



The Effect Of Sales Promotion On Marketing Of Cocacola Drinks In Anambra State

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ABSTRACT

This study examined the effect of sales promotion on the marketing of Cocacola drinks in Anambra State. The major aim of the study is to ascertain the effect of Personal selling, Rebates trade and discounts on the marketing of Cocacola drink in Anambra State. This study adopted a descriptive survey design. This study is carried out in Onitsha Anambra State. The researcher made use of primary sources. The population of the study comprises all the customers in Onitsha. The population is unknown (infinite). The sample size is 368 obtain by using Topman's non-parametric sample size determination formula. The study used test-retest and Cronbach Alpha method in order to affirm the reliability of the research instruments. The data for this study were collected by means of questionnaire and persona; interview. Frequency tables and percentage analysis were used to present quantitative data in form of tables. The study also employed Multiple Regression Analysis. The results show that personal selling has significant effect on marketing of Cocacola drink in Anambra State. Rebates have significant effect on marketing of Cocacola drink in Anambra State. Trade discounts have significant effect on marketing of Cocacola drink in Anambra State. The study concludes that sales promotion has significant positive effect on the marketing of Cocacola drink in Anambra State. The study therefore recommends that the company should consider integration of rebates strategies such as public visibility and public attention seeking since these strategies influence the level of sales performance. Cocacola drink companies continue investing in trade discounts activities that help the customer to remain faithful to the company and soft drink companies to formulate strategies and make decisions that will enable them in gifting promo in other to able to survive in the changing business environments.

Keywords: Personal Selling, Rebates. Trade Discounts and Marketing of Cocacola Drink

INTRODUCTION

The world of business is going to complex day to day. Competition in every sector is increasing high. In this situation, especially companies find the situation cry though to sell their product in the market smoothly. So, the businessmen are using various tools and techniques to sell their products. Today market is growing so rapidly. Many products are being introduced in the market day by day. Few decades back situation was not like this; market was limited to few products. Market was growing means that a plentiful of supply of new costumers and company could attract those new costumers without worrying of losing old ones. But now competitions are though and market is sophisticated and companies are facing some marketing realities. "Sales promotions consist of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade" (Kotler, 1997). In fact, sales promotion works as a quick stimulator, which stimulates the consumer on the trade to buy the particular products. Sales promotion can promote organization effectiveness through increase in profitability from higher sales. Okoli (2011) explains that the "essence of setting up a business organization is to make profit. Without profit, a business is bound to fail". Loudon and Bitta (2002) said that sales promotion plays a significant effect on decisions which help in achieving the organizational objectives. Organization effectiveness is a totality of organization

goodness, a sum of such elements as production, cost performance, turnover, quality of output, profitability, efficiency and the like (Katz and Kahn, 1966). It is the ability of an organization to achieve its objectives and meet the needs of its various stakeholders (Khandwalla, 1995).

In real sales promotion have a method of making communication other than rebates and personnel selling. Although in marketing communication mix, the entire element like rebates, personal selling, publicity and sales promotion come together. Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity, and brand switching (Nijs, et al., 2001). Bamiduro (2001) established the positive relationship between sales promotion and consumption rate of soft drink products as well as the sales volume of the beverage industry in Nigeria. Oyedapo, et al. (2012) found that organization promotion strategies enhance consumer buying pattern. Syeda, et al. (2012) explore the short term and long term impact of sales promotion in Nigeria companies from two diverse industries, i.e. Nigeria bottling company by regressing mean of brand loyalty on mean perception about promotion obtained through financial analysis and consumer survey respectively. Aham (2008) is of the opinion that sales promotion emerged as a reaction by manufacturers marketers, and marketing strategies alike to find a short term solution to the problems of excess stock of goods which are available in variables manufacturer's warehouses but are not demanded by consumers and organization. Pauwels, et al. (2002) are of the opinion that when a consumer is exposed to a sales promotion offer majority of the time, the consumer has already purchased and practiced a particular brand so the impact of learning form the that purchase is minimal and is easily balanced by a simultaneous and similar competitive offering. However, sales promotion activities are entirely different from place to place. Sales promotion concept is new in Nepal. By keeping the view of this reality, this paper tries to examine the impact of sales promotion activities on sales of soft drinks in Nigeria Bottling Company.

Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity and brand switching (Nijs, Dekimpe, Steenkamps and Hanssens, 2001). However, whether the effect of consumer loyalty and purchasing behavior could be moderated by sales promotions has not yet been examined extensively. Regardless of a widespread interest in the relationship between sales promotion and purchasing behavior, most studies of this kind focus on the effect of sales promotions on choice at the time they are offered (DeVecchio, Henard, Freling, 2006). Sales promotions could be in form of monetary and non-monetary ones. These types provide both utilitarian and hedonic benefits to the consumers. Utilitarian benefits refer to such benefits such as quality, convenience in shopping, saving in time efforts and cost (Luk and Yip, 2008). Hedonic benefits on the other hand refer to value expression, exploration, entertainment, intrinsic stimulation and self esteem (Chandon, Wansink and Laurent. 2000). According to Luk and Yip (2008) monetary promotions are incentive-based and transactional in nature and provide immediate rewards and utilitarian benefits to the customers. However, non-monetary promotions provide hedonic benefits but weaker utilitarian benefits (Kwok and Uncles, 2005). Monetary promotion have been reported to be preferred over non-monetary promotion across all consumer goods in terms of their ability to elicit purchase intentions (Luk and Yip, 2008; Kwok and Uncles, 2005). Several other studies had reported different impact of sales promotion on consumer behavior. For example, Blatterger and Wisniewski (2019) reported that consumer gain more from price cut when buying an established up-market brand than a mass market brand.

Based on the above, this study intends to investigate the effect of sales promotion on soft drink industry in Nigeria with particular reference to Nigeria Bottling Company Onitsha. Nigeria Bottling Company Plc produces soft drink especially Coca Cola under franchise granted to it by the Coca Cola Company in the USA. The official products of the company include Coca Cola, Fanta Orange, Club Soda, Krest Bitter Lemon, Sprite, and Fanta Lemon. These products have maintained leadership position in the soft drink market in the country both in the past and presently. Therefore it is the position of this research work to investigate the effect of sales promotion in the marketing of these products in Anambra State, Nigeria.

Statement of Problem

Now-a-days people are conscious to look for the best products and that's why their fluctuating mind may switch on to new brands with a simple stimulus. In this case an extra incentive can be added to a product by different promotional activities. Again it is remarkable that a product lack of any significant advantage

can make it difficult to create an rebates campaign which can be used to make people to try the product. The advent of Industrial Revolution has led to the introduction of modern machines in the production sector to boost the production of goods and services. This revolution brought about large amount of goods and services available for sales. In this regard, consumers are exposed to varieties of products and are required to select which of the products, from which company will give them optimum satisfaction they desire (Blattberg, Briesch and Fox, 2015). However, the reduction in sales, promotion and public relation activities caused by the recent economic depression affected the efforts of the company in the area of reaching out to its numerous customers and competing favourably in the market resulting in brand switching and low patronage.

In the light of the foregoing, for a company to surpass her competitors in a highly competitive market, it has to improve and prove some certain level of marketing competences to gain the attention and interest of the consumers. (Kotler and Armstrong, 2006). Consequently, effective promotion usually yields positive results: that impact on profit ratio; hence the product that gets to the final consumer must satisfy his or her want (Kotler and Armstrong, 2006). Nigerian Bottling Company Plc has been using a lot and different promotional strategies to increase sales in recent times. Amongst these are Under the Crown, Premium, Scratch and Win, Free Gift. Also some incentives range from Cash, T-Shirts, Face-Caps, Bags, Openers, Biro, Free drinks, Television, Radio etc to attract more sales (NBC Plc 2012). Despite all these efforts placed by Nigerian Bottling Company Plc on its promotional activities which costs the organization millions of naira in recent time, the organization still experiences low profit. For example, profit margin dropped from N87,698,438 in 2005 to N77,609,237 in 2016, it further dropped from N77,609,237 in 2016 to N68,529,128 in 2017 and it dropped from N68,529,128 in 2017 to N59,674,516 in 2018. The situation was more alarming in 2019, where the dwindling profit margin moves from N59,674,516 in 2018 to N47,553,874 in 2019. Based on the facts and figures presented above, it becomes worrisome why in spite of all the promotional activities of Nigerian Bottling Company Plc, the prospects of profit keeps dropping abysmally (NBC Plc 2020). It is against this backdrop that the researcher is conducting a research to determine the effect of sales promotion on the on marketing of Cocacola drink in Anambra State in focus.

Objectives of the Study

The general objective of this study is to investigate the effect of sales promotion on the marketing of cocacola drink in Anambra State. The specific objectives are to:

1. Determine the effect of personal selling on marketing of Cocacola drink in Anambra State.
2. Ascertain effect of rebates on marketing of Cocacola drink in in Anambra State.
3. Examine the effect of trade discounts on marketing of Cocacola drink in Anambra State.

