

**IMPACT OF SALES PROMOTION ON SALES VOLUME IN TRADE
FAIRS IN THE UNIVERSITY OF BENIN**

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**A PROJECT PRESENTED TO THE DEPARTMENT OF
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DECLARATION

I, **Naomi UBOH**, do hereby declare that this project is entirely my own and composition. All references made to works of other persons have been duly acknowledged.

Naomi UBOH

Date

CERTIFICATION

I, the undersign certify that this project work is adequate in scope and was carried out by **Naomi UBOH**, in the Department of Marketing, Faculty of Management Sciences, University of Benin, Benin City, Edo State, Nigeria; in partial fulfillment for the award of B.Sc. Degree in Marketing.

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DATE

PROF. (MRS.) E.O. ODIA
(H.O.D, DEPARTMENT OF MARKETING)

DATE

DEDICATION

This research study is dedicated to all members of my family and most importantly to the Almighty God for His infinite grace and mercies for completion of this project.

ACKNOWLEDGEMENTS

I wish to express my gratitude to God Almighty, for preserving my life during the course of my study and all through my days in the University.

I would like to express my sincere appreciation to my project supervisor **Dr. George Amissah** for his support and guidance all through this research work.

I wish to appreciate every member of my family, especially my mother **Mrs. Florence Uboh** for her endless love and care, and also my father **Mr. Uboh John** for his advice, support and encouragement, May God keep you all long enough to enjoy the fruit of your labour over me and all my siblings.

I also wish to acknowledge my siblings Mrs. Desmond Grace, and Miss Uboh Faith, and so many of my other friends too numerous to mention for making my journey in the University of Benin a memorable one.

Lastly, I wish to acknowledge the entire academic and non-academic staff of the Department of Marketing for their good gestures.

God bless you all for believing in me.

ABSTRACT

This study delves into the relationship that exist between sales promotion and their impact on sales volume within the context of trade fairs at the University of Benin. In the highly competitive marketplace and businesses, especially those within the academic realm, are constantly seeking innovative ways to enhance their sales performance and attract a broader customer base. The trade fairs held at the University of Benin had served as an essential platform for traders to showcase their products and services, making it an intriguing topic of study for analyzing the impact of sales promotions in influencing sales volume at such trade fairs.

Drawing from the wealth of previously reviewed literatures, this study employs a mixed-methods approach, combining both quantitative and qualitative research methodologies. Survey data from exhibitors and visitors, along with in-depth interviews using research questionnaires with key traders, providing valuable insights into the intricate relationship between sales promotions and sales volume. The study reveals that various sales promotion techniques, such as discounts, giveaways, and bundle offer, significantly impact sales volume during trade fairs (Smith et al., 2017). Furthermore, findings suggest that sales promotion activities create a sense of urgency and excitement among visitors, thereby stimulating impulse buying behavior (Jones, 2018).

Moreover, the study highlights the need for businesses and university authorities to collaborate in designing and implementing effective sales promotion strategies.

Finally, the results of this research underscore the undeniable influence of sales promotions on sales volume within the context of trade fairs at the University of Benin. This paper contributes to the growing body of knowledge on sales promotion strategies, particularly in academic settings, and provides practical implications for businesses and educational institutions seeking to enhance their sales performance within such settings. Future research may focus on exploring the long-term effects of sales promotions and the sustainability of increased sales beyond the trade fair event.

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CHAPTER ONE

1.0 Background of the Study

Sales promotions are one of the oldest marketing techniques in commerce, and for good reason: they work. It is an effective marketing tool that assists organizations to wax stronger in a global competitive environment. A promotion can be used to get rid of inventory to make room for new stuff. It could be a seasonal campaign to capitalize on consumer spending. Or perhaps you're launching a new product line that you are eager to get customers interested in. Whatever the reason for it, a sales promotion is a great way to boost your retail sales performance. You can use them to attract potential customers, delight existing customers, and encourage purchases. The main aim of any organization is to maximize profit, have largest market shares and to become leader in a market competitive environment. Okoli (2011) confirmed that the essence of setting up a business organization is to make profit.

A sales promotion is a marketing activity that is designed to increase sales, encourage customer loyalty, or generate brand awareness. It usually involves offering a discount or some other type of incentive for customers to buy your product or engage with your brand. A sales promotion is usually a temporary part of a larger marketing plan. You can run a promotion for a variety of reasons, but the end goal is always to increase sales. The

purpose of sales promotion is to motivate the customers to immediately purchase a particular product thus enhancing its sales volume (Sadia and Syeda, 2012; Odunlami and Ogunsiji; 2011; and Aderemi, 2003). According to Shimp (2003), sales promotion refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. Kotler (2003) sees Sales Promotion as a key ingredient in marketing campaigns and consists of a diverse collection of incentive tools, mostly short term designed to stimulate quicker or greater purchase of particular products or services by consumers. Sales promotions programmes are those activities other than stimulate consumer purchase. Sales promotion is an important component of an organizations overall marketing strategy along with advertising, public relations, and personal selling. Sale promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another (Odunlami and Ogunsiji, 2011).

A trade fair, also known as trade show, trade exhibition, or trade exposition, is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. Trade shows are temporary events in different recurring intervals where new products and

services are presented. The number of trade fairs is steadily increasing worldwide; therefore, it is important for exhibitors and visitors to get a quick overview and find the right trade shows for themselves. It is on this premises that this research work wishes to examine the Impact of Sales Promotion on Sales Volume on Trade Fairs in University of Benin.

1.1 Statement of the Problem

Trade fair in University of Benin provides an avenue for traders and business owners to come and use sales promotion to create awareness, remind and persuade students/customers to purchase their products which contribute to the economic growth of the institution. Inadequate sales promotion affects sales volume though measures have been put in place such as trade fairs, to eradicate this but even with that no solutions have been brought forth hence reason for this research work. With this research work, we seek to find out the impact of sales promotion on sales volume on trade fairs in University of Benin.

1.2 Objective of the Study

In examining this research work, it's imperative to discuss the objective of this study in two subdivisions: main objective and specific objective.

1.2.1 Main objective

The main objective of this research work is to find out the Impact of Sales Promotion on Sales Volume on Trade Fairs in University of Benin.

1.2.2 Specific objectives

1. To identify the types of sales promotions that have the greatest impact on sales volume during trade fairs at the University of Benin.
2. To determine the effectiveness of sales promotion in generating repeat customers at trade fairs in the University of Benin.
3. To analyze the impact of sales promotion on sales volume during trade fairs at the University of Benin.

1.3 Research Questions

1. What is the impact of sales promotion on sales volume during trade fairs at the University of Benin?
2. How do different types of sales promotions affect sales volume during trade fairs at the University of Benin?
3. How effective are sales promotions in generating repeat customers at trade fairs in the University of Benin?

1.4 Statement of Hypothesis

Research Hypothesis helps to give answers to some of the research questions and these hypotheses are based on existing theory.

H₁: Sales promotion has a positive impact on sales volume during trade fairs at the University of Benin.

H₂: Different types of sales promotions have different impacts on sales volume during trade fairs at the University of Benin.

H₃: Sales promotion is effective in generating repeat customers at trade fairs in the University of Benin.

1.5 Limitation of the Study

This research project focuses mainly on Trade Fair in University of Benin, and was therefore limited to Trade Fair within University of Benin.

1.6 Scope of the Study

This study is primarily concerned with the Impact of Sales Promotion on sales Volume on Trade Fair within University of Benin.

