

SALES PROMOTION PRACTICES AND ORGANISATIONAL PERFORMANCE

(A CASE STUDY OF FOOD AND BEVERAGE COMPANIES IN EDO STATE),

NIGERIA

BY

ASIOVU COMFORT EGHONGHON

MGS2207049

DEPARTMENT OF BUSINESS ADMINISTRATION,

FACULTY OF MANAGEMENT SCIENCES,

UNIVERSITY OF BENIN,

BENIN CITY.

OCTOBER, 2025

**SALES PROMOTION PRACTICES AND ORGANISATIONAL PERFORMANCE
(A CASE STUDY OF FOOD AND BEVERAGE COMPANIES IN EDO STATE),
NIGERIA**

BY

ASIOVU COMFORT EGHONGHON

MGS2207049

**A RESEARCH PROJECT WRITTEN IN THE DEPARTMENT OF BUSINESS
ADMINISTRATION, FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY
OF BENIN, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF BACHELOR OF SCIENCE (B.Sc) IN BUSINESS
ADMINISTRATION**

OCTOBER, 2025

DECLARATION

I, **ASIOVU COMFORT EGHONGHON**, with **MAT.NO: MGS2207049** do hereby declare that this project report is a study carried out by me in the Department of Business Administration, Faculty of Management Sciences, University of Benin, Benin city, Edo state, Nigeria. This work has not been previously submitted for the award of degree in either in part or whole.

All sources of information collected and materials used have been duly acknowledged by means of reference. All errors and omission and litigation arising from this work are to be wholly borne to me and not the supervisor.

ASIOVU COMFORT EGHONGHON

Researcher

Date

CERTIFICATION

We the undersigned certify that this project work was carried out by **ASIOVU COMFORT EGHONGHON**, matriculation number **MGS2207049**, In partial fulfilment for the award of Bachelor of science (B.Sc) degree in Business Administration in the Department of Business Administration, Faculty of Management Sciences, University of Benin, Benin city, Edo state, Nigeria.

DR. M. EHICHOYA
(Project Supervisor)

Date

DR. S.A. ADEKUNLE
(Project Coordinator)

Date

DR. (MRS) M.E. EHIGIE
(Project Coordinator)

Date

DR. D.O. OGBEIDE
Head of Department

Date

DEDICATION

I want to dedicate this Project research work to God Almighty, my heavenly father for his continual mercy, favour and love towards me, which has helped me this far during the course of this research work and my academic journey. I also want to dedicate it to my Parent Pastor and Deaconess Asiovu, for their unwavering support and love.

ACKNOWLEDGEMENTS

The researcher expresses her utmost and sincere gratitude to God Almighty for the strength and grace bestowed upon her, which enabled her to complete this journey. She would like to extend her heartfelt appreciation to her project supervisor, Dr. M. Ehichoya, for his unwavering enthusiasm, patience, guidance, intellectual contributions to the work, and the endless ideas that have been invaluable throughout the research and project work. Additionally, she expresses her gratitude to the Head of Department, Dr. D.O. Ogbeide, the researcher heartfelt appreciation also goes to her course adviser, Dr. S.O. Omigie, for his outstanding assistance during my time at the University of Benin and also to her esteemed lecturers.

Her undiluted appreciation is extended to her parents, Pastor and Deaconess Asiovu, and her entire family members for their love and prayers, which played a significant role in making this achievement a reality. She also wishes to express deep appreciation to her friends, course mates and roommates for their love, care, and support throughout her academic journey.

Finally, she extends her sincere gratitude to the House of TACSFON, BASCFON, MACSFON and JCIN UNIBEN for their love, moral instillation, and spiritual growth, which played a crucial role in her journey through the university.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION	ii
CERTIFICATION	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Research Problem	4
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Research Hypotheses	8
1.6 Scope of the Study	8
1.7 Significance of the Study	9
CHAPTER TWO	12
LITERATURE REVIEW	12
2.1 Introduction	12
2.2 Conceptual Review	12
2.2.1. Concept of Organisational Performance	12

2.2.2 Concept of Sales Promotion practices	16
2.2.2.1 Price Reduction	20
2.2.2.2 Coupons	22
2.2.2.3 Sampling	24
2.2.4. Loyalty programs	27
2.3 Conceptual Framework	32
2.4 Theoretical Review	32
2.4.1 Consumer Behavior Theory	33
2.4.2 Relationship Marketing Theory	34
2.4.3. The Theory of Competitive Advantage	35
2.4.4 Theoretical Framework	36
2.5 Empirical Review;	38
2.5.1 Price reduction and Organisational performance	38
2.5.2 Coupons and Organisational performance	41
2.5.3 Sampling and Organisational performance	44
2.5.4 Loyalty Programs and Organisational performance	48
2.5.5 Sales Promotion Practices and Organisational Performance	51
CHAPTER THREE	55
RESEARCH METHODOLOGY	55
3.1 Introduction	55
3.2 Research Design	56
3.3 Population of Study	57
3.4 Sample size	57
3.5 Sampling technique	58
3.6 Instrument of Data Collection	58

3.7 Validity of the Instrument	59
3.8 Methods of Data Collection	61
3.9 Method of Data Analysis	61
CHAPTER FOUR	62
PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS	62
Presentation of Results	63
Demographic Characteristics of the Respondents	63
4.2 Analysis according to Research Questions	65
Discussion of findings	83
CHAPTER FIVE	88
SUMMARY, CONCLUSION AND RECOMMENDATION	88
Summary	88
Conclusion	90
Recommendations	91
Suggestions for Further Studies:	93
APPENDIX I	95
References	95
Appendix II	102
QUESTIONNAIRE	102
APPENDIX III	105

LIST OF TABLES

Table 1: Analysis of Demographic of the Respondents-----	Error! Bookmark not defined.	61
Table 2: Descriptive statistics showing Price reductions impact organisational performance in food and beverage companies in Edo State-----	Error! Bookmark not defined.	63
Table 3: Descriptive statistics showing coupons influence organisational performance in food and beverage companies in Edo State-----	Error! Bookmark not defined.	66
Table 4: Descriptive statistics on the effect of sampling on organisational performance in food and beverage companies in Edo State-----		68
Table 5: Descriptive statistics on the effect of loyalty programs on organizational performance in food and beverage companies in Edo State-----	Error! Bookmark not defined.	71
Table 6: Linear Regression on Price reductions do not significantly impact organisational performance in food and beverage companies in Edo State.-----		74
Table 7; Linear Regression on Coupons do not significantly influence organisational performance in food and beverage companies in Edo State.-----	Error! Bookmark not defined.	76
Table 8; Linear Regression on Sampling do not have a significant effect on organisational performance in food and beverage companies in Edo State.-----		78
Table 9; Linear Regression on Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State. -----		

ABSTRACT

This study investigates the impact of sales promotion practices on organisational performance of 7up Bottling Company in Benin, Edo State, Nigeria. Globally, sales promotion practices have evolved from traditional trade offers and in-store displays to sophisticated campaigns involving digital platforms, loyalty schemes, and time-limited discounts. In Nigeria, this evolution reflects an adaptive response to economic stressors and heightened consumer price sensitivity, with companies employing a range of promotional tools to influence buyer behaviour and build market presence. The study focuses on four key dimensions of sales promotion practices: price reduction, coupons, sampling and loyalty programs. It aims to determine how these factors influence the organisational performance of 7up Bottling Company, with a particular emphasis. A survey research design was employed, and data was collected from 137 employees of the company using a structured questionnaire. The findings reveal Price reductions significantly impact organizational performance by increasing sales, improving customer satisfaction, and contributing to market share growth and competitive positioning. Coupons influence organizational performance by increasing sales, improving customer loyalty, attracting new customers, and enhancing competitive advantage. Sampling has a positive effect on organizational performance by increasing the likelihood of purchases, improving customer satisfaction, attracting new customers, and enhancing competitive positioning. Loyalty programs contribute to organizational performance by retaining customers, improving profitability, enhancing competitiveness, and supporting long-term growth and sustainability.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The global food and beverage industry stands as one of the most dynamic and strategically significant sectors of the world economy, with an estimated market value of over USD 8.2 trillion as of 2023, projected to reach USD 9.4 trillion by 2027 (Statista, 2024). It constitutes a fundamental pillar for both developed and emerging economies, playing a vital role in employment generation, foreign exchange earnings, and industrial growth. In regions such as North America, Europe, and parts of Asia, the industry is characterized by technological innovation, stringent regulatory standards, and increasingly health-conscious consumers (Euromonitor International, 2023). Its strategic importance is underscored by its deep integration with agriculture, retail, and global trade networks. Furthermore, food and beverage firms are at the forefront of shaping consumer culture and influencing sustainability practices globally (FAO, 2023).

In the context of sub-Saharan Africa, and Nigeria specifically, the food and beverage industry represents a critical component of national economic development. As of the fourth quarter of 2023, the sector contributed approximately 4.9% to Nigeria's Gross

Domestic Product (GDP), making it one of the largest segments within the manufacturing sector (Intelpoint, 2024). This economic significance is amplified by its expansive value chain, which encompasses raw material procurement, processing, packaging, distribution, and retail. Major players such as Nestlé Nigeria Plc, Nigerian Breweries, and Dangote Foods compete within a market characterized by rapid urbanization, demographic shifts, and changing consumption patterns (Baba & Nwuche, 2021). However, these firms operate in an environment fraught with macroeconomic volatility, inflationary pressures, and infrastructural constraints factors that continually shape their strategic focus on performance improvement and market adaptability.

Within this competitive and economically pressured landscape, firms have increasingly turned to strategic marketing initiatives, particularly sales promotion, as a means of sustaining growth and reinforcing competitive advantage. Sales promotion refers to the implementation of short-term incentives aimed at stimulating consumer purchase behavior, enhancing product visibility, and driving sales volume (Gedenk, 2021). Globally, sales promotion practices have evolved from traditional trade offers and in-store displays to sophisticated campaigns involving digital platforms, loyalty schemes, and time-limited discounts (Bondarenko & Vyshnivska, 2023). In Nigeria, this evolution reflects an adaptive response to economic stressors and heightened consumer price

sensitivity, with companies employing a range of promotional tools to influence buyer behavior and build market presence (Alza & Linando, 2025).

The primary measures of sales promotion typically include price discounts, coupons, sampling, contests, and digital vouchers, each with distinct strategic intent. Discounts and price cuts are particularly dominant in emerging markets, serving as effective instruments for driving immediate purchases and attracting price-sensitive consumers (Hizam, 2025). Recent surveys indicate that a majority of Nigerian consumers consider promotional discounts as a decisive factor in their brand choices, particularly within urban centers (Kadiri, 2024). Coupons, especially those distributed via mobile platforms or supermarket loyalty programs, serve to enhance repeat purchases and consumer data tracking (Ram, Pandey & Paul, 2025). Sampling and product trials are widely used in high-parity product categories, enabling firms to build brand familiarity and encourage trial use (Dey, 2022).

Organizational performance in the food and beverage sector is generally evaluated through metrics such as sales growth, market share, customer loyalty, and profitability (Gerhardt et al., 2021). Sales promotion, when effectively aligned with broader marketing objectives, can significantly enhance these performance indicators by stimulating demand,

strengthening consumer-brand relationships, and differentiating products in saturated markets (Zatini & della Porta, 2025). However, its impact is often moderated by broader economic variables, such as inflation rates, disposable income levels, and consumer confidence, which influence purchasing power and promotional responsiveness (Wang, Xie & Wang, 2023).

Given these dynamics, understanding the role of sales promotion as a strategic marketing tool becomes essential for firms operating in volatile environments like Nigeria. Thus, this study aims to examine the relationship between sales promotion and organizational performance in Nigeria's food and beverage industry, with a particular focus on Edo State as a representative sub-national context, using five selected firms, CWAY Food and Beverages Nigeria Ltd, Nigerian Bottling Company, Seven-Up Bottling, Nestlé Nigeria Plc and Dufil Prima Foods Ltd operating within the non-alcoholic beverage and packaged food sub-sectors.

1.2 Statement of the Research Problem

The Nigerian food and beverage industry operates within an environment of intense competition, shaped by rapid urbanization, population expansion, and shifting consumer preferences. These dynamics have prompted firms to adopt various strategic tools to

maintain market relevance and improve organizational performance. Among these strategies, sales promotion, comprising price discounts, vouchers, sampling, and time-bound campaigns, has become a widely used approach for stimulating demand and driving short-term sales (Ogunmuyiwa, 2022). Prior studies, such as Ibeh, Nnabuko, and Nwajimeje (2022), affirm the relevance of promotional strategies like advertising and personal selling in driving profitability and sustaining market share. However, despite the extensive application of promotional tools, empirical clarity remains limited regarding their sustained effectiveness in enhancing key performance dimensions such as sales growth, customer retention, and market share.

Several empirical studies have produced mixed results regarding the impact of sales promotion on firm performance. Pembu, Fudamu, and Adamu (2017) observed that promotional efforts such as trade exhibitions and rebates improved sales outcomes in the flour milling sector in Borno State. Similarly, Kadiri (2024) found that consumer-focused promotions positively influenced buying behavior in the telecommunications industry. In contrast, Baba and Nwuche (2021) reported that while promotional strategies contributed to resilience in some manufacturing firms, their effectiveness was often constrained by operational inefficiencies. Other studies conducted in international contexts, such as Edward's (2023) work on Tanzania's soft drink industry and Sujata, Sandeep, and

Abhijit's (2016) study on Indian telecommunications, further reflect inconsistencies in findings. Moreover, most of these studies tend to treat organizational performance as a monolithic construct, overlooking its multiple dimensions and failing to address sector-specific dynamics within the Nigerian food and beverage industry.

There is also a notable geographical and contextual gap in existing literature. Research on the influence of sales promotion within the Nigerian food and beverage sector has largely overlooked Edo State, a region with a growing urban population, a diverse consumer market, and the presence of both multinational and indigenous companies. Given Edo State's strategic location in southern Nigeria and its evolving consumer dynamics, it presents a unique environment for examining how sales promotional strategies influence specific performance metrics. This study, therefore, focuses on selected food and beverage firms in Edo State to assess how discounts and price cuts affect sales growth, how coupons and vouchers influence customer retention, and how sampling and free trials impact market share.

1.3 Research Questions

The following research questions are raised to guide the study:

- i. How do discounts impact organisational performance in food and beverage companies in Edo State?
- ii. To what extent do coupons influence organisational performance in food and beverage companies in Edo State?
- iii. What is the effect of sampling on organisational performance in food and beverage companies in Edo State?
- iv. How do Loyalty Programs influence organizational performance in food and beverage companies in Edo State?

1.4 Research Objectives

The broad objective of this study is to examine sales promotion practices and organizational performance: a case study of selected food and beverage companies in Edo State. Specifically, the study sought to:

- i. assess the impact of price reductions on organisational performance in food and beverage companies in Edo State;
- ii. determine the extent to which coupons influence organisational performance in food and beverage companies in Edo State;

- iii. examine the effect of sampling on organisational performance in food and beverage companies in Edo State; and
- iv. analyze the influence of Loyalty Programs on the organizational performance of food and beverage companies in Edo State.

