



Sales Promotion as a Determinants for Purchasing Decision of FMCG Companies in Akoko Arear of Ondo State, Nigeria

Femi Seun Benjamin

Adekunle ajasin university akungba Akoko, Ondo State, Nigeria

Benfem01@gmail.com

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ABSTRACT

All business needs to communicate their present and potential customers what they have to offer. To do this successfully, marketers today are searching for cost effective method to communicate with their target audience and gradually shifting away from advertising to sales promotion. Study has shown that sales promotion cause repeat purchase; if consumers are satisfied with the brand being promoted. This is expected to create a direct implication on the performance of organization. Since each promotional tools has his advantages and disadvantages, it is therefore expedient to every organization to continually review their promotional techniques. Hence, there is need examine the effect of sales promotion on purchasing decison of Fast Moving Consumer Goods Companies in Akoko Area of Ondo State. The study is a descriptive research design. The sample size of the study comprised of 278 retailers of Noodles companies in the study area. The study rely on primary data from some selected retailers of Noodles products in Akoko Area of Ondo State using a structural questionnaire. Multistage sampling techniques were used in the collection of data and this was analyzed using descriptive and inferential statistics with the aid of SPSS version 23. The findings revealed that there is a significant effect of sales promotion on purchasing decision of FMCG ($F=28.772, p< 00.0$). It is therefore concluded that premium and price discount could lead customer to make a purchase of noodles products. The study recommends that sales promotional tools should be attended to by various authorities in the organisation

1.1 Background to the study.

In the business world today, attracting new customers has become so important in modern retailing. Organizations in fast moving consumer goods (FMCG) have been trading in competitive environment over the last few decades. Promotional tools are used by various organizations in the competitive market. Organizations use numerous promotional tools to communicate to their target markets. The promotional tools is a set of components that interact and are integrated together to achieve the institution promotional objectives in the context of the prevailing marketing philosophy (Kotler & Keller, 2006). Promotion is the process of marketing communication to inform, persuade, remind and influence consumers or users in favor of product or service. Promotion has three specific purposes. It communicates marketing information to consumers, users and resellers also, it persuades customers to buy and it also reminds customers of an existing product. In this process the promotional mix includes advertising, personal selling, sales promotion, public relations and publicity (Stanton 1994)

In all this, market wise, all businesses need to communicate to the consumer what they have to offer (Jobber & Lancaster, 2006). Increased in-store reductions and extended promotional periods across the country are a testament to their bid to boost demand (Irishexaminer.com, 2011). Firms are expected to communicate with their present and potential customers and make it an important aspect in the marketing process. Hence, marketers today search for more cost effective method to communicate with their target audience and are gradually shifting away from only advertising to other forms of sales promotion (Yang, 2010). One of the reasons for switching from the traditional method of advertising is because of its difficulty to measure its effectiveness (Yang, 2010). Sale promotion generally works on a direct behavioral basis rather than effecting awareness or attitude (Schulz, 1998). Sales promotion is an uninterrupted incentive that offers an extra value or incentive for the product to the sales force, distributor, or the final consumer with the main objective of creating an immediate sale (Oyedepo et al., 2012). Interestingly, some researchers (Peattie & Peattie, 2009) have shown that sales promotion is likely to repeat purchases if consumers are satisfied with the brand that is being promoted. It is more likely that they will also buy it later after promotion is over. Sales promotion simply exists to have a direct impact on the behavior of firms' customers (Blattberg & Neslin, 1990). Studies by Sadia and Syeda (2012); Odunlami and Ogunsiji (2011) and Aderemi (2003) disclosed that the purpose of sales promotion is to motivate the customers to immediately purchase a particular product thus enhancing its sales volume.

