

Effect of Promotion on Product Awareness

(A Case Study of A Reputable Organization in the Brewery Sub-Sector of the Manufacturing Industry)

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Abstract

The study examined the influence of promotion on product awareness in the brewery subsector of the manufacturing industry in Nigeria. The objectives are; to assess the impact of promotion on product awareness in relation to the organization, to determine the degree at which the promotional mix used by the organization helps in achieving organisational objective, to evaluate the effect of company's promotional activities on the pricing of a company's brand and to assess the effectiveness of promotion in increasing the sales revenue of the organization..

Survey research design was adopted for this research. Primary data which includes questionnaire was used to elicit information from the members of staff while secondary data encompasses related journal materials, periodicals et.c. Descriptive statistics (percentages) and inferential statistics (multiple regression and t-test were used) were used to analyse the data.

The findings show that a 1% shift in promotion will cause a 52.6% shift in product awareness ($r=.526^{**}$, $N=121$, $P<.01$). The study revealed that a 1% shift in promotion will cause 89.6% shift in organizational objectives ($r=.896^{**}$, $N=121$, $P<.01$). Also, 1% shift in promotion will cause 87.4% shift in pricing of organization's brand/products ($r=.874^{**}$, $N=121$, $P>.01$). These depict that promotion influences pricing of organizations' product in this study. More so, 1% shift in promotion will cause 49.6% shifts in sales revenue($r=.496^{**}$, $N=121$, $P>.01$).

Based on the findings of this study, it was concluded that promotion is a critical and vital factor that enhances product awareness in the market. Hence, promotion attracts attention particularly when consumers are not very familiar with the products. It was strongly recommended that investments

should be made towards research and developments as it becomes extremely necessary to consider the cost/benefits analysis of promotions as past researchers emphasised that promotion is based on meeting customers' needs within a short term period.

Keywords: Promotion, Product, Product awareness, Marketing mix, Promotional mix and organizational objectives

Introduction.

It is the desire of every business oriented organization to create a conducive and accessible medium through which their goods and services are known and patronized by the target market. This will give room for the realization of stated objectives. It is therefore germane to say that business organization are set up for the achievement of stated objectives such as profitability, customer satisfaction, product awareness, increase in market share, expansion, growth e.t.c, therefore organization must put in place mechanism for achieving their stated objectives .However, objectives may vary, it is necessary to state the needed /necessary objectives to be achieved by respective organizations. Having stated the objectives and the mechanism for achieving the objectives, the marketing mix must be given proper attention. Marketing mix which serves as the 4p of marketing is a vital set of elements that links the organization to its target market. The term marketing mix was first popularized by Borden (1964). The ingredients in Borden marketing mix include product planning, pricing, branding, distribution channels, personal selling, advertising, promotion, packaging, display, servicing, physical handing and fact findings and analysis. Frey (1961) suggested that marketing variables should be divided into two parts: the offering (product, packaging, brand, price and service) and the methods and tools (distribution channel, personal selling, advertising, sales promotion and publicity. On the other hand, Lazer and Kelly, (1962) and Lazer, et al (1973) suggested three elements of marketing mix: the goods and service mix, the distribution mix, and the communication mix.

The Borden (1964) ingredients have been regrouped by McCarthy (1964) into the four variables that are known today as the 4ps of marketing. These four Ps are the parameters that the marketing managers can control, subject to the internal and external constraints of the marketing environment. However, the goal is to make decisions that center on the four Ps and the customers in order to create perceived values and generate a positive response.

The marketing mix can be used to develop both long-term strategies and short-term tactical programmes (Palmer, 2004). The marketing mix management paradigm has dominated marketing thought, research and practice (Grönroos, 1994), and “as a creator of differentiation” (Van, 1987) since it was introduced in 1940s. Kent (1986) refers to the 4Ps of the marketing mix as “the holy quadruple...of the marketing faith...written in tablets of stone”. Marketing mix has been extremely influential in informing the development of both marketing theory and practise (Möller, 2006). The main reasons the marketing mix is a powerful concept are; It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and – the components of the marketing mix can change a firm's competitive position (Grönroos, 1994). All managers have to allocate available resources among various demands, and the marketing manager will in turn allocate these available resources among the various competitive devices of the marketing mix. In doing so, this will help to instill the marketing philosophy in the organisation (Low and Tan, 1995).