1.5 Research Hypotheses

The following hypotheses stated in the null form shall be tested (H_0):

- i. Price reductions do not significantly impact organisational performance in food and beverage companies in Edo State.
- ii. Coupons do not significantly influence organisational performance in food and beverage companies in Edo State.
- iii. Sampling do not have a significant effect on organisational performance in food and beverage companies in Edo State.
- iv. Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State.

1.6 Scope of the Study

This study investigates the relationship between sales promotion practices and organizational performance within the food and beverage industry in Edo State, Nigeria.

Geographically, the research is limited to Benin City, the administrative and commercial center of the state, where a significant number of food and beverage companies operate. The study focuses on firms within the non-alcoholic beverage and packaged food sub-sectors, specifically selecting Seven-Up Bottling Company. The target population includes employees of these selected firms.

1.7 Significance of the Study

The study is of significant to diverse stakeholders in the following ways:

Business Managers and Executives: This study provides business managers and executives with empirical insights into how specific sales promotion strategies such as discounts, coupons, and sampling affect key dimensions of organizational performance including sales growth, customer retention, and market share. By understanding which promotional tools yield the highest performance outcomes, decision-makers can allocate marketing resources more effectively and develop data-driven strategies tailored to consumer behavior within the Edo State market.

Marketing Professionals: For marketing professionals, the study offers a practical framework for evaluating the effectiveness of sales promotion practices in the food and beverage industry. It guides marketers on how to align promotional tactics with

organizational goals, ensuring that short-term incentives do not compromise long-term brand value. The findings also support the development of integrated marketing campaigns that are responsive to consumer preferences and local economic conditions.

Policymakers and Industry Regulators: This research holds relevance for policymakers and industry regulators concerned with market efficiency, consumer protection, and fair trade practices. By shedding light on how promotional practices influence firm performance, the study supports the formulation of policies that encourage ethical marketing, protect consumer interests, and foster competitive balance within the food and beverage sector.

Employees and Sales Teams: Employees and sales personnel in the food and beverage sector stand to benefit from the study's findings by gaining a clearer understanding of how their promotional efforts contribute to overall company performance. This knowledge can enhance performance appraisal systems, inform training programs, and motivate staff by linking sales activities to broader organizational success metrics.

Academic Researchers: For academic researchers, the study contributes to the literature on sales promotion and organizational performance, particularly within the context of emerging economies. It offers a localized perspective on how promotional practices

impact firm-level outcomes, providing a valuable case study that can inform comparative research across regions and sectors. The study's findings also present opportunities for further empirical exploration and theoretical development.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews related literature on sales promotion practices and organizational performance. It will also look at the relevant theories and different views posited by other studies. It explores the concept of examine sales promotion practices and organizational performance, showcases various theories, and reviews of empirical studies. It will also showcase the research gap in the theoretical framework of the study.

2.2 Conceptual Review

The conceptual literature defines the words associated with examine sales promotion practices and organizational performance. It tends to explain the word related to the topic of this research study.

2.2.1. Concept of Organisational Performance

Organizational performance in the food and beverage industry is an essential factor that determines how well a company is performing within a competitive market. This performance can be assessed using various metrics such as organisational performance, market share, profitability, and customer loyalty. These indicators collectively provide

insight into a company's ability to generate revenue, sustain profitability, expand its customer base, and retain loyal customers over time. Organisational performance is one of the most critical measures, as it indicates the company's ability to generate increasing revenue over a specific period. In the food and beverage industry, where consumer preferences can change rapidly, a company's ability to drive organisational performance demonstrates its adaptability to market trends, consumer tastes, and the effectiveness of its promotional and marketing strategies. A company's sales performance often reflects its capacity to meet the growing demand for its products or services, which is a key driver of long-term business success (Ibrahim & Abubakar, 2020).

Another vital metric in assessing organizational performance is market share, which represents the portion of the industry's total sales that a company captures. A company with a growing market share typically enjoys a more prominent presence in the market, which often translates to greater brand recognition, better customer loyalty, and a competitive edge. In the food and beverage industry, increasing market share can also lead to cost efficiencies, as larger firms often benefit from economies of scale. Achieving and maintaining a strong market share indicates that a company's products are in demand, and it has successfully positioned itself in the market relative to competitors. This measure is closely tied to organisational performance, as companies that manage to

capture more market share often see an increase in sales volume (Mahafzah, Aljawarneh, & Alomari, 2020).

Profitability, which measures a company's ability to generate profit relative to its revenue and expenses, is another key indicator of organizational performance. A profitable company has the resources to reinvest in its operations, enhance its products, expand its market reach, and reward its shareholders. In the food and beverage industry, profitability is often influenced by factors such as effective cost management, pricing strategies, and operational efficiency. A company that is able to keep its production costs low while maintaining quality standards and competitive pricing is more likely to experience higher profitability, even in challenging economic conditions. Profitability is crucial for sustainability, as it ensures that the company can weather market fluctuations and continue to grow (Nirino, Miglietta, & Salvi, 2020). Profitability also provides the firm with the financial capacity to invest in future growth, which can be critical for staying competitive in a rapidly changing market.

Customer loyalty plays a pivotal role in organizational performance as well. In the food and beverage industry, where competition is intense and consumer preferences are often fleeting, the ability to retain customers is a significant factor in long-term success. Loyal

customers not only provide consistent revenue streams but also act as brand advocates, driving word-of-mouth marketing. Companies that prioritize customer satisfaction and engage in effective relationship management strategies tend to experience higher levels of customer loyalty. Loyalty is also an indicator of product quality and brand value, as customers are more likely to stick with brands they trust and enjoy. Retaining loyal customers reduces the cost of acquiring new customers, and it also fosters a deeper emotional connection with the brand (Sudari, Tarofder, & Khatibi, 2019). Loyal customers act as a stable source of revenue, which helps the company navigate market downturns and maintain competitive performance. In conclusion, these key performance metrics organisational performance, market share, profitability, and customer loyalty are interrelated and essential for evaluating the overall performance of a food and beverage company. Successful companies in this sector manage to leverage these metrics by offering quality products, engaging in effective marketing, and ensuring customer satisfaction. Companies that focus on improving these areas are more likely to achieve long-term success and maintain a competitive edge in the market. Therefore, understanding and continuously improving these performance indicators are vital for food and beverage companies aiming to thrive in a dynamic and competitive environment.

2.2.2 Concept of Sales Promotion practices

By providing incentives, sales promotion is a tactical approach in marketing that is used to increase sales of products and services. It is usually short-lived and directed toward distributors, sales teams, or customers in an effort to spur prompt action. By offering more value, this strategy encourages customers to make larger or earlier purchases than they otherwise might. Brands employ sales promotion to highlight their items in today's fiercely competitive market and increase both short-term sales and brand awareness. According to Fill and Turnbull (2022), direct inducements are added to items through sales promotion to increase their appeal to the target market. This serves to supplement other marketing tactics. With the goal of increasing product visibility and piqueing consumer interest, these promotional incentives can come in a variety of shapes and sizes, such as discounts, coupons, or free trials.

Scholars and industry professionals describe sales promotion in a variety of ways, which reflects the complexity of its role in marketing. For instance, Sharma and Bhardwaj (2021) characterize it as a marketing strategy centered on immediate actions intended to boost sales by elevating the product's perceived worth. From their vantage point, it is clear how sales promotions change the way consumers evaluate things, increasing their appeal in the short run. A more comprehensive definition of sales promotion is provided by Kotler

and Keller (2023), who characterize it as marketing initiatives that encourage customer purchases in order to support advertising and personal selling. This demonstrates how sales promotion can assist other marketing initiatives by providing the last push needed to make a purchase decision. According to Belch & Belch (2021), sales promotion encompasses a range of initiatives that offer distributors, sales teams, and customers more value. Lastly, Ailawadi and Neslin (2022) broaden the definition by highlighting the ways in which promotions are employed to develop brand loyalty and encourage customer participation. They also imply that promotions have the power to affect both short-term and long-term consumer behavior.

Several essential elements set sales promotion apart from other marketing initiatives. Its time-bound nature is one of its main features. Sales promotions usually have a set period and instill a sense of urgency among customers. These promotions force consumers to act swiftly because they are transient, which can be especially useful when introducing a new product or breaking into a new market (Hassan et al., 2022). The concrete value that customers are provided with is another distinctive feature. Sales promotions frequently give tangible advantages like price breaks, free samples, or packaged deals, which help customers see the transaction as having more value (Hajli et al., 2021). Notable is also the versatility of sales campaigns. They give for a high degree of execution flexibility since

marketers may develop them to target particular customer categories or react to shifting market conditions (Kotler & Keller, 2023). Finally, by its very nature, sales promotion improves the customer experience. Promotions, when done correctly, can improve the whole consumer experience by fostering a favorable relationship with the company and highlighting its worth (Sharma & Bhardwaj, 2021). These qualities make sales promotions an effective strategy for increasing sales and customer engagement.

The potential of sales promotion to provide temporary increases in sales is one of its main benefits. While brand-building initiatives strive for enduring customer devotion, sales promotion aims to make a rapid financial impact. For example, because of the incentive's perceived value, customers are more inclined to buy during a promotion, which can quickly increase sales volumes (Belch & Belch, 2021). One more significant benefit is that it can be used to get rid of extra inventory. Seasonal or end-of-life products might be challenging to sell at full price, but companies can move stock more rapidly and make room in their warehouses for new products by offering incentives (Kotler & Keller, 2023). Sales promotions draw in new clients as well, and they might persuade them to try a brand or product they wouldn't have otherwise. If the product lives up to their expectations, these consumers who were drawn in by a discount or a free sample may become devoted patrons (Hassan et al., 2022). Lastly, by making products easier to sell,

sales promotions can strengthen ties with distributors and encourage retailers to place the advertised product more prominently on shelves (Ailawadi & Neslin, 2022). Building relationships has the ability to increase long-term revenue and improve brand visibility. Sales marketing has numerous advantages, but there are also serious disadvantages to take into account. A significant disadvantage is the possibility of a decline in brand value. If a business is overly dependent on discounts, customers may come to expect lower costs, which could damage the brand over time. The brand's pricing power and profitability may be weakened if customers grow weary of frequent promotions and are reluctant to pay full price (Sharma & Bhardwaj, 2021). Potential price wars are an additional disadvantage. When rival businesses launch their own promotions in response, it may set off a vicious cycle of price reductions that reduces profit margins for all participating businesses (Fill & Turnbull, 2022). Finally, a sales campaign may not result in long-term client loyalty rather, it may simply bring about temporary profits. A promotion may lure customers to a product, but there's no assurance they'll stick with it once it expires. This is a problem for marketers, who have to weigh the short-term advantages of promotions against the long-term objective of developing a devoted clientele (Hajli et al., 2021).

In conclusion, sales promotion refers to a set of marketing techniques used to encourage customers to make purchases or boost sales over a short period and its sub variables are price reduction , Coupons and loyalty program

2.2.2.1 Price Reduction

Businesses often use price reductions as a pricing tactic to temporarily lower the cost of goods or services, aiming to encourage customers to make purchases. The main goal is to boost sales by giving customers a clear financial incentive. These offers help businesses clear out old stock, attract new customers, and increase their market presence. In today's highly competitive environment especially in retail, where price plays a big role in buying decisions price reductions are a common way to make products more appealing and improve customer interest.

What makes price reduction stand out is their unique features. First, they're usually time-limited, creating a sense of urgency and pushing customers to buy quickly rather than delaying. Second, they often come with conditions, like having to spend a certain amount or buy multiple items to qualify (Liu et al., 2021). Third, businesses usually promote these deals widely through social media, emails, or in-store signage to make sure customers know about them. Lastly, the discount is often shown as a clear percentage off like "20% off" so it's easy for shoppers to understand the savings (Kotler & Keller, 2022).

These features are key to running a successful discount campaign that encourages real customer engagement.

Price reduction are useful in many business situations because they offer several advantages. One major benefit is increased sales in the short term. Lower prices make products more accessible to more people, leading to higher sales (Liu et al., 2021). Price reduction are also great for clearing out excess or outdated stock to make space for new items. Another big advantage is attracting new customers. Lower prices can draw in people who may not have considered buying at full price (Mogaji, 2021). Lastly, price reduction can help build customer loyalty. People who get good value through a discount are more likely to come back (Kotler & Keller, 2022). These benefits show how powerful price reduction can be for driving revenue and building a loyal customer base.

However, there are also drawbacks to using price reduction too often. One issue is that they can lower the perceived value of a product. If items are always on sale, people might assume they're low quality and may not want to pay full price later (Liu et al., 2021). This could hurt the brand's reputation in the long run. Another downside is reduced profit margins. Cutting prices means earning less per item, which can be difficult if production costs stay the same (Mogaji, 2021). Lastly, price reduction can create bad habits in customers. If they get used to regular sales, they might wait for the next offer instead of

buying at full price (Kotler & Keller, 2022). These challenges show that businesses need to plan their discount strategies carefully and avoid overusing them.

2.2.2.2 Coupons

Coupons are widely used marketing tools that help businesses boost customer engagement, increase sales, and raise brand awareness. A coupon usually offers a discount on a specific product or service, while a voucher works like a credit of a certain value that can be used towards a purchase (Bailey & Walker, 2021). Whether in paper form or digital, these tools are becoming more popular in modern marketing because of how effectively they can influence consumer decisions (Brown, 2022).

A key feature of both Coupons is that they offer instant savings, either as a discount or cashback (Clarke, 2022). This makes them especially appealing to budget-conscious shoppers. They're also often limited by time, meaning they expire after a set date. This creates a sense of urgency, encouraging shoppers to act fast before missing out (Davis & Cooper, 2022). Another important aspect is how businesses use them to target specific customer groups such as loyal buyers or potential new ones (Dawson, 2021). These promotions usually come with certain conditions, like a minimum spend or restrictions on specific items, to ensure they align with the company's goals (Gibson, 2021).

Coupons offer clear benefits to both businesses and customers. For companies, they're an effective way to bring in new buyers and drive repeat purchases (Hayes, 2021). By giving people a financial reason to try something new, businesses can increase their sales. They're also great for encouraging brand loyalty, as customers who use these offers may feel more connected to the brand (Johnson & Lee, 2021). On top of that, they can help businesses sell off older or slow-moving stock (Jones, 2021). For shoppers, these offers provide quick savings, which can make a product feel like a better deal and improve the shopping experience (Rodriguez, 2022).

Still, there are downsides. One major issue is the impact on profits. Lowering prices through Coupons means businesses earn less per sale, which can hurt profits if not properly controlled (Stewart, 2021). Also, some customers might only shop because of the discount and disappear once the offer ends, which is a challenge for businesses that depend on loyal customers (Harrison, 2021). Additionally, there's the risk of misuse people may use multiple offers or redeem ones not meant for them, which can result in financial losses, especially online where detecting abuse can be harder (Taylor, 2022).

To sum up, Coupons are promotional tools that give customers special deals or discounts on products or future purchases, but they need to be used carefully to avoid negative effects on business.