It is recognized that sales promotion as a promotional activity which occurs within an organisational context. Managements of organizations therefore strive to improve their organizational performances through marketing actions or activities such as promotional incentives (Pawels, Srinivasan, Silva-Risso, & Hanssen, 2003). According to Haghighinasab, Sattari, Ebrahimi and Roghanian, (2013) performance can be measured based on growth, market share and profitability. Brand awareness and product trial can be motivated by effective sales promotion tools that generally operate in a specific time

frame, encouraging consumers to act while the promotion is still available (Low & Mohr, 2000). They also aid in a brands attempt to expand the target market (Mciiroy & Barnett, 2000)

In Nigeria today, there are many FMCG companies and products. Fast Moving Consumer Goods (FMCG), alternatively called Consumer Packed Goods (CPG) refers to retail goods that are consumed relatively quickly, many of them within a short time period of just a few days (Mustapha, 2010). Retail sector is one of the very biggest industries in the world. The retail shops cannot run business without fast moving consumer goods. Today, the fast moving consumer goods are fulfilling the consumer's needs and wants like (laundry soaps, synthetic detergents). This sector's products are used by people every day. Available markets are found of many FMCG product and FMCG companies face competition. Therefore, competition faced by FMCG companies have led to the introduction of McDonalidization which is taking of efficiencies, calculability, predictability, increased control, and the replacement of Human by Non-human Technology (McGraw-Hill, 1994) and many promotional activities in the sectors

In Nigeria, fast moving consumer goods companies are many. Their contribution to the Nigeria economy and GDP has got attention of many in the recent time. However, their performance has not been impressive in the recent times. There seems to be low sales promotional activities among these companies, thereby leading to their poor performance. There is need therefore to investigate the link between sales promotion and performance of FMCG companies in Nigeria.

1.2 STATEMENT OF THE PROBLEM

In Nigeria today , there are many FMCG companies such as 7up Bottling Company plc, Cadbury Nigeria plc, Dangote Flour Mills, Flour Mills Nigeria plc, Nestle Bottling company plc, Northen Nigeria Flour mills plc, Union Dicon salt plc, UTC Nigeria plc, Vitafoam Nig Plc, P Z cussions Nigeria Plc, Nigeria Enamelware Plc, Nigeria Brewery Plc, Nacon Allied Industries Plc, Multi-Trex Integrated Foods Plc, McNichols Plc, International breweries Plc, Honeywell flour mills Plc, Guinness Nig plc, Golden Guinea Brewery Plc, DN Tyre & Rubber Plc, Dangote sugar Refinery Plc, Champion Brewery Plc, May & Baker, Chikki foods industries, Dufil prima foodss and Unilever Nigeria Plc. and their product toothpaste, Noodles, hair care, skincare, soap, cosmetics and paper products such as tissues and sanitary towels, fabric wash (laundry soaps and synthetic detergents) and domestic cleaners (such as dish/utensil cleaners, air fresheners and insecticides). In order to increase sales and improve competitive advantage, these companies have been using various sales promotion activities (luk & yip, 2008; Adewale & Oyewale , 2013). However, rapid changes in technology, shortened life cycles, increased competitions, barriers to international trade and the concept of globalization have been identified in literature to contribute to the frequent review of sales and promotional strategy to be in tune with the changing society (Ajike, Akpan & Ajike, 2016). Sales promotion such as coupon, premium, price discount, point of sales display and samples have been described to support promotional and other sales efforts (Cole 1993; Ricky, Ebert & Starke; 2005). However, each promotional tools has advantages and disadvantages, it is therefore necessary for every organization to take caution before using any of the sales promotional techniques (Festus, 2016).

Studies by (Daramola, Bello and Okafor, 2014, Ajike, Akpan and Ajike 2016, Oladele, Oyerinde, Okolugbo and Adegbola, 2014; Odunlami and Ogunsiji, 2011 and Michael and Ogwo, 2013) are some of the studies in the literature that are related to sales promotion and performance of FMCG Companies in southwest Nigeria but with emphasis on branding, packaging and green pricing. However, branding, packaging and green Pricing were used as performance criteria in the studies. This used sales volume among others (profitability and Market share), as performance criteria for FMCG in Nigeria. The objective of the study is to investigate the influence of sales promotion on the performance of FMCG companies in Nigeria

2. LITERATURE REVIEW

2.1 Concept of sales promotion

Sales promotion has been defined by many authors in the literature and the various definitions are given in this study. Sales promotion is an uninterrupted incentive that offers an extra value or incentive for the product to the sales force, distributor, or the final consumer with main objective of creating an immediate sale (Oyedepo, Akinlabi & Sufian, 2012). Also, Shimp (2003) defines sales promotion as any incentive used by manufacturer or a retailer to encourage the sales force to aggressively sell the product and also to induce the buyer to buy the product. In addition, Brassington and Pettitt (2000) provide a definition for sales promotions: "... as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the "normal" offering in order to achieve specific sales and marketing objectives.