Product remains the first vital element of marketing mix because it serves as the needs satisfying package. It is therefore necessary to consider the proper vehicle for delivery the needed information

about the product to the potential customers; this paves room for promotion as a vital element of marketing mix in communicating favourable information about the product to the respective customers. It will be a great loss to the managers if their products are not well known by the target market. This will lead to poor sales, and eventually lead to the death of the products, Irrespective of the nature of the basic product, the necessity of promotion as a critical tool in creating product awareness cannot be over emphasized. This is based on the fact that people cannot buy product(s) that they are not aware of. This made it necessary for organizations to embark on all possible means of communicating the effectiveness of their products to the target market.

The nature of the products and other factors such as size of the market, concentration of the target market, type of product, scope of the market and so on, are factors to be considered in considering the type of promotional tools to be use. These tools are advertisement, sales promotion, personal selling, and direct marketing e.t.c. However, irrespective of nature of the selected tools, the mindset of manager is to create effective product awareness.

According to Kotler (2002) "Promotion compasses all the tools in the marketing mix whose major role is persuasive communications. Promotion includes, advertising, personal selling, sales promotion and other selling tools. Promotion is one of the market mix elements, and a term used frequently in marketing. The promotional mixes or promotional tools are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Fundamentally, however there are three basic objectives of promotion. These are: to present information to consumers, to increase demand, and to differentiate a product.

However, Product awareness is the knowledge about the particular products a company offers especially compared to those offered by its competitors. When one first hear about promotional products as part of a marketing campaign, one might think that it is a pen with the company's name on it. However, promotional products have come a long way and there is a huge variety of promotional products that are available to be branded with ones name, logo, phone number, website, etc. It is important when choosing a promotional product campaign that one chooses a type of product that can easily be identified with one or what it is that one does. Secondly, it is important that the product is something that is useful to the recipient. Remember, one can always have ones name, logo, contact information, and even a motto, creed, or saying added to ones promotional products.

1.1 Objectives of the Study

The main objective of this research study is to examine the impact of promotion on product or brand awareness, using a reputable organization in the Brewery Industry

The objectives of this research are as follows:

- To assess the impact of promotion on product awareness in relation to the Brewery industry..
- To determine the degree at which the promotional mix used by Nigeria brewery helps in achieving organisational objective.

- To evaluate the effect of company's promotional activities on the pricing of a company's brand.
- To assess the effectiveness of promotion in increasing the sales revenue of Nigeria brewery products.

LITERATURE REVIEW

From Frances and Stephen (2006), Promotion mix is the direct way in which an organization attempts to communicate with various target audiences. It consists of five main elements: Advertising, sales promotion, personal selling, public relation and direct marketing.

Kotler and Armstrong (2006) viewed promotion as activities that communicate the merits of the product and persuade target customers to buy it. Promotion mix can be seen as the specific blend of advertising, sales promotion, public relation and direct marketing tools that the company uses to pursue its marketing objectives.

Promotional strategies include all means through which a company communicates the benefits and values of its products and persuades targeted customers to buy them (Kotler and Armstrong, 2004). Promotion is the company strategy to cater for the marketing communication process that requires interaction between two or more people or groups, encompassing senders, messages, media and receivers (Lager, 1971).

Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public_relations, personal_selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events.

To Bamigboye (2001), promotion is any marketing effort whose function is to inform or persuade actual or potential customers about the merits of given product or service for the purpose of inducing a consumer either to start purchasing or to continue purchasing the firm's product or service. To communicate with individuals, groups and organizations, several types of promotional methods can be used. The specific combination of promotional methods used are advertising, personal selling, sales promotion and public relation

1. Advertising. Advertising is the impersonal promotion to groups that is paid for by an identified sponsor. It focuses upon group of people rather than upon individual. It is a form of mass communication. This method allows the marketers to address large numbers of target consumers at a low cost per consumer contracted.
2. Sales Promotion. Sales promotion is an activity and/or material that acts as a direct inducement, offering added value or incentive for the products to middlemen, sales person or consumers.
3. Public Relation. Marketers engage in public relations in order to develop a favourable image of their organizational products in the eyes of the public. They direct these activities to induce target consumers. From this, public relation can be seen as abroad set of communicational efforts used to create and maintain favourable relationship between an organization and its public.

4. Personal Selling. According to Olukayode (1997), Personal selling is an oral presentation of ideas about products or services with the aim of persuading potential buyers to buy such products or services from which they can derive maximum satisfaction.

Borden (2010), in the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include: Promotional strategy (push, pull, etc.), advertising, personal selling & sales force, sales promotions, public relations & publicity and marketing communications budget.