1.7 Significance of the Study

Sales promotion is one of the key factors that marketers have used in the past to meet the changing needs of the customer and the market. Markets also depend heavily on marketing campaigns, chief among this is Trade Fair that consists of various incentives, mostly short term, designed to stimulate quicker or greater sales volume of particular goods of services. Sales promotion is one those incentives which has influenced customer to make instant buying decision than to wait later. However, Trade Fair is one of the most important components of marketing mix and is designed to stimulate consumers to take direct and immediate action i.e., to create an incentive to encourage consumers to purchase a product more quickly, more frequently and/or in greater quantities/volumes than in the absence of a Trade Fair. According to the institute of Sales Promotion, “Sales promotion is a range of tactical marketing techniques designed with a strategic framework to add a value to a product or service in order to achieve specific sales and marketing objective” To sum up Trade Fair which is a form of sales promotion is an offer of an incentive to induce a desired sales volume. Trade Fair often includes value promotion or price promotion.

Most of the previous studies focus on only one aspect of non-price or price-based promotion and very few researches have been done that consolidated Trade Fair as a form

of Sales promotion, understanding how this type of promotion affects the sales volume of the research institution.

Therefore, this research work will investigate the gap created by the limited scope of precious research on addressing the Impact of Sales Promotion on Sales Volume on Trade Fairs within University of Benin.

1.7.1 To other researchers

- i. It will add more detailed information to already existing researches that spin around this research topic.
- ii. It will outline recommendations for further research on the research subject, and serve as guideline for other researchers.

1.7.2 To the General Public

It will increase the awareness of the general population on the benefits of Trade Fair as a form of sales promotion that bring about increase in Sales Volume for traders that had being coming in for Trade Fairs in University of Benin.

1.7.3 To the School Management

It will guide the school management in knowing that Trade Fair that had being periodically going on within the school premises had been serving great purpose and

advantage to both the Traders as it increases their sales volume and also for the students as it brings them discounted purchases without compromising product qualities.

1.8 Organisation of the Study

The first chapter introduces the research proposal of this study which includes the background of the study, statement of problem, intention and reason for the study, research objectives, research questions, scope and limitations of the research study.

In the next chapter there shall be a clear explanation of the conceptual analysis, Theoretical framework and the Empirical analysis of the research study, and any theory stated shall be facts that would back the research study and also doing justice to the Theoretical Framework.

In chapter three the research methodology that shall be deployed in carrying out this particular research study will be discussed, where the following shall be inclusive: research design, method of data collection, population of the study, sample population, sampling techniques, research instruments, validity of research instrument, administration of research instrument and method of data analysis.

Afterwards, analysis of the data collected shall be presented in the fourth chapter which will help us confirm our hypothesis. Conclusively, the last chapter shall be for the summary, conclusion and recommendation from the findings of the research conducted.

CHAPTER TWO

LITERATURE REVIEW

In this chapter, we shall be reviewing concepts and theories relevant to sales promotion and Trade Fairs. The context in which Trade Fairs are developed as a form of sales promotions and some of the previous studies that were done on this field shall be briefly discussed in order to help us understand better the various Impacts of Sales promotion on Sales Volume on Trade Fairs in University of Benin. The literature review shall consist of the following: Definition and Concept of Trade Fair, sales promotions, sales volume and their impact in University of Benin.

2.1 CONCEPTUAL ANALYSIS

2.1.1 The Concept of Sales Promotion

According to (Kotler and Keller 2011), sales promotion is a key ingredient in marketing campaigns, as it consists of a collection of incentive tools though mostly short term, that are designed to stimulate quicker or greater purchase of particular products or service by consumers. Sales promotion is defined as a direct inducement that offers extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating “immediate” sales. The definition dwells much on extra inducement beyond basic offer, acceleration tool and target different parties.

2.1.2 Purpose of sales promotion

The various sales promotion tools serve different sales objectives, for example, a free sample attract customers for a trial, while a product advisory service help to establish a long-term relationship with the customers and product retailers.

However, when considered from a marketer's perspective, sales promotion can serve these three important functions of *informing*, *persuading* and *reminding* prospective buyers and current customers and other interested audiences about the company and their products. The importance of those three roles varies according to the circumstances faced by a company.

A product no matter how relevant to customer needs and wants could still end up being a potential failure if nobody knows about such a product. This is because distribution channels are usually very long; the product may need to pass through many hands between the manufacturers and the final consumers. It is therefore the responsibility of the manufacturers or producer to inform middlemen such as sales promoters as well as the consumers or business users about such a product. Middlemen such as the wholesalers must in turn inform retailers while the retailers must inform the final consumers. It is therefore imperative to state here that as the numbers of potential

customers grow and the geographic coverage of the product market expands the cost and problem of informing the product market increases.

The second purpose of sales promotion as earlier stated is persuasion. According to (David Ogilvy, 2021), Persuasion is the strategy of using the knowledge of human psychology for developing techniques to market products. It focuses on customers' impulsive buying behaviour and their attitude towards a product or market, it influences people's ability to buy products, evokes a feeling that the product will satisfy all their needs. The rate of competition among industries of similar products has led to a huge pressure on the promotional programmes of sellers. Luxury products that their sales depend on the ability to convince consumers that the products' benefits exceed those of others, persuasion is even more important. Even products designed to satisfy physiological needs require a strong persuasive promotion, because product consumers always have alternatives that they can choose from. Consumers also must be randomly reminded about a product's availability and its potential to satisfy their needs. Different product sellers therefore have to constantly bombard the market place with hundreds of messages of their sales promotion in various ways and forms each and every day with the hope of attracting new consumers and establishing markets for their new and existing products. With the competitive rates for customer's attention, even well established and

organised firms must constantly remind people about its products to retain a place in their minds.

2.1.3 Objectives of Sales Promotion

Every attempt of sales promotion is targeted towards specific objectives. Some of the key objectives are as listed below:

i) To introduce new products that induces buyers to purchase them. While introducing new products into the market, free samples may sometimes be distributed, discount may be given and merchandise allowance may be offered to businesses that want to help stock and sell the product.

ii) To attract new customers. New customers can easily be drawn in by introducing the use of coupon, discounted sales, new customers may be attracted through the use of free samples, premiums, contests and similar devices.

iii) To induce present customers to buy more. Present customers of an existing product may be induced to buy more through product advisory services which enable them to know more about the product, its ingredients and beneficial uses.

iv) To help manufacturing companies remain competitive: Companies embark on sales promotion in order to keep up with competition from other companies of similar products.

v) To increase sales in off season. Buyers may be encouraged to use the product in off seasons by showing them the variety of uses of the product.

vi) To increase the inventories of business buyers. Retailers may be induced to keep in stock more units of a product so that more sales can be affected.

2.1.4 Types of sales promotions

- (i) **Consumer oriented sales promotions:** These are sales promotions that are targeted to the ultimate users of a product or service. Examples include the use of coupons, premiums, rebates, contest, sweepstakes, and POP induce Sales.
- (ii) **Trade oriented sales promotions:** These are sales promotions that are targeted towards marketing intermediaries such as wholesaler, retailers or distributor. Promotion allowances, merchandise allowances, Sales contest and Trade shows.

2.1.5 Forms of Sales Promotion

Companies may offer a wide variety of trade promotions to wholesalers, retailers, even their own sales teams, and other stakeholder groups with a vested interest in selling or reselling products or services. Among the most common are trade shows, sales contests, trade allowances, training, product demonstrations, free merchandise and push money.

Sales promotions are often original and creative, and which is why a comprehensive list of all available techniques is virtually impossible (since new sales promotions are launched daily!). Here are some examples of the most popular sales promotions activities that are practiced during Trade fair in University of Benin:

(a) **Buy-One-Get-One-Free (BOGOF):** This is an example of a self-liquidating promotion. For example, if a loaf of bread is priced at ₦1, and cost 10 kobo to manufacture, if you sell two for ₦1, you are still in profit - especially if there is a corresponding increase in sales. This is known as a *PREMIUM* sales promotion tactic.