Sales promotion refers to those promotion activities other than advertising, publicity and personal selling that stimulate interest, trial or purchase by final customers or others in the channel (Bagavathi Pillai, 2007). Moreover, Blythe (2006) viewed sales promotion as any activity intended to generate a temporary boost in sales which includes several communications activities pursued in an attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales either by trial, or repeat purchase.

In line with the definition given by Brassington and Pettitt (2000) who gave a comprehensive definition of sales promotion and after given consideration to the commonality of definitions given by the various authors, this definition will be adopted for the purpose of this study. The various types of sales promotion are given in the next section.

2.1.3 Sales Promotion Tools

The most commonly used sales promotion techniques by firms include: coupons, point-of-sales displays, premium, free sample, price discount, refunds, contests, sweepstakes and event sponsorship. (Kotler and Armstrong, 2012; Ricky, Ebert, & Starke, 2005; Shimp, 1993) Cash refund, point of sales display, premium, free sample and price discount will use for the purpose of this study. All these promotional tools can be used for all the types of promotion (Kotler and Armstrong, 2012).

2.1.3.2 Price Discounts and Fast Moving Consumer's Goods Companies

According to Fill (2002) price reduction is a valuation approach where goods or products are offered in a good discounted buying price and it seems to be a reduced cost to the consumers, mostly applied in hypermarkets and point of purchase displays. Price discount is "reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase" (Raghubir et al., 1999). Other studies found that price discounts (cut off prices) playing an important role in stimulating new customers' behaviors to try the offered products (Brandweek, 1994; Blackwell, Miniard & Engel, 2001; Fill, 2002; Shimp, 2003).

Price is one of the key elements of marketing mix as it produces revenues and fixing the price is one of the most important yet most sensitive aspects of marketing. In almost every market around the globe price still means the point at which buyer and seller are finally in agreement. Manufacturer, retailers in present day business often create non-price points of difference such as product quality, brand image, packaging and service against their competitors.

However intense competition in the marketplace and with growing ability of competitors to resemble each aspect of non-price points as discussed has made it difficult for marketers to win the confidence of customers. As a result many businesses, retailers and manufactures today uses price based discount to influence the purchasing behavior of the customers.

2.1.3.4 Premium and Fast Moving Consumer's Goods Companies

One kind of non-financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount. Though studies argue that non-price promotions such as free gifts are perceived as a little achievement when compared to price discounts, retailers continue to use this promotion tool to attract the customers (Diamond & Johnson, 1990). As suggested by the previous studies, price discounts directly reduces the price that consumers would have paid for the product. But in a free gift promotion, the value of the promotion (free gift) could be equivalent to a discount; yet, it does not reduce the price of the product itself at the focal product purchase and therefore is perceived as a little gain by the customers (Diamond & Johnson, 1990).

A premium is a product or service offered at a relatively low price in return for the purchase of one or many products or services (D'Astous & Jacob, 2000). For instance, premium promotion are free tooth brush with a purchase of toothpaste, free containers with a purchase of food products or free glasses with a purchase of soft drinks. (Darkea & Chungb, 2005) indicate that free gift promotion is effective in maintaining quality perception because consumers make quality inferences based on the original price rather than the price corrected for the value of the free gift. This implies that devising an offer as a separate free gift is a good tool to communicate value to customers. (Jha-Dang & Banerjee, 2005) also support this reasoning.

Similarly, Neha and Manoj (2013) also indicated that premium promotion is one of the most influencing variables for consumer purchase decision. This means that free gifts or premium promotion differentiates a promotional benefit in form of a tangible, separate product which is often complimentary product offered to the customers. These free gifts and premium often create value to the customers and induce them to purchase a product.

