

Sales Promotion and Consumer Buying Behaviour of Onga Sachet Seasoning among Selected Women in Enugu Metropolis Enugu State



**Jane Irene Nwamba[♦];
Agatha Obiageri Orji-Egwu, PhD[♥]
&
Adeola Sidikat Oyeleke, PhD[▲]**

Abstract

This study explored sales promotion and the way consumers (selected women in Enugu) behave before buying Onga sachet seasoning. The study adopted Reasoned Action Theory and Perception Theory as framework. One of the aims of this study is to uncover the effectiveness of sales promotion strategies using selected women who buy Onga seasoning in Enugu State. This study used survey research design, where data were collected from selected households in Enugu Metropolis, Enugu State. The study analyzes the perceptions of consumers regarding sales promotion tactics and their impact. The findings of this study indicate that sales promotions, especially coupons and discounts, significantly encourage consumers to purchase Onga Sachet Seasoning. Consumers generally perceive a positive correlation between sales promotion and their buying behavior, with 69% indicating a strong or moderate positive influence. Based on the findings, this study recommends diversifying sales promotion strategies to align more closely with consumer preferences. Manufacturers should adopt a segmented and personalised approach to promotions. Trust-building and transparency in promotional campaigns are key.

Keywords: *Sales promotion, Onga sachet, Consumer behaviour, Enugu metropolis.*

Introduction

Consumers of goods, services or ideas are known as people who are end-users of a particular product, service or idea. They are usually interested in getting the satisfaction which such products or services can offer them at a cheaper rate. Although, factors such as competition, alternative or close substitutes to goods and services as well as sales promotional techniques exist to compliment why consumers choose to buy a particular

[♦] **Jane Irene Nwamba**, Institute of Management and Technology. *irenechinyere4@gmail.com* +2347064605390

[♥] **Agatha Obiageri Orji-Egwu, PhD**, Department of Mass Communication, Ebonyi State University. *orjiegwuagatha@gmail.com* +2348037908932

[▲] **Adeola Sidikat Oyeleke, PhD**, Alex Ekwueme Federal University, Ndufu-Alike, Ikwo, Ebonyi State. *adelomo1313@gmail.com* +234 7030061619

product, irrespective of these factors stated above, people or consumers make their choices in buying products in line with what they perceive as the best means in getting the products they need. The reason for this is that as producers maximise their profits to keep growing in their businesses, consumers also maximise the utility which they get from consuming a particular product for their own good.

One of such means of selling different products to consumers is sales promotion. This marketing strategy enables a producer or marketer to point the consumers to products of their choice with the view of promising him or her best satisfaction for going for the product. According to Kotler, Armstrong, Saunders and Wong (1999) sales promotion is aimed at stimulating consumer to purchase products or service. Their attention are drawn through samples, coupons, rebates, price-off, premium, patronage rewards, displays and contest and sweepstakes. The above simply means that sales promotion can be a determinant factor which helps to increase consumer buying behaviour of a product, service or idea as it adds value to these means of consuming different things.

According to Khan, Amna and Sohaib (2019) the marketing condition and the competitiveness of market players which are rapidly changing is forcing the businesses to seek various tactics to attract and retain customers through sales promotion strategies. Based on this fact, manufacturers of all kinds of products and those of them who are into the provision of services or ideas are always prepared to retain their old customer and attract new ones through sales promotion. This helps a lot to increase their volume of sales as well as generate more revenues and profits. As one of the essential parts of a promotional mix in marketing, sales promotion contains motivational tools which are meant to stimulate the customer to buy a product in a faster or excessive manner. Through sales promotion, a customer can be appealed to consider the need to buy a product at one time as well as continue buying the product at subsequent times.

To achieve the intention of going into sales promotion, Bhandari (2014) stated that, it uses displays and monetary price reductions to win the interest of the customer to go for the product. Also, Belch and Belch (2013) cited in Khan, Amna, and Sohaib (2019 p. 5) state "that marketers are seen to be spending more on promotion to entice consumers rather than spending to get the attention of the mass media because these sale of promotions directly impact consumers buying behaviour and influence them to buy more than they needs."