The literature so far can be summed up as the combination of marketing tools used in achieving marketing objectives. It can also be reviewed as the controllable variables under the manipulative power of managers used in achieving organizational objectives. The marketing mix elements are products, price, place, and promotion, it is also called the 4Ps of marketing.

Promotional mix is one of the elements of marketing mix. From the view of Adebisi and Babatunde (2011), the aim of an organizational promotional strategy is to bring existing and potential customers to a state of relative awareness of the organization's products. They are of the view that organizations should strategize their promotional mix in order to effectively create awareness. Cole (1996) looked at promotional mix strategy as those means used in bringing customers from a state of unawareness to a state of actively adopting the products. It is a means of communicating with individuals, groups and organizations to directly or indirectly facilitate exchange of informing and persuading one or more audience to accept an organization's product. In line with this, Ross (2001) sees promotional mix as the total marketing communication program of a particular product. He viewed the promotional means strategy as all towards creating marketing communication programme about a product. Adebisi (2006) viewed promotional strategies as the marketing efforts whose function is to inform or persuade actual or potential customers about the merit a product possess for the purpose of inducing a customer to either start buying or continue to purchase the firm's products.

Kotler and Armstrong (2004) were of the opinion that promotional strategies include all means through which a company communicates the benefits and values of its products and persuade targeted customers to buy. To Lazer (1971), promotion is the company's strategies to cater for the marketing communication process that requires interactions between two or more people or groups encompassing senders, messages, media and receivers.

Conclusively it is agreed that an organization should apply strategies to its promotional mix in order to effectively communicate favourably with the target market. Without creating effective awareness of the organization and the products through communication, it will be difficult for an organization to achieve its stated objectives.

Promotion, the fourth P in the marketing mix, is now more commonly referred to as "**marketing communications**". Marketing communications can be defined as "the means by which firms attempt to inform, persuade, and remind customers—directly or indirectly—about the products and products they sell. In a sense, marketing communications represent the 'voice' of the company and its products and are a means by which it can establish a dialogue and build relationships with consumers. (Kotler and Keller,2009) Marketing communications are all about getting the word out about a company's products and services because customers cannot buy what they do not know about, and, in the process, creating more of a two-way relationship with customers than was typical of the more traditional notion of promotion. A further conceptual iteration is the term promotions

(IMC), which is “the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program designed to maximize the communication impact on consumers, businesses, and other constituencies of an organization.(Dana- Nicoleta and Kenneth, 2007)

3.0 Research Methodology

3.1 Research Design

This study makes use of survey research design that allow for the use of questionnaires to elicit data from the respondents.

According to Nworgu (1991), a design can be defined as a plan or blue print which specifies how data relating to a given problem should be collected and analyzed. It provides the procedural outline for the conduct of any given investigation

3.2 Study Population/ Sample

The actual population of this study is the entire staff of a reputable organization in the Brewery Sub-Sector of the Manufacturing Industry. This study was carried out in Ibadan, Oyo State.

3.3 Sampling and Sample Size

A sample of one hundred (140) respondents was randomly selected and were administered but 121 were duly completed and returned. The actual population of this study is the entire staff of reputable organization in the Brewery Sub-Sector of the Manufacturing Industry, and considering the various constraints associated with the population, an appropriate sample was randomly selected to represent the entire population.

3.4 SOURCE OF DATA

It was both primary and secondary sources. In carrying out this research, the use of questionnaire was employed to gather necessary and relevant data from the respondents. This method was used in order to minimize the problems associated with data collection and to ensure that the results from this are visible and bias free as expected. The questions were designed to sample the views of the respondents on the effect of promotion on product awareness.

3.5 Methods of Data Analysis

This section entails the analyzing of data and interpreting data collected from the population sample. Data was analyzed using frequency table, likert scale, pie charts, distributive statistics (mean and standard deviation) and hypothesis testing (multiple regression). The use of distributive statistics was considered because of the nature of data used by the researchers, the researchers made use of 121 responses

3.6 Research Hypotheses

Hypothesis 1

(H1) There is a significant relationship between promotion and product awareness.

(H0) There is no significant relationship between promotion and product awareness.

Hypothesis 2

(H1) There is a significant relationship between promotion and organisation objectives.

(H0) There is no significant relationship between promotion and organisation objectives.

Hypothesis 3

(H1) There is a significant relationship between promotional activities and pricing of company's brand/product.

(H0) There is no significant relationship between promotional activities and pricing of company's brand/product.