2.1.5 Fast Moving Consumer Goods

Fast Moving Consumer Goods (FMCG), alternatively called Consumer Packed Goods (CPG) refers to retail goods that are consumed relatively quickly, many of them within a short time period of just a few days. Examples include non-durable goods such as soft drinks, toiletries, and grocery items such as meat, fruits or dairy products. FMCG are products that are characterised as being sold quickly and that have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Mustapha (2010) explains further that Fast Moving Consumer Goods (FMCG), otherwise identified as Consumer Packaged Goods (CPG) are referred to as those category of goods that are regularly disposed off fast and that the prices of these products are thought to be moderately lesser than other types of products. He posits, however, that manufacturing firms can handle these lesser prices and still achieve growth only by being innovative and competitive.

2.1.6.purchasing decision

According to Buchari Alma (2011), purchasing decisions are the process of formulating various alternatives in order to make a choice on one particular alternative to make a purchase. Meanwhile, according to Kotler & Armstrong (2008) the buying decision is the stage in the buyer's decisionmaking process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Furthermore, according to Assauri (201), buying decisions are a series of decisions regarding the type of product, product form, brand, seller, quality, time of purchase and method of payment.

2.2.1 Theory of Reason Action

The Theory of Reasoned Action (TRA) is a model that finds its origins in the field of social psychology. This model developed by Fishbein and Ajzen (1975) defines the links between beliefs, attitudes, norms, intentions, and behaviors of individuals. According to this model, a person's behavior is determined by its behavioral intention to perform it. This intention is itself determined by the person's attitudes and his subjective norms towards the behavior. Fishbein and Ajzen (1975) define the subjective norms as "the person's perception that most people who are important to him think he should or should not perform the behavior in question (Fishbein and Ajzen (1975)). This theory can be summarized by the following equation: Behavioral Intention = Attitude + Subjective norms

According to TRA, the attitude of a person towards a behavior is determined by his beliefs on the consequences of this behavior, multiplied by his evaluation of these consequences. Beliefs are defined by the person's subjective probability that performing a particular behavior will produce specific results. This model therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. Moreover, behavioral intention is also determined by the subjective norms that are themselves determined by the normative beliefs of an individual and by his motivation to comply to the norms.

The limitation of this theory is predicated upon its concentration or focus on the consequences of behaviour that is planned rather than promotional activities that are not planned.

2.3 Empirical Studies

Marangkun and Thipjumnong (2017) in the study examine the factors of promotion affecting push and pull motivations of domestic tourists in Thailand. The researcher applied structured questionnaire based on 5-level rating scale. The sample was selected by convenience sampling and calculated by Yamane's (1967) Formula as 400 samples. The data are analyzed by descriptive statistics, Pearson's Product Moment Coefficients and Multiple Regression. The result found that factors of marketing promotion affecting push motivation of domestic tourists.

Nnah (2015) carry out a study that evaluates the effect of advertisement and consumer Sales Promotion on Consumer Brand loyalty in FMCG industries. Investigated if advertisement or sales promotional tools are the best techniques to be used in making a consumer loyal to its brand in FMCG industries. This study also answered the research questions on Advertisement and Sales promotional tools (Coupons, Sweepstakes and Rebates) influencing consumer brand loyalty. The use of questionnaire was employed in the collection of data and the total of 154 data was used for the data analysis. It was found from the analysis that advertisement has a greater influence on the loyalty of consumer while Coupons, Sweepstakes and Rebates have a minimal influence on the brand loyalty of consumers. In conclusion, Advertisement, Coupons, Rebates and Sweepstakes all have a positive relationship on the brand loyalty of a consumer but advertisement has both positive relationship and influence on brand loyalty.