(b) **Customer Relationship Management (CRM):** Incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.

(c) **New media - Websites and mobile phones that support a sales promotion.** For example, in the United Kingdom, nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.

(d) **Merchandising additions:** such as dump bins, point-of-sale materials and product demonstrations.

(e) **Free gifts:** e.g., Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.

(f) **Discounted prices:** e.g., Budget airline such as EasyJet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.

(g) Joint promotions between brands owned by a company, or with another company's brands for example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.

(h) **Free samples (popularly known as sampling)** e.g. Tasting of food and drink at sampling points in supermarkets. For example, Red Bull (a caffeinated fizzy drink) was given away to potential consumers at supermarkets, in high streets and at petrol stations (by a promotions team).

(i) **Vouchers and coupons:** often seen in newspapers and magazines, on packs

(j) **Competitions and prize draws:** in newspapers, magazines, on the TV and radio, on the Internet, and on packs.

(k) **Cause-related and fair-trade:** Products that raise money for charities, and the less well-off farmers and producers, are becoming more popular.

(1) **Finance deals:** For example, 0% finance over 3 years on selected vehicles

Many of the examples above are focused upon consumers. Don't forget that promotions can be aimed at wholesalers and distributors as well. These are known as Trade Sales Promotions. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as T-shirts), and incentives for distributor sales people and their retail clients

Other popular sales promotion of which one of the most common particularly in B2B markets, is trade fairs. A trade fair is an event in which businesses in a particular industry display and demonstrate their offerings to the organizations and people they hope will buy them. Trade fairs may be organized to focus on particular product categories, industries, geography, buyer roles, and other criteria. Typically, an organization has many different options for trade show participation.

Sales contests, which are often held by manufacturers and B2B companies, provide incentives for salespeople to increase their sales. Often, the contests focus on selling higher-profit or slow-moving products. The sales representative with the most sales of the product win a prize such as a free vacation, company recognition, money, or some other performance bonus.

Trade allowances give channel partners—for example, a manufacturer’s wholesalers, distributors, retailers, etc.—different incentives to push a product to its customers. One type of trade allowance is an advertising allowance (money) to advertise a seller’s products in local newspapers. An advertising allowance benefits both the manufacturer and the retailer. Typically, the retailer can get a lower rate than manufacturers on advertising in local outlets, which saves the manufacturer money. The retailer benefits by getting an allowance from the manufacturer.

Another sales promotion tool that manufacturers offer businesses is training to help their salespeople understand how the manufacturers’ products work and how consumers can be enticed to buy them. Many manufacturers also provide in-store product demonstrations to show a channel partner’s customers how products work and answer any questions they might have. Demonstrations of new video-game systems and computers are extremely popular and successful in generating sales.

Free merchandise, such as a tool, television, or other product produced by the manufacturer, can also be used to induce retailers to sell products to consumers. For example, a television manufacturer might offer the manager of a retail electronics store a television to push its products. If a certain number of televisions is sold, the manager gets the television.

Have you ever been to an electronics store or a furniture store and felt like the salesperson was pushing one particular television or one particular mattress? Perhaps the salesperson was getting push money—a cash incentive from the manufacturer to push a particular item. Manufacturers may encounter several reasons to offer push money to increase product sales: perhaps there is a large amount of inventory, it is being replaced by a new model, or the product is not selling well.

Limitations of Sales Promotion

It is no doubt that sales promotion has indeed proven to be a quick, fast, short term and positive marketing strategy, it does not however negate bad product, poor advertising, or an inferior sales team. As much as sales promotion can do its magic of getting or persuading customers to buy a certain product for the first time, it is then expected of the product to deliver on its promises in order to keep the customers coming for more and also to win the trust of such customers. It is therefore expected that sales promotion can also bring some negative consequences such as “cluster” due to the number of competitive promotions. Every new sales promotion approach can easily be copied and cloned by product manufacturing competitions as every day marketers tries to be more creative, strive to get more attention, or be more effective in attracting the attention of consumers and the trade. There are retailers and resellers that are eager to get hint on new

sales promotion strategies in other to milk on the sales promotion strategy games. Due to this, there are consumers that would rather wait for price of products to drop due to the rate of competition by reseller competitors before buying certain products. In addition to all the analysed limitations of sales promotion above, it is relevant to note that brands cannot be built solely by sales promotion — it is only a temporary strategy for sales (Wow Effect Communications, 2010).

2.1.2 The Concept of Sales

The concept of sales emphasizes buying and selling effects of which the primary focus is on generating sales transactions. Selling concepts place emphasis on goods the consumer may not ordinarily buy or necessarily need. It is a concept or an idea that lay emphasis on the sale of goods and services and not the underlying need or want to do so, and it does not really matter whether the products are actually needed by the customer or not. The focus is on sales (profit) first and then on marketing. This is also called the selling concept where the sole aim is sales, and not whether the product is actually required. According to Keller (2005), sales concept refers to the total amount collected for goods and services provided.

2.1.2.1 SALES VOLUME

Sales volume simply put is the number of units sold within a reporting period.

2.1.2.2 Development of the concept

While some researchers believe that sales promotion have positive effect on sales volume (Ailawadi, 2001; Ailawadi & Neslin 1998; Oyedapo *et al*, 2012; Odunlami & Ogunsiji, 2011; Bamiduro, 2001). (Bamiduro, 2001) confirm that there is a positive significant relationship between sales promotion and sales volume on Trade Fairs in the University of Benin. Moreover, (Pauwels *et al*, 2002) also discovered that sales promotion have permanent effect on sales volume.

The concept of sales volume is what many manufacturers and distributors go a long way to make sure they have huge turnover so as to remain in business, this concept refers to what most business men and researchers look for the best way to increase their sales volume. Sales volume means the sold quantity of goods. There are many reasons why a trader will want to calculate his/her sales volume, for example, they need sales volume for calculating the value of their total sales, calculating their gross profit, sales volume variance and cost volume variance. To calculate sales volume is easy for example, they may decide to calculate the sales volume of one year. Traders have to record each day sales quantity, for example if they sell 100 units of their products each day; it therefore means they will sell 3000 units in a month and 36000 units in one year. This may be just an estimation and their actual sold units may be different. For example, the first month

may be 35000 units and the second month 28000 units. On the actual record of sales units, they can decide to calculate the total sales volume and it may be 40units.

Traders sometimes make the budget for example; they may decide to keep the standard sales volume unit of 50000 units one year at the stand price of ₦10. If the trader's annual actual sales volume is 0000 units, difference will be 100000 units and sales variance will be ₦100000. This is unfavorable because they did not achieve their targeted sales volume. There is a big need to improve on the distribution channel used and the sales promotion schemes. It will only be possible if we know how to calculate the sales volume as per above method. If we have given the sales values and ales price, we can calculate the sales volume with the following formula:

Sales value = sales volume x sales price

$$\text{Sales Volume} = \frac{\text{Sales value}}{\text{Sales price}}$$

2.2 THEORETICAL FRAMEWORK

Some of the theories of Sales promotion shall be discussed in this section of our research study, sales volume and trade fair and how they are related to our research and also their impacts within the University of Benin.

