for the study were selected purposively based on popularity and market share. The target population is 3502 staff of the three randomly selected companies in the food and beverage companies. The chosen companies for the study are Cadbury Nigeria Plc, Dangote Sugar Refinery Plc and Nestle Nigeria Plc.

Table 1: Target Population Distribution table

Name of Company	Target Population
Dangote Sugar Refinery Plc	1051
Cadbury Nigeria Plc	876
Nestle Nigeria Plc	1575
Total	3502

The researcher used the Taro Yamane sample size calculation technique to estimate the sample size of the population to determine the sample size of the study. This was chosen for the study because it provides an accurate and thorough conclusion of the best sample size. Adopting such a strategy enhances the research's degree of confidence and precision, lowering the risk of identifying an adequate sample size necessary for a study. Applying the formula, the sample size arrived at is three hundred and fifty nine (359) respondents from the selected companies. A well-structured questionnaire was used to obtain needed information from the respondents. The study used content and face validity. Cronbach Alpha reliability test was utilized and the result shows a value of 0.88 which indicates the reliability of the study instrument.

Model Specification

To evaluate the impact of sales promotion dimensions on consumer loyalty; mathematically, the model is expressed as follows:

Model. $CL = F(x_1, x_2, x_3, x_4, x_5)$

$CP = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$. (i)

Where: CP = Consumer Patronage

X1 = Free sample

X2= Rebate

X3 = Contest

X4= Price Discount

X5 = Coupons

β_0 = Intercept $\beta_1 - \beta_5$ = Regression Coefficient

ϵ = Stochastic error term

The model was enabling the researcher to get a more complete picture of the variables and determine the significance of independent variables individually and jointly on the dependent variable.

IV. Analysis and Discussion

A total of 359 copies of questionnaire were distributed. After follow-ups, 344 copies of the questionnaire were retrieved and considered usable for the analysis. This represented 95.8% response rate which is significant enough to draw a baseline and valid for conclusion of the research problem

Table 2: Demographic Characteristics of Respondents

Variables	Characteristics	Frequency	Percentage (%)
Gender	Male	241	70.1%
	Female	103	29.9%
	Total	344	100%
Age	18 – 25 years	45	13.1%
	26 – 30 years	130	37.8%
	31 – 35 years	135	39.2%
	36 – 40 years	31	9.0%
	41 – 45 years	3	0.9%
	Total	344	100%
Marital Status	Single	26	7.6%
	Married	285	82.8%
	Divorced	29	8.4%
	Widowed	4	1.2%
	Total	344	100%
Highest Educational Qualification	PhD	50	14.5%
	M.Sc./MBA/MPhil	180	52.3%
	B.Sc./HND	108	31.4%
	OND/NCE	3	0.9%
	Chartered Insurance Institute Certification/CIIN	3	0.9%
	Total	344	100%

Source: Authors' computation, 2021

Table 3: Descriptive Analysis of Research Questions

S/N	ITEMS	SA (5)	A (4)	U (3)	D (2)	SD (1)	Total
1	Free sample provides avenue for customer's to patronize food and beverage organizations	120 (34.9%)	160 (46.5%)	14 (4.1%)	35 (10.2%)	15 (4.4%)	344 (100%)
2	Rebates as sales promotional tool create repeat purchase from buyer's mind-set	181 (52.6%)	29 (8.4%)	34 (9.9%)	60 (17.4%)	40 (11.6%)	344 (100%)
3	Price discount is the best tactical tool to stimulate customer loyalty	63 (18.3%)	179 (52.1%)	40 (11.6%)	32 (9.3%)	30 (8.7%)	344 (100%)
4	Contest programs can encourage customers sales reinforcement in Food and Beverages organizations	35 (10.2%)	160 (46.5%)	15 (4.4%)	120 (34.9%)	14 (4.1%)	344 (100%)