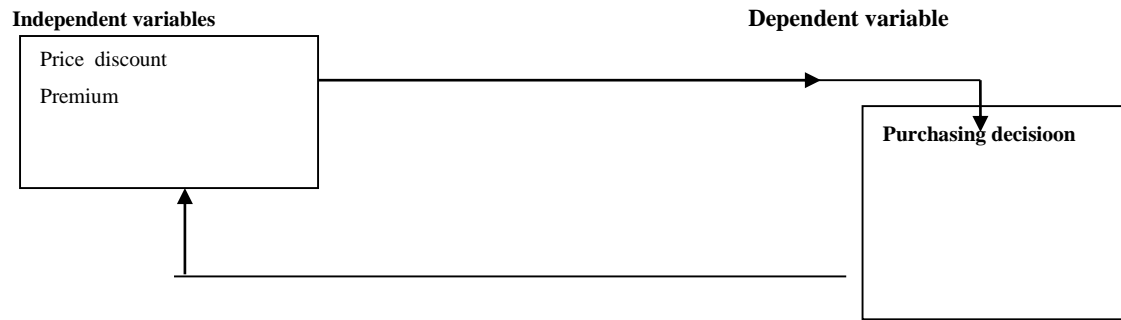
Nagadeepa, Selvi and Pushpa (2016) carried out a research work that identify the various sales promotion techniques and the order by which they influence the consumers' decision making towards apparels. Five important sales promotion techniques namely: Rebate and Discount offer, Coupon, Loyalty Programs, Price Packs and Contests were considered in this research. A self-administered questionnaire was prepared and total of 110 respondents are interviewed with it. Using the SPSS tool, the collected data is analyzed and it is found that Rebates & Discount offer and Loyalty programs have significant relationships towards the impulse buying behavior at Bangalore.

Walton (2016) examines the effect of sales promotion on the performance of Guinness Ghana Brewery Ltd. The study adopted a descriptive research design. The population of the study was estimated at 865 (management, staff and key distributors) out of which a sample of 160 was used (primary data). Data were from secondary and primary sources. Questionnaires were used to collect primary data whilst secondary data was taken from financial statements of GGBL from 1985 to 2014. Data were analyzed using STATA 13. The study found a positive and significant relationship between sales promotion and profitability. There was however no significant relationship between sales promotion and non-financial performance.

Tandoh and Sarpong (2015) study assess the impact of sales promotion on organisational performance in the auto mobile industry in Ghana. The study was conducted at PHC Motors Ghana's Retail Outlet in Accra, Ghana. The objective of the study was to examine the relationship between sales promotion and organizational performance, to examine the effect of sales promotion in the automobile market, and to identify the challenges hindering sales promotions effectiveness. The study used descriptive research approach and the data was purely quantitative. In order to achieve this objective, thirty (30) respondents were selected using purposive and random sampling techniques. The Data was analyzing using SPSS obtained from the field. The research revealed that the impact of sales promotion on organizational performance in PHC is intense.

2.5 Conceptual framework

The relationship between independent and dependent variables is show in this framework. Sales promotion acts as the independent variable and it will be measured using : premium and price discount in line with the work of (Ricky et al., 2005 and shimp, 1993). While the dependent variable is purchasing decision. This is diagrammatically show in fig 2.1



Source: Researchers computation

3. METHODOLOGY

A cross-sectional survey research design was used in carrying out this study. The population of this study are the distributors of Indomine Noodles a product of De-united food Industries Limited and Honey well Noodles a product of Honeywell Four mills plc, in Akoko region, Ondo State, Nigeria out of the big six (6) Noodles companies in Nigeria according to ([www.Marketing edge .com .ng/](http://www.Marketingedge.com.ng/) 2017) which are Indomine Instant Noodles, Chikki Instant Noodles, Mimee Noodles, Honeywell Noodles, Golden penny Noodles and Dangote Instant Noodles. Since the population of this study is unknown; Mugenda & Mugenda (2004) formula will be used to get the sample size.

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

$$e^2$$

The confidence level or reliability is the expected percentage of times that the actual value will fall within the stated precision limits, A confidence level of 95% was adopted in this research and this means that there are 95 chances in 100 (or .95 in 1) that the sample result represents the true condition of that it does not. The variable n represents the unknown sample size which is this population within a specified precision range against 5 chances in 100 (or .05 in 1) calculated. Margin of error is denoted by “e” which was put at 0.05. Precision is the range within which answer may vary and still be acceptance; confidence level indicates the like hood that the answer will fall within that range and the confidence level is 95% then the corresponding significance level will be (100-95) that is 5%. It is also worth noting that the area of normal curve within precision limits for the specified confidence level constitutes the acceptance region and the area of curve outside these limits in either direction constitutes the rejection regions. Summarily, given a significance level of 5% with corresponding confidence level and critical value (Z-score) of 95% and 1.96 respectively coupled with the standard deviation (0.05) equation 3.1 thus translates to the following