Research Questions

The following research questions were formulated to guide the direction of this research work:

1. To what extent does personal selling affect marketing of Cocacola drink in Anambra State?
2. To what degree does rebates on marketing affect Cocacola drink in Anambra State?
3. To what extent do discounts trade affect on marketing of Cocacola drink in Anambra State?

Hypotheses

H1: Personal selling has no significant effect on marketing of Cocacola drink in Anambra State.

H2: Rebates has significant effect on marketing of Cocacola drink in Anambra State.

H3: Discounts trade has significant effect on marketing of Cocacola drink in Anambra State.

LITERATURE REVIEW

Conceptual Framework

Promotion

The concept of promotion is regarded as having the same meaning in most of the literature on the subject; Shimp (2013) makes a distinction between these concepts. He describes promotion as the aspect of general marketing that promotion management explicitly deals with. Promotion, on the other hand, is a “more encompassing term” that includes communications via any or all of the marketing mix elements. Promotion represents the collection of all elements in an organization’s marketing mix that facilitate

exchanges by establishing shared meaning with the organization's customers or clients (Makale, 2014). Promotion in marketing is aimed at creating an awareness of the organization and its products and/or services in order to increase sales and make a profit. The sender (organization) conveys messages about the organization's products and/or services to the receiver (customer) in order to persuade the customer to buy the organization's products or to make use of its services. In order to create a lasting relationship, messages focus on the brand, customers' needs and the organization's commitment to society. A brand is the sum of all emotions, thoughts and recognitions that people in the target audience have about an organization (McNamara, 2011).

Sales Promotion

The power of sales promotion at influencing sales and customer's patronage has been acknowledged in the literature of marketing and sales management. Hardie (1991) explains that sales promotion gives a short-term inducement of value offered to arouse interest in buying a good or service. It is offered to intermediaries as well as consumers in form of coupons, rebates samples and sweepstakes'. Foskett (1999) argues that sales promotions cannot be the sole basis for campaign because gains are often temporary and sales drop off when the deal ends so that advertisement is often used to convert the customer who tried the product because of sales promotion into a long-term buyer. Kotler (1994) noted that if sales promotion is conducted continuously, they lose their effect. Customers begin to delay until a coupon is offered or they question the product's value. When organizing sales promotion firms' can direct sales promotion to ultimate consumers, that is, Consumer-oriented sales promotion to support a company's rebates and personal selling. On the other hand firms' can also direct their sales promotion to traders like the wholesalers, retailers or distributors. This can be done by giving the traders allowances and discounts. They can also carry out cooperative rebates whereby manufacturer pays a percentage of the retailers' local rebates expenses for rebates the manufacturer's products and lastly, firms can train distributor sales forces to increase their performance (Hardie, 1991). To Moemeke 20(17), besides advertisement, sales promotion is the next available marketing strategy that help to promote sales, increase product life cycle, sales growth and enhance customers' goodwill. Modern marketing management calls for more than developing good quality product, attractive price and making brands accessible to target customers. Companies engage in integrated marketing communication to attract and retain customers' loyalty.

Nwankwo (2016) observes that sales promotion as those marketing activities other than personal selling, rebates and publicity, which stimulate consumer purchasing and dealer effectiveness, such as display, shows and exposition, demonstrations and various nonrecurring selling efforts not in the ordinary routine. Achumba (2002) defined sales promotion as those marketing activities, other than personal selling, rebates and publicity that stimulate consumer purchasing and dealer effectiveness, such displays, shows and exposition, and demonstration. Sales promotion is one of the ways used by firms to communicate with intended target audience. Sales promotion is unique in that it offers an extra incentive for action (Adrian, 2004). According to Orji, Akhaine, Ezinmuo & Boman (2019), there are different ways to classify sales promotions; the most basic is to classify them between trade promotions and consumer promotions. Consumer promotion as defined by Joseph (2018) as a marketing technique that is used to entice customers to purchase a product. Such promotions usually last for a set period of time and are used to achieve a specific purpose, such as increasing market share or for unveiling a new product. Such consumer promotions tools include sampling, free trials, free gifts, contests, and special pricing.

