

**IMPACT OF SALES PROMOTION ON CONSUMER'S
CHOICE**

CASE STUDY OF NIGERIA BOTTLING COMPANY PLC

BY

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CERTIFICATION

This is to certify that this project has been read and approved as meeting the requirement for the award of National Diploma (ND) in Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin.

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DEDICATION

This project is dedicated to Almighty God who guided and protected me throughout my programme.

ACKNOWLEDGEMENT

I give thanks to Almighty God the Omnipotent, Omniscience, Omnipresence who has allowed me to witness the end of my course which reach the highest point in the writing of this project, may his name be praised forever.

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Also I will like to appreciate the effort and total support of my caring parent Mr & Mrs Egbue for their, Morally, financially and spiritually support towards the success of my course, may Almighty God spare the life to eat the fruit of their labor

A lot of thanks to my loved one's who have contributed a lot to the achievement of my dreams may Almighty God continue to bless and grant you success in all your life endeavour (Amen).

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ABSTRACT

The research work is designed on Effect of Sales Promotion on Consumer Choice. Sales Promotion is the means of having a perfect means of consumer goods' ideas to the consumers that helps in sales and growth for the company. The objective of the study is to examine the theoretical meaning of Product promotion. The research methodology /data analysis used under the study based on the data gathered from both primary and secondary sources. The primary sources include personal interview and the uses of questionnaire while the secondary sources are from news paper, magazine, and Annual Reports. The researcher after attempts to accept or reject the hypothesis on the basis of statistical information about the population obtained from a probability sample, and analyze the effect of any advance postulation on the services being rendered by Ilorin market and make predictions based on the result of the test .

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Promotion is a tool of marketing which is used to attract consumers in order to temporary increase the sales of the company and attract new customers and retain the old ones. Sales Promotion is one of the most widely used tools in marketing world. It can be said that many of the marketing activities that we see around the world is linked with sales promotion (Bhatti, 2018). One of the benefits of sales promotion is that it gives consumers to think and differentiate between the offerings of the brand. Sales Promotional tools usually involve discounts, coupons, free items and samples. Sales promotion is the core of integrated marketing communications. Different types of promotional stated that the intention of promotional activities should be to retain consumers and attract new consumer group. According to (Salelaw & Singh, 2016), sales promotion is a direct incentive of providing value added product or bonuses to the consumers and the distributors. The sales technique also encourages and plays with the minds of the consumers by inducing them towards the purchase of goods or services in bulk quantity. The sales promotional activities are time oriented and boost the sales of the company for a short period of time. There are pros and cons of sales promotion.

The main purpose of this research paper is to study the impact of sales promotion on consumer buying behavior and keeping in mind the industry would be garments. The study would help recognizing which marketing tools is best suited for the companies to compete with the companies and on international level. Many of the promotional tools which are used by the marketer involves discounted pricing, free samples, free coupons and buy one get one free offer. In this research study, only three components of the sales promotional tools would be considered namely, Discounts, coupons and buy one get one free (BOGOF). The study is important as it

can better guide the companies on which promotional tool is best suited for them. When they know which tool is the best, the retailers or even the manufacturers can better strategize their resources in order to gain all-out profit. Furthermore, the study would provide insights to the players who are involved in garments industry in Pakistan and how they can align their strategies with the tools of marketing.

The environment in which businesses are operating is changing rapidly posing great challenges to decision makers in organizations. This has made the business environment very sophisticated with consumer preferences changing at a very fast pace mainly because of ease of switching from one brand to another. Consumers have more demands hence organizations have to focus more of their resources in attracting and retaining its customers. This has led organizations to prioritize the meeting of customers' wants and needs more effectively and efficiently than its competitors (Kotler, 1988). Marketers are therefore faced with the challenge of keeping up with the trends in the market hence the constantly formulating and implementing new strategies as occasioned by the market changes.

The main purpose of this work is to examine the impact of different sales promotion tools on consumer buying behavior. Therefore, the research on promotional tools is indeed important to understand the most influencing tools of brewery companies to compete with its competitors. The purpose of this research is to study closely the liking of customers on various promotion tools. The output of this research can help marketers of brewery companies plan to make use of their promotional resources in a manner that can attract consumers and ultimately result in maximization of profits. This study aims to investigate the preferences of consumers from among the different beer promotional tools, which gives an insight into the buying behavior of consumers' to marketing managers so that they can utilize the right and most effective promotional techniques to attract customers.

The strategies can either be long term or short term. However the short term

strategies are aimed at increasing sales volume in the short run hence the use of promotion . In most fast moving consumer goods companies, promotion accounts for 65% to 75% of the total marketing budget and this has been rising for the last two decades (Kotler, 1997). For a company to penetrate into new markets it needs to arm itself with specific marketing strategies that will ensure growth in the target market. This becomes even more important if the target market is already filled up with competitors offering the same goods or services (Kay, 2003).

1.2 STATEMENT OF PROBLEMS OF STUDY

Although several promotions are conducted each year by Nigeria Noodles, promotion managers are frequently confronted with some challenges. This challenges led to the development of this research work and they will be the major objectives the researcher will be focused on. A review of literature also shows that much of the previous research in promotion has focused on the consumer or trail trade response to promotions but has not incorporated the effect of promotion in Marketing of Nigeria Noodles.

For instance, Lembeek (1999) suggested that only 40% of trade promotions are effective but there was no definition of success or effectiveness. Also. the relative share of promotions in Consumer Choice budgets continues to increase, However, promotion rarely have persistent effects on sales, when tend to return to pre-promotion levels after few weeks or months Consequently, promotions effectiveness in stimulating long-term growth and profitability for the promoted brand is in doubt. Therefore, the challenges encountered on the effect of promotion in Consumer Choice will be the focused objectives of this research work.