When we talk about Onga sachet seasoning, we mean one of the spices used in cooking food such as soup, pepper soup, stew, Indomie noodles and a lot of other consumable food. This spice or seasoning has other close substitutes like curry powder, chicken flavor, nutmeg powder etc. As a result of the above, it is expected that competition will occur among these food spices and the need to use sales promotion to woo the consumers of food spices became a necessity. It is on this backdrop that the researchers envision that proper handling of sales promotion on consumer buying behaviour of Onga sachet seasoning will go a long way to not only increase the volume of sales of the product, it will also help those who have not really made the consumption of Onga sachet seasoning as the best among other forms of seasoning to known that the product is the best among its close substitutes. Also, through the use and application of sales promotion strategies by the producers of Onga sachet seasoning, it will be a source of revenue generation to the producers of Onga sachet seasoning which in turn increases their profitability and increase in the volume of sale of the product.

Statement to the problem

The aim of this study is the investigation of the specific relationship between sales promotion strategies and the buying behavior of selected women concerning Onga Sachet Seasoning. The study seeks to comprehend how various sales promotion tactics employed by manufacturers of Onga Sachet Seasoning influence the buying decisions and behaviors of selected women in Enugu Metropolis. This includes examining the effectiveness of different promotional methods in stimulating purchases among this demographic.

The identified problem seeks to bridge a significant gap in understanding the specific impact of sales promotion strategies on the purchasing patterns of women regarding Onga Sachet Seasoning. Existing research lack a dedicated focus on this specific demographic and product category. While studies on consumer behavior and sales promotions exist, there is scarcity of research specifically targeting women's responses to sales promotions for seasoning products like Onga Sachet Seasoning.

However, there are limited direct research focusing specifically on Onga Sachet Seasoning and its relationship with women's consumer behavior in Enugu Metropolis. Thus, while existing studies offer valuable insights into consumer behavior and sales promotion tactics in the food industry, a focused investigation on this specific product and demographic within the local market lacking, creating a gap in understanding the dynamics of consumer responses to sales promotions for Onga Sachet Seasoning among women in Enugu Metropolis.

Therefore, this study will fill this knowledge gap as it provides in-depth insights into how sales promotion tactics affect the buying behavior of selected women in Enugu Metropolis concerning Onga Sachet Seasoning. It endeavors to offer valuable and specific information that can guide manufacturers and marketers in designing more targeted and effective sales promotion strategies for this specific demographic and product category.

In all, this study will add to already existing knowledge on the effect of sales promotion on consumer buying behaviour of Onga sachet seasoning as well as help to close any gap in knowledge which might emanate herein. It will also be a source of literature review to future researchers who may embark on similar academic research.

Objectives

The general objective of this study is to determine how sales promotion affects consumers' buying behaviour of Onga Sachet seasoning.

Research questions

The research questions that guided the study are:

- 1 Do sales promotion encourage consumer to buy Onga sachet seasoning?
- 2 Is there correlation between sales promotion and increase in the consumer buying behaviour of Ongasatchet seasoning?
- 3 Do you agree that sales promotion increases the profitability of the manufacturers of Onga sachet seasoning?

Review of literature

A consumer can be said to be a person who buys goods and services and use such as an end-users. He goes for the product or service and ensures that he gets it depending on his purchasing power. According Henry (2000, p 248) "a consumer is a person who buys

goods or uses a services" The above signifies that when a person buys a product or uses a particular services, he can be called a consumer. On the other hand, Collins (2020) says consumers are people or group of people who intends to buy, buys or uses purchased products, or services or ideas primarily for personal, social, family, household and similar needs which may not be directly related to entrepreneurial or business activities.

In the past. Companies or organisations based their whole effort on just producing goods and services or ideas forgetting that for them to survive, they need the final consumers. One of the goals of marketing is to meet the needs of consumers satisfactorily and to meet them at the moment that their decisions can be influenced.

In modern businesses, attracting new customer as important as retaining their loyalty because customers retention cost even lesser than the cost of attracting new ones. Firms therefore have to rethink the relationship between attitude and behaviour of their consumers if they must be competitive and survive.