Source: Researcher's Field Survey Result, 2021

Table 3 reveals the frequency distribution of the responses of the respondents. The table revealed that 120 (34.9%) of the respondents strongly agree, 160 (46.5%) of the respondents agree, 14 (4.1%) of the respondents were not able to make a decision, 35 (10.2%) disagrees, and 15 (4.4%) of the respondents strongly disagrees. The highest number of respondents 46.5% agreed to the statement and this implies that free sample provides avenue for customer's to patronize food and beverage organizations. The table also revealed that 181 (52.6%) of the respondents strongly agree, 29 (8.4%) of the respondents agree, 34 (9.9%) of the respondents

were not able to make a decision, 60 (17.4%) disagrees, and 40 (11.6%) of the respondents strongly disagrees. The highest number of respondents 52.6 % strongly agreed to the statement and this implies that Rebates as sales promotional tool create repeat purchase from buyer's mind-set.

Furthermore, table 3 above also revealed that 63 (18.3%) of the respondents strongly agree, 179 (52.1%) of the respondents agree, 40 (11.6%) of the respondents were not able to make a decision, 32 (9.3%) disagrees, and 30 (8.7%) of the respondents strongly disagrees. The highest number of respondents 52.1 % agreed to the statement and this implies that Price discount is the best tactical tool to stimulate customer loyalty. Lastly, table 3 above revealed that 35 (10.2%) of the respondents strongly agree, 160 (46.5%) of the respondents agree, 15 (4.4%) of the respondents were not able to make a decision, 120 (34.9%) disagrees, and 14 (4.1%) of the respondents strongly disagrees. The highest number of respondents 46.5 % agreed to the statement and this implies that Contest programs can encourage customer's sales reinforcement in Food and Beverages organizations.

Hypothesis Testing

Table 4: Regression Model Summary Results

Model	1
R	0.739
R square	0.546
Adjusted R square	0.539
Std. Error of the Estimate	1.80736

a. Predictors: (Constant), Free sample, Rebate, Contest and Price discount
Source: Researcher's Field Survey Result (2021)

Table 4 presents model summary of the regression analysis of sales promotion tools on customer patronage of selected Food and Beverage companies in Lagos State. The results for model summary revealed adjusted R-square of 0.546 which indicated that sales promotion components (Free sample, Rebate, Contest and Price discount) all jointly accounted 53.9 percent of the variation in customer patronage of selected Food and Beverage companies in Lagos State. The remaining percentage (46.1%) can be explained by other factors that are not in the model. The results also show the coefficient of correlation R of 0.739 indicating the strength of relationship between the variables. This implies strong positive relationship between the sales promotion components and customer patronage of selected Food and Beverage companies in Lagos State.

Table 5: ANOVA Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1326.876	5	265.375	81.240	0.000 ^b
	Residual	1104.098	338	3.267		
	Total	2430.974	343			
a. Dependent Variable: Customer Patronage						
b. Predictors: (Constant), Free sample, Rebate, Contest and Price discount						

Source: Researcher's Field Survey Result (2021)

Table 5 shows ANOVA results of regression analysis on sales promotion tools and customer patronage of selected Food and Beverage companies in Lagos State. The ANOVA helps to assess the statistical significance of the overall regression models. The larger the ratio, the more the variance in the dependent variable is explained by the independent variables. The results showed that the F value is 81.240 with p value = 0.000 which was less than conventional probability of 0.05 significance level. The results indicate that the overall model was statistically significant. Further, the results revealed that free sample, rebate, contest and price discount are good predictors of customer patronage of selected Food and Beverage companies in Lagos State. These findings confirm result of Pearson's correlation coefficient analysis.

