



IMPACT OF SELECTED CONSUMER SALES PROMOTION TOOLS ON PURCHASE DECISION: A Survey of Nestle Milo Products in Enugu, Nigeria

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Abstract: *This study is an analysis of selected Consumer Sales Promotional Tools Impact on Purchase Decision. The study populations were Consumers of Nestle Milo Products in Enugu South. The research design was survey design. The research instrument was a structured questionnaire. A sample of 200 consumers of Nestle Milo products in Enugu South was selected using convenience sampling method. Accordingly 200 copies of the questionnaire were administered on the sample selected and all the copies of the questionnaire were properly completed and returned. Data collected were analyzed using descriptive statistics, specifically, simple percentage, means and standard deviations. The study found that premium offer stimulates consumers' demand for the Nestle Milo products and helps salesmen to draw customers' attention; bonus sales can induce consumers to purchase more of Nestle Milo Products and that price discounts draw consumers' attention to patronize Nestle Milo Products. Consumers in the area of study tend to attach greater importance on 'price' when purchasing goods and services. The study recommended that premium offer as a sales promotional activity should be intensified for Nestle Milo products to influence consumers' purchase decision; Bonus sales should be encouraged for Nestle Milo products it induces consumers to purchase more of Nestle Milo Products and price discounts as a sales promotional tool must not be neglected in the marketing of Nestle Milo products in Enugu South, Nigeria amongst others.*

Keywords: consumer sales promotion, promotion tools, purchase decision, milo products, Premium offer, price discount, bonus sales.

1.0 INTRODUCTION

Sales promotion is an indirect form of marketing promotion intended to stimulate quick action. Daramola, Okafor and Bello (2020) asserted that sales promotion is important for reaping immediate fruit and achieving immediate returns or success at the market place. Sales promotion is still common in Nigeria today. Among, the business firms that had adopted and had been making use of sales promotion in the marketing of their goods and services in Nigeria are all blue chip companies, quoted in Nigerian Stock Exchange such as Nigerian Breweries Plc, Cadbury Plc, Nestle Plc, Christle Plc, Lever Brothers (Unilever Plc), U.A.C. Group of Companies, Neimeth Pharmaceutical company, Guinness Plc, 7up bottling company and all seasoning companies etc (Ndubisi and Moi, 2015). Ordinarily in Nigeria, sales promotion is mostly practiced during auction sales, Bazaar sales, Christmas period, Easter period and during other special events.

Sales promotion is any activity producers usually designed short term to encourage quicker or greater sales (Kotler, 2002; Shamout, 2016). It is intended to influence retailers or wholesalers as well as individual to purchase the products. Banerjee (2019) opined that sales promotion is a short term strategy used to stimulate consumers' demand for company's products and to increase consumption from the sale position of a market to provide more profit for organisations. Sales promotion also has sharper influence on products sales. It is marketers' intentional delivery of suitable information in an effort to induce sales and get the desired response from the customers (Zallocco, Perreult & Kincaid, 2018).

Shallu and Gupta (2013) noted that though companies are increasingly realizing the importance of having a well-structured and planned program for sales promotion, it is sometimes considered as an activity of less importance. Jobber and Lancaster (2006) reiterated that producers need to communicate their market offerings to the consumers in order to stimulate demand for products. Brassington and Pettitt (2010) revised definition of sales promotion to mean a range of promotional techniques strategically designed within a marketing framework to add above the "normal" extra value to a product or service offering in order to achieve target sales objectives. The usual sales promotion tools are samples, price discounts, buy-one-get-one-free, coupons, in-pack premiums, price offs and among others. In this study Nestle Milo beverage, a product of Nestle Plc in Nigeria is examined in relation to selected sales promotional tools.