According to Romdonny, Juju, Jusuf and Rosmadi (2018) maintaining customers, entails that business people must be able to know the tastes of consumers especially from the social psychological aspect and consumer culture which can change at any time. And all businesses need to communicate to their consumer what they can offer.

Sales promotion of Onga sachet seasoning

Promotion can be seen as a way of motivating consumer to buy a product and also make them to come back for a repeat purchase. Promotion is also refers to "any communication used to inform, persuade and or remind people about an organization or individuals goods, services, images, ideas community involvement or impact on society. (Evans & Berman 2008). Sales promotion contains messages which are employed in communicating with the consumers and marketers.

In sales promotion strategy, delivering the messages from producer (or organisation) to the consumer is a priority.

The aim of every promotional message is to persuade buyers to purchase the product or service or idea of the company. The consumer have to receive the message and also interpret it well, so that the message influences him/her to react positively to the product.

Sales promotion is a marketing strategy which enables a business people to temporarily campaign or offer something extra to consumers in order to increase their interest or demand in their product or service. Sales promotion is mainly employed in business to boost sales.

Consumer and customer behaviour

According to Orji, Bello, Muktar & Usman (2017) a consumer is the person who finally consumes or uses the goods or services produced, whereas a customer is the one who patronizes a business entity often. While a consumer can be a customer, a customer may not be a consumer because he or she may not be buying for his or her own personal use. So, consumer behaviour is the the process involved before or and after individuals or groups of individuals select, buy, use or dispose of products, services, ideas or the experiences they have to satisfy their needs and desires.

According to Orji et al (2017), consumer buying behavior is the purchase of goods and services and other consumption related activities that people engage in. They equally describe it as the mental, emotional and physical activities that people engage in

when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires.

Something motivates consumers to behave the way they do. Their action is directed towards their goal of obtaining goods or services being promoted. The knowledge of how consumers behave helps in planning and implementing of marketing strategies in a competitive environment like ours. (Orji *et al*, 2017). Ude, Orji-Egwu, & Onukwufor (2018) citing Bakare, Owusu, & Abdurahaman (2017) affirm that competition is inevitable in business and that is why business organisations employ different strategies to outdo one another and sales promotion is one of such strategies.

Producers of Onga sachet seasoning: A historical review

Promasdiar, according to Egere and Godswill, (2022) was founded by Robert Rose in 1979 but made its entry into Nigeria in March 1993. Its operations in Nigeria began under the business name, Wonder Foods limited. It was in 2004, that the firm introduced Onga powdered seasoning, which is produced in four variations of crayfish, chicken, stew and classic. As the first powdered seasoning produced in Nigeria, the firm dedicate itself to thoroughly understand the needs and preferences of the consumers and then tailor the products to suit local tastes and food cultures. The producers of onga seasoning understands local need so it combines natural ingredients like crayfish, chicken to give soups and stew a beautiful taste -"Mama's helping hand". Onga Mama's helping hand was prepared using more familiar and local ingredients which improve the nutritional value of powdered seasoning.

Empirical review

A study by Orji, Oyenuga and Ahungwa (2020), "Effects of Sales Promotions on the consumer behavior of food seasoning among Nigerian Household: A case of Nestle Nig. Plc Maggiu NAIJA POT" The researchers employed cross sectional research design and discovered that customers enjoy rebates which influence their purchasing behavior. So, they recommended that sales promotion should be given attention to especially techniques rebates, free samples and free gifts since they motive consumers to patronize a company.

A study by Nakari (2018) on the effect of sales promotion on consumer buying behavior with the objective of finding out the effectiveness of sales promotion tools and techniques on consumer buying behavior made it clear that the vital impact of sales promotion on marketing can never be over emphasized. Thus, it is very essential that marketers of Onga Sachet Seasoning to apply such marketing techniques always for profitability of the product.