Table 6: Regression Coefficient Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.238	1.087		3.901	0.000
Free Sample	0.126	0.031	0.206	4.013	0.000
Rebate	0.089	0.025	0.146	3.611	0.000
Contest	0.106	0.042	0.120	2.545	0.011
Price Discount	0.367	0.040	0.487	9.070	0.000

a. Dependent Variable: Customer Patronage

Source: Researcher's Field Survey Result (2021)

Table 6 presents the Regression Coefficient Results on effect of sales promotion on customer patronage of selected Food and Beverage companies in Lagos State, where t ratio shows the acceptance region of the null hypothesis. If the T ratio is greater than + or – 1.96 then this implies a significant relationship between dependent and independent variable and then null hypothesis should be rejected. Alternatively, the p value can be used to test the acceptance of the null hypothesis and where the p value is less than 0.05 then we reject the null hypothesis otherwise we accept it. The B column (Unstandardized Coefficients) will be used to show the nature of the relationship and if it has a positive sign then there is a positive relationship if negative then there is a negative relationship. A multivariate regression model linked the independent variables to the dependent variable as follows;

The resultant regression model was:

$$CP = 4.238 + 0.126FS + 0.089R + 0.106C + 0.367PD$$

The results revealed that out of the five sales promotion tools investigated in the model. According to the regression equation established, taking all sales promotion tools (Free sample, Rebate, Contest and Price discount) into account constant at zero, customer patronage of selected food and beverages companies will be 4.238. This implies that other factors can increase the customer patronage of selected food and beverages companies but are not included in the model.

From the results, free sample has a positive and significant effect on customer patronage of selected food and beverages companies ($\beta = 0.126$, $t = 4.013$, $p < 0.05$). This means that a unitary increase in free sample will lead to increase in customer patronage of selected food and

beverages companies by 0.126 units while holding other factors constant. The result also shows that rebate has a positive and significant effect on customer patronage of selected food and beverages companies ($\beta = 0.089$, $t = 3.611$, $p < 0.05$). This implies that a unit change in rebate will increase customer patronage of selected food and beverages companies by 0.089 units while holding other factors constant.

Also, contest has positive and significant effect on customer patronage of selected food and beverages companies ($\beta = 0.106$, $t = 2.545$, $p < 0.05$). This implies that a unit change in contest increases customer patronage of selected food and beverages companies by 0.106 units while holding other factors constant. The results also show that there was a positive and significant effect of price discount on customer patronage of selected food and beverages companies ($\beta = 0.367$, $t = 9.070$, $p < 0.05$). This implies that a unit change in price discount increases customer patronage of selected food and beverages companies by 0.367 units while holding other factors constant. The results infer that board diversity components such as free sample, rebate, contest and price discount contribute significantly to customer patronage of selected food and beverages companies in Lagos state. Based on the regression results, the null hypothesis (H_0) which states that Sales promotion tools have no significant effect on customer patronage in the selected Food and Beverages Companies in Lagos State is hereby rejected.

Discussion of findings

The findings of the study revealed that sales promotion tools significantly affect customer patronage in the selected Food and Beverages Companies in Lagos State. In agreeing with these findings, Afande and Maina³¹ demonstrated that sales promotion has the highest influence on sales volume of financial institutions in Kenya as compared to the other promotion mix elements like advertising, personal selling and direct marketing. These findings are also in agreement with Belch and Belch³² assertion that it has been acknowledged that consumer and trade promotion is a very effective tool for generating short-term increases in sales.

.V. Conclusion and Recommendations

Based on the findings of this study, it can be concluded that sales promotion tools (free sample, rebate, contest and price discount) jointly and independently predict consumer patronage except coupon which has negative influence and not significant. This is largely due to consumer unfamiliarity with the tool. However, based on the findings and conclusion of the study, the following recommendations are made:

- i. Companies in Nigeria's Food and Beverage Sector should always have a planned, structured, directed, and managed sales promotion program in place, as this will assist them make such promotional methods successful and efficient.
- ii. It is suggested that manufacturers and sellers should use more of coupon in their promotional efforts. This will help ignorant customers to be better informed about coupon and their uses

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