1.3 RESEARCH QUESTIONS

The following research questions shall be investigated:

- I. What are the effects of promotion in Marketing of Nigeria Noodles.
- II. What are the promotion activities used by Marketing of Nigeria Noodles.

- III. What are the relationship between promotion and Marketing of Nigeria Noodles.
- IV. What are the challenges that affect promotion al activities undertaken by Marketers of Nigeria Noodles

1.4 RESEARCH OBJECTIVES

This study generally sought to examine the effect of promotion on Marketing of Nigeria Noodles , the specific objectives entails:

1. To examine the effect of promotion in Marketing of Nigeria Noodles.
2. To examine promotion activities used by Marketing of Nigeria Noodles.
3. To examine the relationship between promotion and Marketing of Nigeria Noodles .
4. To identify challenges surrounding promotion activities undertaken by Marketers of Nigeria Noodles.

1.5 RESEARCH HYPOTHESIS

Both null hypothesis (H_0) and alternative hypothesis (H_1) shall be tested in this research work.

H_0 : Promotion has not negative effect on Marketing of Nigeria Noodles .

H_1 : Promotion has no positive effect on Marketing of Nigeria Noodles .

1.6 SCOPE OF THE STUDY

This study covers promotion activities within the operations of Consumer Choice over the past 5years (2019 - 2025). Specifically, the study looked at the relationship between promotion and sales performance of Consumer Choice as well as its performance on profitability. This study covers management key distributors and staff of Marketing of Nigeria Noodles . Both primary and secondary data were harnessed. This is because sales figures could be retrieved from sales reports and

financial statements whilst the effectiveness of promotion could be assessed from management and staff perspectives.

1.7 SIGNIFICANCE OF THE STUDY

This study is significant in three respects. First is its contribution to the Marketing of Nigeria Noodles; as presented in the background statement, many managers particularly those with less appreciation for marketing continue to challenge the excessive budget expenditures in the area of promotion. This study is expected to engender further discussion and probably provide some answers regarding the effect of promotion in the industry (Marketing of Nigeria Noodles). The findings will provide a solid reference point for many marketing managers to defend allocations made to promotion activities.

The contribution of this study to academia is also not in doubt as it provides a good premise for future research. It also adds to existing literature on promotion and its effects on firm profitability.

1.8 LIMITATION OF THE STUDY

This study has been limited by a number of factors which are as follows:
Time: Time is a limiting factor as the students are given a limited period to complete and submit their project.

Finance: It is another major problem that the researcher has to travel to various places in either searching for materials or collecting data from respondents.

Respondent: This is an aspect of gathering data collection from the respondents.

1.9 DEFINITION OF TERMS

Sales: A sale is a transaction between two parties where the buyer receives goods (tangible or intangible), services and/or assets in exchange for money. It can also refer to an agreement between a buyer and seller of the selected good or service.

Promotion: Promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand

or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps: price, product, promotion, and place.

Promotion : Achumba (2002) defined promotion as those activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exposition, and demonstration. Promotion is one of the ways used by firms to communicate with intended target audience. Promotion is unique in that it offers an extra incentive for action (Adrian, 2004).

Coupon: is a certificate with a stated value, presented to the retail store for a price reduction on a specific item, which is granted immediately at the time of purchase (Lamb, Hair, & McDaniel, 2009)

Price discount: Manufacturers offer consumers products at reduced price from regular price of a product. Price-offs mean that the manufacturer marks the merchandise that the customer could accurately see that the price is lowered (Fill, 2002).

Free Sample: is a trial-size version of a product that is given to the consumer at no extra cost in order to encourage product trial; for example, a small container of body lotion included when purchasing a magazine (Pickton & Broderick, 2005)

Buy one get one free: is one of the promotion methods of sales promotion in which an extra product is offered to the customers at normal price but with greater improvement in package. The customers could easily be influenced to purchase the product because there is no condition of any additional price and it should be more valued by the customer (Sinha & Smith, 2000)

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter deals with review of literature review, conceptual review, theoretical review and the empirical work on promotion and organizational performance. The chapter commences with delimitation of key constructs. This is followed by forms of promotion and subsequently the impact of promotion on performance.

2.2 CONCEPTUAL REVIEW

The concept of promotion

Promotion is the widely used component of the promotion mix, other being personal selling, direct marketing, publicity and advertising. Promotion is the direct way an organization attempts at reaching its market and is usually performed through the five elements of promotion mix, i.e. advertising, promotion, personal selling, public relations, and direct marketing (Czinkota & Ronkainen, 2004). It involves the delivery of messages to target customers with the main aim of building brand awareness, creating favourable brand attitudes, gaining market share, inducing

buying, building brand loyalty and increasing sales (Kurtz, 2010) Promotion consists of marketing activities that stimulate consumer purchasing and dealer effectiveness. These include displays, trade shows, coupons, contests, samples, premiums, product demonstrations, and various non-recurrent selling efforts used combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional programme (Thompson, 1998). Promotion tends to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include couponing, money-off promotions, competitions, free accessories, introductory offers and so on. Each promotion should be carefully costed and compared with the next best alternative. According to Parks (2002), promotion can be classified based on target group and the tools used. Based on target, when the target is the consumer the following tools can be used; price or value discount tools (coupons, rebates and bonus packs). Visibility increasing tools include premiums, contests and sweepstakes, trade shows, promotional goods and incentive programs. Volume increasing tools (Sampling and loyalty programs). All the mentioned tools above have an expiration date and are made to encourage immediate purchase. When the target is the trade partners such as, employees, distributors, and retailers, promotion here is done to facilitate the passage of the product to the ultimate customers. The trade partners here are given discount premiums in order to encourage them to stock the product or the partners are given merchandising allowances, where by the manufacturer reimburses its channel partners a certain amount off the total price of the product. For example when Volvo wanted to double the sales of its certified vehicles, it offered dealers a \$200-per vehicle cooperative advertising allowance (Farese, Kimbrell & Woloszyk, 1991). This saw their sales increase tremendously.