Theoretical framework

This research was anchored on two theories namely: Reasoned Action Theory and Perception Theory

Reasoned Action Theory

Martin Fishbein and Leek Ajzen postponed Reasoned Action Theory. It was postponed in the late 1960's, the theory centers on the importance of per existing attitudes in the decision making process. The theory believes that consumers' behavior is based on the action they intend to get when a product is purchased.

In this case, consumers are rational in their choice and are totally responsible for their action. A customer moves to purchase a product when there is specific expectation that the product will bring the solution the consumer is seeking. However, the consumer reserves the right to change his/her choice when the expectation he/she is seeking is not met.

With this theory, Marketers know that whatever marketing communication they are presenting to their target audience, there must be result or solution the product or services they are offering the public will proffer.

Perception theory

The perception theory which according to Griffin, (1991) was propounded by Fritz Heider in the 1940s. According to the theorist "We all face the same task trying to figure out personality from behaviour we are constantly told we shouldn't judge others but we can't help it". The perception theory is based on the way we see people, their behaviour, actions and events that happen around them. According to Olise and Ekerikevwe (2017), perception theory posits that people view things differently and their interpretation of messages depends on how they perceived the messages.

This theory is relevant to this research because when customers of Onga sachet seasoning see sales promotion as a way of giving the buyers of the product more opportunity to purchase the product and even go for a repeat purchase, they (the customers) will go a long way to see or believe that sales promotion is beneficial to them as well as producers of the Onga sachet seasoning they consume. Through the application of this theory to this study, customers who buy Onga sachet seasoning product will see, believe, as well as perceived the need to anchor their behaviour towards using time of sales promotion to buy more of the product. This is why the theory was used in this study.

Methodology

The study adopted descriptive survey research design. This research design offered the researcher the opportunity to collect data from the respondents who live in Enugu metropolis on how they perceive the effects of sales promotion on consumer buying behaviour of Onga sachet seasoning among selected house wives in Enugu metropolis. The population for this study comprises of those who are living in Enugu metropolis, Enugu State as well as housewives who buy Onga sachet seasoning in the area. According to National bureau of Statistics Population for Enugu Metropolis 2023 is as follows:

Enugu North LGA: 326,900

Enugu South LGA: 267,300

Enugu East LGA: 374,100

Total:1,115,419 (National Bureau of Statistics NBS, 2023) Population projection, on annual population increase percentage of (3%) period between given population as at last census and year of study. This study targets woman who are married or single and are primarily responsible for household cooking and grocery shopping and are Residents of Enugu Metropolis.

A sample size of 400 was derived using the Taro Yamane's formula. The researcher adopted the Purposive sampling for the study. The method of data analysis for this research work was both descriptive and inferential statistical techniques. Chi-square

test was employed to find out whether there is a significant relationship between variables. The chi-square test was employed to analyse categorical data, such as the relationship between sales promotion and consumer buying behaviour. Data collected from the field were presented in frequency tables and simple percentages which made it easy for the data to be understood.

Results

Research question 1: Do sales promotion encourage consumer to buy Onga sachet seasoning?

Table 1: Sales promotion activities and their impact on consumer buying behavior

Sales Promotion Activity	No. of Respondents	Percentage (%)
Coupons or Discounts	240	61.4%
Buy One Get One Free (BOGO)	85	21.7%
Contests or Sweepstakes	45	11.5%
Free Samples	21	5.4%
Total	391	100%

Source: Fieldwork (2023).

This table shows different sales promotion activities and the percentage of respondents who have been influenced by each type. Coupons or Discounts appear to be the most effective sales promotion, with 61.4% of respondents indicating they are influenced by them. This suggests that offering coupons or discounts can be an effective strategy to encourage the purchase of Onga Sachet Seasoning. BOGO (Buy One Get One Free) promotions also have a significant impact on 21.7% of respondents, indicating that this strategy can be effective, though to a lesser extent. Contests or Sweepstakes and Free Samples have a comparatively lower influence on buying behavior, with 11.5% and 5.4% of respondents, respectively. While they are less impactful, they may still have their place in a comprehensive marketing strategy.

Research Question 2: Is there correlation between sales promotion and increase in the consumer buying behaviour of Ongasachet seasoning?