2.2.2.3 Sampling

Sampling refers to the practice of offering consumers a free product or trial experience with the objective of reducing perceived risk, increasing familiarity, and fostering purchase intentions. Unlike other promotional methods such as discounts or coupons, sampling enables direct engagement between the consumer and the product, which significantly enhances the likelihood of repeat purchase (Sedliačiková et al., 2020).

Recent literature emphasizes that sampling plays a dual role in both generating immediate sales lift and cultivating long-term brand loyalty. Han and Zhang (2018), for example, demonstrated through a Bass diffusion model that free sampling not only increases short-term product adoption but also accelerates the diffusion of new products across markets. By reducing uncertainty and providing tangible product experience, sampling fosters quicker acceptance, particularly for innovative products. This aligns with empirical evidence by Boo (2020), who found that free in-store samples substantially increased sales of promoted products and even induced brand switching within categories. The findings suggest that sampling is especially valuable in competitive markets, where differentiating a product through direct trial can shift consumer preferences.

In the African context, and particularly in Nigeria, sampling has been widely integrated into fast-moving consumer goods (FMCG) promotions. Adurogbola and Onu (2023)

investigated FMCG firms in Lagos State and found that free samples had a significant positive effect on consumer purchasing behavior, outperforming traditional discount-based promotions. This highlights that Nigerian consumers respond more strongly to experiential promotions, as the opportunity to physically test a product reduces uncertainty and builds trust in quality. Similarly, in the pharmaceutical industry, sampling through provision of free drug trials to physicians has been identified as a critical driver of brand performance. Goodie-Okio (2023) reported that sales promotion techniques, including physician sampling, enhanced brand awareness and prescription preference, thereby improving long-term brand equity in Nigeria's healthcare sector.

The psychological effectiveness of sampling can be explained through consumer behavior theories. Sampling leverages the zero-risk bias by eliminating financial cost, which encourages consumers to try new products they might otherwise avoid (Peekage, 2020). It also creates a sense of reciprocity, as consumers often feel compelled to "return the favor" after receiving something for free, which may manifest in positive word-of-mouth or purchase loyalty. Furthermore, sampling strengthens brand recall and availability heuristics: consumers who try a product firsthand are more likely to remember it during subsequent purchase decisions (Wadhwa et al., 2018). These psychological mechanisms explain why sampling remains one of the most persuasive

forms of sales promotion, even in digitally mediated markets where online free trials replicate the same effect.

In industrial and B2B marketing, sampling takes alternative forms such as free trials, demonstrations, or pilot projects. While consumer-focused sampling often involves small sachets or free packs, industrial marketers provide trial access to machinery, raw materials, or digital platforms to reduce perceived risk in large-scale purchases. For instance, African agribusinesses have used trial distribution of fertilizers and seeds to farmers, showing that small-scale sampling increases adoption in subsequent planting seasons (Audu et al., 2021). Such initiatives are not only promotional but also educational, enabling potential buyers to witness firsthand the value of innovative products. Likewise, in the Nigerian energy sector, renewable energy firms have offered pilot solar systems to industrial clients on a trial basis, helping to build confidence in new technologies before full adoption. These cases underscore the adaptability of sampling across diverse industrial and consumer markets.

A growing body of research also links sampling to brand image and long-term loyalty. Experiments conducted in North Africa found that sampling campaigns improved both tangible attributes (e.g., perceived quality) and intangible brand associations (e.g., trust and prestige), thus positioning brands more favorably compared to competitors

(Sedliačiková et al., 2020). Moreover, Sun et al. (2020) established that giveaways and samples at professional events generate significant word-of-mouth, extending the promotional impact beyond direct recipients. In Nigeria's FMCG sector, this effect is amplified by the use of social media, where sampling events are often documented and shared, thereby multiplying reach and enhancing brand awareness.

Overall, sampling has proven to be one of the most effective sub-variables of sales promotion practices in both consumer and industrial contexts. Recent studies confirm that it stimulates immediate trial and purchase, while simultaneously enhancing long-term brand equity and loyalty. In African markets such as Nigeria, where consumer trust and product familiarity are vital, sampling serves as a critical bridge between brand communication and consumer adoption.

.2.2.4. Loyalty programs

Modern marketing methods have made loyalty programs a mainstay as companies look to build lasting ties with their clients in fiercely competitive markets. These programs are organized systems created to incentivize consumers to keep making purchases from a business by bestowing privileges, awards, or other mementos in exchange for their continued business. In addition to encouraging recurring business, the objective is to strengthen the emotional bond between the client and the brand. "A structured marketing

strategy designed by retailers to reward customers for their continued loyalty and to provide incentives for future purchases" is how Demoulin and Zidda (2021) define loyalty programs. Likewise, loyalty programs are defined by Bolton, Gustafsson, and McColl-Kennedy (2022) as systems that "create value for both businesses and consumers by offering incentives that align with customer preferences and shopping behavior." Customers are more likely to feel valued as a result of this strategic alignment, which raises the possibility that they will stick with the brand over time. Another definition by Xu, Liu, and Lee (2023) emphasizes loyalty programs as means of obtaining customer information, stressing that they are useful resources for consumer insights in addition to being retention tactics. Companies may watch consumer behavior more carefully through participation, which enables them to develop marketing tactics that are more precisely focused. They are also "a means for businesses to differentiate themselves in saturated markets by offering consumers a sense of exclusivity and personalized engagement," according to Kumar and Shah (2021). This is important in industries where customer loyalty is frequently ephemeral. Finally, loyalty programs are described as "relationship marketing efforts that transcend traditional transactional interactions by cultivating brand advocacy and emotional loyalty" by Leenheer et al. (2022).

Loyalty programs are different from other types of customer engagement initiatives because of their features. Their deliberate and structured systems are one of their distinguishing characteristics. As noted by Demoulin and Zidda (2021), loyalty programs are carefully crafted to satisfy both customer demands and corporate objectives rather than being implemented at random. Tiers or levels are frequently a part of this framework, allowing customers to earn more benefits as they spend more or engage more. Xu, Liu, and Lee (2023) have observed that their second trait is that they are driven by data. Today, the ability of loyalty programs to monitor, assess, and react to consumer behavior is what makes them fundamental. Brands are able to monitor things like the items that consumers love, how frequently they shop, and the kinds of rewards that they find most enticing. Offerings and communications can be more precisely tailored thanks to this data-driven strategy. Reward-based motivation is a third feature. Giving customers a concrete reason to stick with you can be achieved through rewards in a variety of ways, including as discounts and special access to complimentary goods or services (Kumar & Shah, 2021). And last, loyalty programs are instruments for sustained engagement. Loyalty programs, as opposed to sales promotions, are designed to foster ongoing relationships between the consumer and the company (Leenheer et al., 2022). They are a crucial component of

relationship marketing tactics since they are made to reward consistent business over the course of months or years.

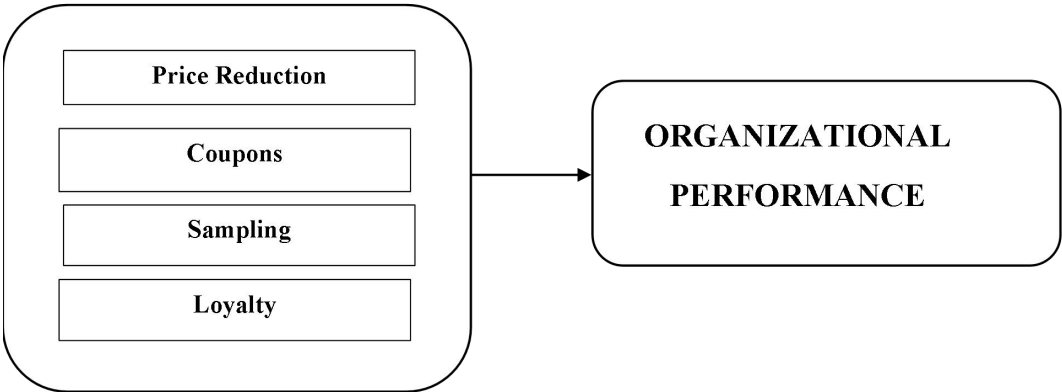
The implementation of loyalty programs has several benefits for both businesses and customers. Customer retention is the primary benefit. Businesses can effectively reduce customer churn by delivering valuable rewards that incentivize repeat purchases (Bolton et al., 2022). According to research, it is more economical to keep current customers than to get new ones. Loyalty programs help businesses do this by creating a feeling of appreciation and community among their members. Loyalty programs also have the benefit of increasing customer lifetime value (CLV). CLV is a measure that represents the entire revenue a corporation can anticipate from a customer throughout the course of their relationship, according to Kumar and Shah (2021). Loyalty programs increase this value since they encourage customers to spend more because they frequently strive to meet reward requirements. Thirdly, Xu et al. (2023) have observed that they offer an abundant source of data. Through loyalty programs, organizations may monitor customer behavior and obtain valuable information regarding purchasing habits, preferences, and trends. Then, by utilizing this data, marketing plans, product offerings, and communication can all be improved. Finally, loyalty programs increase advocacy and brand loyalty. Consumers who experience a sense of satisfaction and worth are more

likely to form an emotional bond with the brand, which raises the possibility that they will tell others about it (Leenheer et al., 2022). Positive feedback from members of loyalty programs can be used to drive word-of-mouth marketing, which can greatly raise brand awareness and draw in new clients.

Yet, loyalty schemes have disadvantages in addition to their obvious advantages. Cost is one of the main disadvantages. It can be costly to launch and run a loyalty program, especially for smaller companies. Discounts, freebies, and other prizes come with a price, and the technology infrastructure needed to run the program also adds up quickly (Demoulin & Zidda, 2021). Furthermore, excessively large awards have the potential to reduce profit margins. An additional disadvantage is the possibility of client tiredness. Many consumers participate in many loyalty programs, which can reduce their engagement with a single company (Bolton et al., 2022). In the event that the incentives are insufficiently attractive or the acquisition process is excessively intricate, participants may become disinterested and cease completely. Finally, transactional loyalty as opposed to emotional commitment may be promoted via loyalty programs. Some customers might interact with a brand purely for its benefits; they might not form a genuine emotional bond (Leenheer et al., 2022). This kind of loyalty is unstable since these clients might move to a rival who is providing a better offer.

To sum up, loyalty programs refers to the rewards or benefits provided to repeat customers as a way to encourage continued patronage and foster long-term relationships.

2.3 Conceptual Framework



Source: Researcher Conceptual Model 2025

2.4 Theoretical Review

The relationship between sales promotion and organizational performance is underpinned by several key marketing theories that help explain how promotions like discounts, sampling, and free trials impact a company’s performance. These theories Consumer Behavior Theory, Relationship Marketing Theory, and Theory of Competitive Advantage provide valuable frameworks for understanding how sales promotions

influence consumer behavior, brand loyalty, and market share, ultimately driving organizational success.

2.4.1 Consumer Behavior Theory

Consumer behavior theory is the most relevant theoretical framework for understanding how sales promotions affect organizational performance. This theory emerged from the fields of psychology, sociology, and economics and focuses on understanding how individuals make decisions regarding their purchases. The core assumption of this theory is that consumer decisions are influenced by both internal and external factors, such as personal preferences, emotional responses, social influences, and marketing stimuli. Consumer behavior theory posits that consumers evaluate products based on perceived value, which is the balance between the cost and benefits derived from the product. Sales promotions such as price reduction or free samples can significantly alter a consumer's perception of value, encouraging them to make a purchase (Kotler et al., 2017).

Sales promotions work as external stimuli that influence consumers' buying behavior. For instance, price reduction create a sense of urgency, and free samples reduce the perceived risk of trying a new product. By offering financial incentives or opportunities to try a product at no cost, businesses increase the likelihood of purchase, which translates into immediate organisational performance (Smith, 2018). In the context of the food and

beverage industry, where taste and quality are key factors, sampling and free trials provide consumers with the opportunity to evaluate the product firsthand, lowering the risk of trying a new brand (Monroe, 1990). When consumers perceive that they are receiving value through these promotions, they are more likely to engage in repeat purchases, which leads to greater brand loyalty. Thus, consumer behavior theory underpins the relationship between sales promotions and organizational performance by explaining how promotions influence decision-making and create value perceptions that drive long-term loyalty and organisational performance.

2.4.2 Relationship Marketing Theory

Relationship marketing theory, which emerged in the 1980s, focuses on the importance of building long-term relationships with customers rather than just focusing on single transactions. This theory assumes that the long-term value of a customer relationship is more beneficial than the immediate gain from one sale. By offering promotions that reward repeat purchases, such as loyalty programs or exclusive discounts, businesses can create stronger emotional connections with their customers. Over time, these promotions foster trust and satisfaction, leading to customer retention and long-term loyalty (Berry, 1995).

Sales promotions that encourage repeated engagement, such as rewards or special offers, are central to relationship marketing. For instance, loyalty programs that offer price reduction or points for frequent purchases encourage customers to stay engaged with the brand. This consistent engagement can result in a more stable revenue stream, as customers who are rewarded for their loyalty are more likely to return for subsequent purchases (Morgan & Hunt, 1994). Relationship marketing also emphasizes the importance of maintaining customer satisfaction and trust, which ultimately impacts key organizational performance metrics such as customer retention, lifetime value, and brand loyalty. By reinforcing positive relationships through targeted promotions, businesses can enhance customer loyalty and increase sales over time. This theory explains why companies in the food and beverage industry, where customer loyalty is paramount, benefit greatly from utilizing sales promotions that build lasting relationships.

2.4.3. The Theory of Competitive Advantage

The theory of competitive advantage, introduced by Michael Porter in his seminal work on competitive strategy, explains how businesses can outperform their competitors by either reducing costs (cost leadership) or differentiating their products to offer unique value that justifies a premium price. Sales promotions are critical in supporting both of these strategies. For example, price reduction support cost leadership by making a

product more affordable to consumers, thus attracting a larger customer base. On the other hand, sampling and free trials support differentiation by allowing consumers to experience a product's unique attributes, such as taste or quality, which helps to set the brand apart from competitors (Porter, 1985).

In the food and beverage industry, where competition is fierce, sales promotions are an effective tool for increasing market share. Price reduction can help companies attract price-sensitive customers, while sampling can create a unique experience for consumers that differentiates the brand (Kotler et al., 2017). By strategically using these promotions, companies can gain a competitive edge in the market, improving their position relative to competitors and ultimately increasing market share. Sales promotions thus contribute to both short-term and long-term organizational success by enhancing brand visibility, attracting new customers, and increasing consumer loyalty.

2.4.4 Theoretical Framework

This study is anchored on Consumer Behavior Theory. After a careful examination of various marketing and psychological theories, Consumer Behavior Theory serves as the most appropriate theoretical underpinning for exploring the impact of sales promotions on organizational performance in the food and beverage industry. This theory focuses on understanding how consumers make purchasing decisions, considering both

psychological and external influences. Specifically, it aligns with the study's objective of investigating how sales promotions, such as discounts, sampling, and free trials, affect consumer perceptions of value, which in turn influence key organizational performance metrics such as organisational performance, market share, and brand loyalty.