Types of Sales Promotion

Trade Discounts: The most common type of sales promotions is consumer discounts or trade discounts. Discounts refer to when products are temporarily offered at a lower price. Examples of a discount would be clothing items marked at '15% off' within a store. An organization may use this form of promotion in order to increase sales and attract new customers. I don't even need to to explain this to everyone because we are bombarded with discount offers everyday (Blattberg & Neslin 2010). Be it E-commerce stores, retail stores or anything else. The reason discount is most used is because it actually works! If there is a 10% discount on the product for the consumer, then it is known as consumer discount (Blattberg & Neslin 2010). However, if there is a 10% discount to the dealer when he is purchasing from the company, it is

known as trade discount. In trade discounts, the dealer may or may not forward the discount to the customer. It is not necessary that the dealer will give additional 5% discount to customers when he is himself receiving 10% additional discount. However, many dealers know the importance of achieving sales volumes hence they pass on discounts to customers whenever they receive trade discounts.

Gifting: One of the most common ways to promote your store during festival time or when there is a huge walk in expected is Gifting. It is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store. Another popular way to use gifting is to advertise “Assured gifts (Ogilvy 2013). Basically, you have different gifts on offer like a mixer grinder or a steam iron. A customer who purchases a set amount of products will get the “Assured gift” from you. This creates excitement in the mind of the customer and he received something for “free”. He might visit again and again.

Coupons: Quite commonly used to motivate people to purchase when they think the price is high or it can be incentive to buy your product above the competitors. Coupons are vouchers that allow consumers to purchase products at a discounted price (Shoemaker and Shoaf 2007). A common example of coupons would be discount vouchers distributed to fast food chains. An organization may use this form of promotion to advertise a new product. Domino’s, Pizza hut and McDonalds very prominently use coupons in their marketing. If you have their coupon in hand, you get a discount of X amount on the purchase. What the coupon does is, it instigates you to take action. If today i get a coup on saying i will get 10% off on whatever i purchase from an XYZ store, then i will surely get off my butt and go purchasing. I will purchase all those products anyways. But the coupon got me purchasing from the XYZ showroom. That’s the objective of the coupon which it has accomplished.

Financing: Financing is ingenious amongst the various types of sales promotions. It is a combination of various factors. Companies which have huge resources generally act as financiers (Dodson, Tybout, & Stemthal 2008). They allow customers to purchase a product from Cocoa-cola or on different financing options. All this happens for a minor processing fee and less interest. As a result, the customer, who does not have complete money to buy the product, will likely purchase the product using financing options. Such financing helps the dealer to liquidate the product faster and also helps the customer in making purchasing decisions (Dodson, Tybout, and Stemthal 2008).

Sampling: It is predominantly used in the Cocoa-cola industry for perfumes, deodorants, soaps or even eatables. Sampling is an excellent way to introduce your product in the market and at the same time to increase the awareness of the product. The customers who are being targeted by sampling carry a huge lifetime value. Once they get hooked onto your product, they won’t leave it that early. Hence, Sampling might be of higher cost to the company but it is quite successful in the various types of sales promotions.

Bundling: Bundling is when you put a combination of products on sale for the same price. So, for example, normally a 100 Naria might buy you just a shirt. However, with product bundling, 100 dollars might buy you a set of shirt and pants. As a result, the consumer is much more likely to buy this bundled offer as compared to a single offer. We see bundling strongly in retail where a shampoo might be bundled with a soap or we can see a bundled combinations of many different items. The disadvantage of bundling is that customer might think one of the products is of poor quality. However, if the products are bundled together and both products are of an excellent brand, then the bundled product will sell much higher quantities and will defeat competition in numbers. Hence, Bundling is commonly used as a type of sales promotion.

Contests: There are different forms of contests which can be run to gather more customer information or to motivate the customer to try the product or to create awareness about the new retail place. Contests can be as simple as winning a gift through a scratch card or it can be an in house game in a retail showroom or it can be an online contest for which users have to enter their information. Due to the phenomenal rise of the internet, online contests have become very easy and important. They also penetrate faster and reach a lot of customers.

Refunds & Rebates: As the name suggests, refunds are a marketing tactic when you get a partial amount refunded to you based on an action you have taken. For example – if you bring the parking ticket to the showroom, your parking amount will be refunded by the store. Rebates refer to systems that allow

customers to obtain a refund of some of the purchase price. An example of a rebate would be a company that offers a partial refund when customers mail in a proof of their purchase. This is referred to as a mail-in rebate. Rebates may also be offered immediately at the time of purchase, this is an instant rebate. An organization may use this form of promotion to capture consumers' attention and offer an incentive to purchase their product over similar competing products. Rebates are also advantageous for organizations because in order to claim a rebate a customer needs to make an application in which they provide personal details, this information can be used by the organizations for research in consumer behavior. Such refunds make the customer excited to visit a store. Similarly, rebate is a type of partial refund which is most popular in the United states, though not much popular in other countries. In rebates, you fill forms while checking out of stores. And if you have won the rebate, you will have to mail your details to the company and the company will refund you the rebate amount in your bank or via a paypal account.