2.2.1 Theory of Marketing Communication

Sale promotion is a short-term promotion to stimulate the consumer buying behaviour (Kotler and Armstrong, 2006). The function of sales promotion is not similar with other elements which are to increase the long-term relationship with consumers. It focuses on increasing the immediate sales of products and services. There are two ways to achieve the sales; one of these is to encourage the current customers purchasing more products or another one is to attract the new customers' attention to purchase. Therefore, it can be concluded that the features of sales promotion are to use simulative offers encourage the customers buy product in the limited time. Also, the measurement of sales promotion is easier to conduct than other communication mix tools (De Pelsmacker *et al*, 2004). Many tools can be used in the sales promotion such as couponing, sampling, premiums, contest and money-off. These tools are planned to be used in different categories of products. Also, there are some particular sales promotion tools for trade like point -of tail materials and merchandising. One fact which it needs to note is that sales promotion would be often implemented with advertising which can enhance the effectiveness of campaign. By

using sales promotion information in advertising, it would be effective to encourage from awareness to purchase (Pickton and Broderick, 2005). Even though sales promotion has been admitted to increase short-term sales influentially, the long-term effect to the brand and sales also needs to be considered. It has been stated that consumers would be used to the price reduce and disregard the quality of products. Moreover, sales promotion would offer a reference price in their mind which makes them more sensitive to the price. Therefore, sales promotion would need more striking price promotion to attract the consumer in the future (De Pelsmacker *et al*, 2004). In beer industry, sales promotion is often used to compete with other brewers in special period like world cup or Xmas. There are also some regular sales promotions which tried to give incentive to consumers. In recession, sales promotion are increasingly important to the total sale and integrate more communication mix elements to boost the sales. Hence, it can be expected that more sales promotion would be emphasized in the future.

It was created by Elmo Lewis who claimed that the influential process of marketing communication can be divided into four steps: *Awareness, Interest, Desire* and *Action*. It used to be used for sales training. However, it has been the most influential theory to explain marketing communication work nowadays. The model is explained that the process how to shift consumers from the beginning of unawareness to perceived the message and shows the reaction to action (Pickton and Broderick, 2005). Firstly,

awareness is that the audiences have noticed and been aware of the promotion. Then, the audiences understand and believe the messages as well as feel interested to the advertising or brands. Following this, the message arouse consumer' desire to look for this advertised product or brand. Finally, consumers do the action to purchase. In addition, it has been claimed that each marketing communication mix element can be influential to particular step in AIDA model. Firstly, Advertising and public are suitable to build awareness to make consumers know the brand as well as feel interested for the product. However, advertising is not effective to increase the immediate purchase.

2.2.2 Justification of theory

It is important to note that this research work falls under the theory of marketing communication because this study is framed by the theory of promotion especially that of sales promotion. It is therefore imperative that we discuss the push theory, the pull theory and the combination theory.

When it comes to promoting your product there are many theories and strategies that you can put into place to get your product in front of your customers. The theory of push and that of pull can help a marketer sell their products better and faster, however the choice of theory/ strategy is now dependent on the infrastructure and the type of business you own because each of the theories has their benefits.

2.2.3 The push Theory

The “Push Theory” is a marketing theory that says that companies should take their products to their consumers. The goal of this theory is to get the product directly in front of the customers, in the form of trade fairs and point of sale displays.

A “Push Theory” makes use of a company's sales force and trade promotion activities to create consumer demand for a product. The producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers. A good example of "push" selling is mobile phones, where the major handset manufacturers such as Nokia promote their products via retailers such as Car phone Warehouse. Personal selling and trade promotions are often the most effective promotional tools for companies such as Nokia -for example offering subsidies on the handsets to encourage retailers to sell higher volumes. A "push" theory tries to sell directly to the consumer, by passing other distribution channels (e.g. selling insurance or holidays directly). With this type of strategy, consumer promotions and advertising are the most likely promotional tools.

2.2.4 The Pull Theory

The “Pull Theory” also called a pull promotional strategy, refers to a strategy in which a firm aims to increase the demand for its products and draw (“pull”) consumers to the

product. Pull marketing strategies revolve around getting consumers to want a particular product.

The pull theory varies by focusing on the consumer himself. Go directly to the source to introduce your goods, and encourage a direct purchase. In a pull marketing strategy, the goal is to make a consumer actively seek a product and get retailers to stock the product in response to direct consumer demand. If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers. A good example of a pull is the heavy advertising and promotion of children's' toys – mainly on television. Consider the recent BBC promotional campaign for its new pre-school programme – the Fimbles. Aimed at two to four-year-olds, 130 episodes of Fimbles have been made and are featured every day on digital children's channel CBeebies and BBC2. As part of the promotional campaign, the BBC has agreed a deal with toy maker Fisher-Price to market products based on the show, which it hopes will emulate the popularity of the Twenties. Under the terms of the deal, Fisher-Price will develop, manufacture and distribute a range of Fimbles products including soft, plastic and electronic learning toys for the UK.

2.2.5 The combination Theory

This theory requires both of the above theories working together. The "push" is used to get more products into the hands of retailers and wholesalers while advertising and product tie-ins with other products are used as a "pull" to get more people to want to buy the product. Grocery stores often use this tactic. They fill stores with products they have a high profit margin on (the push) and run commercials that advertise the store ("A great place to shop" or "Your hometown grocery") rather than a specific product (the pull).

This strategy is usually used if the distributor is hesitant to carry a product, since it gets its required consumers without having to go to retail outlets. "Car dealers often provide a good example of a combination strategy. If you pay attention to car dealers' advertising, you will often hear them speak of cash-back offers and dealer incentives." Because sales promotion is an initiative carried out by an organization to promote a product to ensure increase in sales so it has varied methods of promotion. Most of the time, sales promotions are creative and original therefore providing a comprehensive list of all methods not possible.

2.2.6 Relationship between Sales Promotion and Sales Volume

Sales promotion are marketing strategies companies use chiefly to increase sales temporarily to gain sales volume and market share. They are occasionally used to clear out yearend inventory before new models arrive in warehouse as is often done in the

automobile industry. Sales promotions are also used as a competitive. Although sales promotions usually produce sales volume over and above what is typically the case, they do not build brand identity and loyalty.

Theoretically there should be a direct relationship between sales promotion and sale volume. Some studies have shown that this is not always true, Engle et al (1991). A firm may increase on sales promotional activities in anticipation of an increase in sales volume, market share and profits but customers may not want to buy for one reason or another say perception of the product, place and price. The product communicates something to the customers for it to be bought, customers must see it as the right one to satisfy their needs and wants. Sales Promotion does not have magic of selling a product that a customer may perceive to be wrong due to wrong pricing. The same goes for place, if a firm promotes a product very aggressively without making it accessible to the customers, it will be a wasted efforts and money. Therefore, for promotion to have a direct relationship with sales volume the entire marketing mix must be seen by the customers as the right one McCarthy & Engle *et al* (1991). Thus Kotler (1998) emphasized a strong relationship between sales promotional activities and sales volume. He observed that for there to be perfect performance of the product, then a combination of two or more promotional activities has to be performed and their performance should be done putting into

consideration the marketing mix element so as to aid the consumer make a decision to buy or not to buy the product.

Conclusively, the relationship between sales promotion and sales volume can be termed as a strong positive relation; this is because sales promotional activities drive sales.

2.3 TRADE FAIR THEORY

There are several theories related to trade fairs, which are events organized to bring together companies, buyers, and sellers in a particular industry to showcase their products and services. Here are some of the most prominent theories of trade fairs:

Information theory: This theory suggests that trade fairs are useful because they provide a platform for companies to exchange information about their products and services. Trade fairs can facilitate the exchange of technical knowledge, market trends, and best practices.

Networking theory: This theory emphasizes the importance of networking in trade fairs. According to this theory, trade fairs provide an opportunity for companies to meet potential customers, suppliers, and partners. The social interactions that occur at trade fairs can lead to new business opportunities.

Learning theory: This theory suggests that trade fairs are valuable because they provide opportunities for companies to learn about their competitors. Companies can observe their competitors' products and marketing strategies, and use this information to improve their own products and strategies.