Consumer Behavior Theory emphasizes that consumers evaluate the perceived value of products based on the balance between benefits and costs. Sales promotions directly influence this perceived value by reducing the financial risk associated with a purchase or enhancing the benefits derived from a product. This aligns perfectly with the decision-making processes of consumers in the food and beverage industry, who often evaluate promotions based on the immediate value offered through price reduction or trial opportunities.

Additionally, the theory highlights the importance of emotional and psychological factors, which are essential in understanding how promotions like free samples or loyalty price reduction generate consumer trust and drive repeat purchases. Therefore, Consumer Behavior Theory provides a robust framework for understanding how promotional strategies impact organizational performance by influencing consumer behavior in a manner that fosters both immediate sales and long-term customer loyalty.

2.5 Empirical Review;

This part of the study focused on evaluating the findings of different studies related to Sales promotion and organizational performance. This section discussed the findings of previous studies on an objective-by-objective basis which include the Sales promotion and organizational performance.

2.5.1 Price reduction and Organisational performance

Awotomilusi, Obamoyegun, and Ajibola (2024) examined transfer pricing and organizational performance of Nigerian multinationals using an ex post facto design with a sample of 10 listed multinational corporations. Through panel regression, they found that audit quality significantly moderated the effect of transfer pricing, showing that exchange rate had a positive effect on return on assets, while poor audit quality reduced financial performance (Awotomilusi et al., 2024).

Similarly, Korubo and Onuoha (2021) studied strategic pricing in breweries in South-South Nigeria, surveying 201 respondents from 5 breweries. Using correlational analysis, they confirmed that penetration pricing, skimming, and price discrimination positively correlated with marketing performance, suggesting that cost-reduction measures enhanced competitiveness (Korubo & Onuoha, 2021).

In the agricultural sector, Idakwo et al. (2022) conducted a multistage random survey of 240 households in Northwest Nigeria to assess COVID-19's impact on food prices. Using fixed-effects regression, they found that spikes in staple food prices reduced food security by 17%, with household size and income significantly influencing outcomes (Idakwo et al., 2022). Similarly, Bulama, Bila, and Ojo (2022) applied a GARCH model across 10 states in Nigeria, confirming that cattle prices were highly volatile and persistent, undermining farmers' long-term financial stability (Bulama et al., 2022).

Corporate organizations beyond agriculture have also been studied. Fabian et al. (2023) used a survey of 258 staff across three Nigerian investment banks, finding through regression that outsourcing significantly reduced costs and improved efficiency, enhancing overall performance (Fabian et al., 2023). Likewise, Iherobiem and Sanusi (2024) surveyed 366 employees from Lafarge, Flour Mills Nigeria, and PZ Cussons, discovering that process innovation strongly improved organizational performance, highlighting the link between efficiency strategies and competitiveness (Iherobiem & Sanusi, 2024).

In a related corporate study, Isimoya, Olajide, and Onafalujo (2018) surveyed 217 insurance staff using questionnaires, finding that performance-related pay positively predicted organizational commitment, meaning that incentive-based price structures

encouraged employee loyalty and performance (Isimoya et al., 2018). Similarly, Folorunso and Ademola (2018), through ex-post facto research on 16 food and beverage companies listed on the NSE, showed that foreign ownership positively influenced performance, suggesting that external capital injections can help stabilize price-driven inefficiencies (Folorunso & Ademola, 2018).

From a macroeconomic lens, Paul (2019) applied the EGARCH model to Nigerian data from 2000–2015, finding that oil price volatility significantly reduced stock returns, confirming the destabilizing role of global price fluctuations on organizational profitability (Paul, 2019). Likewise, Vargas, Liverpool-Tasie, and Reardon (2024) surveyed 1,100 maize traders and showed that price shocks often coincided with climate and violence shocks, disproportionately harming traders in northern Nigeria (Vargas et al., 2024).

Finally, Olajide, Rufus, and Peter (2023) studied the poultry sector with a survey of 450 stakeholders across six Nigerian geopolitical zones, using multiple regression. They found that financial re-engineering significantly improved organizational capacity and profitability stressing that resource restructuring enhances resilience against input price pressures (Olajide et al., 2023).

2.5.2 Coupons and Organisational performance

Coupons and related sales promotions have become essential strategies for improving organizational performance in Nigeria and across Africa. In highly competitive markets such as fast-moving consumer goods (FMCGs), banking, telecoms, beverages, and tourism, organizations rely heavily on promotional tools to retain customers, build loyalty, and increase profitability.

Sa'id and Kassim (2025), in a study of the Nigerian beverage industry, investigated how coupons and discounts influence firm performance. Using a survey of 200 managers across beverage firms (175 valid responses) and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM), they found that sales promotions and coupons significantly improved revenue growth, customer loyalty, and competitive positioning. They concluded that beverage firms should adopt coupons as part of integrated promotional strategies to achieve sustainable market share growth

Similarly, Abu, Ibrahim, Hassan, and Oni (2024) conducted an empirical study of 278 Unilever consumers in Osun State, Nigeria. Using purposive sampling and ordinal regression, they discovered that coupons, freebies, and in-store promotions strongly determined consumer patronage. The study recommended that FMCG companies design

tailored coupon promotions to increase repeat purchases and strengthen market dominance.

Ibeh, Nnabuko, and Nwajimeje (2022) explored coupon strategies within six Lagos-based food and beverage companies, engaging 24 promotional managers and applying correlation and multiple regression analyses. They reported that sales promotions (particularly coupon schemes) significantly boosted sales volume, improved profit margins, and increased consumer responsiveness. The authors emphasized that FMCG firms in Nigeria should combine coupons with other promotional strategies to stimulate demand.

Coupons have also been shown to impact small and medium enterprises (SMEs). Sajowa (2025), through a survey of 103 SMEs in Oluyole Industrial Layout, Ibadan, Oyo State, applied structured questionnaires and regression models. Findings revealed that consumer and trade coupons explained 62.8% of sales performance variance, demonstrating that coupon-based promotions are a cost-effective tool for SMEs struggling with market competition

In the banking sector, Gloria and Ezu (2018) examined promotional strategies in UBA and Zenith Bank (120 staff in Enugu State, Nigeria). Using questionnaires and chi-square tests, they found that coupon-driven promotions improved deposit mobilization,

increased customer loyalty, and strengthened profitability. They recommended that Nigerian banks intensify coupon schemes to maintain competitiveness in the evolving financial sector

The pharmaceutical sector provides additional insights. Fadare et al. (2018), in a cross-sectional study involving 176 physicians across four Nigerian tertiary hospitals, found that 61% of doctors reported that drug promotional coupons and gifts influenced their prescribing practices. While raising ethical concerns, the study highlighted the tangible impact of coupon incentives on pharmaceutical firms' sales and organizational performance (Hospital Practice).

From a marketing communications perspective, Otunla and Olatunji (2018) examined advertising agencies and businesses in Ibadan, Nigeria, using an ex-post facto survey design. Their study revealed that multi-platform coupon promotions (via flyers, posters, and digital adverts) positively affected customer satisfaction and repeat patronage, though clients expressed mixed satisfaction with advertising agency execution

In the telecommunication industry, Ismaila, Rahim, and Osman (2023) surveyed 407 telecom customers in Benin City, Edo State, using regression and correlation techniques. Their results showed that loyalty coupons, discounts, and free product sampling significantly improved customer awareness and adoption, with product demonstrations

having the strongest effect. This underscores the importance of coupon campaigns in Nigeria's highly competitive telecom industry

Coupons are not only effective in consumer-facing industries but also in corporate environments. Bassey and Tamunomiebi (2021), in a study of 50 managers from five international oil and gas companies in Nigeria, employed surveys and Spearman's Rank Order Correlation. Their findings showed that safety promotional coupons and related incentive schemes significantly improved organizational compliance and performance outcomes, stressing that non-consumer coupon incentives also play vital roles in corporate performance

Finally, Cyprian (2019) analyzed 337 brewery employees in South-East Nigeria using structured questionnaires and regression analysis. The results confirmed that reward systems such as salary bonuses and promotional coupons significantly improved employee motivation and organizational performance, highlighting how coupon schemes extend beyond customer-facing strategies into employee engagement

2.5.3 Sampling and Organisational performance

Sampling techniques remain a cornerstone in organizational performance research, ensuring representative data collection across sectors in Nigeria and Africa. Recent

empirical evidence shows that the choice of sampling method strongly influences the robustness of findings, particularly in studies exploring banking, education, manufacturing, and public administration.

For example, in the article *Improving Organizational Performance through Performance Management in Selected Deposit Money Banks in South-South, Nigeria*, Obajaja-Edo, Odita, and Olannye (2023) adopted a stratified random sampling technique on a population of 1,740 staff and customers of five banks (Zenith, Fidelity, UBA, Access, and First Bank) in Delta State. Their analysis revealed that effective sampling of employees' perceptions on performance appraisal indicated that participatory appraisal and feedback mechanisms significantly boosted organizational commitment and performance

Similarly, Sabiu, Kura, and Reni (2019), in *Linking Human Resource Management Practices to Organizational Performance in Nigeria Education Sector*, applied a stratified proportionate sampling technique across 181 education boards and agencies in seven North-Western states of Nigeria. Using PLS path modeling, they found that training, development, and compensation practices had significant positive effects on organizational performance

In higher education, Adefisayo, Dauda, and Tinuke (2020) in their study *The Relationships between Organizational Learning and Organizational Performance in Yaba College of Technology, Nigeria* employed judgmental sampling of 320 staff. Results indicated a significant relationship between organizational learning and performance, particularly through employee experience and knowledge-sharing culture.

Okafor and Ijemba (2025), in *Organizational Justice and Employees' Performance in Money Deposit Banks in South-East Nigeria*, used multiple sampling techniques to survey 384 respondents across UBA, First Bank, Zenith, GTB, and Access Bank. Logistic regression revealed that fair policy enforcement, reward systems, and interpersonal relations significantly improved employee performance, highlighting the utility of mixed sampling in human resources studies

Olamilekan and Salam (2022), in *Relationship Between Change Readiness and Organizational Performance of Selected Organizations in Nigeria*, employed a multi-stage sampling technique to survey 150 employees across diverse firms. They demonstrated that managerial style, work environment, and technological innovation significantly predicted organizational effectiveness, reinforcing the role of structured sampling for accurate organizational diagnostics

In the telecommunications industry, Nosakhare (2018), in *Strategic Change and Organizational Transformation Process in Nigerian Organizations*, used the Taro Yamane sampling technique to determine sample size and applied Z-test statistics. Findings confirmed that strategic change initiatives significantly enhanced transformation outcomes, particularly when employees were included in workshops and decision-making. Expanding to manufacturing, the study *Parameters of Strategic Agility and Organizational Performance: An Empirical Study of Manufacturing Sector in Oyo State, Nigeria* (2022) adopted a purposive sampling of 10 firms and convenience sampling of 240 employees. Regression analysis indicated that strategic sensitivity, response, IT, and HR capabilities all significantly influenced firm performance, proving the relevance of hybrid sampling techniques

At the institutional level, Bello and Adeoye (2018), in *Organizational Learning, Organizational Innovation and Organizational Performance: Empirical Evidence among Selected Manufacturing Companies in Lagos Metropolis, Nigeria*, applied purposive sampling with 150 respondents and Kendall's tau correlation. They confirmed that organizational learning positively influenced innovation, which in turn enhanced performance.

Njoku and Modebelu (2019), in *Organizational Climate and Teachers Job Performance in Public Secondary Schools in Abia State, Nigeria*, used proportionate stratified random sampling to select 609 teachers. Results from t-tests showed that open organizational climate positively but modestly influenced teachers' performance, emphasizing the importance of sample representativeness in education research.

Finally, Dunmade (2023), in *Impact of Employee Turnover on the Organizational Performance: Evidence from Royal Salts Limited, Lagos, Nigeria*, adopted simple random sampling of employees with regression analysis. Findings revealed that voluntary and involuntary turnover had significant impacts on efficiency and effectiveness, showcasing how robust random sampling enhances HRM insights.

2.5.4 Loyalty Programs and Organisational performance

In their article *Impact of Customer Loyalty on Organizational Performance in Some Selected Publishing Companies in South-Western Nigeria*, Paul and Olumuyiwa (2024) conducted a survey of 401 employees across 40 publishing companies in Lagos and Ibadan. Using Pearson's correlation, the study revealed a strong positive correlation between customer loyalty and organizational performance, recommending that publishing firms invest in loyalty programs to retain patronage

In telecommunications, Inegbedion and Obadiaru (2019) in *Modelling Brand Loyalty in the Nigerian Telecommunications Industry* employed a time-varying Markov chain analysis with 4,736 respondents (62.3% response rate out of 7,600 distributed) across multiple Nigerian universities. Findings showed long-term customer loyalty distribution: 35% for Globacom, 27% for Airtel, 21% for MTN, and 16% for 9Mobile, proving loyalty's direct impact on organizational competitiveness.

Employee loyalty also contributes to organizational success. Adedeji and Ugwumadu (2018), in *Factors Motivating Employee Loyalty and Employee Retention in Deposit Money Banks in Nigeria*, surveyed 190 employees (118 valid responses) from four banks using descriptive statistics. Results showed that training, promotion, and job security were the strongest drivers of loyalty and retention, which improved organizational performance

Similarly, Unaam, Adim, and Adubasim (2018), in *Employee Loyalty and Organizational Citizenship Behaviour in the Port Harcourt Area Command of the Nigeria Police Force*, surveyed 390 officers (332 valid responses) using stratified random sampling. Findings revealed a positive significant relationship between loyalty and organizational citizenship behaviour, suggesting loyalty's ability to foster productivity in security institutions

In SMEs, Akpi, Vem, and Eshue (2020), in *Does Corporate Reputation Matter in the Relationship Between Organizational Cultural Intelligence and Customer Loyalty Among SMEs in Nigeria?*, collected data from 250 SMEs and 335 customers in Plateau State using Smart PLS analysis. Results showed that corporate reputation mediated the relationship between cultural intelligence and loyalty, indirectly strengthening SME performance

In retail, Eshiett and Eshiett (2021), in *Customer Loyalty and Retail Outlets Patronage in Nigeria*, used descriptive surveys and Pearson correlation on Shoprite customers in Lagos (Lekki, Ikeja, Surulere). Results confirmed that loyal customers consistently patronized retail outlets, proving loyalty's contribution to revenue stability.