1.1 Statement of the Problem

In the marketing process, it is important that companies must communicate with their present and potential customers, as well as their sales force internally. Many organisations efforts are now concentrated on promotional techniques and strategies to resolve problem of dwindling profit. Sales promotion as a promotional technique is a short-term incentive mainly targeted at encouraging customers' bulk purchases. Some sales promotion activities are directed to the middlemen and some to organisations' sales force (Mughal, Mehmood, Mohi-ud-deen and Ahmad, 2014). Like advertising cluster, promotion clutter result from the growing use of sales promotion. A notable danger is that this clutter will weaken the ability to trigger immediate purchase and consumers will start turning out promotions. Manufacturers are now offering longer coupon values or creating more dramatic point-of-purchase displays as they are confronted with the problem of searching for ways to rise above the clutter. Hence, the need to investigate the effect of sales promotion on consumers' purchase behavior using Nestles Milo brand of chocolate beverage in Nigeria. This study would be of great benefit to marketing practitioners, experts and scholars as it would provide useful information relating to consumer sales promotion in beverage/food subsector in Nigeria.

1.2 Objective and Research Questions of the Study

The aim of this study is to examine the effect of sales promotion on consumer purchase behaviour. The specific objectives of the study were to investigate the impact of premium offer on consumer's purchase of Nestle Milo products; to determine the influence of bonus sales on Nestle Milo Consumers' purchase behavior and to examine the effect of price discounts on consumers' demand of Nestle Milo products. The following research questions would drive the study:

- i. What is the impact of premium offer on consumer's purchase of Nestle Milo products?
- ii. What influence bonus sales has on Nestle Milo Consumers' purchase behaviour?
- iii. What is the effect of price discounts on consumers' demand of Nestle Milo products?

2.0 REVIEW OF RELATED LITERATURES

According to Serpa and Avila (2004) research based on sales promotion impact on sales, the marketers did not have more resistance to framing effect than people in other professions; as such they did not make more rational decisions despite their knowledge of the pricing strategy. This confirmed that the framing effect also affected professional marketers, and showed that even when people had managerial experience in marketing framing effect can still influence them. Consumer decision-making is a vital area which should be studied frequently in various aspects of consumer behavior.

2.1 Conceptual of Review of Consumers sales Promotion

Neha and Manoj (2013) sees sales promotion as a form of "incentive marketing", which among other things, helps to ensure repeat purchasing when well executed. Repeat purchasing is the key to successful marketing or successful business. More specifically, however, sales promotion can be defined as a set of short time promotional activities mainly incentives expressed in cash or in kind over a short period to stimulate purchases. The main objective is to increase the sales volume for any product or service (Mughal, Mehmood, Mohi-ud-deen & Ahmad, 2014).

Sale promotion campaigns can perform the function of helping to achieve long-term sales marketing objectives, though aimed at achieving short-term sales objectives. Sales promotion has for instance, been increasingly shown to be a long-term image builder, awareness creator and a veritable communication medium (Daramola, Okafor & Bello, 2020).

Suresh, Anandanatarajan and Sritharan (2015) asserted that sales promotion contributes to the utilitarian value of advertising. Much of advertising in modern day is geared towards publicizing the promotional effort. Sales promotion is an instrument for product or service differentiation, also for positioning and effectively increasing repeat purchases in a competitive market. Sales promotion as a marketing tool can of course be gainfully employed in offensive and defensive marketing of product or services in competitive market (Nwosu, 2019). According to Suresh, et al. (2015) sales promotions is intended to aid both consumer pull and dealer push. Suresh, et al (2015) categorized common sales promotion techniques in terms of brand consumer and dealer.

Consumer pull promotion techniques consist of activities like price incentives or deals, coupons, cent-off-offer, sampling, returned/rebate, contests, sweeps-take competition, premium like free (Mughal, *et al*, 2014). On the contrary trade push promotions activities involve training, inventory controls, displays, financial assistance and such related techniques.

Familmaleki, Aghighi and Hamidi (2015) differentiated three types of sales promotions, which are retail promotions, trade promotions and consumer-oriented sales promotions. Moriarty, Mitchell and Wells (2012) emphasized consumer-oriented sales promotions and described it as incentives that are offered directly to a firm's customers or potential customers. The authors further explained that there are consumer-oriented sales promotions used to accelerate consumers' decision processes. According to Moriarty, et al. (2012) premium offer, coupons, free samples, competitions and price incentives which provide extra incentives to achieve immediate sales are the key features of sales promotion techniques. These tools provide immediate and tangible added value to brands, which Shamout (2016) referred to as value added techniques.