Exchange offers: Exchange offers are quite commonly used all across the world and used strongly in festive season when sales will be more and people are in a purchasing mood. In exchange offer, you can exchange an old product for a new product (Della Bitta and Monroe 2010). You will receive a discount based on the valuation of your old product. So, if you had an old washing machine at home and there was an Exchange offer in the market, then you will receive an X amount for the washing machine which is decided by the parent company or the retailer. This X amount will be deducted from your final payable amount and will be reduced under the header of "Exchange offer reimbursed."

Free Trial: Chances are, you have come across several software or online programs which offer a free trial to you before you purchase the product. Shareware programs are also a kind of free trial programs where you can use the product for some time but later on have to purchase the product to use it completely Tversky and Kahneman (2004). This is done so that the customer gets a chance to trial run the product before he pays for the product in full. Programs like Adobe Photoshop, Microsoft office 365 and others are known to give free trial programs of upto a month so that the customer can know more about the product, he can try it and then purchase (Uhl & Brown 2011)

Email Marketing: Email marketing was, is and is touted to always be one of the best ways to promote your business. It is one of the most commonly used types of sales promotions across the world because of its ease of implementation and because of its penetration Sawyer and Dickson (2014). Each and every one of us has an email account which we access regularly. Thus, an Email is personal to us when received in our phone and we are bound to check it out. Chances are, email marketing bundled with an exciting and irresistible offer can really entice the customer in purchasing your product (Gurumurthy and Little 2019). As a result, Email marketing is actually widely used, be it online industry or offline.

Exhibitions: More commonly used in Food, Jewellery, Clothing, Chemicals and similar such industries where sellers want to showcase the products they have to their buyers. These buyers might be consumers or they may be industrial buyers. An exhibition generally consists of one player who is exhibiting his goods Raman and Bass (2018) and Helson's (2014). However, it can also be a combination of players who are all there to showcase their wares.

Trade Shows: While exhibitions are targeted towards individual buyers, Trade shows are targeted towards resellers, dealers, distributors and bulk buyers. A trade show is typically a display point for all top companies within an industry. These companies are there to compete and grab the maximum eyeballs of retailers, dealers and distributors. While Exhibitions are concentrated mostly on individual buyers, trade shows are concentrated towards bulk buyers (Neslin and Shoemaker 2009).

Demonstrations: One of the most popular products to be sold through product demonstrations were vaccumm cleaners which used to be sold house to house. However, because of privacy concerns, such type of promotional activities were stopped. Instead, now you will see water purifiers being promoted through demonstrations in malls, showrooms and other places. Demonstrations are an excellent way to create more awareness of the product and to make customers comfortable towards a technical product (Dodson, Tybout, and Sternthal 2008). Technicality of the product can be a barrier to purchase. By demonstrating the actual working of a product, you are removing a barrier to purchase. Hence demonstration is a type of sales promotion mostly used for technical type of products.

Continuity programs: One of the best example of continuity programs is the frequent flyer program introduced by most airlines. These airlines give more “miles” to the customers who are flying more and more with the airline. Because you are awarded gifts the more you fly with one airline, you are likely to continue flying with that airline so that you receive more miles(Kalwani et al. 2010). Another example of the continuity program is when a super market advertises that customers who buy 5 times in this month from that super market will get a gift. This ways, the customer will not shift anywhere else but will do shopping from that super market. Such continuity programs not only aim at getting new customers, but they also retain old customers effectively (Thaler 2015).

Quantity Discount: The more quantity of the product you buy, the more is the discount. So for example, a single soap may cost \$1 but a combined package of 5 units of soap might cost you \$4, giving you a 20% discount on the purchase. Such type of quantity discount is common for customers. However, the quantity discount is not applicable only to consumers. It is also applicable in trade where a dealer or distributor might be given a discount of 5-10% if he purchases a higher quantity of product. So, a kitchen appliance distributor might be given a discount if he buys higher number of units in the festive season. The higher he sells and the more aggressive he is, the better he will earn(Klein and Oglethorpe 2007).