Tanwa, Hashim, and Nasir (2023), in *The Relationship Between Human Resource Management Practices and Employees' Loyalty of the Nigerian Public Sector*, surveyed 500 employees in Lagos State public sector using Structural Equation Modelling. Results indicated a strong causal relationship between HRM practices and loyalty, showing HR-driven loyalty boosts efficiency

In telecom, Emuobor, Osima, Ichendu, and Ojetola (2025) published *The Effectiveness of Loyalty Programs on Consumer Retention and Satisfaction in Telecommunication Companies in Nigeria*, surveying 60 MTN staff in Ikeja, Lagos. Findings confirmed that

loyalty programs significantly improved consumer satisfaction and retention, positioning them as vital strategies for telecom growth

Loyalty also emerges in HR contexts. Olonade and Omotoye (2021), in *Training and Development as Correlate of Effectiveness and Loyalty of Employees: A Case of Transmission Company of Nigeria*, used a random sample of 80 employees in Osogbo, Osun State with Pearson correlation and regression. Findings showed that training significantly improved both employee effectiveness and loyalty, indirectly enhancing organizational performance

Finally, Ibrahim and Abubakar (2023), in *The Moderating Effect of Brand Loyalty on Service Quality and Customer Satisfaction in the Telecommunications Industry in Northwest Nigeria*, surveyed 390 Airtel customers via structured questionnaires analyzed with SmartPLS. Results revealed that service quality strongly influenced satisfaction, though brand loyalty did not significantly moderate the relationship, highlighting service quality as the key driver of loyalty outcomes

2.5.5 Sales Promotion Practices and Organisational Performance

Sales promotion practices remain a vital strategic tool for boosting organizational performance in Nigeria and across Africa. From banking and telecommunications to

beverages, SMEs, and pharmaceuticals, the evidence shows that sales promotion drives customer loyalty, retention, and profitability.

In their article *Sales Promotion Tools and Consumer Buying Behaviour in United Bank of Africa, Ogun State*, Ogunkoya, Adetayo, and Hassan (2020) used a survey design with 395 randomly sampled UBA customers. Findings indicated that sales promotion tools such as gifts, lotteries, and loyalty cards significantly improved customer satisfaction and patronage, showing a direct link between promotional practices and organizational performance.

Sa'id and Kassim (2025), in *The Effect of Sales Promotion, Coupons and Discounts on Firms' Performance: The Nigeria Beverage Industry Experience*, distributed 200 questionnaires to managers in the beverage sector (175 valid responses) and applied PLS-SEM analysis. Results revealed that coupons, discounts, and other promotion strategies strongly enhanced firm performance, making them essential tools for competitiveness.

In the pharmaceutical industry, Fadare et al. (2018), through their article *Drug Promotional Activities in Nigeria: Impact on the Prescribing Patterns and Practices of Medical Practitioners and the Implications*, conducted a cross-sectional survey among 176 physicians across four regions of Nigeria. Results showed that 61% of doctors

prescribed medicines influenced by promotional incentives such as free meals and gifts, highlighting the power of sales promotions on organizational outcomes in healthcare

Sajowa (2025), in Effect of Sales Promotion on the Performance of SMEs in Oluyole Industrial Layout, Ibadan Oyo State, surveyed 103 SMEs from a population of 140 using structured questionnaires and regression analysis. The findings showed that consumer promotions accounted for 62.8% of sales performance variance, while trade promotions contributed 43%, confirming the significant role of sales promotion in SME competitiveness

Margret, Olufolake, Andy, and Patience (2020), in Sales Promotion and Customer's Retention in Selected Foods and Beverages Companies in Lagos State Nigeria, surveyed 1,019 respondents across five local governments in Lagos State. Regression analysis revealed that sales promotions significantly improved customer retention, proving their long-term impact on organizational sustainability

Abu, Ibrahim, Hassan, and Oni (2024), in Sales Promotion Strategies and Consumer Patronage of Fast-Moving Consumer Goods in Osun State, Nigeria, applied ordinal regression on 278 Unilever consumers. The study found that discounts, coupons, freebies, and in-store promotions had a significant positive effect on customer patronage, highlighting the importance of diverse promotion strategies

Sangodapo, Nwabufo, and Popoola (2023), in *The Influence of African Traditional Sales Enhancer (ATSE) on Utilization of Product Promotion Strategies by Micro-Entrepreneurs in Osogbo, Nigeria*, surveyed 52 micro-entrepreneurs using structured questionnaires. Results indicated that entrepreneurs relying on traditional spiritual sales enhancers used fewer formal promotional strategies, thereby weakening organizational performance, stressing the need for modern marketing adoption

Agu (2020), in *Perceived Sales Promotion Transparency and Customer Intention to Participate: Insight from Student-Bank Customers in Nigeria*, conducted a survey with 150 student customers across Nigerian banks using multiple regression. Findings showed that sales promotion transparency in policy, process, and outcome significantly improved participation intentions, proving that ethical and transparent promotions build customer trust

Effiong, Inameti, Ernest, and Arikpo (2018), in *Strategic Management of Sales Promotion Techniques on Product Consumers of Selected Retail Outlets in Calabar Metropolis of Cross River State, Nigeria*, employed a two-stage stratified and judgmental sampling design with ANOVA and regression. Results showed that free sampling had significant effects on customer purchase behavior, recommending that retailers adopt stronger promotional management

Finally, Oke, Ihejirika, Benson, and Samson (2023), in Sales Promotion Strategies and Retention of Customer Brand Loyalty in Airtel and Globacom in Akwa Ibom State, surveyed 380 telecom subscribers using multi-stage sampling. Findings confirmed that bonus data and “borrow and pay later” strategies significantly improved brand loyalty, retention, and advocacy, illustrating telecom firms’ dependence on promotional strategies for performance

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents a detailed account of how the study will be carried out, while revealing the research methods to be used in the study. The study examine sales promotion practices and organizational performance: a case study of selected food and

beverage companies in Edo State . However, this study is geographically restricted to Benin City, Edo state Nigeria.. It is divided into a number of sections which include research design, population, sample size and sampling technique, sources of data, research instrument and methods of analysis., research approach, research context, research design, population and sampling, research instrument, pilot study, data analysis, and ethical considerations. It also described the techniques and procedures used for data collection and the justification for the chosen methodology.

3.2 Research Design

This study employs a descriptive survey research design to comprehensively investigate the target population. The chosen survey method facilitates data collection across diverse segments, enabling the exploration of patterns and relationships. This approach ensures a broad and inclusive representation, enhancing the study's validity. The design offers a holistic understanding of the research phenomenon. In summary, the descriptive survey research design serves as a robust foundation for systematically addressing the research questions and objectives.

3.3 Population of Study

The population for the focus on employees of 7up Bottling Company Plc Manufacturing Company Benin city, Edo state, Nigeria, which is 208. (Personnel Department of 7up Benin City, 2024) Due to the setbacks in covering this large number of business institutions a sample size was used.

3.4 Sample size

The sample size was arrived at by the use of number estimation formula as suggested by Taro Yamane 1967 as calculated below. The sample size for this study was 137. And it been justify by Taro Yamane 1967

$$\frac{N}{1 + (e^2)N}$$

Where n – sample size

N- Population size

(e) – the percentage of level of significant

$$\text{Therefore } n = \frac{208}{1 + (0.05)^2 + 208}$$

$$N = \frac{208}{1 + (0.0025) + 208}$$

$$N = \frac{208}{1 + 0.0025 \times 208}$$

$$N = \underline{136.8}$$

N = 136.8 approximately 137

Therefore n= 137

3.5 Sampling technique

In this study, simple random technique is adopted. This technique enables the samples to be gathered in such a way that each member of the population has an equal chance of being selected for sample. For the study, stratified random sampling method was used to allow all representatives that is taken into account the diversity within the population, leading to more accurate results and conclusions.

3.6 Instrument of Data Collection

The instrument that was used for data collection is a structured questionnaire which is a major instrument used for gathering data in survey research. The instrument was administered to participants at their convenience on one on one basis not by proxy and left alone to complete the questions designed to sample their opinion on the Effect of Customer review on Brand reputation. The questionnaires were divided into two (2) sections.

Section 'A' describes the demographic characteristics of the respondents such as age differences, gender and age range.

Section 'B' describes and examines the Effect of sales promotion practices on organizational performance. The questions contained in the questionnaire revolve around the research questions raised in the chapter one of this study and the response obtained from the respondent will help to validate the research questions.

The response scale is designed on a 4-point Likert type modified with nominal values. It ranged from Strongly Agree (SA) = 4 pts, Agree (A) = 3 pts, Disagree (D) = 2 pts and Strongly Disagree (SD) = 1 pt, open ended questions were also asked in the demographic section (part A) of the questionnaire.

Decision rule:

Reject the Null Hypothesis When $P < \alpha$, test statistic $>$ critical value

Fail to reject the Null Hypothesis when $p > \alpha$, test statistic is $<$ critical value

3.7 Validity and Reliability of the Instrument

Validity of the Instrument

The researcher needs to obtain some kind of assurance that the instrument being used will result in an accurate conclusion or closure Wallen and Fraenkel (2001). Validity involves the appropriateness, meaningfulness, and usefulness of inferences made by the researcher on the basis of the Data collection (Wallen & Fraenkel 2001).

The validation of the questionnaire was undertaken by the researchers' supervisor to ascertain suitability and appropriateness for the research and one other expert in the Department of Business Administration, faculty of management sciences, University of Benin, Benin City. Their suggestions and criticism made up the final copy.

Reliability of the Instrument

Reliability refers to the degree of internal consistency of a measuring instrument. According to Falaye (2019), reliability is the consistency, accuracy, stability and trustworthiness of a measuring instrument or scores obtained. It is to find out how far the same test would give the same result if it were done again by the same student on different occasions, either with or different sets of equivalent items under the same conditions. Cronbach Alpha Reliability Test Reliability of the study instrument will be performed for each scale within the instrument, and a combination of all scales using the Cronbach alpha reliability statistics. The result is 0.925

3.8 Methods of Data Collection

The study employed both primary sources of data collection. The primary source of data is the use of the structured questionnaire. The structured questionnaire is one of the instruments that were used in collecting the data for this study. The questionnaires were self-administered by the researcher so as to minimize error in the instrument when returned. The researcher will use each lecture timetables to administer the questionnaire when the student will be lecture free to enable the respondents answer the questionnaire guide conveniently.

The questionnaire comprised two sections- the first section covered social demographic and socio-economic variables of the participants while the second section comprises questions aimed at providing answers to the research questions in the study.

3.9 Method of Data Analysis

Descriptive statistics were used first, utilizing percentage distribution, mean, and standard deviation to analyze both the demographic data and the responses of the survey respondents. Then inferential statistics will be used to test the hypotheses. The data analysis was carried out using the Statistical Package for Social Sciences (SPSS) version 27.0 software

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter focuses on data analysis and discussion of findings. The chapter is divided into two sections. Section A is on research questions, and section B deals with the discussion of findings.

Presentation of Results

Demographic Characteristics of the Respondents

Table 1: Analysis of Demographic of the Respondents

SN	Variables	Option	Responses	
			Frequency	Percentage (%)
1.	Gender	Male	56	40.3
		Female	83	59.7
		Total	139	100.0
2.	Age	21-30	57	41.0
		31-40	40	28.8
		41-Above	42	30.2
		Total	139	100.0

HIGHER QUALIFICATION	Frequency	Percentage (%)
High school	21	15.1
BSC	52	37.4
MSC/MBA	36	25.9
PHD	30	21.6

Total	139	100.0
Marital Status	Frequency	Percentage(%)
	Married	39
	Single	57
	Widow	43
	Total	139

Source: Fieldwork Survey, 2025

The demographic analysis of the respondents reveals several key characteristics. The sample consisted of 139 respondents, with a slightly higher proportion of females (59.7%) compared to males (40.3%). In terms of age, the majority of respondents, 41.0%, were in the 21-30 age group, followed by 28.8% in the 31-40 age group and 30.2% in the 41 and above category. This indicates a relatively balanced age distribution, with the largest proportion being young adults. Regarding educational qualifications, 37.4% of the respondents held a Bachelor's degree (BSC), while 25.9% had completed a Master's degree (MSC/MBA). Additionally, 21.6% of the respondents held a PhD, and 15.1% had only completed high school. These figures suggest that the respondents were generally well-educated, with the highest percentage having a Bachelor's degree. As for marital status, 41.0% of the respondents were single, 30.9% were widowed, and 28.1% were

married, showing a diverse range of relationship statuses, with single individuals making up the largest group.

4.2 Analysis according to Research Questions

Research Questions 1: How do price reductions impact organisational performance in food and beverage companies in Edo State?

Table 2: Descriptive statistics showing Price reductions impact organisational performance in food and beverage companies in Edo State

S/N	Items	N	Mean	Std. Dev.	Criterion Mean	Remarks
1	Price reductions lead to an immediate increase in our company's sales.	139	3.04	1.135	2.5	Agreed
2	Lower prices improve the overall customer satisfaction and loyalty.	139	2.94	1.181		Agreed
3	Price reductions negatively affect our company's profitability.	139	3.06	.313		Agreed
4	Implementing price reductions improves our competitive positioning in the market.	139	2.87	.833		Agreed
5	Price reductions contribute to an increase in market share.	139	2.83	.767		Agreed
						Agreed

GRAND MEAN= 2.948 .					
----------------------------	--	--	--	--	--

The data presented in Table 2 shows the impact of price reductions on organizational performance in food and beverage companies in Edo State, based on responses from 139 participants. Each item evaluates a specific aspect of how price reductions affect the company's performance. The first statement, "Price reductions lead to an immediate increase in our company's sales," received a mean score of 3.04, with a standard deviation of 1.135. This indicates that respondents generally agreed with the statement, as the mean is well above the criterion mean of 2.5, suggesting a positive view of the effect of price reductions on sales. The second item, "Lower prices improve the overall customer satisfaction and loyalty," scored a mean of 2.94 and a standard deviation of 1.181. Again, this indicates agreement with the statement, confirming that respondents believe lower prices have a favorable impact on customer satisfaction and loyalty. For the third statement, "Price reductions negatively affect our company's profitability," the mean was 3.06 with a low standard deviation of 0.313. This indicates a strong agreement among respondents, suggesting that price reductions are perceived to have little or no negative impact on profitability, with many agreeing that the trade-off is beneficial for the company in other ways. The fourth item, "Implementing price reductions improves our competitive positioning in the market," had a mean score of 2.87 and a standard deviation of 0.833, showing agreement among respondents. This indicates that many

believe price reductions help to strengthen a company's competitive standing in the market. Finally, the statement "Price reductions contribute to an increase in market share" received a mean of 2.83 with a standard deviation of 0.767, indicating agreement as well. Respondents generally agreed that price reductions play a role in expanding market share. The Grand Mean for all five items was calculated to be 2.948, which is above the criterion mean of 2.5, suggesting that, overall, the respondents agreed with the notion that price reductions have a positive impact on organizational performance in the food and beverage sector in Edo State. This suggests that respondents believe price reductions generally enhance sales, customer loyalty, competitive positioning, and market share, while maintaining profitability.

Research Question 2: To what extent do coupons influence organisational performance in food and beverage companies in Edo State?