Hoek and Roelants (1991) stated that the sales promotion purpose is to accelerate purchases or consumption by providing consumers with an incentive to react quickly to the promotional offer and to influence the purchasing behaviour of consumers. To create a sense of immediacy where consumers have to make a decision quickly, sales promotion incentives are usually offered for a limited time only.

Kotler and Armstrong (2008) alerted that sales promotion is to reinforce the product's position and also help to build long term customer relationships which are why most marketers are avoiding "quick fix", or price-only promotions but favour promotions designed to build brand equity. The authors posit that sellers may use consumer promotions to urge short-term customer buying due to the excitement or pulling power of advertisement to enhance long-term customer relationships. Achumba (2014) described sales promotion objectives as to counter the moves of competitors, to encourage sales force to greater performance, to attract new customers using incentives, to suggest new use for products and to build a product image. Adeleye (2006) added that a sales promotion objective depends on what the marketer hopes to achieve with the program, which is the response desired for identifying the target consumers for the sales promotion.

2.2 The Theoretical Framework

Theoretical and empirical promotional research efforts in marketing communication are focused on how sales promotion impacts the behavior of consumers, particularly the influence on purchasing decisions (Suresh, Anandanatarajan & Sritharan, 2015). Prospect theory indicated that cognitive difficulties greatly influence decision behavior (Kahneman & Tversky, 1979). This describes phenomena change that occurs when there is an individual's preference between two or more alternatives as a result of the way problem is presented as 'framing effect' (Tversky & Kahneman, 1981). In two stages, the prospect theory interprets the individual's decision-making process in the context of uncertainty and in explaining the 'framing effect'. The first stage involves an analysis of the problem which results in the perception that influences the final decision, while the second stage is an evaluation of the problem itself (Figueiredo & Ávila, 2004).

The decision-making process is aimed at simplifying the problem, access gains and losses with regard to a reference point, and examine class of perceptions of the individual that result from decision-making. If the results are perceived as gains there will be risk aversion, while if the results are perceived as losses when viewed from the reference point there will be less satisfaction. Kahneman and Tversky (1984) asserted that "utility," is a measure of the gains and losses in terms of their subjective and personal value, with regard to the reference point and the degree of satisfaction resulting from the decision's objectives. Depending on its proximity to the reference point, the gain or loss is perceived as having greater or less intensity.

In other hand, consumer behavior framework developed by Raju (1995) known as A-B-C-D paradigm. Four stages of the paradigm namely access, buying behavior, consumption characteristics and disposal made up for the A-B-C-D acronym. Shultz, et al. (1998) earlier stated that sales promotion rather than affecting awareness or attitude, generally works on a direct behavioral basis. A sales promotion program is usually intended to elicit a direct impact on the purchase behavior of the firm's consumers. Since sales promotion leads to increased sales and profit, Kwok & Uncles (2005) reiterated that decision-making as well as purchasing stages of the buying process are directly affected by most types of sales promotions that are affective in the long-run. Hence, Kwok & Uncles (2005) further asserted that a sales promotion stirs up the efficiency of distribution and stimulates customers' purchases through marketing activities which excludes advertising and public relations among others.

The purpose of a sales promotion is to attract potential consumers, retain existing customers, prevent brand switching and distract customers who are contemplating to try competing products (Joshy & Bharadhwaj, 2011). This implies that a sales promotion involves giving incentives to consumers to influence purchase of a specific brand of product. With respect to the reasons to purchase specific products, sales promotion incentive is different from that of incentive advertising provides. Joshy and Bharadhwaj (2011) are of the view that sales promotion have an immediate effect on product purchases and that sales promotions vary depending on the situation and need.

Sales promotion according to Low and Mohr (2000) continuously take a large amount from manufacturers' communication budget. Sales promotion goal is to offer the merchandise more attractive and valuable inducement that would stimulate larger purchases. Hellman (2005) lamented that companies allocate about 75% of marketing communication budgets to sales promotion. This information confirms that companies allocate a large portion of their budgets for sale promotion.