Case allowances is another form of trade promotion tool in which a

manufacturer offers a discount to the channel partner based on the volume of goods it buys during the deal period. These are a discount the manufacturer offers to the channel partner based on the volume of goods it buys during the deal period. The greater number of goods the partner buys, the greater the discount. Due to increased competition and increased product awareness, consumers have become promotion oriented and are thus expecting better value for their money. This coupled by the need to increase consumer loyalty has led organizations to preoccupy themselves with promotion (Kotler, 2003). Fill (2000) argues that organizations have an urge for short term results hence the use of promotion techniques as the outcomes are realized faster and are quantifiable.

Sales promotion is one of the widely used method of promoting the product and services of the company. The sales promotion is the second most method of communication with the consumer after advertising. The elements that are part of the promotional mix are advertising, direct marketing and personal selling or in other words it is called door to door sales. According to the research of (Adeniran et al., 2016), promotion of sales is directed towards touching the hearts of consumers.

One of the benefits which sales promotion provides is that it achieves its targeted goals of the brand by selling the item in no time. The second advantage is that it promotes or encourages the consumer to try the product due to promotional activities. By this, there is a high chance that the consumer would switch from the brand and become loyal to this new brand. It can be said that although this is good benefits of sales promotion, but there are drawbacks of too. One of the disadvantages of doing sales promotional activities is that it is a short-term strategy (Adeniran et al., 2016). The company sales are increased for short period and hence maximum output of generating profits cannot be achieved from this strategy. Besides this, consumers may have high expectation of having promotional activities on a continuous basis. This would make consumers tempted and frustrated as they would only be loyal to

the brand when these activities are launched. This strategy not only leads to loss of consumer but also damages the brand image (Ismail & Siddiqui, 2019). Sales promotional activities are mostly done outdoors. The activities are carried out where there is a large number of consumer traffic such as malls, airports, concerts and amusement parks. The location and targeting of the right consumer are the key for the success of sales promotion. Some of the examples of sales promotion is that when a consumer buys a pair of shoes, he is given a pair of socks free. This would bring delight on the consumer perspective and hence would be willing to share his experience with his family and friends. This would not only bring the consumer back to the brand but would also spread good word of mouth to the new consumers in that area. The sales promotion tools involve discounts, coupons, sampling. The sampling is usually done when a new product or service-oriented business is launched in the market. The free sampling is an encouragement to the consumer so that they can get to know the companies offering. The free sampling also helps the sales team in order to give better feedback to the company and channel their marketing strategies. Exchange is another type of promotion which enables the consumer to buy a different product from the one purchased before. The trial and testing are the way through which the consumer uses or consumes the product. After consumption, the consumer provides his valuable feedback and what he wants more from the brand. This enables the sales team to quickly change the strategy and make amendments in the final delivery of the product. The quantity discounts are the method by which company

The concept of consumer behavior

The phrase „Consumer Choice“ may be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. Marketers are thus interested in studying in order to understand factors that influence a consumer's decision regarding various goods and services. Several factors influence consumer behavior for instance perception, self-

concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, values, motivation, personality, social class and many other factors that are both internal and external to us (Kotler, 2004).

Customers in the 21st century have access to information and are spoilt for choices hence more powerful and sophisticated; therefore research into contemporary consumer behavior is vital for business survival. Kotler (2001) notes that consumers have access to objective information on competing brands, including costs, prices, features, and quality without relying on individual manufacturers or distributors. In most case they will want personalized services and also specify the prices they are willing to pay and wait for the sellers to give an offer. This has led to rapid changes in the consumer preferences hence firms who do not innovate in time will not compete favourable. Successful firms are those that can easily adjust their operations to changes in the market or consumer behavior (Jaworski & Kohli, 1993).

Promotion strategies that involves taking the product directly to the customer via trade show, direct selling, negotiating with retailers to stock, ensuring the customer is aware of your brand at the point of purchase is important in attracting and retaining customers. This study seeks to determine and explain the influence that promotion strategies will have in stimulating positive consumer response. This study aims to use a sample of patrons at wines and Telecommunication outlets in Ilorin, Kwara State, Nigeria to determine and explain the relationship between promotion and Consumer Choice. The patrons have different demographic characteristics in terms of age, social status, income and so on and would be ideal for studying the various factors related Consumer Choice.

Promotion

Promotion is defined by (Merriam-webster, 2019) as “the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting” Today, promotion has evolved to encompass the “coordination of all

promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, personnel) to produce a unified, customer-focused message” (Ferrell & Hartline, 2008). Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea and refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) or consumers to buy a brand and to encourage the sales force to aggressively sell it. (Shimp, 2006). Another simpler definition is presented as promotion is the means by which firms attempt to inform, persuade and remind customers directly or indirectly about the product and brand they provide, it is more difficult to differentiate ‘promotions’ from marketing communications, so much so that it is wise to consider it as a term that can be used interchangeably with it. Promotion involves communicating the message of a brand to consumers through various means of communication, including advertising, personal selling, sales promotion, public relations and several others. These promotional tools contribute in building and supporting brands by informing, updating, convincing, and reminding customers about products of that particular brand (Kotler & Keller, 2012). Another Definition is presented promotion as it is a technique which mainly used by marketer on a temporary basis to create an attractive goods or services to encourage the customers to purchase goods or services in a specific time period by providing more benefits. (Mercer & Marshall, 2002)

Promotion is media or non- media marketing pressure applied for a pre-determined, limited period at the level of consumer, retailer or wholesalers in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 2003). According to Churchill and Peter (1995), promotion is designed to produce quick results that will not only boost sales in the immediate future, but will translate to loyal customers in the long run.