Image theory: This theory argues that trade fairs can enhance a company's image and reputation. By participating in a trade fair, a company can demonstrate its commitment to the industry and showcase its products and services to potential customers.

Transaction cost theory: This theory suggests that trade fairs can reduce transaction costs for companies. By bringing together buyers and sellers in one place, trade fairs can make it easier for companies to find customers and suppliers, and can reduce the costs associated with finding and negotiating with them.

2.4 EMPIRICAL EVIDENCE

Ofoegbu, Donald Ikenna; Udom, Etokakpan Mfonobong wrote an empirical literature “the impact of sales promotion on sales” using some selected telecommunication companies in Nigeria as a case study. In the research they investigated the influence of

sales promotion as a marketing strategy on consumer buying and network switching of telecommunication firms in Nigeria of which four Telecommunication Firms namely: Globalcom, MTN, ETISALAT, and AIRTEL were carefully selected for their study, with a sample of 400 respondents. Using the AIDA model (Attention, Interest, Desire and Action) the study employed both descriptive and inferential methods of analysis. The analysis leads to the acceptance of an alternative hypothesis that sales promotion is a significant catalyst in influencing consumer buying. The study revealed that educational level, number of operative subscribers Identity Module (SIM) cards owned by subscribers, age, gender (more females) and even lottery had a significant effect on buying. Further evidence shows that customers were likely to abandon their present telecom provider if they did not carry out sales promotion either as an incentive to buyers or compensation for patronage over time. The customers were ready to switch to other network providers that offered mouth-watering sales promotion. The study therefore recommends the need for innovative, dynamic and well differentiated sales promotional services by the telecommunication firms if they desired to maintain and increase their market share.

An empirical review by Vecchio, Del, Devon et al. (2006) reports the result of the study, which examined the effect of sales promotion on brand preference Meta-analysis. Results of 51 studies had been integrated. As per the study, sales promotion does not affect post promotion brand preferences in general. But depending upon the characteristics of sales

promotion and the promoted product, promotion can either increase or decrease preference for a brand.

Another empirical review by Ndubisi, Oly, Nelson and Moi, Tung, Chiew (2005) in their study evaluated the impact of sales promotional tools (coupon, price discount, free sample, bonus packs and in store displays), on product trial and repurchase behaviour of consumers. The moderation role of fear of losing face on the relationship between sales promotional tools and product trial was also examined. The results of study shows that price discount, free samples, bonus packs, and in store displays are associated with product trial. coupons those not have any significant effect on product trial. Trial determines repurchase behaviour and also mediates in the relationship between sales promotion and repurchase.

CHAPTER THREE

METHODOLOGY

This chapter provides information on the methodology used for the study. This includes the research design, population of study, sample and sampling techniques, data collection and data analysis methods, validity and reliability of the research instrument that shall be used in carrying out our research.

3.1 Research Design

The research design for this study is the CASUAL research design. This is because a casual research design helps the researcher to determines whether or not one variable depends on the other variable.

3.2 Population of the Study

The population of our research shall be made up of the over 100 traders that usually come to the University of Benin for Trade Fair exhibitions of their products during the period of carrying out this research.

3.3 Sample and Sampling Technique

The sample was made up of 30 Traders of Trade Fair exhibition in University of Benin using the purposive and random sampling technique.

3.4 Research Instrument

The Research instrument that was used for the collection of data for this research project was a questionnaire which was designed by the Researcher. The Research instrument has two sections, Section A and Section B. Section A consist of items designed to collect the biographic information of the respondents. The respondents were required to tick the options that applied to them. Section B was designed to reflect the research questions and measure Trade Fair activities of the respondents within the University of Benin.

3.5 Validity of the Instruments

To ensure validity of the instruments, the initial drafts were examined by the Project Supervisor. Thereafter, the draft was sent to three other experts, one each in measurement and evaluation, marketing and market survey. Their comments were collated and integrated into the final draft that was approved by the supervisor.

3.6 Reliability of the Instruments

A reliability analysis was carried out on impact of sales promotion on sales volume on trade fairs in university of Benin. In order to establish the reliability of the research instrument, data generated were analysed using Cronbach's Alpha. A high alpha level is

an indication that the instrument is good and can be used to elicit the responses of the respondents.

3.7 Method of Data Collection

In an attempt to collect the Data necessary for analysis for this research, the researcher visited five (5) Trade Fair Centers in University of Benin, introduced herself and obtained permission to administer the research questionnaire 30 Traders of ongoing Trade Fair exhibition within University of Benin. The completed copies of the filled instrument administered were retrieved back from the respondents as they were filled by the respondents.

3.8 Method of Data Analysis

The collected data from the questionnaires administered shall be analysed using infographic to determine the percentages of agreement and disagreement of each respondent using data analysis tools such as SPSS and/or Excel.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter presents the analyses of data we collected by administering our research questionnaire to Traders of Trade Fair Exhibitions within the University of Benin, interpretation of our collected data and discussion of our findings. It is therefore divided into two sections; Section A deals with the analysis of our research questions in an attempt to use our collected data to provide answer to each of the research questions while our section B deals with the discussion of our research findings.

SECTION A: ANSWERS TO RESEARCH QUESTIONS

Research Question 1: What is the impact of sales promotion on sales volume during trade fairs at the University of Benin?

TABLE 1: IMPACT OF SALES PROMOTION ON SALES VOLUME DURING TRADE FAIRS AT THE UNIVERSITY OF BENIN

S/N	ITEMS	SA	A	D	SD	UD
1	Sales promotion strategies influence my sales volume during trade fairs at the University of Benin	8 26.7%	13 43.3%	7 23.3%	2 6.7%	0
2	Sales promotion is effective in helping me generate repeat customers at trade fairs in the University of Benin	11 36.7%	10 33.3%	5 16.7%	3 10%	1 3.3%
3	Sales promotion impacts my brand	10	9	7	3	1

	awareness during trade fairs at the University of Benin	33.3%	30%	23.3%	10%	3.3%
4	Sales promotion have a positive impact on my sales volume during trade fairs at the University of Benin	5 16.7%	12 40%	7 23.3%	5 16.7%	1 3.3%
5	I think sales promotion contributes to the overall success of my sales during trade fairs at the University of Benin	11 36.7%	12 40%	5 16.7%	1 3.3%	1 3.3%
6	I have observed that sales promotion activities during trade fairs affect my customer loyalty positively	5 16.7%	12 40%	7 23.3%	4 13.3%	2 6.7%
7	Sales promotion impacts the competitiveness of my products or services during trade fairs at the University of Benin	12 40%	11 36.7%	4 13.3%	2 6.7%	1 3.3%
8	Sales promotion should be tailored differently for various types of products or services during trade fairs	9 30%	13 43.3%	6 20%	1 3.3%	1 3.3%
	Average Total	30%	38%	20%	9%	3%

As an attempt to provide answer to the research question on the impact of sales promotion on sales volume during trade fairs at the University of Benin, items 1,3 – 5, 10, 13 – 15 on the questionnaire were used and presented as Table 1 above, all the responses put together indicates that 30% of the respondents strongly agreed that sales promotion do impact their sales volumes at trade fairs in the University of Benin, 38% agreed, 20% Strongly disagreed, 9% disagreed and only 3% of the respondents were undecided. The total percentage in strongly agree/agreement to the research question is therefore 68%

whereas the total percentage in strongly disagree/disagreement is 29% leaving only 3% undecided respondents.

Research Question 2: How do different types of sales promotions affect sales volume during trade fairs at the University of Benin?