The standard (0) represents the amount of variance expected in response

$$\text{Sample Size } (n) = \frac{(1.96)^2 (0.5)^2}{(0.05)^2}$$

$$3.8416 \times 0.25$$

$$0.0025$$

$$384$$

Primary source was used broadly to embody all sources that are original. The main instrument of this study was structured questionnaire designed to collect information from the respondents. The questionnaire consists of closed ended questions specifically designed to achieve the stated objectives. information gathered on all relevant variables were analyzed using descriptive (frequencies, percentage, mean, and standard deviation) and inferential (regression) statistics with the use of SPSS statistical packages version 20

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This session presents the results obtained from the study in the form of tables to which references were made. The study considered the analysis of data generated from the research study in relation to the responses obtained through the administration of questionnaire. Two hundred and seventy eight (278) questionnaire were returned

R	.416
R ²	.173
Adjusted R ²	.167
S. E of estimate	.46091
F- stat	28.772
Sig (F stat)	0.000
DW stat	2.754

Source: Field Survey, 2018.

a. Dependent variable PCD

Predictors: (Constant), PRDC, PRM.

PRDC= Price Discount

PRM= Premium

PCD= Purchasing Decision

In addition to the descriptive analysis shown in Table 4.4, an inferential analysis (regression analysis) was also used to test hypothesis one: sales promotion has no significant effect on purchasing decision of FMCG companies. The analysis in Table 4.5 indicates the effect of sales promotion on purchasing decision. The results revealed that the predictor variables (premium and price discount) were individually statistically significant to purchasing decision of FMCG. Premium explained 27% of the variance in the purchasing decision of FMCG companies while supplier integration explained 61.2% of the variance in the purchasing decision of FMCG companies. However, the overall effect of supply chain integration on financial Performance of the selected firms was significant ($F = 28.772$, $p < 0.00$). In addition, multiple regressions simply measures the naturally occurring scores on a number of predictor variables and try to establish which set of the observed variables gives rise to the best prediction of the dependent variables. The R value was .416 which represented the simple correlation and therefore indicated a good degree of correlation. Adjusting to a degree of freedom, our model could still account for 16.7% of the variation in the purchasing decision while 67.6% in their performance variation were accounted for by other variable not included in this study. The regression assumptions were also checked by autocorrelation and multi-collinearity tests. The results of the Durbin Watson (DW) was satisfactory at 2.754 implying that in this model the residuals are not auto-correlated as the value is greater than 2. The multi-collinearity of the variables in the model was verified by the Tolerance (Tol.) and the values were satisfactory. The Tolerance values were high ranging from 0.562 to 0.652 which are far above 0.1 the worrying level and the Variance Inflation Factor (VIF) values ranging from 1.533 and 1.533 were also lower than the worrying level of 10 and above indicating that there were no multi-collinearity problems among the independent variables in the data.

SUMMARY, CONCLUSION AND RECOMMENDATION

This study examines the effect of sales promotion on purchasing decision of FMCG in Akoko Region of Ondo State. To achieve this, copies of a set of structural questionnaire were administered. After a systematic analysis of the data in accordance with the research objectives and hypotheses, this study revealed that sales promotion has contributed positively and significantly to the purchasing decision of Fast Moving Consumer Goods companies in Nigeria. The influence of sales promotion on purchasing decision of FMCG companies was carried out. The results revealed that sales promotional tools lead to increase in sales volume. Using regression analysis, the results revealed that there was significant relationship between sales promotion and purchasing decision of Fast Moving Consumer Goods ($F = 28.772$, $P < 0.00$). Thus, sales promotion had significant influence on performance of FMCG in Nigeria.

The study revealed that fast moving consumer goods companies in Nigeria with the adoption of sales promotion such as premium and price discount would improve significantly. Thus, sales promotions are strong predictors of purchasing decision FMCG in Nigeria.

Managers of fast moving consumer goods companies in Nigeria should give a reasonable attention to sales promotion which gives direction to the achievement of their organisational objectives and goals. A well-organized sales promotion activities provides direction towards goal attainment and improvement of purchasing decision. A reasonable amount of resources should be committed into the training of marketing managers and employees which would ease the adoption of sales promotion activities among the fast moving consumer goods companies

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