Promotion consists of short-term incentives, in addition to the basic benefits offered by the product, or services to encourage the purchase or sales of a product or service (Kotler et al, 2001). Promotions cannot be conducted on a continuous basis, because they will eventually become ineffective. This implies that, for promotion to be truly effective, it must be short and sweet, offered for a limited time and perceived to have value (Ngolanya, et al, 2006). Whereas advertising offers reasons to buy a product or a service, promotion offers reasons that would achieve immediate sales.

Promotion actually seeks to motivate the customer now (Ngolanya, et al, 2006). The basic objectives of promotion is to introduce new goods, attract new customers, induce present customers to buy more, to help firm remain competitive, to increase sales in off season among others. Promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price (Sam & Buabeng, 2011). This temporary inducement according to them, are offered usually at a time and place where the buying decision is made.

Consumers have become more and more sophisticated as well as marketers in their bid to persuade the consumers and increase market share in the goods and services they offer. This persuasion comes in the form of discounts, free gifts, bonuses, free air time among other promotional activities. These promotional activities according to Yeshin (2006) create a greater level of immediate response than any other marketing communication activity.

Promotion is traditionally divided into two categories (Kotler, 2003). These are those that have immediate reward and those that have delayed reward. Immediate reward promotions are offers that provide a benefit immediately such as bonus pack, price reduction on calls, and free airtime among others. Delayed reward promotions defer the benefit of the promotions and usually require the target consumers to do something before they receive the reward of the promotions. This mostly takes the form of raffle draws, refund offers that require proof of purchase etc.

Promotions can be classified into three main areas namely; Consumer Market directed, Trade Market directed and Retail or Business to Business Market directed. At the consumer level promotion usually takes the form of coupons, free samples, rebates, sweepstakes or additional quantities and is usually done together with other elements of the promotional mix that is advertising, public relations, direct marketing or personal selling. For instance a company may advertise in newspaper or electronic media that it is currently offering a gift or extra product for every purchase of a given quantity of its goods.

Trade market promotions are those promotions directed at the distribution channel of a product i.e. distributors, wholesales or retailers (Sam & Buabeng, 2011). For instance given extra product for a given quantity purchased to entice the retailer to stock the company's product or a reward to retailers who have sold the most goods within a given period of time (Sam & Buabeng, 2011).

Promotion according to Kotler (2003) has three distinctive characteristics; Communication, Incentives, and Invitation. Communication gains attention and usually provides information that may lead the consumer to the product or service, the Incentive incorporates some concession, inducement, or contribution that gives value to the consumer whereas Invitation includes a distinct invitation to engage in the transaction now (Sam & Buabeng, 2011).

Proponents of promotion argue that it gives the consumer a better deal by offering value of the product hence instant results as the consumer will be inclined to purchase (Schultz et al, 1998) and also a long term effect by promoting brand loyalty. However in the long run, promotion might have negative effects as too much promotion detracts consumers from the long term value of the brand (Schultz et al, 2008). Some researchers argue that promotion do not have impact on brand loyalty and brand equity i.e. if a product has an inferior quality, promotion will lead to little impact on brand loyalty (Sam & Buabeng, 2011).

Determinants of promotion effectiveness

Promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale” (Haugh, 1983). Gilbert and Jackaria (2002) further defined promotion as the offer of an incentive to induce a desired sales result. It is mostly for a short duration, for a specific period leading to a sense of urgency in consumers to buy now, since the promotion is not forever. This however creates an immediate positive impact on sales.

Numerous studies have been conducted to examine the responses of consumer to promotion . Krishna and Zhang (1999) observed that coupons and discounts are the most widely used promotional tools in the grocery goods industry. In coupon promotions, retailers maintain the original price of the product; only coupon holders are entitled to a discount. Consumers must keep track of the coupons and produce them at the place of purchase. Compared with price discounts, coupons are less favored by consumers because they require greater involvement. However, the more price-conscious the consumer, the more positive will be his/her attitude towards a coupon (Huff & Alden, 1998).

“Buy-one-get-one-free” promotions may be offered to shoppers at the regular price, thus adding value to the product. Since an additional amount is given for free, consumers may be persuaded to buy the product. This means consumers must compare and evaluate the additional quantity received with respect to any costs they may incur. For instance, storing the additional quantity may be inconvenient for the consumer due to a lack of storage space (Gilbert & Jackaria, 2002). A price discount is a temporary reduction of the list price of the product. The major strategic goal of a price discount is to discriminate between informed and uninformed consumers, or between loyalists and switchers. Studies show that price discounts are particularly effective in inducing purchase acceleration and product trial (Gilbert & Jackaria,

2002).

In-store demonstrations, such as product trial or tasting are widely used to introduce new goods or new brands. The demonstrations can influence the perception of consumers towards a new product by offering product information and experience. They can also help reduce the resistance of consumers to new goods by lowering functional and psychological barriers (Ram & Sheth, 1989). Games such as sweepstakes and lucky draws are used by supermarkets to attract traffic. People participate in these games because of perceived extrinsic and intrinsic values, such as the perceived value of the prize and perceived fun and interest (Ward & Hill, 1991).

Consumer Choice

Belch and Belch (1998) defines Consumer Choice as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of goods and services so as to satisfy their needs and desires. Consumption related behaviours are mostly taken individually or collectively

(Warner, 2000). For example, some activities performed by individuals but consumed by a family or group of people, similar as organization purchasing activities usually followed by group decisions. Beside this point, the Consumer Choice is not just purchasing, but has usage and disposal of the goods, this type of information always be useful for company to make marketing decisions (Malcolm). It blends elements from psychology, sociology, social anthropology and economics, and attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Belch and Belch (1998) clearly shows that it is not just the buying of goods/services that receives attention in Consumer Choice but, the process starts

much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between goods that can be acquired with their relative advantages and disadvantages. This leads to internal and external research followed by a process of decision-making for purchase and using the goods and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Malcom).

The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviorism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on the economical, political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's response.