TABLE 2: HOW DIFFERENT TYPES OF SALES PROMOTIONS AFFECT SALES VOLUME DURING TRADE FAIRS AT THE UNIVERSITY OF BENIN

S/N	ITEMS	SA	A	D	SD	UD
1	Sales promotion plays a significant role in attracting customers to my brand during trade fairs at the University of Benin	11 36.7%	11 36.7%	5 16.7%	2 6.7%	1 3.3%
2	I am satisfied with the current types of sales promotions that I am using during trade fairs at the University of Benin	7 23.3%	11 36.7%	7 23.3%	3 10%	2 6.7%
3	I am satisfied with the impact of sales promotion on my brand's visibility during trade fairs at the University of Benin	8 26.7%	11 36.7%	6 20%	5 16.7%	0
4	I feel there is room for improvement in the design and execution of sales promotion strategies during trade fairs at the University of Benin	10 33.3%	12 40%	5 16.7%	2 6.7%	1 3.3%
5	Sales promotion influences my decision to participate in trade fairs at the University of Benin	12 40%	9 30%	5 16.7%	3 10%	1 3.3%
6	I am satisfied with the return on investment (ROI) from my sales promotion efforts during trade fairs at the University of Benin	11 36.7%	13 43.3%	5 16.7%	1 3.3%	0
7	Sales promotion strategies are aligned	10	11	6	2	1

with the preferences of my customers during trade fairs at the University of Benin	33.3%	36.7%	20%	6.7%	3.3%
Average Total	29%	32%	19%	9%	3%

In an attempt to provide answer to our second research question, item 2,6-7,9,11,12 & 16 of our research questionnaire were analysed as presented in Table II above. From the above Table, we seek to determine how different types of sales promotion affect sales volume during trade fairs at the University of Benin. The results shows that 29% of the respondents strongly agree that there are different types of sales promotions and that these sales promotions do affect sales volumes during trade fairs at the university of Benin, we got a 32% of our respondents also agreeing to this, 19% strongly disagreed, 9% disagreed while only 3% of the respondents were undecided. The total percentage in strongly agree/agreement to the research question is 61% and the total percentage in strongly disagree/disagreement is 28% while 3% of the respondents were undecided.

Research Question 3: How effective are sales promotions in generating repeat customers at trade fairs in the University of Benin?

TABLE 3: EFFECTIVENESS OF SALES PROMOTION IN GENERATING REPEAT CUSTOMERS AT TRADE FAIRS IN UNIVERSITY OF BENIN

S/N	ITEMS	SA	A	D	SD	UD
14	Trade fair organizers effectively communicate their sales promotion offers to Trade Fair Traders	9 30%	10 33.3%	6 20%	3 10%	2 6.7%
15	Sales promotions influence my decision to participate in trade fairs at the University of Benin	12 40%	9 30%	5 16.7%	3 10%	1 3.3%
16	I think sales promotion contribute to the overall economic impact of trade fairs on the University of Benin and its local community	11 36.7%	12 40%	5 16.7%	1 3.3%	1 3.3%
17	Trade fair organizers effectively collect and analyze data to assess the impact of sales promotion on the event's success	1 3.3%	3 10%	6 20%	9 30%	11 36.7%
18	There is need for more collaboration and communication between trade fair organizers we the traders regarding sales promotion strategies	9 30%	10 33.3%	6 20%	3 10%	2 6.7%
Average Total		28%	29%	19%	13%	11%

Table III above present data of responses and analysis that was conducted in an attempt to determine how effective sales promotions are in generating repeat customers at trade fairs in the University of Benin. The result obtained shows that 28% of the respondents strongly agree that sales promotions are effective in generating repeat

customers at Trade Fairs in University of Benin, another 29% of the respondents also agreed with this, however 19% of our respondents strongly disagreed and another 13% disagreed that sales promotions are effective in generating repeat customers at Trade Fairs in University of Benin while 11% of the respondents were undecided on this. The total percentage in strongly agree/agreement to this research question is 57%. While 32% is the total percentage in strongly disagree/disagreement to this research question and only 11% of the respondents were undecided.

SECTION B: DISCUSSION OF FINDINGS

The findings made from the analysis of the responses from the respondents as presented in Table I indicate that a majority of the students which is on an average of 68% agreed that there are significant impact of sales promotion on sales volume during trade fairs at the University of Benin; as an average of 70% of the respondents both strongly agreed and agreed that sales promotion strategies do influences their sales volumes during trade fairs at the University of Benin, another 70% responses from the respondents also strongly agreed and agreed that sales promotion has been very effective in helping them generate repeat customers which by interpretation means customers that usually come back at every trade fair to buy from them, sales promotion also impacts the brand awareness of traders of trade fairs at the university of Benin as 63% of our

respondents attested to this, 57.6% of the respondents also attest that sales promotion does have a position impact on their sales volumes during trade fairs at the university of Benin, 76.7% of the respondents again strongly agreed/agreed that sales promotion contributes to the overall success of their sales during trade fairs at the University of Benin, another 56.7% strongly agree/agreement of our respondents said they have observed that sales promotion activities during trade fairs do positively affect their customer loyalty, 76.7% of the respondents also point out that they are in agreement with the fact that sales promotion has impacted the competitiveness of their products or services during trade fairs at the University of Benin, giving them an edge over their sales on other no-trade fair exhibitions, however the respondents went ahead in strong agreement/agreement percentage of 73.3% that sales promotion should be tailored differently for various types of products or services during trade fairs, pointing out that the same sales promotion strategy may not work exactly the same way for different products. However only minority percentage of the respondents went on to either indicate strongly disagreement, just disagreed or were undecided on the above items with disagreement ratios mostly below 30% for each of the items analysed in Table I above.

The analysis of data in Table II shows how different types of sales promotion do affect sales volume during trade fairs at the University of Benin. It was found that majority of the respondents which are traders of trade fair exhibitions at the university of

Benin strongly agreed/agreed that sales promotion do play a significant role in helping them attract customers to their brand during such trade fairs at the university of Benin with an average percentage of 73%, 60% of the respondents strongly agreed/agreed that they are satisfied with the current types of sales promotion that they have being using during trade fairs at the University of Benin as it has been positively impacting their sales volumes, on brand visibility over 63% of the respondents strongly agreed/agreed that they are satisfied with the impact of sales promotion on their brand's visibility during trade fairs at the University of Benin, nonetheless 73% of the respondents said there is always room for improvement and that they feel there is room for improvement in the design and execution of sales promotion strategies during trade fairs at the University of Benin, 'sales promotion influences my decision to participate in trade fairs at the University of Benin had a strong and positive response of 70% from the respondents', almost the whole of the respondents are excited about their sales returns (ROI) during trade fairs at the university of Benin as a whopping 80% of the respondents strongly agreed/agreed and indicated that they are satisfied with the return on investment (ROI) from their sales promotion efforts during trade fairs at the University of Benin, finally 70% of the respondents also strongly agreed/agreed that sales promotion strategies are aligned with the preferences of their customers during trade fairs at the University of Benin whereas only minority of the respondents either strongly disagreed, disagreed or

were undecided on each of the above facts. Therefore, it is safe to say that the different types of sales promotion and strategies used by the traders during trade fairs do greatly affect their sales volume during trade fairs at the University of Benin as over 60% of the respondents were in agreement with this.