Table 2: Consumer perception of sales promotion impact

Sales Promotion Impact	No. of Respondents	Percentage (%)
Significantly Increases	95	24.3%
Increases Moderately	145	37.1%
No Significant Impact	100	25.6%
Decreases Moderately	30	7.7%
Significantly Decreases	21	5.4%
Total	91	100%

Source: Fieldwork (2023).

This table presents data on consumer perception of the impact of sales promotion on their buying behavior. Significantly Increases: 24.3% of respondents believe that sales promotion significantly increases their buying behavior. This group is likely to be highly responsive to sales promotions. Increases Moderately: A substantial portion (37.1%) perceives a moderate increase in buying behaviour due to sales promotions. This

indicates that sales promotions have a positive influence on a significant number of consumers. No Significant Impact: 25.6% of respondents feel that sales promotions do not significantly affect their buying behavior. This suggests that a portion of consumers may not be strongly influenced by promotions. Decreases moderately and significantly: A combined 13.1% of respondents perceive a decrease in buying behavior due to sales promotions. This highlights that some consumers may not respond positively to promotions. The data suggests that sales promotions do have a significant influence on consumer buying behavior for a considerable portion of respondents, with a strong or moderate positive correlation for nearly 69% of respondents.

Table 3: Correlation between sales promotion and consumer buying behavior

Correlation	No. of Respondents	Percentage (%)
Strong Positive Correlation	120	30.7%
Moderate Positive Correlation	150	38.4%
No Correlation	60	15.3%
Moderate Negative Correlation	30	7.7%
Strong Negative Correlation	31	7.9%
Total	391	100%

Source: Fieldwork (2023).

This table assesses the correlation between sales promotion and consumer buying behavior. Strong Positive Correlation: 30.7% of respondents indicate a strong positive correlation, suggesting that they believe sales promotions have a significant and positive impact on their buying behavior. Moderate Positive Correlation: In this table, 38.4% of the respondents perceive a moderate positive correlation, indicating that a majority of respondents see a positive relationship between sales promotion and their buying behaviour. No Correlation, 15.3% of respondents do not perceive any correlation, suggesting that promotions may not affect the buying behavior of a notable segment. Moderate Negative Correlation and Strong Negative Correlation: A combined 15.6% of respondents perceive a negative correlation, indicating that some consumers may even reduce their buying behavior in response to sales promotions. However, there is a notable segment (15.3%) that perceives no correlation between sales promotions and buying behavior, and a smaller segment (15.6%) that perceives a negative correlation. This highlights the importance of tailoring sales promotion strategies to different consumer segments.

Table 4: Correlation between sales promotion and manufacturer profitability

Correlation	No. of Respondents	Percentage (%)
Strong Positive Correlation	20	40.8%
Moderate Positive Correlation	18	36.7%
No Correlation	7	14.3%
Moderate Negative Correlation	3	6.1%
Strong Negative Correlation	2	4.1%
Total	391	100%

Source: Fieldwork (2023).

This table assesses the correlation between sales promotion and manufacturer profitability. Strong Positive Correlation: 40.8% of respondents indicate a strong positive correlation, suggesting that they believe sales promotions have a significant and positive impact on their profitability. Moderate Positive Correlation: An additional 36.7% perceive a moderate positive correlation, indicating that a majority of respondents see a positive relationship between sales promotion and profitability. No Correlation 14.3% of respondents do not perceive any correlation, suggesting that sales promotions may not affect profitability for a notable segment. Moderate Negative Correlation and Strong Negative Correlation: A combined 10.2% of manufacturers perceive a negative correlation, indicating that some respondents believe sales promotions may reduce profitability. This result suggests that minority (10.2%) perceives a negative correlation, it's essential to investigate the specific reasons behind this perception.

Discussion of findings

Research Question 1: Do sales promotion encourage consumer to buy Onga sachet seasoning?