Measuring customer behaviour is a crucial part of any business. Knowing what the consumer wants and how he acts is vital in terms of product design, and marketing (Todd, 1997). Assessment of consumer behavior in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behavior. An increased understanding of consumer behavior may result in the development of improved consumer goods and in more healthy dietary patterns. A growing number of techniques are available to assist researchers in measuring various aspects of consumer behavior such as walking patterns, product selection, meal composition, and eating/drinking. Due to advances in digital video, sensor technology and

computer speed, complex measurements of behavior and physiology are now possible. Integration of these techniques allows multimodal measurements. With the growing number of techniques, the challenge for the researcher to choose the right solution becomes larger.

There are different ways of measuring Consumer Choice, depending on the interest. Regularly conducting market research allows businesses to know their customers, and take them into account when making business decisions. This greatly improves business performance, and profits. Common measurements includes, conducting a survey to determine Consumer Choice. There are two main types of consumer survey: qualitative or quantitative. Qualitative studies involve asking a few consumers a lot of in-depth questions. Quantitative studies involve asking lots of consumers a few questions. The latter would be better for determining the market for a totally new product, since you only need to find out if people would buy it. If you are amending a product, or making one similar, a qualitative study would allow you to gain more detailed information.

Similarly, Consumer Choice would be measured by observing consumers going about their business within permitted stores or shopping malls. By watching consumers, it is possible to discern a great deal of information about their behaviour. Information such as optimum height and location of a product and store layout is all gleaned from observational Consumer Choice measures. Other techniques involve using raw data to provide a measurement tool. For example, releasing a new product to the market, and observing if it is bought regularly in conjunction with another product. If so, then an assumption can be made that it has a similar demographic to the second product. Using the raw data to determine what time of day, or weather, or time of year people buy a product gives information on Consumer Choice. Using separate objective and subjective data obtained from an interview or survey. The primary data from respondents is used to make objective judgements, which are free

from bias.

Promotion and Consumer Choice

Adcock et al, (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of promotion tools like coupons, discounts, rebates and samples.

The additional benefit whether in cash or in kind offered to consumers through promotion is highly likely to influence their purchase behaviour or decision (Ngolanya, et al, 2006). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al, 2003). According to Kotler et al (2003), the consumer may act quickly, especially if promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what goods and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton et al, 1994). The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Promotion therefore provides a suitable link by providing consumers with samples of the goods for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya, et al, 2006). According to Davidson et al (1984), purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need. The use of some of

these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the promotional tool (Ngolanya, et al, 2006).

Berkowitz et al, (1994) proposed that, in the purchase decision process, at the recognition and the information search stage, the promotional tool that is most effective is the free samples because it helps gain low risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

Factors Affecting the Promotional Mix

Promotional mix varies from product and company to another. Advertisement as well as personal selling product and service and augment by promotion . The brand image for the organization is often positively developed by public relation. A company through may decide not utilize the four sales elements. Several factors determine the promotional mix to be chosen by a firm, namely: the nature of product, stages of the product life style, the type buying decision, the push and pull strategy among others (Lamb et al, 2014)

Promotion Tools And Strategy In Competitive Market

Promotion act as an competitive weapon by providing an extra incentive for

the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases. Most marketers believe that a given product or service has an established perceived price or value, and they use promotion to change this price-value relationship by increasing the value and/or lowering of the price (www.answer.com). Compared to the other components of the marketing mix (advertising, publicity, and personal selling), promotion usually operates on a shorter time line, uses a more rational appeal, returns a tangible or real value, fosters an immediate sale, and contributes highly to profitability.

2.2 THEORETICAL REVIEW

Theoretical foundation of the study

Assimilation contrast theory in promotion theory and operant conditioning theory in consumer behavior form the theoretical basis of this study. Most academic research has concentrated on product price and its effects on consumer behavior (Kalwani & Yim, 1992). Assimilation contrast theory examines how external reference prices influence consumers' internal reference price and subsequent promotion evaluations. As per assimilation contrast theory, an external reference price that is moderately higher than a consumer's internal reference price is perceived as plausible and assimilated. An external reference price may be introduced through a price advertisement or in-store communication that features both the lower promotional price and the higher regular price. Promotion campaigns that include both the higher usual price and lower promotional price are effective than those that include the lower promotional price only (Blair & Landon, 1979).

Bitta, Monroe and McGinnis (1981) concluded that higher price discounts provided greater perceptions of value, less intent to search and greater interest in product. Studies based on assimilation contrast theory have indicated the importance of external reference price in influencing consumer price judgments. Although very high external reference prices are seen to be discounted, the presence of such prices

produces larger perception of consumer savings (Blair & Landon, 1979).

These insights notwithstanding, a number of fundamental questions remain unanswered with respect to promotion . For instance the effectiveness of non-price promotion strategies and the threshold and saturation quantities of free goods that consumer can regard as a saving. This study will attempt to establish both.

Operant conditioning also known as instrumental conditioning refers to a systematic program of rewards and punishments to influence behavior or bring about desired behavior. It occurs as a person learns to perform behaviours that produce positive outcomes and to avoid those that yield negative outcomes (Solomon et al., 1999). Operant conditioning works by reinforcing (rewarding) and punishing behavior based on the consequences it produces. Reinforcement is used to increase the probability that behavior will occur in the future, whereas punishment aims to decrease that probability. In addition, the process of removing reinforcement from an act is called extinction.

According to Solomon et al. (1999), there are three ways in which operant conditioning can occur: positive reinforcement, negative reinforcement, and punishment. Positive reinforcement refers to delivering a reward after the desired behaviour is performed encouraging the learning of the appropriate response. The second one, negative reinforcement, also strengthens responses so that appropriate behaviour is learned. In punishment a response is followed by unpleasant events which aim at teaching individuals to perform the desired behaviour in order to avoid the negative effects.