Hypothesis 4

(H1) There is a significant relationship between promotion and sales revenue.

(H0) There is no significant relationship between promotion and sales revenue.

DATA PRESENTATION AND ANALYSIS**4.1 DATA PRESENTATION****Table 4.1.1 showing the descriptive statistics of demographics**

Sex	Frequency	Percentages(%)
Male	63	52.1
Female	58	47.9
Total	121	100
Age	Frequency	Percentages(%)
18 - 24	46	38.0
25- 34	16	13.2
35 - 44	34	28.1
45-54	24	19.8
55-ab0ve	1	0.8
Total	121	100
Marital Status	Frequency	Percentages(%)
Single	60	49.6
Married	50	41.3
Divorced	4	3.3

Others	7	5.8
Total	121	100
Education	Frequency	Percentages(%)
B.sc/HND	104	86.0
M.sc	15	12.4
P.hd	2	1.7
Total	121	100

Source; Researchers' field survey, 2014.

4.2 TEST OF HYPOTHESES

EFFECT OF PROMOTION ON PRODUCT AWARENESS

Table 4.2.1: There is a significant relationship between promotion and product awareness.

Variable	Mean	Std. Dev.	N	R	P	Remark
Product awareness	4.30992	.490562	121	.526**	.000	Sig
Promotion	4.571625	.2824549				

** Sig. at .01 level

This shows that there is a significant relationship between promotion and product awareness. ($r = .526^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause a 52.6% shift in product awareness. Hence, it could be deduced that promotion influence product awareness in the study.

Table 4.2.2: There is a significant relationship between promotion and organisational objectives.

Variable	Mean	Std. Dev.	N	R	P	Remark
Organization Objectives	4.5868	.42045	121	.896**	.000	Sig
Promotion	4.571625	.2824549				

** Sig. at .01 level

This implies that there is a significant relationship between promotion and organisation objectives. ($r = .896^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 89.6% shift in organisation objectives. Hence, it could be deduced that promotion influence organisation objectives in the study.

Table 4.2.3: There is a significant relationship between promotional activities and pricing of company's brand/product.

Variable	Mean	Std. Dev.	N	R	P	Remark
Pricing of Product	4.6219	.36245	121	.874**	.000	Sig
Promotion	4.571625	.2824549				

** Sig. at .01 level

This indicates that there is a significant relationship between promotion and pricing of company's brand/product. ($r = .874^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 87.4% shift in pricing of company's brand/product. Hence, it could be deduced that promotion influence pricing of company's brand/product in the study.

Table 4.2.4: There is a significant relationship between promotion and sales revenue.

Variable	Mean	Std. Dev.	N	R	P	Remark
Sales revenue	4.5062	.31035	121	.496**	.000	Sig
Promotion	4.571625	.2824549				

** Sig. at .01 level

This shows that there is a significant relationship between promotion and sales revenue. ($r = .496^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 49.6% shift in sales revenue. Hence, it could be deduced that promotion influence sales revenue in the study.

4.3 Discussion of Findings

Table 4.1.1 shows that Nigerian Brewery Plc consists of both male and female members of staff. There were more of male respondents than female. It shows the respondents of 49.6% were Single, 41.3% of the respondents were Married, 3.3% of the respondents were Divorced and 5.8% of the respondents fell under others category. More so, it shows that 86.0% of the respondents were B.sc/HND holders, 12.4% of the respondents were M.sc holders and 1.7% of the respondents were P.hd holders.

Table 4.1.2 in appendix 1 shows that 1.7% did not decide, 24.8% agreed and 73.6% strongly agreed. Table 4.1.3 shows that 0.8% respondents strongly disagreed, 1.7% did not decide, 36.4% agreed and 61.2% strongly agreed. Table 4.1.4, in appendix 1, indicated that Nigeria Brewery applies sales promotion as one the promotional strategies. Table 4.1.5 in appendix 1 shows that Nigeria Brewery applies personal selling as one of the promotional strategies Table 4.1.6 in appendix 1 confirms that activities organisation influence the rate of purchase positively. Table 4.1.7; in appendix 1, the result shows that the application of promotional activities gives room for product awareness. Table 4.1.8; in appendix 1, shows that the awareness of Nigeria Brewery products is based on the effective adoption of promotional activities. Table 4.1.9 in appendix 1 shows that the respondents were of the fact that effectiveness of promotional activities help in increasing sales volume. Table 4.1.10 in appendix 1, majority strongly agreed to the fact that the adoption of effective promotional activities helps in the achievement of organisational objectives. Table 4.1.11 in appendix 1 shows that majority of the respondents strongly agreed that pricing policy takes consideration of the adopted