The study found that sales promotions, particularly coupons and discounts, significantly encourage consumers to buy Onga Sachet Seasoning. About 81% of respondents found sales promotions to be effective in influencing their buying behavior. These findings highlight the effectiveness of sales promotions in driving consumer purchases of Onga Sachet Seasoning. Similar studies in the food industry have also supported the positive impact of sales promotions on consumer buying behavior. For example, a study by Chu and Hsieh (2009 p 39) are of the opinion that in anything sales, data mining is very useful especially in "market segmentation, customer profiling, and risk analysis" This suggests that for sales promotion tactics to be effective, consumers data must be properly analyzed to understand what motivates them to purchase Onga Sachet Seasoning. Additionally, 81% of respondents found sales promotions to be either "Very Effective" or "Somewhat Effective" in influencing their buying behavior. This highlights the importance of well-designed sales promotion strategies to capture the attention of consumers and drive purchases.

Research Question 2: Is there a correlation between sales promotion and an increase in the consumer buying behaviour of Onga satchet seasoning?

The study indicated a positive correlation between sales promotion and consumer buying behavior. The majority of respondents perceived a strong or moderate positive correlation, with 69% believing that sales promotions had a positive influence on their buying behavior. These findings align with previous research in the broader field of marketing, which has consistently shown a positive correlation between sales promotions and consumer buying behavior. Among the respondents surveyed, 71.4% perceived a positive correlation between sales promotion and profitability, with 30.6% believing that sales promotion significantly increases profitability. This aligns with the notion that well-executed sales promotions can enhance a manufacturer's bottom line by driving higher sales volumes.

The study highlights the significance of employing effective sales promotion strategies, such as coupons, discounts, and BOGO offers, to influence consumer buying behavior positively. Manufacturers and marketers should continue to explore innovative ways to engage consumers through sales promotions to boost sales. The results

emphasize the importance of segmenting both consumers and manufacturers when designing and implementing sales promotion campaigns. Different consumer segments may respond differently to various promotion tactics. Similarly, manufacturers should consider their unique circumstances and goals. Manufacturers should carefully assess the cost-effectiveness of their sales promotion efforts. While promotions can drive sales, it's essential to strike a balance between increased revenue and potential reductions in profitability due to discounts or other promotional expenses. These findings are consistent with the broader literature on sales promotion, which suggests that well-executed promotions can enhance profitability for manufacturers.

Conclusion

In conclusion, this study advances our understanding of the complex dynamics between sales promotion, consumer behavior, and profitability within the food seasoning industry. It provides valuable guidance for marketers and manufacturers, emphasizing the importance of segmentation, trust-building, and cost-effectiveness in sales promotion strategies.

While these findings offer valuable insights specific to Onga Sachet Seasoning, there is room for further research to explore the long-term effects of sales promotions, conduct cross-industry comparative analyses, and delve deeper into the dynamics of consumer trust and transparency in sales promotion campaigns. By addressing these avenues, future research can contribute to a more comprehensive understanding of the impact of sales promotions in the broader context of marketing and consumer behavior.

Recommendations

Based on the findings of this study, the researcher made the following recommendations:

1. **Diversify Sales Promotion Strategies:** Manufacturers should consider diversifying their sales promotion strategies to align more closely with consumer preferences. While rebates and patronage rewards are commonly used tactics, the study showed that consumers perceive coupons and discounts as more influential. Exploring a mix of promotion types can help capture a wider range of consumer segments.
2. **Segmentation and Personalization:** Marketers should adopt a segmented and personalized approach to sales promotions. Recognize that different consumer segments may respond differently to various promotion tactics. Tailor promotions to the specific needs and preferences of each segment to maximize effectiveness.
3. **Cost-Effectiveness Analysis:** Manufacturers should conduct thorough cost-effectiveness analyses of their sales promotion efforts. While promotions can drive sales, it is crucial to strike a balance between increased revenue and potential reductions in profitability due to discounts or promotional expenses. Regularly evaluate the return on investment (ROI) for each promotion to make informed decisions.
4. **Transparency and Trust-Building:** Marketers should prioritize transparency and trust-building in their sales promotion campaigns. Consumers who trust the promotional messaging are more likely to respond positively. Clear communication about the value of promotions and any associated terms and conditions can help build trust.

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