Marketing

The broaden scope of marketing was significant in the 1960s in response to previous associations of marketing with mainly economics and distribution channels (Groucutt, 2005). As stated by Bartels (1968), “the practice of marketing has become more people-oriented. Roger’s mention of the relation between marketing and its external environment is also notable for serving both ‘micro’ and ‘macro’ purposes (Hindersman, 2011). This definition is perhaps too vague in describing whom the consumer is and too expressive on whom the marketer is, and also fails to acknowledge the managerial aspects of marketing, but would nonetheless have been considered a definition more representative of the expanding societal dimensions” of the 1960s (Hunt, 2016). Marketing is a combination of activities designed to produce profit through ascertaining, creating, stimulating, and satisfying the needs/wants of a selected segment of the market. (Eldridge, 2010,) Eldridge’s definition is typical of a managerial or systems theme which was then adopted in other definitions (Canton, 2013). It has even been referred to by Cooke et al (2012) as a key definition for the managerial viewpoint. The emphasis lies on the individual organisation’s actions and strategies, a view echoed by Groucutt (2005). Although reflective of the stagnant economic growth at the start of the decade, this definition is perhaps too focussed on a profit-producing design and not enough on other mounting issues such as competitive positioning.

That process through which a business enterprise, institution or organization selects, target customers or constituents, assesses the needs or wants of such target customers and manages its resources to satisfy those customer needs or wants” (Star et al, 2007). The systems element of Star’s definition is arguably more refined than that of Eldridge, with marketing portrayed as a ‘process’ rather than a ‘combination of activities’ and an emphasis on the order of actions. However, it is the broader, social overtones of the definition which appear to demonstrate a more mature insight into a post-recession 1970s culture. Of notable importance is the choice of customer selection as the first stage in the process, with assessment as the second and resource management as the third. Marketing is an exchange process between producers and consumers, in which the producer matches a marketing offering (the product or service, plus its promotion, distribution and price) to the wants and needs of the consumer” (Mandal and Rosenberg, 2011)The principle assertion of this definition is to classify marketing as a process of exchanges, an important macro-marketing theme which was increasingly receiving prominent acknowledgement from scholars during this decade (Kotler, 1982; Hartley, 1983; Bonoma, 2015). It was even proclaimed by Cunningham et al that “at the heart of any definition of marketing is the notion of Exchange. Marketing is to establish, develop and commercialise long-term customer relationships, so that the objectives of the parties involved are met.

Theoretical Framework

The theoretical framework upon which the study was based is Reasoned action theory and Engel, Kollet, Blackwell (EKB) model. Reasoned Action theory was propounded by Martin Fishbein and Icek Ajzen in the late 1960s, the Theory of Reasoned Action centers its analysis on the importance of pre-existing attitudes in the decision-making process. The core of the theory posits that consumers act on a behavior based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests. According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action. Sales personnel's learn several lessons from the Theory of Reasoned Action. First, when marketing a product to consumers, personnel's must associate a purchase with a positive result, and that result must be specific. Axe Body Spray used this concept very effectively by linking its product to desirability with women. Second, the theory highlights the importance of moving consumers through the sales pipeline. Sales personnel must understand that long lags between initial intention and the completion of the action allow consumers plenty of choice or decision (Ahungwa, 2018).

The EKB Model (1968) expands on the Theory of Reasoned Action, and lays out a five step process that consumers use when making a purchase. The first step, input, is where consumers absorb most of the marketing materials they see on television, newspapers or online. Once the consumer collects the data, he or she moves into information processing, where the consumer compares the input to past experiences and expectations. Consumers move to the decision-making stage after a period of thought, choosing to make a purchase based on rational insight. Consumers are affected in the decision-making phase by process variables and external influences, including how the consumer envisions his or herself after making the purchase. Under the EKB Model, marketers have two periods where their input is the most valuable. During the initial information stage, marketers must provide consumers with enough information about the product to drive the consumer to keep the company's products under consideration for purchase. Marketing becomes a factor again in the phase of external influences. Lifestyle brands are very good at instilling desire in the consumer to look or feel a certain way with the product, like comparing cocacola to 7up even if the brands product is not fundamentally different from the compered one. The outcome of this blend of theories that constitute the fulcrum of our study is the establishment of the linkages between them and consumer buying behavior of food seasoning like Maggi NAIJA POT among household in Nigeria.