2.3 Empirical Review of Literatures

Soni and Verghese (2013) study show that in influencing consumer's purchase decisions premium offer and contest are the most significant tools, while price rebate exert insignificant influence on consumer's purchase decision. Rizwan, Javed, Khan, Aslam, Anwar, Noor, and Kanwal (2012) noted that free samples and coupons have no significant relationship with consumer buying behavior, while price discount, buy-one-get-one-free and physical surrounding of the market have significant relationship with consumer buying behaviour.

Various studies show that sales promotion as well as personal selling play significant role in consumer purchase decision; sales promotion and advertising positions a product or service strongly in the mind of the consumer in order to encourage repeat purchase of the product (Soni and Verghese, 2013), advertising makes consumer less price sensitive which is a problem often associated to stimulating consumer's mind with sales promotion (Chakraborty, Hossain, Azad, & Islam, 2013). Incentives are offered through extra rewards like discounts, increased margins on sales, dealer competitions, exhibitions, provision of demonstrators and free holidays, similar to consumer promotions (Soni & Verghese, 2013). Jobber and Lancaster (2006) research revealed that sales incentives scheme is the most widely used sales force promotion, while rewards are offered to participants on an equal basis which are over and above normal sales compensation.

Mason (2005) study observed that sport sponsorship impacts on consumers' attitudes by soliciting positive emotional attachments. Consumers' cognitive structures are altered by corporate sponsors alter leading consumers to engage in desirable behaviours. When making a sponsorship decision, Mason (2005) recommended that the goals of the company should be considered, since a company must decide if they are trying to enhance brand image, consumer attitude or awareness. To dictate which form of sponsorship to use, if any, this goal of company is important. Mason (2005) revealed that highly involved fans seem more receptive to sponsorship, which in turn may have consequences on chosen markets.

Barat and Paswan (2005) revealed that nearly 79% of the US population use coupons and redeem their amount. This statistics could be used to show the popularity of coupons. This assertion does not make it mandatory to accept that the use of coupons will increase the welfare of the company as this assertion is still a very controversial matter in many organisations. Nevertheless studies show that coupons have a lot of advantages like increasing sales in the very short period, encourage the customers to switch to another brand and also stimulates the trial of a new product (Harmon and Hill, 2003; Silva-Risso & Bucklin 2004).

Ndubisi (2015) found that bonus packs is a mean marketers sometime use to promote sales to their customers. The author noted that the BOGO (Buy One, Get Other for free) is the biggest deal in the field of sales promotion; for instance, where a soft drink company offers 14 cans pack to a customer for a price of 12 cans thus, making the customer benefit 2 cans of drink for free. Bonus packs have several advantages as it could boost sales in the short run without price reduction, while he warned that decreasing prices at this point is very critical and could devalue the image of the product (Ndubisi, 2015). The bonus sales could help the company as ending the offer will be a lot better than decreasing the price and increasing it afterwards, while it remained a temporary offer which will not last forever (Ndubisi, 2015). However, bonus sales could have some pitfalls. One of the major problems associated with bonus sales is that it makes harder for supermarket shelves to include the higher amounts of the products; again, some customers could act in an irritated manner when they realize that this increase in quantity is permanent when the offer ended. Ong, Ho, and Tripp (1997) concluded that bonus sales will not be appealing to customers who do not purchase the product and will not induce product trial.

According to Morwitz, et al (1998) study the preference of consumers may be a sales promotion that is framed in a pattern that involves percentage discount, however, Zheng and Kivetz (2019) found no significant difference in comparing a percentage discount and cents-off scheme in an experiment. The authors' expectation was that the consumer would prefer the discount offered in the percentage-off scheme and be encouraged, but reverse is the case, on the contrary consumers may prefer a sales promotion that is framed in percentage-off terms when the discount is found to be a high discount rate (Zheng and Kivetz, 2019). When the discount is small and shown in the form of cents, it was found that the consumers tend to prefer it stated as an absolute value. Mughal (2014) study examined the impact of buy one get one free, price discounts, coupons and physical surroundings on the consumer buying behavior and found a significant impact on increased sales.