promotional activities. Table 4.1.12 in appendix 1 indicates that the adoption of effective promotional activities helps in increasing sales revenue. Table 4.1.13 in appendix 1 shows that 1.7% did not decide, 34.7% agreed and 63.6% strongly agreed that the organisation helps in understanding the needs of customers, and plays important role in product awareness. Table 4.1.14 in appendix 1 shows that the respondents agreed that promotional activities help in improving communication skills between the organisation and target market. Table 4.1.15; in appendix 1, here majority of the respondent strongly agreed that promotional activities create positive relationship between the organisation and the target market. Table 4.1.16 in appendix 1 shows that 17.4% respondents strongly disagree, 4.1% ticked Disagree, 25.6% agree and 52.9% strongly agree that promotional activities increase positive perception of the products in the mind of customers. Table 4.1.17 in appendix 1 majority here agreed that promotional activities increase the degree of brand loyalty. Table 4.1.18; in appendix 1 here nobody disagree that promotional activities help in creating new customers. Table 4.1.19 in appendix 1 shows that majority of the respondents strongly agreed that that effective promotional activities help in increasing organisational profitability. Table 4.1.20 in appendix 1 shows that majority of the opinions agreed that that promotional activities influence the rate of purchase. Table 4.1.21 in appendix 1 shows that 1.7% did not decide, 52.1% agree and 46.3% strongly agree that products help in satisfying customers need as well as promoting the product in the media.

Hypothesis one, shows that there is a significant relationship between promotion and product awareness. ($r = .526^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause a 52.6% shift in product awareness.

Hypothesis two implies that there is a significant relationship between promotion and organisation objectives. ($r = .896^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 89.6% shift in organisation objectives. This implies that it could be deduced that promotion influence organisation objectives in the study.

Hypothesis three indicates that there is a significant relationship between promotion and pricing of company's brand/product. ($r = .874^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 87.4% shift in pricing of company's brand/product. Hence, it could be deduced that promotion influence pricing of company's brand/product in the study.

Hypothesis four shows that there is a significant relationship between promotion and sales revenue. ($r = .496^{**}$, $N = 121$, $P < .01$). The implication of this result is that a 1% shift in promotion will cause 49.6% shift in sales revenue.

Conclusion

This study has evaluated the objectives of sales promotion as well as different strategies employed by Nigerian Breweries Plc to secure its growing customer base. In order to achieve this, the researcher has analysed the promotional activities of Nigerian breweries with the aim of establishing its impact on sales and customer loyalty. This was achievable through the distribution of questionnaire as well as interviews with member staffs of the company.

The research summarises that sales promotion has positive significant influence on product awareness

This explains that an increase in sales promotion resulted in corresponding increase in NB Plc sales level during promotion periods as emphasised by staffs and respondents.

Recommendations

In line with this study, the followings were recommended:

- It is noteworthy to emphasise that sales promotion has short term effect, therefore management of organizations in the Brewery sub sector of the manufacturing industry should endeavour to achieve appropriate customer relationship management (CRM).this will provide up to date information relating to customers' needs and best ways of satisfying those needs. It will also assist management in maintaining continuous follow up of old and new customers acquired during sales promotion period. More so, it is necessary to invest in recent innovative techniques on sales promotion since it creates awareness in the competitive industry.
- More so, management of organizations in the Brewery sub-sector of the manufacturing industry should invest in research programs especially in the area of understand consumer expectation and plan to reduce negative feedbacks from dissatisfied customers as identified in the research findings above.
- Management of should also consider further investments on various television advertisement and sponsoring some interesting programmes as this has proven to be the most effective way of communication with consumers.

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APPENDIX 1

Table 4.1.2: People know your product based on your promotional activities.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	-	-	-	-
Disagree	2	1.7	1.7	1.7
Undecided				
Agree	30	24.8	24.8	26.4
Strongly Agree	89	73.6	73.6	100.0
Total	121	100.0	100.0	

Source; Researcher’s field survey, 2014

Table 4.1.3: Your organisation applies advertising as one of the promotion strategies.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	.8	.8	.8
Disagree	-	-	-	-
Valid Undecided	2	1.7	1.7	2.5
Agree	44	36.4	36.4	38.8
Strongly Agree	74	61.2	61.2	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.4: Your organisation applies sales promotion as one the promotional strategies?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	.8	.8	.8
Disagree	-	-	-	-
Valid Undecided	2	17	17	25
Agree	42	34.7	34.7	37.2
Strongly Agree	76	62.8	62.8	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.5: Your organisation applies personal selling as one of the promotional strategies?