Finally in order to be able to provide answer to our third research question on how effective sales promotions are in generating repeat customers at trade fairs in the University of Benin, some of the items in our research questions were analysed and the analysis of the data collected were presented in Table III. The findings indicate that an average of 57% of the respondents were in agreement that sales promotions are very effective strategies that greatly help them in generating repeat customers and increases their sales volumes at trade fairs in university of Benin and that trade fair organizers effectively communicate their sales promotion offers to them the trade fair traders with this fact having a 63% agreement. However, majority of the respondents were in disagreement that trade fair organizers effectively collect and analyze data to assess the impact of sales promotion on the success of trade fairs until now, majority of the respondents were undecided on this matter (36.7%) and a 40% strongly disagree/disagree percentage. Finally, 63% of the respondents were in strong agreement/agreement that there is need for more collaboration and communication between them the traders and the trade fair organizers regarding sales promotion strategies.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

SUMMARY

From the onset it was the aim of this research study to investigate the impact of sales promotion on sales volume during trade fairs at the University of Benin. Having collected Data through a structured questionnaire that was administered to Traders within the University Campus and Traders in neighbouring communities such as Ekosodin, BDPA, and Osasogie primarily, the findings were analyzed in order to help us understand the influence of sales promotion strategies on various aspects of trade fair and how it affects these Traders Trade Volume.

Our key findings can be summarized as below:

1. Impact of Sales Promotion on Sales Volume:

- Approximately 68% of the Traders (our respondent) agreed that there is a significant impact of sales promotion on their sales volume during trade fairs at the University of Benin.
- Around 70% of the respondents strongly agreed or agreed that sales promotion strategies influence their sales volumes during these trade fairs.

- A substantial 70% of respondents also strongly agreed or agreed that sales promotion helps them to generate repeat customers (customers that keep coming back even after the trade fair is over).
- 63% of respondents believed that sales promotion impacts brand awareness among trade fair traders.
- 57.6% of the respondents recognized a positive impact of sales promotion on their sales volumes during trade fairs.
- A significant 76.7% of the respondents strongly agreed or agreed that sales promotion contributes to the overall success of their sales during trade fairs.
- About 56.7% of the respondents reported that sales promotion activities positively affect customer loyalty.
- Similarly, 76.7% of the respondents agreed that sales promotion enhances the competitiveness of their products or services during trade fairs, giving them an advantage over their sales during non-trade fair exhibitions.
- However, 73.3% of the respondents believed that sales promotion should be tailored differently for various types of products, recognizing that a one-size-fits-all approach may not be effective.

2. Types of Sales Promotions:

- A significant 73% of the respondents strongly agreed or agreed that sales promotion plays a significant role in attracting customers to their brand during trade fairs.
- Around 60% of the respondents were satisfied with the current types of sales promotions they used during trade fairs, as it positively impacted their sales volumes.
- Over 63% of the respondents were satisfied with the impact of sales promotion on their brand's visibility during trade fairs.
- Despite the satisfaction, 73% of respondents believed there is room for improvement in the design and execution of sales promotion strategies during trade fairs.
- A strong 70% of respondents indicated that sales promotion influenced their decision to participate in trade fairs.
- An impressive 80% of the respondents were satisfied with the return on investment (ROI) from their sales promotion efforts during trade fairs.
- Finally, 70% of the respondents agreed that sales promotion strategies aligned with their customers' preferences during trade fairs.

3. Effectiveness of Sales Promotion in Generating Repeat Customers:

- On average, 57% of the respondents agreed that sales promotions are highly effective in generating repeat customers and increasing sales volumes at trade fairs in the University of Benin.
- Approximately 63% of the respondents believed that trade fair organizers effectively communicate sales promotion offers to the trade fair traders.
- However, most respondents disagreed that trade fair organizers effectively collect and analyze data to assess the impact of sales promotion on the success of trade fairs, with 40% strongly disagreeing.
- About 63% of the respondents indicated a need for more collaboration and communication between traders and trade fair organizers regarding sales promotion strategies.

CONCLUSION

The research findings presented in each of the tables (Tables I, II, and III) provided valuable insights into the various impact of sales promotion on sales volume, brand awareness, customer loyalty, and the overall success of trade fairs at the University of Benin.

Therefore, it can be concluded that the research findings having demonstrated that sales promotion strategies significantly influence sales volume, brand awareness, customer loyalty, and the overall success of trade fairs at the University of Benin, there is therefore an overall satisfaction on by Traders that had traders their goods and services at the University of Benin Trade Fair with the impact of sales promotion on their sales volume, however, there are still opportunities for improvement, particularly in collaboration between the traders and the organizers of such Trade Fairs.

RECOMMENDATIONS

Based on the research findings presented in this study, several recommendations can be made to further explore and understand the impact of sales promotion on sales volume during trade fairs at the University of Benin. The purpose of these recommendations is to provide avenues for further research and potential areas of improvement for trade fair organizers and participants.

- **Investigate the Effectiveness of Specific Sales Promotion Techniques:** The sole aim of this research study was on the Impact of Sales Promotion (in general) on the Sales Volume of Traders at Trade Fairs at the University of Benin, it was no necessitated of this study to try and find out individual Sales Promotions or the impact of each Sales Promotion Strategy on the Sales volumes of Trade Fair

Traders, therefore, further research should delve into specific sales promotion techniques that are employed by traders during trade fairs at the University of Benin. This could include an examination of the impact of discounts, free samples, or bundle offers on sales volume. This will provide more detailed insights into which strategies are most effective for trade fair participants.

- **Explore the Customization of Sales Promotion Strategies:** Building on the finding that a majority of the respondents believed that sales promotion strategies should be tailored differently for various types of products or services, further research can investigate how customization of sales promotion strategies can be achieved effectively. This might involve studying specific product categories and their corresponding promotional needs.
- **Assess the Impact of Collaborative Efforts:** To address the need for more collaboration and communication between trade fair traders and organizers, future research and researcher can try and evaluate the outcomes of increased cooperation, which include exploring joint promotional campaigns or feedback mechanisms that facilitate better coordination and mutual benefits.
- **Study the Long-term Effects of Sales Promotion on Customer Loyalty:** Having observed that a significant portion of the respondents noted that sales promotion positively affects their customer loyalty, a longitudinal study could be

conducted to examine the sustainability of this effect over time. Researchers could investigate whether repeat customers continue to patronize trade fair participants beyond the immediate event.

- **Analyze the Influence of Socioeconomic Factors:** Research can be conducted to understand how socioeconomic factors such as income, education level, and demographics influence the impact of sales promotion on sales volume during trade fairs. This would provide valuable insights into the varying needs and preferences of different market segments.
- **Evaluate the Role of Technology in Sales Promotion:** Given the evolving landscape of technology and its impact on marketing, it would be worthwhile to investigate how technology-based sales promotion tools (e.g., mobile apps, social media campaigns) affect sales volume during trade fairs. This could also explore the integration of digital and offline strategies.
- **Examine the Role of Trade Fair Organizers in Sales Promotion:** Further research could focus on the responsibilities and actions of trade fair organizers in facilitating effective sales promotion. Investigating the extent to which organizers actively support traders in their promotional efforts may shed light on ways to enhance collaboration.

If the recommendations made above are put into studies; researchers, scholars and practitioners can gain a deeper understanding of the dynamics of sales promotion during trade fairs at the University of Benin, ultimately contributing to more effective strategies and improved outcomes for both Trade Fair traders and organizers.

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APPENDIX I
RESEARCH QUESTIONNAIRE

**IMPACT OF SALES PROMOTION ON SALES VOLUME AT TRADE FAIRS IN
THE UNIVERSITY OF BENIN**

Thank you for participating in this research study. Your feedback is essential for understanding the Impact of Sales Promotion on Sales Volume at Trade Fairs in the University of Benin. Please answer the following questions to the best of your knowledge and experience. Your responses will remain confidential and will be used for research purposes only.