3.0 RESEARCH METHODS

3.1 Research Design

The type of study is an exploratory study. This study adopts the social survey strategy in investigating the phenomena. The research design for the study was descriptive survey which provided further insight into research problem by describing the variables of interest. Qualitative approach was used in data analysis procedure.

3.2 Population of the Study

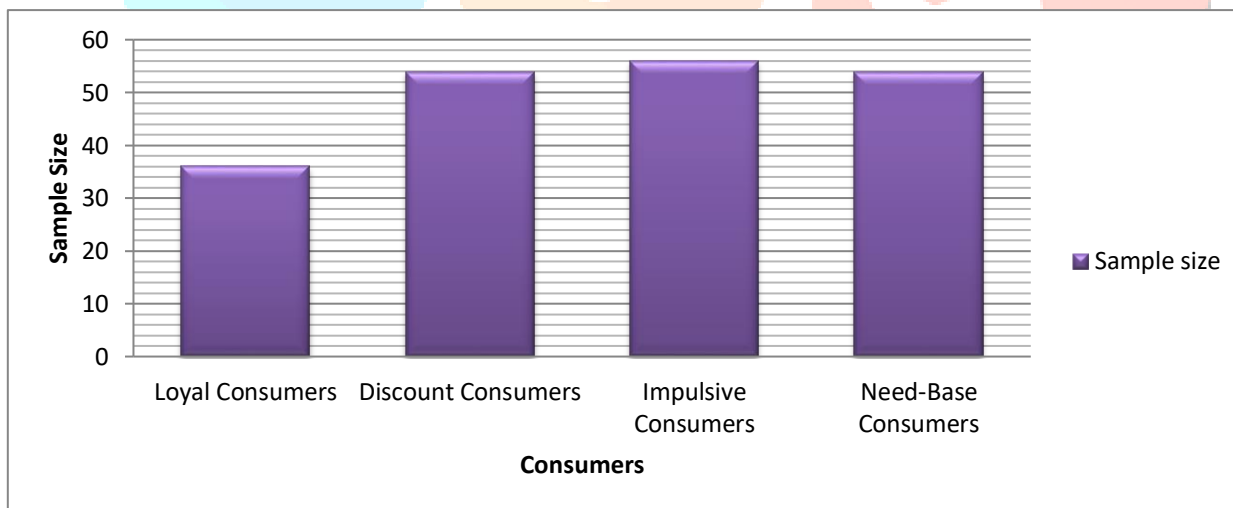
The population of Milo products consumers could not be ascertained since it is widely spread across different categories of reference groups and consumers' needs but can be estimated in millions of consumers. However, four categories of Milo products consumers are identified, which include Loyal Consumers; Discount Consumers; Impulsive Consumers and Need-Based Consumers.

3.3 Sample Selection and Sampling Technique

In case of Nestle Milo consumers, convenience sampling technique was adopted to select different categories of consumers group for the study. Furthermore, using convenience sampling technique a total of 200 consumers were selected from different categories of consumers group, thus:

Table 1: Table showing Sample Selected from each group of Consumers

S/N	Consumers	Sample Size
a.	Loyal Consumers	36
b.	Discount Consumers	54
c.	Impulsive Consumers	56
d.	Need-Based Consumers	54
	Total	200



Source: Field Survey 2020

3.4 Data Collection Instruments

The instruments used for data collection were questionnaire. Questionnaire was used because it enhances the use of standardized questions. Five point likert scale measurements as well as open ended responses were used to design the questionnaire. Copies of the questionnaire were administered by hand and collected as scheduled.

3.5 Analytical Procedure

The completed questionnaires were collected, serialized, coded and analysed sequentially according to the research question. The procedures for the analysis of data collected through questionnaires include the use of simple percentages, mean, standard deviations and frequency distribution. Frequency table showing mean and standard deviation of responses to question in the questionnaire were used to provide information to facilitate analysis.