Table 3: Descriptive statistics showing coupons influence organisational performance in food and beverage companies in Edo State

S/N	Items	N	Mean	Std. Dev.	Criterion Mean	Remarks
6	Coupons lead to an immediate increase in our company's sales.	139	2.74	1.010	2.5	Agreed
7	Offering coupons improves customer loyalty and repeat business.	139	2.79	.838		Agreed
8	The use of coupons negatively affects our company's profitability.	139	2.82	.828		Agreed
9	Coupons help in attracting new customers to our company.	139	2.77	.854		Agreed
10	Providing coupons enhances our competitive advantage in the market.	139	2.87	.923		Agreed
	GRAND MEAN= 2.798					Agreed

The data presented in Table 3 evaluates the influence of coupons on organizational performance in food and beverage companies in Edo State, based on responses from 139 participants. The table provides the mean and standard deviation for each item, alongside a criterion mean of 2.5, which serves as a threshold for agreement. The first item, "Coupons lead to an immediate increase in our company's sales," had a mean score of 2.74 with a standard deviation of 1.010. This indicates that respondents generally agreed with the statement, as the mean exceeds the criterion mean of 2.5, suggesting that coupons have a positive effect on sales. The second item, "Offering coupons improves

customer loyalty and repeat business," received a mean of 2.79 and a standard deviation of 0.838. Again, this result shows agreement with the statement, confirming that coupons are perceived to foster customer loyalty and encourage repeat business. For the third statement, "The use of coupons negatively affects our company's profitability," the mean was 2.82, with a standard deviation of 0.828. The mean score suggests that respondents agreed with the statement, implying that coupons may not have a negative impact on profitability, but rather, could potentially be beneficial in other areas of the business. The fourth item, "Coupons help in attracting new customers to our company," had a mean of 2.77 and a standard deviation of 0.854, again showing agreement with the statement. This indicates that coupons are seen as an effective tool in attracting new customers to the company. The final statement, "Providing coupons enhances our competitive advantage in the market," received a mean of 2.87 with a standard deviation of 0.923. This result suggests that coupons are viewed positively as a strategy for enhancing the company's competitive advantage.

The Grand Mean for all five items was calculated to be 2.798, which is above the criterion mean of 2.5, suggesting that overall, the respondents agreed that coupons have a positive influence on organizational performance in the food and beverage sector in Edo State. This indicates that coupons are widely viewed as a beneficial tool for increasing

sales, customer loyalty, attracting new customers, and improving competitive advantage, without negatively affecting profitability.

Research Question 3: What is the effect of sampling on organisational performance in food and beverage companies in Edo State?

Table 4: Descriptive statistics on the effect of sampling on organisational performance in food and beverage companies in Edo State

S/N	Items	N	Mean	Std. Dev.	Criterion Mean	Remarks
11	Sampling increases the likelihood of customers making a purchase.	139	2.88	2.88	2.5	Agreed
12	Sampling leads to higher customer satisfaction and loyalty.	139	2.73	2.73		Agreed
13	Sampling negatively impacts the company's profitability in the short term.	139	2.88	2.88		Agreed
14	Sampling helps attract new customers who wouldn't have tried the product otherwise.	139	3.23	3.23		Agreed
15	Sampling improves the company's competitive positioning in the market.	139	3.16	3.16		Agreed
	GRAND MEAN = 2.976.					Agreed

The data in Table 4 examines the effect of sampling on organizational performance in food and beverage companies in Edo State, based on the responses from 139 participants. The table includes the mean scores and standard deviations for each item, along with a criterion mean of 2.5, which serves as a threshold for agreement. The first item, "Sampling increases the likelihood of customers making a purchase," had a mean of 2.88 and a standard deviation of 2.88. This indicates that respondents agreed with the statement, as the mean exceeds the criterion mean, suggesting that sampling is seen as an effective tool to increase purchase likelihood. The second item, "Sampling leads to higher customer satisfaction and loyalty," received a mean of 2.73 and a standard deviation of 2.73. This result shows that respondents also agreed with the statement, confirming that sampling is perceived to improve customer satisfaction and foster loyalty. The third statement, "Sampling negatively impacts the company's profitability in the short term," had a mean of 2.88 with a standard deviation of 2.88. The mean score above the criterion mean indicates agreement, suggesting that sampling may not have a negative impact on profitability in the short term, and could even have a positive effect in other areas. The fourth item, "Sampling helps attract new customers who wouldn't have tried the product otherwise," had a mean of 3.23 and a standard deviation of 3.23. This result strongly supports the idea that sampling is an effective strategy for attracting new customers, as

the mean is significantly higher than the criterion mean. The final statement, "Sampling improves the company's competitive positioning in the market," had a mean of 3.16 with a standard deviation of 3.16. This indicates that respondents agreed with the statement, suggesting that sampling is viewed as a tool to enhance competitive positioning in the market.

The Grand Mean for all five items was calculated to be 2.976, which is above the criterion mean of 2.5. This indicates that, overall, the respondents agreed that sampling has a positive effect on organizational performance in the food and beverage sector in Edo State. Sampling is perceived to increase the likelihood of purchase, improve customer satisfaction and loyalty, attract new customers, and enhance competitive positioning in the market, without negatively affecting profitability in the short term.

Research Question 4: Whats the effect of loyalty programs on organizational performance in food and beverage companies in Edo State?

Table 5: Descriptive statistics on the effect of loyalty programs on organizational performance in food and beverage companies in Edo State

S/N	Items	N	Mean	Std. Dev.	Criterion Mean	Remarks
16	Loyalty programs help the organization retain existing customers effectively.	139	3.22	1.097	2.5	Agreed
17	The organization's profitability has improved due to the implementation of loyalty programs.	139	2.86	.818		Agreed
18	Loyalty programs enhance the organization's competitiveness in its industry.	139	3.04	.797		Agreed
19	Employees perceive that loyalty programs contribute positively to organizational growth and sustainability.	139	3.13	1.109		Agreed
20	The organization's overall performance has improved because of loyalty programs.	139	3.26	1.024		Agreed
	GRAND MEAN = 3.102.					Agreed

The data presented in Table 5 evaluates the effect of loyalty programs on organizational performance in food and beverage companies in Edo State, based on responses from 139 participants. Each item in the table has a mean score and standard deviation, and the criterion mean of 2.5 serves as the threshold for agreement. The first

item, "Loyalty programs help the organization retain existing customers effectively," had a mean of 3.22 with a standard deviation of 1.097. This indicates that respondents agreed with the statement, as the mean is above the criterion mean of 2.5, suggesting that loyalty programs are seen as effective in retaining existing customers. The second item, "The organization's profitability has improved due to the implementation of loyalty programs," received a mean of 2.86 and a standard deviation of 0.818. This result also shows agreement with the statement, indicating that respondents believe loyalty programs have a positive impact on profitability. For the third statement, "Loyalty programs enhance the organization's competitiveness in its industry," the mean was 3.04 with a standard deviation of 0.797. This suggests that loyalty programs are viewed as an important tool for improving the company's competitive position in the industry. The fourth item, "Employees perceive that loyalty programs contribute positively to organizational growth and sustainability," had a mean of 3.13 and a standard deviation of 1.109. This indicates that respondents agreed with the statement, suggesting that loyalty programs are perceived by employees as contributing to the long-term growth and sustainability of the organization. The final item, "The organization's overall performance has improved because of loyalty programs," received a mean of 3.26 with a standard deviation of 1.024.

This result shows strong agreement, indicating that loyalty programs are widely seen as improving the overall performance of the organization.

The Grand Mean for all five items was calculated to be 3.102, which is above the criterion mean of 2.5. This suggests that, overall, respondents agree that loyalty programs have a positive impact on organizational performance in the food and beverage sector in Edo State. Loyalty programs are believed to effectively retain customers, improve profitability, enhance competitiveness, contribute to organizational growth and sustainability, and improve overall performance.

Hypothesis One

Price reductions do not significantly impact organisational performance in food and beverage companies in Edo State

Table 6: Linear Regression on Price reductions do not significantly impact organisational performance in food and beverage companies in Edo State.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.437	1	18.437	130.286	.000 ^b
	Residual	19.388	137	.142		
	Total	37.825	138			
a. Dependent Variable: ORGANISATIONAL_PERFORMANCE						
b. Predictors: (Constant), PRICE_REDUCTION						

The results presented in Table 6 show the results of the linear regression analysis to test Hypothesis One, which states that "Price reductions do not significantly impact organizational performance in food and beverage companies in Edo State. In the regression analysis, the dependent variable is Organizational Performance, and the independent variable is Price Reductions. The table displays the Sum of Squares, df (degrees of freedom), Mean Square, F-value, and Significance (Sig.) values. The

regression sum of squares is 18.437, with a mean square of 18.437. The residual sum of squares is 19.388, with a mean square of 0.142. The total sum of squares is 37.825, with 138 degrees of freedom. The F-value of 130.286 is highly significant, with a p-value (Sig.) of 0.000, which is less than the threshold of 0.05. This indicates that there is a statistically significant relationship between Price Reductions and Organizational Performance. Since the p-value is less than 0.05, we reject the null hypothesis, which stated that price reductions do not significantly impact organizational performance. The results of this regression analysis show that Price Reductions do indeed have a significant impact on Organizational Performance in food and beverage companies in Edo State.

Hypothesis Two

Coupons do not significantly influence organisational performance in food and beverage companies in Edo State.

Table 7; Linear Regression on Coupons do not significantly influence organisational performance in food and beverage companies in Edo State.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.566	1	14.566	85.799	.000 ^b
	Residual	23.259	137	.170		
	Total	37.825	138			
a. Dependent Variable: ORGANISATIONAL_PERFORMANCE						
b. Predictors: (Constant), COUPONS						

The results presented in Table 7 show the results of the linear regression analysis for Hypothesis Two, which states that "Coupons do not significantly influence organizational performance in food and beverage companies in Edo State." In this analysis, the dependent variable is Organizational Performance, and the independent variable is Coupons. The table displays the Sum of Squares, df (degrees of freedom), Mean Square, F-value, and Significance (Sig.) values. The regression sum of squares is 14.566, and the mean square for the regression is 14.566. The residual sum of squares is 23.259, with a

mean square of 0.170. The total sum of squares is 37.825, with 138 degrees of freedom. The F-value is 85.799, and the p-value (Sig.) is 0.000, which is much smaller than the threshold of 0.05. This indicates that there is a statistically significant relationship between Coupons and Organizational Performance. Since the p-value is less than 0.05, we reject the null hypothesis, which posited that coupons do not significantly influence organizational performance. The results of this regression analysis suggest that Coupons do indeed have a significant influence on Organizational Performance in food and beverage companies in Edo State.

In conclusion, Hypothesis Two is rejected, and it is concluded that coupons significantly influence organizational performance in this sector.

Hypothesis Three

Sampling do not have a significant effect on organisational performance in food and beverage companies in Edo State.

Table 8; Linear Regression on Sampling do not have a significant effect on organisational performance in food and beverage companies in Edo State.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.450	1	19.450	145.011	.000 ^b
	Residual	18.375	137	.134		
	Total	37.825	138			
a. Dependent Variable: ORGANISATIONAL_PERFORMANCE						
b. Predictors: (Constant), SAMPLING						

The results presented in Table 8 show the results of the linear regression analysis for Hypothesis Three, which states that "Sampling does not have a significant effect on organizational performance in food and beverage companies in Edo State." In this analysis, the dependent variable is Organizational Performance, and the independent variable is Sampling. The table displays the Sum of Squares, df (degrees of freedom), Mean Square, F-value, and Significance (Sig.) values. The regression sum of squares is

19.450, and the mean square for the regression is 19.450. The residual sum of squares is 18.375, with a mean square of 0.134. The total sum of squares is 37.825, with 138 degrees of freedom. The F-value is 145.011, and the p-value (Sig.) is 0.000, which is much smaller than the threshold of 0.05. This indicates that there is a statistically significant relationship between Sampling and Organizational Performance. Since the p-value is less than 0.05, we reject the null hypothesis, which stated that sampling does not have a significant effect on organizational performance. The results of this regression analysis suggest that Sampling does indeed have a significant effect on Organizational Performance in food and beverage companies in Edo State. In conclusion, Hypothesis Three is rejected, and it is concluded that sampling has a significant effect on organizational performance in this sector..

Hypothesis Four

Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State.

Table 9; Linear Regression on Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.727	1	31.727	712.730	.000 ^b
	Residual	6.098	137	.045		
	Total	37.825	138			
a. Dependent Variable: ORGANISATIONAL_PERFORMANCE						
b. Predictors: (Constant), LOYALTY_PROGRAMS						

The results presented in Table 9 show the results of the linear regression analysis for Hypothesis Four, which states that "Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State." In this analysis, the dependent variable is Organizational Performance, and the independent

variable is Loyalty Programs. The table displays the Sum of Squares, df (degrees of freedom), Mean Square, F-value, and Significance (Sig.) values. The regression sum of squares is 31.727, and the mean square for the regression is 31.727. The residual sum of squares is 6.098, with a mean square of 0.045. The total sum of squares is 37.825, with 138 degrees of freedom. The F-value is 712.730, and the p-value (Sig.) is 0.000, which is significantly smaller than the threshold of 0.05. This indicates that there is a statistically significant relationship between Loyalty Programs and Organizational Performance. Since the p-value is less than 0.05, we reject the null hypothesis, which posited that loyalty programs do not have a significant influence on organizational performance. The results of this regression analysis suggest that Loyalty Programs do indeed have a significant influence on Organizational Performance in food and beverage companies in Edo State.

In conclusion, Hypothesis Four is rejected, and it is concluded that loyalty programs significantly influence organizational performance in this sector..

Discussion of findings

The study explored the impact of price reductions, coupons, sampling, and loyalty programs on organizational performance in food and beverage companies in Edo State. The data, derived from 139 respondents, indicated that each of these promotional

strategies significantly influences various aspects of organizational performance, including sales, customer loyalty, profitability, market share, and competitive positioning. In examining price reductions, the results indicated a strong agreement among respondents that price reductions lead to an immediate increase in sales, improve customer satisfaction, contribute to market share growth, and enhance competitive positioning, as seen in the grand mean of 2.948. This finding is consistent with previous research by Adeniran and Adeleke (2018), who highlighted the benefits of price reductions in driving consumer behavior, particularly in competitive markets. Price reductions can be seen as a strategy to attract price-sensitive consumers, thus increasing demand and expanding market share. However, the respondents also acknowledged that while price reductions may initially decrease profitability, they have long-term benefits in increasing sales volume and enhancing the company's market competitiveness. Similarly, Okorie and Adebisi (2019) argued that price reductions are a key element in maintaining competitiveness, especially when competitors are slow to react. The trade-off between short-term profitability and long-term market positioning is a recurring theme in the literature, and this study aligns with these views by suggesting that the strategic use of price reductions can indeed improve organizational performance by attracting more customers and increasing sales, which can compensate for any initial loss in profitability.

For coupons, the respondents again agreed that they positively impact organizational performance. The grand mean of 2.798 showed that coupons lead to increased sales, improved customer loyalty, help attract new customers, and enhance competitive advantage. This is in line with Igbokwe and Okafor (2018), who emphasized that coupons, by offering tangible incentives to customers, play a critical role in stimulating consumer demand and fostering repeat business. Coupons not only encourage immediate purchases but also create a sense of value for customers, which builds brand loyalty. Olaoye and Olanrewaju (2020) reinforced this view, noting that when strategically employed, coupons enhance customer engagement, leading to increased market share and brand loyalty. Additionally, coupons are often linked to promotional offers and can provide a competitive edge by creating a sense of urgency or exclusivity. The study's findings suggest that food and beverage companies in Edo State view coupons as a reliable tool for driving consumer behavior, strengthening customer relationships, and improving market positioning. Notably, despite the potential costs of running coupon campaigns, respondents generally agreed that the long-term benefits, including customer retention and market expansion, outweigh the short-term investment.