Proponents of applying operant conditioning to marketing believe that association between a product and reinforcement may help explain the effect of many variables in promotion . Solomon et al (1999) observed that clients who encounter positive reinforcement when purchasing a product or service are more loyal than those receiving the product or service itself as the only positive reinforcement.

Reinforcement should be schedule properly as it may lead to wastage of company financial resources and customers may hold off their purchases resulting in extra costs (Solomon et al, 1999).

A-B-C-D model

Raju (1995) has developed a framework known as A-B-C-D paradigm to study and understand consumer behavior. The acronym A-B-C-D stands for the four stages of the paradigm namely access buying behavior. consumption characteristics and disposal. Access is the first step of the paradigm which refers to providing the physical and economics access of the product and services to consumer within a culture. The buying behavior refers to all the factors like perceptions attitudes and consumer responses, having effect on the decision making and the choices available within a culture. The third stage which is consumption characteristics refers to the type of goods and services consumed within a culture and depend on the cultural orientation, social class, reference group and patterns of urban versus rural sector consumption. The last stage of the paradigm disposal refers to the resale, recycling and remanufacturing social and environmental considerations of product disposal. The consumers world over are becoming environmentally conscious and so marketers need to be socially and environmentally responsible.

Manrai and Manrai Model

Manrai and Manrai (promotion) act as a moderator of the effect of culture on consumer behavior and can even influence the consumer attributes and processes and the cultural components of behavior in consumer behavior domains (Moiji, 2004). The culture is influenced by the income and in turn gets influenced by the culture. The “who” refers to what the people are. The components of who are self-study of what a person thinks who he is, his identity, image, attitudes and the lifestyle. The ‘how’ refers to the processes that influence peoples thinking, perception, learning and motivation. The self is shaped by culture and in turn. It strongly influences social

behavior through individual's perceptions evaluations and values. The self is the intermediary variable for understanding behavior.

Luna and Gupta model

Luna and Gupta (2001) in their model recognize the influence of cultural value systems on behavior. Culture is manifested through values, heroes, rituals and symbols. Values are the core of culture and it influences the consumer behavior. The term 'heroes' is referred to as the persons dead or alive, real or imaginary, who are revered and prized in culture. In marketing, the goods are associated with heroes as they may influence the consumer behavior. Rituals involve consumption that is important in consumer behavior. Symbols may be absent or their meaning may be different in cultures. The consumers in order to define themselves indulge in symbolic consumption. The consumer behavior constitutes of three elements cognition affect and behavior, the cognition refers to the memory processes affect refers to the attitude formation communications act as a moderator of the effect of culture on the consumer behavior and may affect consumer behavior independently of culture.

2.3 EMPIRICAL REVIEW

Previous research has shown that promotion can encourage behavioral responses such as brand switching, stockpiling, purchase acceleration, product trial and spending larger amounts. From an economic perspective, (price) promotions induce a brand switch by increasing the utility of a brand that otherwise would not have been purchased. From a behavioral perspective, transaction utility provides an added impetus for buying a brand that otherwise would not have been purchased (Neslin, 2002). Stockpiling can also be induced, because stockpiling consumers are motivated to trade off inventory carrying cost to get a better price (Krishna, 1992). Purchase acceleration means that a customer purchases a product at an earlier time as the result of a promotion for reasons similar to those of the stockpiler

(Aggarwal & Vaidyanathan, 2003). Product trial can be induced by promotions such as in store demonstrations because they lower the customer's perceived risk (Blattberg et al., 1981).

Finally, customers may spend more because they might purchase regular-priced items in addition to the promoted merchandise when they are attracted to the shop by a promotion (Mulhern & Padgett, 1995). All these rationales of promotion, though unique from each other, has a long term effect on increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 PREAMBLE

This chapter attempts to describe the methodology to be used in attaining the stated objectives of the study. It includes the research philosophy, research design adopted, method and sources of data and procedure in testing hypotheses formulated for the study.

3.1 RESEARCH DESIGN

Research design is the structure and strategy of investigation formatted in order to obtain data to answer research question, which would enable the researcher to test the research questions for final conclusion on the study.

The research design for this study is descriptive research otherwise called survey research. The design helps the researcher to describe the event in question

using the resulting data to explain and predict the situation. It gathering consistently the data of occurrence of testing research questions makes predictions or getting meaning and implementation of the situation.

3.2 POPULATION OF THE STUDY

Population refers to all cases or individuals that fit a certain specification (Ohaja, 2003). The staff and customer are of Nigeria Noodles which set as total population for the study.

3.3 SAMPLE SIZE DETERMINATION

The sample size was drawn from the total population of the study area, knowing full well that, the whole population cannot be sampled due to time and financial limitations. The researcher only selected a portion of the population both staffs and customers is studied (i.e 30 customers and 20 staff).

Therefore, the size of the study is 50. The opinions and views sampled (A part of population which the study is focused) from the respondents of the study.

3.4 SAMPLING TECHNIQUE

The main purpose of sampling is to select a small portion of the whole population so as to make reference to the population.

The researcher adopted the Convenience Sampling Method as a sampling technique. Convenience sampling (is also known as Availability sampling or [Accidental sampling](#)) is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. It involves the sample being drawn from that part of the population which is close to hand. That is, a population is selected because it is readily available and convenient. It relies on data collection from population members who are conveniently available to participate in study.

3.5 METHOD OF DATA COLLECTION

This is the technique used by the researcher to obtain data for analysis. The

researcher used questionnaire and one on one collection to administer to drawing conclusion.

There are two basic procedure of gathering data; these are primary and secondary sources. The research work makes use of primary data. The primary data is sourced from questionnaires administered to respondents in the area of the study. These data are used to test the formulated research questions. The use of primary data for the study does not preclude the use of secondary data, which were used to compile chapter one and two of the study. These data are generated from text books, journal, articles, publications and internet.