4.0 DATA ANALYSIS THE RESULTS

Two hundred (200) copies of the questionnaire administered on consumers of the Nestle products. All copies of questionnaire administered were completed and returned as the researcher compelled the respondents to fill the questionnaire on the spot, although the administration of the questionnaire took several visits to Nestle Nig. Plc and intermediaries locations to achieve 100% response from the respondents. The analysis of data is based on a total copies of questionnaire administered on consumers properly completed and returned.

4.1 Analysis of Demographic Data (Nestle Milo Consumers)

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

Table 4.2: Respondents Classified by Consumers' Demographic Information

Sex		Frequency	Percent
Valid	Male	119	59.5
	Female	81	40.5
	Total	200	100.0
Age		Frequency	Percent
Valid	Below 20 yrs	25	12.5
	20 - 30 yrs	51	25.5
	30 - 40 yrs	61	30.5
	40 - 50 yrs	50	25.0
	Above 50 yrs	13	6.5
	Total	200	100.0
Marital Status		Frequency	Percent
Valid	Single	42	21.0
	Married	95	47.5
	Widowed	33	16.5
	Divorced	30	15.0
	Total	200	100.0
Highest educational qualification		Frequency	Percent
Valid	WASC/GCE	50	25.0
	OND/NCE	51	25.5
	HND/HCE	32	16.0
	B.Sc/B.A	47	23.5
	M.Sc/M.A/MBA	20	10.0
	Total	200	100.0
Consumers Category		Frequency	Percent
Valid	Loyal Consumers	36	18.0
	Discount Consumers''	54	27.0
	Impulsive Consumers	56	28.0
	Need-based Consumers	54	27.0
	Total	200	100.0

Source: Field Survey 2020

The sex distribution of the consumer respondents indicates that 59.5% were male while 40.5% of the respondents were female. This implies that there are more male consumers respondents than female respondents in the sample.

Table shows that 12.5% of the consumer respondents were below 20 years of age, 25.5% of them were in the age range of 20-30 years, 30.5% were in the age range of 30-40 years, 25.0% of the respondents were within the age range of 40 - 50 years and 6.5% of them were above 50 years.

In terms of marital status, 21.0% of the respondents were single while 47.5% of the respondents were married. Further, 16.5% of the respondents were widowed/widower and 15.0% of them was divorced. This implies that majority of the respondents from Nestle milo consumers were married.

For academic qualifications, 25.0% of the respondents are holders of SSCE/GCE holders, 25.5% are OND/NCE holders, 16.0% of them hold HND/HCE and 23.5% are holders of B.Sc/B.A while 10.0% are M.Sc/MA/MBA holders.

Concerning consumers' category, Table 4.7 above indicates that 15.5% of the respondents were loyal consumers, 46.5% of them were discount consumers, 26.0% of the respondents were impulsive consumers, while 12.0% were need-based consumers.

The table 4.2 further indicated that 21.5% of the respondents had below 5 years experience with Nestle Milo Products, 30.5% of the respondents had between 5 – 10 years of experience with Nestle Milo Products, 25.5% of them has between 10 – 15years of experience with Nestle Milo Products, while 22.5% of the respondents had above 15 years of experience with Nestle Milo Products.

4.2 Analysis of Data from Nestle Milo Consumers

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

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

1. What is the impact of premium offer on consumer's purchase of Nestle Milo products?

Table 3: Mean and Standard Deviation of the Respondents Views in the Questionnaire (Questions 1 - 4)

Nos.	Statement	Nestle Milo Consumers	
		Mean (\bar{X})	STD Dev.
1	Nestle Milo premium offer increases consumers' desire for Nestle milo products.	4.45	.93
2	Nestle Milo premium offer stimulates consumers' demand for the Nestle milo products.	4.56	.79
3	Nestle Milo premium offer help draw consumers' attention for the products purchase.	4.08	1.14
4	Nestle Milo premium offer given to consumers' influences purchases of the products.	3.93	1.25

Source: Field Survey 2020

Table 3 shows that Nestle milo consumers strongly agreed with the view that Nestle Milo premium offer increases consumers' desire for Nestle milo products, Nestle Milo premium offer stimulates consumers' demand for the Nestle milo products and they agreed with the view that Nestle Milo premium offer help draw consumers' attention for the products purchase and that Nestle Milo premium offer given to consumers' influences purchases of the products with means of 4.45, 4.56, 4.08, 3.93 and standard deviations of 0.93, 0.79, 1.14 and 1.25 respectively.