When considering sampling, the data showed that respondents agreed that sampling increases the likelihood of customers making a purchase, enhances customer satisfaction,

attracts new customers, and improves competitive positioning, with a grand mean of 2.976. These results align with the findings of Ibrahim and Ogbari (2020), who found that sampling plays a critical role in encouraging customers to try new products, thereby boosting sales and customer loyalty. Sampling allows consumers to experience the product firsthand, which increases their trust and willingness to make a purchase. Moreover, as Ogunleye and Akinyemi (2018) pointed out, sampling serves as an effective method for differentiating products in crowded markets. In the food and beverage industry, where many brands offer similar products, sampling helps companies stand out and attract new customers who may have been hesitant to purchase otherwise. The findings suggest that the food and beverage companies in Edo State recognize the value of sampling as a tool for expanding their customer base and enhancing competitive positioning. Importantly, the results also indicate that while sampling may require significant investment in the short term, the long-term benefits, including brand awareness and customer loyalty, justify the cost.

Lastly, the study examined loyalty programs, which received strong support from respondents. With a grand mean of 3.102, respondents agreed that loyalty programs help retain existing customers, improve profitability, enhance competitiveness, and contribute to organizational growth and sustainability. These findings are consistent with Adeyemi

and Ojo (2019), who argued that loyalty programs are crucial for maintaining long-term customer relationships and improving business performance. Loyalty programs offer rewards or incentives that encourage repeat purchases, reduce churn, and foster customer loyalty. According to Olukotun and Ogbonna (2020), loyalty programs not only boost customer retention but also generate positive word-of-mouth and advocacy, which can enhance a company's reputation and competitive position in the market. This study's findings suggest that food and beverage companies in Edo State view loyalty programs as a key driver of long-term growth, recognizing that they help secure a steady revenue stream by retaining customers who would otherwise switch to competitors. Additionally, loyalty programs are seen as a tool for improving profitability by reducing the cost of customer acquisition and increasing customer lifetime value.

In conclusion, the study confirms that price reductions, coupons, sampling, and loyalty programs significantly influence organizational performance in the food and beverage industry in Edo State. The results align with existing literature, which underscores the importance of these promotional strategies in enhancing customer loyalty, increasing sales, improving market share, and fostering long-term organizational growth. While each of these strategies requires careful management and investment, the benefits such as

increased customer engagement, market competitiveness, and profitability make them indispensable tools for companies in the food and beverage sector.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

The chapter dealt with the summary of the study, conclusions drawn, results obtained and recommendations offered.

Summary

The study studied the effect of sales promotion practices on organizational performance in selected food and beverage companies in Edo State. To provide direction and sharpen the focus of the study, four (4) research questions were raised and (4) four hypotheses were formulated to guide the study. Pertinent literatures relevant to the study were exhaustively reviewed. The study adopted the descriptive survey research design to carry out its survey. The population of the study consists of employees in Seven Up bottling company, Benin, Edo state. The simple random sampling technique was used to select the respondents for this study and the sample size of 139 were used. The

instrument of data collection is a questionnaire titled ‘sales promotion practices and organizational performance: a case study of selected food and beverage companies in Edo State)’. The instrument was administered by the researcher and was analyzed using descriptive statistics.

From the analysis, the following findings from the research include;

Price reductions significantly impact organizational performance by increasing sales, improving customer satisfaction, and contributing to market share growth and competitive positioning.

Coupons influence organizational performance by increasing sales, improving customer loyalty, attracting new customers, and enhancing competitive advantage.

Sampling has a positive effect on organizational performance by increasing the likelihood of purchases, improving customer satisfaction, attracting new customers, and enhancing competitive positioning.

Loyalty programs contribute to organizational performance by retaining customers, improving profitability, enhancing competitiveness, and supporting long-term growth and sustainability.

Conclusion

In conclusion, the findings of this study underscore the significant role of price reductions, coupons, sampling, and loyalty programs in enhancing organizational performance in food and beverage companies in Edo State. The results demonstrate that these promotional strategies have a positive impact on various aspects of business performance, including sales, customer loyalty, market share, profitability, and competitive positioning.

Price reductions are shown to increase sales, improve customer satisfaction, and enhance market share, despite potential short-term impacts on profitability. Coupons provide a valuable tool for boosting customer loyalty, attracting new customers, and strengthening competitive advantage, without negatively affecting profitability. Sampling emerges as a powerful promotional tactic, improving customer satisfaction, fostering loyalty, and enhancing competitive positioning by attracting new customers and increasing purchase likelihood. Loyalty programs are instrumental in retaining customers, boosting profitability, and contributing to long-term organizational growth and sustainability.

These findings align with existing literature, which highlights the effectiveness of these strategies in fostering customer engagement, increasing sales, and ensuring long-term

business success. For food and beverage companies in Edo State, these strategies are not only critical for immediate sales growth but also for building a sustainable, competitive edge in a dynamic market environment.

Recommendations

Based on the findings from the study, the researcher's recommendations are as follows;

1. Food and beverage companies should leverage price reductions strategically to boost sales, enhance customer satisfaction, and increase market share. However, it is important to monitor and manage the impact on profitability to ensure long-term benefits outweigh the initial costs.
2. Companies should continue using coupons as an effective tool for improving customer loyalty and attracting new customers. Coupons can also enhance competitive advantage, and companies should design them to maximize customer value while maintaining profitability.
3. Sampling should be incorporated into marketing campaigns as it increases the likelihood of purchase, builds customer trust, and helps attract new customers.

Companies should ensure that product samples are well-targeted and aligned with customer preferences to enhance their impact.

4. Food and beverage companies should invest in robust loyalty programs to retain existing customers, improve profitability, and enhance their competitive positioning. Loyalty programs should offer meaningful rewards to encourage repeat business and long-term customer relationships.
5. It is important for companies to continuously assess the effectiveness of their price reductions, coupons, sampling, and loyalty programs. Regular evaluation will ensure that these strategies remain relevant, efficient, and aligned with market trends and customer needs.
6. While implementing these promotional strategies may incur short-term costs, companies should focus on the long-term benefits, such as increased market share, customer loyalty, and sustainable growth, to justify the investment.
7. Companies should customize these promotional strategies to suit the specific needs and preferences of consumers in Edo State. Understanding local market dynamics will help in designing more effective promotions and improving organizational performance.

Suggestions for Further Studies:

1. A comparative study across different regions in Nigeria to explore how price reductions, coupons, sampling, and loyalty programs impact organizational performance in various cultural and market contexts.
2. An investigation into the long-term effects of promotional strategies (price reductions, coupons, sampling, and loyalty programs) on customer retention and brand loyalty in the food and beverage sector.
3. A deeper analysis of the impact of digital marketing and online promotional tools (e.g., e-coupons, online sampling, and digital loyalty programs) on organizational performance, particularly in the context of the rapidly growing e-commerce industry.
4. A study on the financial implications of implementing these promotional strategies, focusing on the cost-benefit analysis to determine the most cost-effective approach for food and beverage companies.
5. Research on consumer perception of value derived from different promotional strategies, including how cultural and socio-economic factors influence consumer responses to price reductions, coupons, sampling, and loyalty programs.

6. An exploration of the role of customer feedback and engagement in refining and improving promotional strategies to enhance their impact on organizational performance.
7. A study focusing on the role of employee involvement in the effectiveness of loyalty programs and other promotional strategies, particularly in terms of their impact on customer satisfaction and retention.

APPENDIX I

References

- Abdulsamad, A. A., Dauda, I., & Adegboye, J. T. (2020). The Importance of Entrepreneurial Orientation's Dimensions in Influencing the Organizational Performance of Food and Beverage SMEs. *International Journal of Business and Social Science*, 11(9), 58-64.
- Adeleke, O. S., Adedeji, I., & Bamidele, M. O. (2022). Sales Promotion and Customer Patronage of Selected Food and Beverages Companies in Lagos State, Nigeria. *International Journal of Marketing Research*, 18(2), 145-159.
- Adeniran, A. I., & Adeleke, I. A. (2018). Price reduction strategies and their impact on business performance: Evidence from the Nigerian beverage industry. *Journal of Marketing Strategies*, 6(2), 45-60.
- Adeyemi, S. O., & Ojo, O. A. (2019). Impact of customer loyalty programs on organizational profitability in the Nigerian food and beverage industry. *International Journal of Business and Marketing*, 7(3), 123-134.
- Aibaghi, B., & Ghoraba, Z. (2020). Effect of sales promotion tools on consumer behavior: A case study in the food and beverage industry. *Academy Journal of Marketing*.
- Akman, N., & Türkmen, D. (2022). *A study on customer perceptions and attitudes towards digital coupons*. Journal of Business Innovation and Governance. Retrieved from https://consensus.app/papers/a-study-on-customer-perceptions-and-attitudes-towards-akman-türkmen/c481b8d598795b66a090c0dc7a18f84f/?utm_source=chatgpt

- Baba, E., & Nwuche, F. A. (2021). Sales Promotion, Product Quality, and Organizational Efficiency: Insights from the Food and Beverage Industry. *International Journal of Business and Economics Research*.
- Berry, L. L. (1995). Relationship marketing of services Growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236–245.
- Bor, L. G. (2021). Green Supply Chain Management and Its Impact on Operational Efficiency in the Food and Beverage Industry. *Journal of Environmental Management*, 48(2), 185-198.
- Boukid, F., & Castellari, M. (2021). The impact of sampling and free trials on consumer purchasing behavior and market share in the food industry. *Food Economics Review*.
- Chua, B. L., & Nguyen, H. N. (2019). Role of social network services (SNS) sales promotions in generating brand loyalty for chain steakhouses. *Journal of Quality Assurance in Hospitality & Tourism*, 20(4), 567-586. <https://doi.org/10.1080/1528008X.2019.1579078>
- Dai, J., Li, H., Zhu, W., Lin, J., & Huang, B. (2024). *Data-driven real-time coupon allocation in the online platform*. Retrieved from https://consensus.app/papers/datadriven-realtime-coupon-allocation-in-the-online-li-dai/d137b2e4df585cf38134265368165e92/?utm_source=chatgpt
- De Toni, D., Reche, R. A., & Milan, G. S. (2021). *Effects of Market Orientation, Innovation Strategies and Value-Based Pricing on Market Performance*. *International Journal of Productivity and Performance Management*. Retrieved from https://consensus.app/papers/effects-of-market-orientation-innovation-strategies-and-toni-reche/1faeccc004cd5b0d948d082ec8dd6a82/?utm_source=chatgpt

- Gantino, R., & Margono, F. (2021). Consumer behavior and the impact of promotional sampling strategies on market share. *Food and Beverage Business Review*.
- Gimeno-Arias, A. L., Rodríguez, J. A., & Ruiz, R. M. (2021). Marketing Mix and Organizational Performance in Food and Beverage Firms: A Comparative Study in Europe. *Journal of Business Research*, 24(2), 133-144.
- Girma, Y. (2020). Effect of sales promotion on customers' buying behavior in the food and beverage industry. *Journal of Business Research*, 8(2), 89-102.
- Ibrahim, A., & Ogbari, M. E. (2020). The effectiveness of product sampling in the Nigerian food and beverage industry. *Journal of Marketing Research*, 12(1), 78-92.
- Ibrahim, U. A., & Abubakar, A. (2020). Assessing the Influence of Corporate Social Responsibility on Organizational Image in Selected Food and Beverage Companies in Nigeria. *Science Journal of Business and Management*.
- Igbokwe, I. A., & Okafor, S. A. (2018). The role of coupons in consumer purchasing behavior in Nigeria's food and beverage sector. *Journal of Business Research*, 9(4), 55-70.
- Irfan, M., Saleem, A., & Khan, A. (2019). The Role of Data-Driven Capabilities in Supply Chain Integration and Competitive Performance in the Food and Beverage Industry. *International Journal of Operations & Production Management*, 39(12), 1234-1256.
- Kabuoh, M., Okwu, A., & Erigbe, P. A. (2020). Sales Promotion and Customer Retention in the Food and Beverage Industry. *British Journal of Marketing Studies*.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2017). *Principles of Marketing*. Pearson Education.

- Mahafzah, A. G., Aljawarneh, N. M., & Alomari, K. A. (2020). Impact of customer relationship management on food and beverage service quality: The mediating role of employees satisfaction. *Humanities & Social Sciences Reviews*.
- Makinde, O. S., Adeyemi, S. O., & Olufemi, A. (2023). Quality Management Practices and Competitive Advantage in the Food and Beverage Sector: A Case Study of Nigerian Firms. *International Journal of Quality and Reliability Management*, 40(4), 1-15.
- Makinde, S. A., Adedeji, O. O., & Adebayo, J. A. (2021). Green Marketing and Its Impact on Consumer Behavior in the Food and Beverage Industry. *Journal of Consumer Marketing*, 38(5), 475-488.
- Mansur, A. R., et al. (2021). The role of sampling and free trials in the food and beverage market: Impacts on consumer loyalty. *International Journal of Marketing Research*.
- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions*. McGraw-Hill.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- Mwaura, J. (2021). Supply Chain Management and Its Effect on Organizational Performance in the Food and Beverage Industry in Kenya. *African Journal of Business and Management*, 34(1), 55-67.
- Nirino, N., Miglietta, N., & Salvi, A. (2020). The impact of corporate social responsibility on firms' financial performance, evidence from the food and beverage industry. *British Food Journal*.
- Noor, Z. Z., Shagari, J. N., & Mashi, M. S. (2022). Pricing strategy and its effect on consumer loyalty in the food and beverage industry. *Sosiohumaniora*.

- Nwaizugbo, I. C., & Oparah, P. C. (2019). Sales promotion as a leverage strategy for improving sales and profitability in the alcoholic beverage industry. *International Journal of Marketing Research*, 12(3), 124-135.
- Ofosu-Boateng, I., Mbah, C. C., & Eze, J. O. (2019). Effect of sales promotion on customer patronage of alcoholic beverages in Aguata LGA. *International Journal of Research and Management*, 5(1), 45-56.
- Ogunleye, O. D., & Akinyemi, O. J. (2018). The role of product sampling in consumer decision-making: Insights from the Nigerian food industry. *International Journal of Consumer Studies*, 8(3), 212-225.
- Okorie, U. P., & Adebisi, S. S. (2019). The impact of coupon promotions on consumer loyalty in the Nigerian beverage sector. *Journal of Retailing and Consumer Services*, 10(2), 133-145.
- Olukotun, S. O., & Ogbonna, E. O. (2020). The role of customer loyalty programs in organizational growth and profitability. *Journal of African Business Studies*, 5(1), 56-70.
- Perez, C. L., & Thorndike, A. N. (2020). Reducing unhealthy food consumption through price promotions: An analysis in the food and beverage industry. *Public Health Nutrition*.
- Poisson, D. C. (2018). *The effectiveness of coupons on the restaurant consumers' purchase decision*. Journal of Foodservice Business Research. Retrieved from https://consensus.app/papers/the-effectiveness-of-coupons-on-the-restaurant-consumers'-poisson/190aef61e2755333a515901c6ca2b469/?utm_source=chatgpt
- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.