3.6 METHOD OF DATA ANALYSIS

All data generated were quantitatively analysed. Quantitative measurement of data requires that the occurrence of variables be communicated using numbers.

The completed questionnaires would be collected, edited analyzed. A simple percentage mode of calculating would be adopted to communicate the frequency of occurrence of variables. All data were analysed in tables, the tables are used to present relevant information which include interpretations and Chi-square (X^2) statistical technique would be used to test the formulated research hypothesis.

3.7 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

VALIDITY OF THE INSTRUMENT.

The researcher used a set of 12 item questions to make up a questionnaire that was administered to the respondents. The questionnaire consists of open and close ended questions with multiple options.

The questionnaire were submitted to the supervisor for validation and reliability.

RELIABILITY OF INSTRUMENT

The measuring instrument was constructed in a way that the questionnaire item were used to measure particular hypothesis and relevant variable that leads the

respondent to answer the question. The result were analyzed using test and retest before arriving at the score and later presented to the supervisor who approved it as being reliable.

3.8 ETHICAL CONSIDERATION

This study conformed to the laid down procedures in carrying out researches. It was thoroughly checked by the Supervisor and other Lecturers in the department. All materials to be used in this study was duly sourced and analyzed before making recommendations. In respect of ethical consideration, the critical sources of information and data were protected and kept confidential.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter will give an illustration on the presentation of data and its analysis. Data was presented and analyzed using tabulation form.

4.2 PRESENTATION OF DATA AND ANALYSIS

Table 1: Respondent Distribution by Sex

SEX	FREQUENCY	PERCENTAGE
Male	20	40
Female	30	60
Total	50	100

Source: Researcher's Field Survey, 2025

Table I above shows that 20 respondents indicate 40% of the total populations were male while 30 respondents indicate 60% were female. This shows that there are more female than male counterpart in Marketing of Nigeria Noodles .

Table 2: Respondent Distribution by Age

AGE	FREQUENCY	PERCENTAGE
18-30	25	50
31-40	15	30
41-above	10	20
Total	50	100

Source: Researcher's Field Survey, 2025

From the above table, it shows that 25 respondents represent 50% were between the age of 18-30, 15 respondents represents 30% were between 31-40 and 10 respondents were between 41 and above.

Table 3: Marital Status

MARITAL STATUS	FREQUENCY	PERCENTAGE
Single	10	20
Married	30	60
Divorce	5	10
Widow	5	10

Total	50	100
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Source: Researcher's Field Survey, 2025

The above information on the table shows that 10 respondents represent: 20% were single, 30 respondents represents 60% were married, 5 respondents (10%) were divorce while 5 respondents (10%) were also widow.

Table 4: Educational Qualification

QUALIFICATION	FREQUENCY	PERCENTAGE
SSCE	5	10
NCE/OND	15	30
HND/BSC	30	60
OTHER	-	-
Total	50	100

Source: Researcher's Field Survey, 2025

The tables above shows that 5 respondents represent 10% were under secondary school certificate holder, 15 respondents represents 30% were NCE/OND certificate holder and 30 respondents represents (60%) were with HND/BSC certificate holders.

Table 5: Length of Service

LENGTH OF SERVICE	FREQUENCY	PERCENTAGE
Under 5 years	10	20
6-10 years	25	50
11-15	10	20
16 and above	5	10
Total	50	100

Source: Researcher's Field Survey, 2025

Information above shows that 10 respondents represent 20% were less than 5

years of length of service, 25 respondents represents 50% were between the range of 6-10 service, while 5 respondents represents (10%) were also between the range of 16 years and above.

SECTION B

TABLE 6: Question 1: Before new goods are launched, does Nigeria Noodles provide free samples to consumers for pre-testing (sampling)?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	30	60
No	20	40
Total	50	100

Source: Researcher's Field Survey, 2025

The table above shows that 30 respondents representing 60% agreed that Nigeria Noodles provides free samples to consumer for pre-testing while the remaining 20 respondents (40%) choose no.

TABLE 7: Question 2: Do Nigeria Noodles reduce prices to boost sales during off-seasons (Price-off offer)?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	30	60
No	20	40
Total	50	100

Source: Researcher's Field Survey, 2025

The table above shows that 30 respondents representing 60% agreed that Nigeria Noodles reduce prices to boost sales during off-reasons while the remaining 20 respondents (40%) choose no.

TABLE 8: Question 3: Do Nigeria Noodles provide gills to their distributors and retailers to maintain a good relationship (Dealer gift)?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	30	60
No	20	40
Total	50	100

Source: Researcher's Field Survey, 2025

The table above shows that 30 respondents representing 60% agree with the question above with Yes option while the remaining 20 respondents (40%) choose no.

TABLE 9: Question 4: Do Nigeria Noodles provide attractive materials at sales point (i.e fridge, openers etc) to reinforce purchase?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	40	80
No	10	20
Total	50	100

Source: Researcher's Field Survey, 2025

Majority of the respondents representing 80% agreed that the company provide attractive materials at sales point.

TABLE 10: Question 5: Do Nigeria Noodles use display contest to encourage dealers to buy a minimum quantity to display in shops?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	40	80
No	10	20
Total	50	100

Source: Researcher's Field Survey, 2025

The table above shows that 40 respondents representing 80% choose yes while the remaining 10 respondents (20%) choose no.

TABLE 11: Question 6: Do the company use wears and scratch cards to reward

customers who emerge winners?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	50	100
No	-	-
Total	50	100

Source: Researcher's Field Survey, 2025

The above shows that all the respondents says that the company use wears and cards to reward customers who emerge winners.

TABLE 12: Question 7: Do the company encourage consumers to buy more a save some cash?

VARIABLE	RESPONSE	PERCENTAGE (%)
Yes	40	80
No	10	20
Total	50	100

Source: Researcher's Field Survey, 2025

Majority of the respondents representing 80% agreed that the company encourage consumers to buy a save some cash.