Empirical Review

Orji, Oyenuga and Ahungwa, (2020) examine the effects of sales promotion on the consumer buying behavior of food seasoning among Nigerian households using Nestle Nigeria Plc Maggi NAIJA POT brand as a case study. The study employed cross sectional research design and the population consists of consumers of Nestle product (Maggi seasoning) in Bwari Area Council, Abuja. The sample size is 246 determined using Topman's formula. Primary data was used through administration of questionnaire and regression analysis was used to test the relationship between the study variables. The findings revealed that most of the consumers enjoy the rebates which influence their decision before, during and after the purchase; there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja. The study concluded that that sales promotion through rebates, free trial and free gifts is one significant tool marketing companies should give attention to in order to influence their consumers' buying behavior, and recommended among others that providing free samples for food seasoning is a good technique to use in introducing new products to the Nigerian marketplace, also free gift should be included in the outer part of the product packaging to serve as a visual attraction to Nigerian consumers.

Aryal, (2018) examined sales promotion adopted by Nepalese business organizations and its effects on sales of soft drink in Kathmandu valley. This study is based on the primary data through convenience sampling technique. The primary data collected from the different places of Kathmandu valley by face to

face field survey of 150 respondents. It is found that the sales promotion activities play positive impact on sales of soft drink brands. It is believed that the findings of this study may facilitate the Nepalese business organizations for formulating policies of sales promotion on sales of soft drinks products.

Uloko, A. (2019) assessed the impact of promotion on the profitability of the Nigeria Bottling Company Plc, Enugu Plant. The population of the study was made up of 56 management staff drawn from marketing, sales and accounting/finance departments of the company. Employing a census technique, the whole population of 56 management staff constituted the sample size of the study and data obtained from the 56 copies of the questionnaire were presented using descriptive statistics whereas, multiple regression analysis with the aid of the Statistical Package for Social Science (SPSS) was conducted to test both the company's financial statement from the year 2003 to 2012 and the hypotheses. The findings from data analysis of company's financial statement shows that, profit is slightly influenced by the variables of sales income not necessary cost of promotion, while the results of the hypotheses testing indicated that, rebates has no significant impact on profitability; sales promotion has a significant impact on profitability; personal selling has no significant impact on profitability; public relations has a significant impact on profitability. The need for an organization to properly coordinate its promotional strategies to achieve a clear consistent and competitive message about itself and its products has become an issue of concern to every result driving firm. The study concluded that, promotion is an important tool that helps companies to improve their profitability. We recommended that there is the need for organizations to increasingly integrate effective promotion in their activities to improved their profitability and competitive advantage.

Ya-Ping (2017) examined the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry. Sales Promotion has been the routine marketing of businesses appealing consumers to making orders and increasing media exposure in recent years. Sales Promotion is a tactic for the sales of goods with price or non-price discounts. There are various sales promotions in the market, but not all of them are effective in marketing, as brand image, perceived value, and purchase intention are also associated. Sales Promotion therefore has become a primary issue for marketing. Aiming at 2014 Kaohsiung International Travel Fair, 1000 copies of questionnaires are distributed to the customers, and 421 valid copies are retrieved, with the retrieval rate 42%. The research results present the significant correlations between sales promotion and consumer involvement, consumer involvement and purchase intention, and sales promotion and purchase intention.

Pembi, Fudamu, and Ibrahim (2017) studied the impact of sales promotional strategies on organizational performance in Nigeria. The objectives of this study are to examine the impact of sales promotional strategies on organizational performance with reference to Flour Mills Maiduguri, Borno State Nigeria. The population of this study was carved out of the entire staff of the Flour Mills of Nigeria Maiduguri, Borno State branch cutting across the Top, Middle and lower level management. The study employed both the primary and secondary sources of data collection. Questionnaires were administered to twenty (20) staff using random sampling techniques. The data collected were subjected to descriptive statistics such as percentage analysis in order to analyse the data and regression analyses were used for testing hypotheses. The result signifies that sales promotional strategies have positive and significant effects on organizational performance. The study recommend that company should at all time have to planned, organized, directed and controlled their sales promotion programme in place as this will help them to make such promotional strategies effective and efficient. Also, they should take advantage of festival period or events by developing effective sales promotional tools that can influence consumers' awareness about the product in the events.