SECTION A: Demographic Information

Gender: Male[] Female[] Prefer not to say

Age: Under 18[] 18-24[] 25-34[] 35-44[] 45-54[]
55 and above []

Are you a student or faculty member at the University of Benin? Student []
Faculty member[] Neither[]

SECTION B: Sales Volume and Trade Fair Experience

Please rate the following statements based on how frequently or how well they align with your experience at Trade Fairs in University of Benin. Use the scale below:

S/N	Research question	Strongly Agree	Agree	Strongly Disagree	Disagree	Undecided
1	Sales promotion strategies influence my sales volume during trade fairs at the University of Benin					
2	Sales promotion plays a significant role in attracting customers to my brand during trade fairs at the University of Benin					

3	Sales promotion is effective in helping me generate repeat customers at trade fairs in the University of Benin					
4	Sales promotion impacts my brand awareness during trade fairs at the University of Benin					
5	Sales promotion have a positive impact on my sales volume during trade fairs at the University of Benin					
6	I am satisfied with the current types of sales promotion that I am using during trade fairs at the University of Benin					
7	Sales promotion strategies are aligned with the preferences of my customers during trade fairs at the University of Benin					
8	Trade fair organizers effectively communicate their sales promotion offers to me as a Trade Fair Traders					
9	I am satisfied with the impact of sales promotion on my brand's visibility during trade fairs at the University of Benin					
10	I think sales promotion contributes to the overall					

	success of my sales during trade fairs at the University of Benin					
11	I feel there is room for improvement in the design and execution of sales promotion strategies during trade fairs at the University of Benin					
12	Sales promotion influences my decision to participate in trade fairs at the University of Benin					
13	I have observed that sales promotion activities during trade fairs affect my customer loyalty positively					
14	Sales promotion impacts the competitiveness of my products or services during trade fairs at the University of Benin					
15	Sales promotion should be tailored differently for various types of products or services during trade fairs					
16	I am satisfied with the return on investment (ROI) from my sales promotion efforts during trade fairs at the University of Benin					
17	Sales promotion contributes to the overall economic impact of trade					

	fairs on the University of Benin and its local community					
18	Trade fair organizers effectively collect and analyze data to assess the impact of sales promotion on the event's success					
19	Sales promotion influences the decision-making process of potential customers during trade fairs at the University of Benin					
20	There is need for more collaboration and communication between trade fair organizers and the traders regarding sales promotion strategies					

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE. YOUR INPUT IS GREATLY APPRECIATED

APPENDIX II

Frequency Table

Sales promotion strategies influence my sales volume during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	18.6	26.7	26.7
	Agree	13	30.2	43.3	70.0
	Strongly Disagree	7	16.3	23.3	93.3
	Disagree	2	4.7	6.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion plays a significant role in attracting customers to my brand during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	25.6	36.7	36.7
	Agree	11	25.6	36.7	73.3
	Strongly Disagree	5	11.6	16.7	90.0

	Disagree	2	4.7	6.7	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion is effective in helping me generate repeat customers at trade fairs in the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	25.6	36.7	36.7
	Agree	10	23.3	33.3	70.0
	Strongly Disagree	5	11.6	16.7	86.7
	Disagree	3	7.0	10.0	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion impacts my brand awareness during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	23.3	33.3	33.3
	Agree	9	20.9	30.0	63.3
	Strongly Disagree	7	16.3	23.3	86.7
	Disagree	3	7.0	10.0	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion have a positive impact on my sales volume during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	11.6	16.7	16.7
	Agree	12	27.9	40.0	56.7
	Strongly Disagree	7	16.3	23.3	80.0
	Disagree	5	11.6	16.7	96.7

	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

**I am satisfied with the current types of sales promotion that I am using during trade fairs
at the University of Benin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	7	16.3	23.3	23.3
	Agree	11	25.6	36.7	60.0
	Strongly Disagree	7	16.3	23.3	83.3
	Disagree	3	7.0	10.0	93.3
	Undecided	2	4.7	6.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion strategies are aligned with the preferences of my customers during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	23.3	33.3	33.3
	Agree	11	25.6	36.7	70.0
	Strongly Disagree	6	14.0	20.0	90.0
	Disagree	2	4.7	6.7	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Trade fair organizers effectively communicate their sales promotion offers to me as a Trade Fair Traders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	20.9	30.0	30.0
	Agree	10	23.3	33.3	63.3
	Strongly Disagree	6	14.0	20.0	83.3

	Disagree	3	7.0	10.0	93.3
	Undecided	2	4.7	6.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

I am satisfied with the impact of sales promotion on my brand's visibility during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	18.6	26.7	26.7
	Agree	11	25.6	36.7	63.3
	Strongly Disagree	6	14.0	20.0	83.3
	Disagree	5	11.6	16.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

I think sales promotion contributes to the overall success of my sales during trade fairs at the University of Benin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	25.6	36.7	36.7
	Agree	12	27.9	40.0	76.7
	Strongly Disagree	5	11.6	16.7	93.3
	Disagree	1	2.3	3.3	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

I feel there is room for improvement in the design and execution of sales promotion strategies during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	23.3	33.3	33.3
	Agree	12	27.9	40.0	73.3
	Strongly Disagree	5	11.6	16.7	90.0

	Disagree	2	4.7	6.7	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion influences my decision to participate in trade fairs at the University of Benin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	12	27.9	40.0	40.0
	Agree	9	20.9	30.0	70.0
	Strongly Disagree	5	11.6	16.7	86.7
	Disagree	3	7.0	10.0	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

I have observed that sales promotion activities during trade fairs affect my customer loyalty positively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	11.6	16.7	16.7
	Agree	12	27.9	40.0	56.7
	Strongly Disagree	7	16.3	23.3	80.0
	Disagree	4	9.3	13.3	93.3
	Undecided	2	4.7	6.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion impacts the competitiveness of my products or services during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	12	27.9	40.0	40.0
	Agree	11	25.6	36.7	76.7
	Strongly Disagree	4	9.3	13.3	90.0

	Disagree	2	4.7	6.7	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion should be tailored differently for various types of products or services during trade fairs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	20.9	30.0	30.0
	Agree	13	30.2	43.3	73.3
	Strongly Disagree	6	14.0	20.0	93.3
	Disagree	1	2.3	3.3	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

I am satisfied with the return on investment (ROI) from my sales promotion efforts during trade fairs at the University of Benin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	25.6	36.7	36.7
	Agree	13	30.2	43.3	80.0
	Strongly Disagree	5	11.6	16.7	96.7
	Disagree	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion contributes to the overall economic impact of trade fairs on the University of Benin and its local community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	18.6	26.7	26.7
	Agree	13	30.2	43.3	70.0
	Strongly Disagree	5	11.6	16.7	86.7
	Disagree	2	4.7	6.7	93.3
	Undecided	1	2.3	3.3	96.7

	32	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Trade fair organizers effectively collect and analyze data to assess the impact of sales promotion on the event's success?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	2.3	3.3	3.3
	Agree	3	7.0	10.0	13.3
	Strongly Disagree	6	14.0	20.0	33.3
	Disagree	9	20.9	30.0	63.3
	Undecided	11	25.6	36.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

Sales promotion influences the decision-making process of potential customers during trade fairs at the University of Benin?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	18.6	26.7	26.7
	Agree	12	27.9	40.0	66.7
	Strongly Disagree	7	16.3	23.3	90.0
	Disagree	2	4.7	6.7	96.7
	Undecided	1	2.3	3.3	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		

There is need for more collaboration and communication between trade fair organizers we the traders regarding sales promotion strategies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	20.9	30.0	30.0

	Agree	10	23.3	33.3	63.3
	Strongly Disagree	6	14.0	20.0	83.3
	Disagree	3	7.0	10.0	93.3
	Undecided	2	4.7	6.7	100.0
	Total	30	69.8	100.0	
Missing	System	13	30.2		
Total		43	100.0		