- Potvin Kent, M., et al. (2020). Free trials and sampling: A strategic approach to boosting market share. *Journal of Food Quality*.
- Rachmad, Y., Shagari, J. N., & Mashi, M. (2022). The effects of price reductions on consumer behavior in the food and beverage industry. *Journal of Business and Allied Studies*.
- Raimo, N., de Nuccio, E., & Giakoumelou, A. (2020). Effects of price reductions on brand loyalty and organisational performance in the food and beverage sector. *British Food Journal*.
- Reimers, I., & Xie, C. (2019). The effectiveness of coupons on the restaurant consumers' purchase decision. *Journal of Foodservice Business Research*.
- Saryatmo, T., Widyanto, W., & Harianja, R. (2021). Influence of Digital Supply Chain Practices on Operational Performance in Indonesia's Food and Beverage Industry. *Journal of Supply Chain Management*, 15(3), 200-213.
- Scarborough, P., Adhikari, V., & Harrington, R. A. (2020). Impact of price promotions on consumer food and beverage purchases. *PLoS Medicine*.
- Sharma, S., & Dahiya, R. (2018). *Price Organization Pays!! Innovative Work Behaviors and Perceived Organizational Support*. International Journal of Engineering Research and Technology. Retrieved from https://consensus.app/papers/price-organization-pays-innovative-work-behaviors-and-dahiya-sharma/5643da50961d5fe7a4746c73077365e8/?utm_source=chatgpt
- Sitorus, A. N., Supriandi, S., & Sasmito, P. (2023). The Influence of Promotions, Prices, and Location on Customer Loyalty in the Beverage Industry. *West Scientific Journal of Economics and Entrepreneurship*.

- Smith, D. C. (2018). Valu Kabuoh, M., Okwu, A., & Erigbe, P. A. (2020). Sales Promotion and Customer's Retention in Selected Foods and Beverages Companies in Lagos State, Nigeria. *British Journal of Marketing Studies*.
- Snow, T. (2022). *Promotional pricing, earnings persistence, and market outcomes: Do analysts and investors 'discount' performance backed by coupons?*. SSRN Electronic Journal. Retrieved from https://consensus.app/papers/promotional-pricing-earnings-persistence-and-market-snow/cbc9debe962759dda7076f72d6d129d2/?utm_source=chatgpt
- Solimun, M., & Fernandes, A. (2019). The Role of Supply Chain Management and Technology in the Food and Beverage Sector. *Journal of Supply Chain and Operations Management*, 21(1), 23-38.
- Tsoufias, G. T., Benos, L. S., & Kokkinou, A. S. (2022). Digital Transformation of the Marketing Mix in the Food and Beverage Service. *Journal of Digital Marketing*, 12(3), 241-256. <https://doi.org/10.1037/dm.2022.015>
- Wambu, V. K., & Adoga, A. I. (2023). The impact of sales promotion on organizational performance in the food and beverage industry. *Journal of Marketing and Consumer Research*, 15(2), 87-102.
- Yost, E., Kizildag, M., & Ridderstaat, J. (2021). The impact of price promotions and discounts on the organisational performance of food and beverage companies. *Journal of Hospitality and Tourism*.
- Yu, B. (2023). *Antecedents of Organizational Performance: A Literature Review*. Advances in Economics, Management and Political Sciences. Retrieved from https://consensus.app/papers/antecedents-of-organizational-performance-a-literature-yu/d0ce46f0fd955b6dadf72c94606deaf2/?utm_source=chatgpt

Yusuf, M., et al. (2020). Strategic sampling and market share growth in the food industry.
Journal of Consumer Marketing.

Appendix II

QUESTIONNAIRE

**UNIVERSITY OF BENIN, BENIN CITY
FACULTY OF MANAGEMENT SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION**

ON

**SALES PROMOTION PRACTICES AND ORGANISATIONAL PERFORMANCE
(A CASE STUDY OF SELECTED FOOD AND BEVERAGE COMPANIES IN
EDO STATE)**

Dear Respondents

My name is Asiovu Comfort, I am a 400 level student working on a research. The purpose of this questionnaire is to elicit information on the above-mentioned topic. Your

cooperation in providing honest and sincere response to all the questions will be appreciated as they will be treated with utmost confidentiality.

Thanks for your co-operation

Instruction, please tick appropriately in the boxes provided

SECTION A

Demographic Data

1. Gender : Male (), Female ()
2. Age: 21-30 () 31-40 () 41- above ()
3. Marital status: Married () Single () Widow ()
4. Educational status: High School () BSc () MSc/MBA () Ph(D ()

Section B

Instruction: Please tick [] the most appropriate option for each item.

Key: SA – Strongly Agree, A – Agree, D – Disagree, SD – Strongly disagree

S/N	ITEM	SA	A	D	SD
RQ 1	How do price reductions impact organisational performance in food and beverage companies in Edo State?				
1	Price reductions lead to an immediate increase in our company's				

	sales.				
2	Lower prices improve the overall customer satisfaction and loyalty.				
3	Price reductions negatively affect our company's profitability.				
4	Implementing price reductions improves our competitive positioning in the market.				
5	Price reductions contribute to an increase in market share.				
RQ 2	To what extent do coupons influence organisational performance in food and beverage companies in Edo State?				
6	Coupons lead to an immediate increase in our company's sales.				
7	Offering coupons improves customer loyalty and repeat business.				
8	The use of coupons negatively affects our company's profitability.				
9	Coupons help in attracting new customers to our company.				
10	Providing coupons enhances our competitive advantage in the market.				
RQ 3	What is the effect of sampling on organisational performance in food and beverage companies in Edo State?				
11	Sampling increases the likelihood of customers making a purchase.				
12	Sampling leads to higher customer satisfaction and loyalty.				
13	Sampling negatively impacts the company's profitability in the short term.				
14	Sampling helps attract new customers who wouldn't have tried the product otherwise.				
15	Sampling improves the company's competitive positioning in the market.				
RQ 4	Whats the effect oof loyalty programs on organizational performance in food and beverage companies in Edo State?				
16	Loyalty programs help the organization retain existing customers effectively.				
17	The organization's profitability has improved due to the implementation of loyalty programs.				
18	Loyalty programs enhance the organization's competitiveness in its industry.				

19	Employees perceive that loyalty programs contribute positively to organizational growth and sustainability.				
20	The organization's overall performance has improved because of loyalty programs.				

APPENDIX III

Statistics

		GENDER	AGE	Marital Status	Educational status
N	Valid	139	139	139	139
	Missing	0	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	56	40.3	40.3	40.3
	FEMALE	83	59.7	59.7	100.0
	Total	139	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	57	41.0	41.0	41.0
	31-40	40	28.8	28.8	69.8
	41-above	42	30.2	30.2	100.0
	Total	139	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	39	28.1	28.1	28.1
	Single	57	41.0	41.0	69.1
	Widow	43	30.9	30.9	100.0
	Total	139	100.0	100.0	

Educational status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	21	15.1	15.1	15.1
	BSC	52	37.4	37.4	52.5
	MSC/MBA	36	25.9	25.9	78.4
	PHD	30	21.6	21.6	100.0
	Total	139	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price reductions lead to an immediate increase in our company's sales.	139	1	4	3.04	1.135
Lower prices improve the overall customer satisfaction and loyalty.	139	1	4	2.94	1.181
Price reductions negatively affect our company's profitability.	139	2	4	3.06	.313
Implementing price reductions improves our competitive positioning in the market.	139	1	4	2.87	.833
Price reductions contribute to an increase in market share.	139	1	4	2.83	.767
Valid N (listwise)	139				

RQ2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Coupons lead to an immediate increase in our company's sales.	139	1	4	2.74	1.010
Offering coupons improves customer loyalty and repeat	139	1	4	2.79	.838

business.					
The use of coupons negatively affects our company's profitability.	139	1	4	2.82	.828
Coupons help in attracting new customers to our company.	139	1	4	2.77	.854
Providing coupons enhances our competitive advantage in the market.	139	1	4	2.87	.923
Valid N (listwise)	139				

RQ3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sampling increases the likelihood of customers making a purchase.	139	1	4	2.88	.794
Sampling leads to higher customer satisfaction and loyalty.	139	1	4	2.73	.939
Sampling negatively impacts the company's profitability in the short term.	139	1	4	2.88	.812
Sampling helps attract new customers who wouldn't have tried the product otherwise.	139	1	4	3.23	1.045
Sampling improves the company's competitive	139	1	4	3.16	1.044

positioning in the market.					
Valid N (listwise)	139				

RQ4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Loyalty programs help the organization retain existing customers effectively.	139	1	4	3.22	1.097
The organization's profitability has improved due to the implementation of loyalty programs.	139	1	4	2.86	.818
Loyalty programs enhance the organization's competitiveness in its industry.	139	1	4	3.04	.797
Employees perceive that loyalty programs contribute positively to organizational growth and sustainability.	139	1	4	3.13	1.109
The organization's overall performance has improved because of loyalty programs.	139	1	4	3.26	1.024
Valid N (listwise)	139				

HYPO 1

- v. Price reductions do not significantly impact organisational performance in food and beverage companies in Edo State.

Regression

Notes

Output Created		14-SEP-2025 11:16:33
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	139
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ORGANISATIONAL_PERFORMANCE /METHOD=ENTER PRICE_REDUCTION.
Resources	Processor Time	00:00:00.00

Elapsed Time	00:00:00.04
Memory Required	3488 bytes
Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PRICE_REDUCTION ^b	.	Enter

a. Dependent Variable:
ORGANISATIONAL_PERFORMANCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.698 ^a	.487	.484		.37618

a. Predictors: (Constant), PRICE_REDUCTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.437	1	18.437	130.286	.000 ^b
	Residual	19.388	137	.142		
	Total	37.825	138			

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

b. Predictors: (Constant), PRICE_REDUCTION

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.985	.182		5.411	.000
	PRICE_REDUCTION	.694	.061	.698	11.414	.000

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

HYPO 2

- i. Coupons do not significantly influence organisational performance in food and beverage companies in Edo State.

Regression

Notes

Output Created	14-SEP-2025 11:19:43
Comments	
Input	Active Dataset
	DataSet1
	Filter
	<none>
	Weight
	<none>
	Split File
	<none>
	N of Rows in Working Data
	139
	File

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ORGANISATIONAL_PERFORMANCE /METHOD=ENTER COUPONS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02
	Memory Required	3488 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	COUPONS ^b	.	Enter

a. Dependent Variable:

ORGANISATIONAL_PERFORMANCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.621 ^a	.385	.381		.41203

a. Predictors: (Constant), COUPONS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.566	1	14.566	85.799	.000 ^b
	Residual	23.259	137	.170		
	Total	37.825	138			

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

b. Predictors: (Constant), COUPONS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.103	.211		5.227	.000
	COUPONS	.689	.074	.621	9.263	.000

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

HYPO 3

- i. Sampling do not have a significant effect on organisational performance in food and beverage companies in Edo State.

Regression

Notes

Output Created		14-SEP-2025 11:26:00
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	139
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ORGANISATIONAL_PERFO

		RMANCE /METHOD=ENTER SAMPLING.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.04
	Memory Required	3488 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SAMPLING ^b	.	Enter

a. Dependent Variable:

ORGANISATIONAL_PERFORMANCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.717 ^a	.514	.511		.36623

a. Predictors: (Constant), SAMPLING

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.450	1	19.450	145.011	.000 ^b

Residual	18.375	137	.134		
Total	37.825	138			

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

b. Predictors: (Constant), SAMPLING

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.027	.169		6.060	.000
	SAMPLING	.674	.056	.717	12.042	.000

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

Hypo 4

Loyalty Programs do not have a significant influence on organizational performance in food and beverage companies in Edo State.

Regression

Notes

Output Created	14-SEP-2025 11:27:19	
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	139

	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ORGANISATIONAL_PERF ORMANCE /METHOD=ENTER LOYALTY_PROGRAMS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03
	Memory Required	3488 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	LOYALTY_P ROGRAMS ^b	.	Enter

a. Dependent Variable:

ORGANISATIONAL_PERFORMANCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.839	.838	.21098

a. Predictors: (Constant), LOYALTY_PROGRAMS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.727	1	31.727	712.730	.000 ^b
	Residual	6.098	137	.045		
	Total	37.825	138			

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

b. Predictors: (Constant), LOYALTY_PROGRAMS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.729	.088		8.275	.000
	LOYALTY_PROGRAMS	.742	.028	.916	26.697	.000

a. Dependent Variable: ORGANISATIONAL_PERFORMANCE

Scale: ALL VARIABLES

price reductions impact organisational performance

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.860	5

Item Statistics

	Mean	Std. Deviation	N
Price reductions lead to an immediate increase in our company's sales.	3.70	.571	20
Lower prices improve the overall customer satisfaction	3.95	.224	20

and loyalty.			
Price reductions negatively affect our company's profitability.	3.95	.224	20
Implementing price reductions improves our competitive positioning in the market.	3.95	.224	20
Price reductions contribute to an increase in market share.	3.95	.224	20

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.900	3.700	3.950	.250	1.068	.013	
Inter-Item Correlations	.551	-.124	1.000	1.124	-8.090	.319	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.50	1.000	1.000	5

coupons influence organisational performance

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.632	5

Item Statistics

	Mean	Std. Deviation	N
Coupons lead to an immediate increase in our company's sales.	3.85	.489	20
Offering coupons improves customer loyalty and repeat business.	3.95	.224	20
The use of coupons negatively affects our company's profitability.	3.95	.224	20
Coupons help in attracting	3.95	.224	20

new customers to our company.			
Providing coupons enhances our competitive advantage in the market.	3.85	.671	20

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.910	3.850	3.950	.100	1.026	.003	
Inter-Item Correlations	.255	-.072	1.000	1.072	-13.860	.250	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.55	.997	.999	5

sampling on organisational performance

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.702	.761	4

Item Statistics

	Mean	Std. Deviation	N
Sampling increases the likelihood of customers making a purchase.	3.95	.224	20
Sampling leads to higher customer satisfaction and loyalty.	3.95	.224	20
Sampling negatively impacts the company's profitability in the short term.	3.95	.224	20
Sampling improves the company's competitive positioning in the market.	3.60	.821	20

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.863	3.600	3.950	.350	1.097	.031	
Inter-Item Correlations	.443	-.115	1.000	1.115	-8.718	.339	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.45	.997	.999	4

loyalty programs on organizational performance

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized	N of Items

	Items	
.730	.630	4

Item Statistics

	Mean	Std. Deviation	N
Loyalty programs help the organization retain existing customers effectively.	3.95	.224	20
The organization's profitability has improved due to the implementation of loyalty programs.	3.95	.224	20
Loyalty programs enhance the organization's competitiveness in its industry.	3.95	.224	20
Employees perceive that loyalty programs contribute positively to organizational growth and sustainability.	3.95	.224	20

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.950	3.950	3.950	.000	1.000	.000	
Inter-Item Correlations	.298	-.053	1.000	1.053	-19.000	.269	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.80	.379	.616	4