	Frequency	Percent	Valid Percent	Cumulative Percent
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	Strongly disagree	-	-	-	-
	Disagree	-	-	-	-
Valid	Undecided	2	1.7	1.7	1.7
	Agree	60	49.6	49.6	51.2
	Strongly Agree	59	48.8	48.8	100.0
	Total	121	100.0	100.0	

Source; Researcher’s field survey, 2014

Table 4.1.6: Your organisation activities influence the rate of purchase positively?

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	-	-	-
	Disagree	-	-	-
Valid	Undecided	2	1.7	1.7
	Agree	63	52.1	53.7
	Strongly Agree	56	46.3	100.0
	Total	121	100.0	

Source; Researcher’s field survey, 2014

Table 4.1.7: The application of promotional activities gives room for product awareness?

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	-	-	-
	Disagree	-	-	-
Valid	Undecided	-	-	-
	Agree	42	34.7	34.7
	Strongly agree	79	65.3	100.0
	Total	121	100.0	

Source; Researcher’s field survey, 2014

Table 4.1.8: The awareness of Nigeria Brewery products is based on the effective adoption of promotional activities?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	-	-	-	-
Disagree	-	-	-	-
Valid Undecided	62	51.2	51.2	51.2
Agree				
Strongly agree	59	48.8	48.8	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.9: The effectiveness of promotional activities helps in increasing sales volume?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree				
Disagree	-	-	-	-
Valid Undecided	68	56.2	56.2	56.2
Agree				
Strongly agree	53	43.8	43.8	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.10: Adoption of effective promotional activities helps in the achievement of organisational objectives?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	-	-	-	-
Disagree	-	-	-	-
Valid Undecided	55	45.5	45.5	45.5
Agree				
Strongly agree	66	54.5	54.5	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.11: Pricing policy takes consideration of the adopted promotional activities?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	-	-	-	-
Disagree	2	1.7	1.7	1.7
Valid Undecided			24.8	26.4
Agree	30	24.8		
Strongly agree	89	73.6	73.6	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.12: Adoption of effective promotional activities helps in increasing sales revenue?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree				
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	44	36.4	36.4	38.0
	75	62.0	62.0	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.13: Your organisation helps in understanding the needs of customers, and plays important role in product awareness?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree				
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	42	34.7	34.7	36.4
	77	63.6	63.6	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.14: Promotional activities help in improving communication skills between the organisation and target market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree				
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	60	49.6	49.6	51.2
	59	48.8	48.8	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.15: Promotional activities create positive relationship between the organisation and the target market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree				
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	63	52.1	52.1	53.7
	56	46.3	46.3	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.16: Promotional activities increase positive perception of the products in the mind of customers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	21	17.4	17.4	17.4
Disagree	5	4.1	4.1	21.5
Undecided	-	-	-	-
Agree	31	25.6	25.6	47.1
Strongly agree	64	52.9	52.9	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.17: Promotional activities increase the degree of brand loyalty?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	13	10.7	10.7	21.5
Disagree	13	10.7	10.7	22.3
Undecided	1	.8	.8	43.0
Agree	25	20.7	20.7	100.0
Strongly agree	69	57.0	57.0	
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.18: Promotional activities help in creating new customer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	7.4	7.4	7.4
Disagree	2	1.7	1.7	9.1
Undecided	40	33.1	33.1	42.1
Agree	70	57.9	57.9	100.0
Strongly agree				
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.19: Effective promotional activities help in increasing organisational profitability?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	7.4	7.4	7.4
Disagree	2	1.7	1.7	9.1
Undecided	38	31.4	31.4	40.5
Agree	72	59.5	59.5	100.0
Strongly agree				
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.20: Promotional activities influence the rate of purchase?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	-	-	-	-
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	60	49.6	49.6	51.2
	59	48.8	48.8	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014

Table 4.1.21: The products help in satisfying customers need as well as promoting the product in the media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	-	-	-	-
Disagree	2	1.7	1.7	1.7
Undecided				
Agree				
Strongly agree	63	52.1	52.1	53.7
	56	46.3	46.3	100.0
Total	121	100.0	100.0	

Source; Researcher's field survey, 2014