2. What influence Bonus sales has on Nestle Milo Consumers' purchase behaviour?

Table 4: Means and Standard Deviations of the Respondents views in the Questionnaire (Questions 5 - 8)

Nos.	Statement	Nestle Milo Consumers	
		Mean (\bar{X})	STD Dev.
5	Bonus sales attract consumers to patronize Nestle Milo products.	3.62	1.21
6	Bonus sales stimulate consumers to buy more of Nestle Milo Products.	3.28	1.14
7	Bonus sales can induce consumer s' to purchase more of Nestle Milo Products.	4.16	1.04
8	Bonus sales influence consumers to bulk purchase Nestle Milo Products.	3.93	1.14

Source: Field Survey 2020

Table 4 shows that the respondents agreed with the view that Bonus sales attract consumers to patronize Nestle Milo products, Bonus sales can induce consumer s' to purchase more of Nestle Milo Products, Bonus sales influence consumers to bulk purchase Nestle Milo Products, while they fairly agreed with the view that Bonus sales stimulate consumers to buy more of Nestle Milo Products with means of 3.62, 4.16, 3.93, 3.28 and standard deviations of 1.21, 1.14, 1.04, 1.14 respectively.

3. What is the effect of price discounts on consumers' demand of Nestle Milo products?

Table 5: Means and Standard Deviations of the Respondents views in the Questionnaire (Questions 9 - 12)

Nos.	Statement	Nestle Milo Consumers	
		Mean (X)	STD Dev.
9	Price discounts give the consumers another reason to buy Nestle Milo Products.	3.45	1.41
10	Price discount arouses consumers' interest to Purchase Nestle Milo Products.	4.08	1.14
11	Price discounts increases Nestle Milo shelf space and middlemen brand switching.	3.93	1.20
12	Price discounts draw consumers' attention to patronize Nestle Milo Products.	4.16	1.04

Source: Field Survey 2020

Table 5 shows that the respondents agreed with the view that Price discounts give the consumers another reason to buy Nestle Milo Products, Price discount arouses consumers' interest to Purchase Nestle Milo Products, Price discounts increases Nestle Milo shelf space and middlemen brand switching and agreed that Price discounts draw consumers' attention to patronize Nestle Milo Products with means of 3.62, 4.19, 3.63, 4.50, 3.38, 3.25 and standard deviations of 1.32, 1.09, 1.30, 0.70, 1.26, 1.20 respectively.

5.0 CONCLUSION AND RECOMMENDATIONS

The analysis and interpretation of data resulted to the findings that Nestle milo premium offer stimulates consumers' demand for the Nestle milo products and that Nestle Milo premium offer increases consumers' desire for Nestle milo products; bonus sales can induce consumer s' to purchase more of Nestle Milo Products. Further, price discounts draw consumers' attention to patronize Nestle Milo products and price discount arouses consumers' interest to Purchase Nestle milo Products. Based on the research findings, certain conclusions were drawn which include; premium offer stimulates consumers' demand for the Nestle milo products and also draw consumers' attention to patronize Nestle Milo Products; price discounts draw consumers' attention to patronize Nestle Milo Products. In order to assist the organisation and consumers get the needed benefits from sales promotion.

The study recommended that premium offer as a sales promotional activity should be intensified for Nestle milo products to influence consumers' purchase decision since the result of study showed that premium offer stimulates consumers' demand for the Nestle milo products and price discounts as a sales promotional tool must not be neglected in the marketing of Nestle milo products if consumers' attention must be drawn to patronize milo product offering in the market; as it was found that consumers tend to attach greater importance on 'price' when purchasing goods and services.



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