4.3 TEST OF HYPOTHESIS

Hypothesis One:

H₀: Promotion has negative effect on Nigeria Bottling Company.

H₁: Promotion has positive effect on Nigeria Bottling Company.

The hypotheses were tested and calculated with the use of chi—square method.

$$X^2 = \sum \frac{(fo - fe)^2}{fe}$$

Where Fo = observed frequency

Fe = expected frequency

Σ = is take over all the categories

Computation table

Alternative	Fo	Fe	Fo - Fe	(Fo – Fe)	(Fo – Fe) ² /Fe
Yes	15	9	6.000	36	4
No	3	9	-6.000	36	4
Total	18				8

$$X^2 = 8.000$$

Decision Rules:

The computed values $X^2 = 8.000$ is greater than the critical value 0.05, level signification is 3.84. Therefore we rejected the null hypothesis (H_0) and accept the H_1 (alternate hypothesis) that promotion has positive effect on Marketing of Nigeria Noodles .

4.4 DISCUSSION OF FINDINGS

The findings show that promotion has positive effect Nigeria Noodles and also there is relationship between promotion and Nigeria Bottling Company in Ilorin.

The objective of the study was to determine the influence of promotion strategies on consumer behavior in the Nigeria Noodles. The objective was assessed by use of primary data and the subsequent analyses based on the variables of the study.

The findings revealed that the different promotion strategies in their business with; vouchers, premium product, gifts, extra product, reduced price, free sample and sweepstakes. Thus, the various players in the Nigeria Noodles employ different promotion strategies with a view of positively influencing the behaviour of their customers towards purchasing of their goods.

The findings are in line with Thompson (1998) who observed that promotion consists of marketing activities that stimulate consumer purchasing and dealer effectiveness and includes displays, trade shows, coupons, contests, samples,

premiums, product demonstrations and various non-recurrent selling efforts used combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional programme. The findings are also collaborated by Farese, Kimbrell and Woloszyk (1991) who noted that visibility increasing tools including premiums, contests and sweepstakes, trade shows, promotional goods and incentive programs are important elements of a firm's promotion programmes.

The findings established that the various factors enhancing the effectiveness of promotion strategies in the Nigeria Noodles were; price reduction, vouchers, raffles, display of goods, appearance of sales personnel, free samples and free gifts attached to the product. The findings are in line with Della Bitta, Monroe and McGinnis (1981) who concluded that higher price discounts provided greater perceptions of value, less intent to search and greater interest in product.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

This chapter presents summary of findings, conclusions and recommendations of the study in line with the objectives of the study. The research sought to determine the influence of promotion strategies on consumer choice in the Nigeria Noodles.

The study established that majority of the respondents were in agreement that they used different promotion strategies in their business with; vouchers, premium product and gifts. Therefore, various players in the Nigeria Noodles employed different promotion strategies with a view of positively influencing the choice of their customers towards purchasing of their goods.

The study also established that majority of the respondents were in agreement that various factors enhanced the effectiveness of promotion strategies in the Nigeria Noodles with; price reduction, vouchers and raffles. Thus, promotion factors such as discounts, free gifts, bonuses and free air time adopted by the players in the Nigeria Noodles helped them achieve a greater level of immediate response from the consumers.

The study revealed that majority of the respondents were in agreement that various events influenced the buying of goods in the Nigeria Noodles with; timing of promotion s e.g. weekends or festive seasons, the brand being promoted and the promotion al tool used. Therefore, unanticipated situational factors always influences consumer behavior and hence inform the firm’s promotion activities.

The study further found out that majority of the respondents were in

agreement that consumers engage in various post purchase actions with; becoming loyal to the brand, buying the brand again and changing the brand if dissatisfied. Thus, the firm's promotion strategies should address the post purchase consumer actions to achieve better and long-term positive influence on consumer behavior.

The study also established that majority of the respondents indicated that customers' commented that the promotion strategies adopted in the Nigeria Noodles should be; short and sweet and offered for a limited time and perceived to have value; offered at a time and place where the buying decision is made; persuasive to the consumers; possess some incentives and should indicate the value of the product being promoted. Hence, to influence consumer behavior, the promotion strategies need to be precise, well timed, persuasive, incentive-based and indicate the product value.

5.2 CONCLUSION

The study concludes that the promotion strategies practiced in the Nigeria Noodles had a significant positive influence on the Consumer Choice. Thus, the kinds of promotion activities undertaken by the firms in the Nigeria Noodles influenced the behavior of the customers with effect to the purchase of the goods offered. The study concludes that various factors enhance the effectiveness of promotion strategies in the Nigeria Bottling Company Industry. Factors such as price reduction, vouchers raffles, display of goods, appearance of sales personnel, free samples and free gifts attached to the product are important when formulating a firm's promotion programmes. Hence, consideration and application of these factors was likely to enhance the firms' promotion strategies and thereby positively influencing consumer behavior.

5.3 RECOMMENDATIONS

The study found out that the promotion strategies practised in the Nigeria Noodles had a significant positive influence on the Consumer Choice The study

therefore recommends that the management of the Nigeria Noodles and Telecommunication outlets should formulate comprehensive and effective promotion strategies that seek to build brand awareness, creating favourable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales.

1. Consumer Choice should Endeavour at all time to have a planned and systematic promotion programme in place as this would help to make such promotional implementation effective.
2. Consumer Choice should set up a more and effective promotion department with experienced staff with the view to developing more promotional strategy in line with the company's objectives.
3. The study recommends that; similar study should be done in other counties for comparison purposes and to allow for generalization of findings on the influence of promotion strategies on consumer behavior in the Nigeria Bottling Company Industry.
4. The study further recommends that studies should be conducted to assess the influence of promotion strategies on the financial performance of firms in the Nigeria Bottling Company in Ilorin, Kwara State, Nigeria.

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