METHODOLOGY

This study adopted a descriptive survey design. A descriptive survey research is one in which a group of people or items are studied by collecting and analyzing data from only a few people or item considered to be representative of the entire group Such studies uses questionnaire as an instrument for data collection. This design is considered to be appropriate because, the study involves data collection in a natural setting. This study was carried out in Anambra State, With respect to this research work, the researcher made use of primary sources. The primary sources of data include the questionnaire and the personal interview. The

population of the study comprises all the customers of CocaCola drink in Anambra State. The population is unknown (infinite) because the researcher could not get any record customers of CocaCola drink in Anambra Anambra State. Since the population is infinite, as such the sample size of the marketing of CocaCola drink was determined with the aid of Topman’s non-parametric sample size determination formula, applied when the population frame is unknown. 368 respondents were sampled for the study after careful selection processes was made across the study area. The instrument for the study is a questionnaire titled “effect of sales promotion on marketing cocaCola drink. After the design of the questionnaire it was subjected to content validity and Cronbach’s Alpha Coefficient. The collected data were analyzed using quantitative data analysis methods. Frequency tables and percentage analysis were used to present quantitative data in form of tables. Data from questionnaire were coded and entered into the computer using Statistical Package for Social Science (SPSS Version 21) for analysis. The means, standard deviations and correlations of each independent and dependent variable were obtained. Thereafter, marketing cocaCola drink regressed against the four independent variables using the regression model. The study also employed Multiple Regression Analysis (MRA).

DATA PRESENTATION AND ANALYSIS OF DATA

In this section, the data generated from the customers of CocaCola, were analyzed and interpreted. A total of three hundred and seventy one (371) questionnaires were distributed to the respondents, out of which three hundred and was properly filled and found relevant to the study 50 copy were not properly filled and 21 got missing . Therefore, the analysis in this section will be based on the three hundred relevant copies.

Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 4.10 Coefficients of the Model

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.311	2.121		8.632	.000
Personal selling	.074	.059	.083	1.251	.002
Rebates	.159	.053	.194	3.014	.003
trade Discounts	.091	.054	.128	2.112	.004

Source: SPSS 21.0

Test of Hypotheses

Here, the three hypotheses formulated in chapter one were tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Test of Hypothesis One

Ho: Personal selling has no significant effect on marketing of CocaCola drink in Anambra State.

Hi: Personal selling has significant effect on marketing of CocaCola drink in Anambra State.

In testing this hypothesis, the t-statistics and marketing value in table 4.7 is used. Personal selling has a t-statistics of 2.674 and a marketing value of 0.001 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which personal selling has significant effect on marketing of CocaCola drink in Anambra State.

Test of Hypothesis Two

Ho: Rebates has no significant effect on marketing of Cocacola drink in Anambra State.

Hi: Rebates has significant effect on marketing of Cocacola drink in Anambra State.

Rebates has a t-statistics of 2.112 and a marketing value of 0.002 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that rebates has a significant effect on marketing of firm's cocacola drink.

Test of Hypothesis Three

Ho: Discounts trade has no significant effect on marketing of Cocacola drink in Anambra State.

Hi: Discounts trade has significant effect on marketing of Cocacola drink in Anambra State

Trade discounts have a t-statistics of 3.014 and a marketing value of 0.003 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Trade discounts has a significant effect on marketing of Cocacola drink in Anambra State

Summary of Findings

This study examined the effect of sales promotion on the marketing of cocacola drink in Anambra State. The study adopted simple percentage analysis and Multiple regression analysis in analyzing the data generated. The data analyzed shows that:

1. Personal selling has significant effect on marketing of Cocacola drink in Anambra State. Personal selling has a t-statistics of 2.674 and a marketing value of 0.001 which is statistically significant..
2. Rebates has significant effect on marketing of Cocacola drink in Anambra State. Rebates has a t-statistics of 2.112 and a marketing value of 0.002 which is statistically significant.
3. Discounts trade has significant effect on marketing of Cocacola drink in Anambra State. Trade discounts have a t-statistics of 3.014 and a marketing value of 0.003 which is statistically significant.
4. Gifting has significant effect on the marketing of Cocacola drink in Anambra State. Gifting has a t-statistics of 1.251 and a marketing value of 0.004 which is statistically insignificant.

CONCLUSION

This covered the effect of sales promotion on the marketing of cocacola drink in Anambra State. From the analysis it was discovered that personal selling, rebates, trade discounts and gifting has significant effect on the marketing of Cocacola drink in Anambra State. Therefore, the study concludes that sales promotion has significant positive effect on the marketing of Cocacola drink in Anambra State.

RECOMMENDATION

In view of the findings and conclusions of the study reported, the research makes three recommendations to the soft drink companies based on the objectives of the study that.

1. The study provides recommendations for the purpose of improving the personal selling on marketing communication mix strategies of Cocacola drink companies.
2. In line with the third objective, the study suggests that soft drink companies should consider integration of rebates strategies such as public visibility and public attention seeking since these strategies influence the level of sales performance.
3. The study recommends that it is important for Cocacola drink companies continue investing in trade discounts activities that help the customer to remain faithful to the company.

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