

**DISCOUNT AND PROMOTION AND SALES OF FOOD PRODUCTS**



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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF BUSINESS  
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BACHELOR OF SCIENCE (B.Sc) IN BUSINESS ADMINISTRATION IN  
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**NOVEMBER, 2025**

## **DECLARATION**

I, **EROMHONMHENE PEACE**, do hereby declare that this project has been written by me and that it is entirely my own work and composition. The work has not been submitted in candidature for any degree and is not concurrently being submitted for any other degree, to the best of my knowledge. All sources of information collected and materials used have been duly acknowledged by means of reference.

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**EROMHONMHENE PEACE**  
**Researcher**

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**Date**

## CERTIFICATION

This is to certify that the research was carried out by **EROMHONMHENE PEACE** matriculation number **MGS2104814** the Department of Business Administration and that the work is adequate in scope and qualify for the requirements for the award of B.Sc. Honours in Business Administration

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## **DEDICATION**

I dedicate this project to God Almighty, my creator and helper, also to my Dad, late Mr. Thomas Eromhonmhene and my strongest woman, Mrs. Patience Eromhonmhene.

## ACKNOWLEDGEMENTS

First and foremost, I would want to appreciate God for his love, mercy, grace, help, guild, protection, and provision through this phase. He's been my greatest help at all times, and I'm eternally grateful.

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To the PHOS supreme parliament of NUAMBS. Thank you for the privilege to serve as the speaker of NUAMBS. And to my distinguished honourable parliamentarians, Keep shining.

To my leaders, Hon. Wisdon Bazuaye (one time chairman, NUAMBS), Rt. Hon. Harrison Imoleh (one time speaker of NUAMBS), Rt. Hon. AIGBE Daniel (my predecessor), Rt. Hon. AIGBE Goodluck (Speaker, MASSA 2024/2025 and my mentor), Comrade Owens Blessing (one time chairman, NUAMBS) Rt. Hon. Miriam Oreoluwa Olusola (two time Clerk, NUAMBS), Rt. hon. Assurance Ugheighele (one time deputy speaker, NUAMBS), Comrade Eugene Ehigiamusoe (my chairman) and all leaders in NUAMBS, thank you

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## ABSTRACT

*This study investigates the effect of discounts and promotional strategies on the sales performance of food products within Benin City, Edo State. The main objective is to evaluate how price-related incentives and marketing promotions influence sales outcomes in the food industry. Specifically, the research analyzes the effect of discounts on sales volume, examines the impact of promotional strategies on consumer purchasing behaviour, identifies the most effective promotional types for boosting sales, explores the relationship between discount rates and sales revenue, and develops a framework for optimizing discount and promotion strategies. The scope of the study covers selected supermarkets, grocery stores, and retail outlets engaged in the sale of both perishable and non-perishable food items over a five-year period. The population comprises employees of food product businesses within Egor Local Government Area, Edo State, with a sample size of 100 respondents randomly selected from five key enterprises: Mat-Ice Fast-Food, Domino's Pizza/Cold Stone Eatery, Nadia Bakery, Z-Zone Foods, and Chicken Republic Eatery. Primary data were collected through structured questionnaires and analyzed using descriptive statistics such as frequency distributions, averages, modes, ranges, and percentages, based on a Likert scale anchored from "strongly agree" to "strongly disagree." The findings reveal that discount and promotional strategies are indispensable tools for driving sales growth and customer retention in the food industry. Nevertheless, their effectiveness depends on strategic planning, continuous market research, and maintaining a balance between short-term sales incentives and long-term profitability. The study concludes that food businesses that adopt data-driven and customer-focused discount and promotion strategies are more likely to achieve sustainable growth, enhanced brand loyalty, and stable revenue performance.*

**Keywords:** Discounts, Promotional Strategies, Sales Performance, Consumer Behaviour, Food Industry, Benin City, Edo State.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

**Business environment has become complex and ever-competitive than before given that consumers have become more demanding and sophisticated in everyday life (Dwamena-Agyei, 2020). The quest for organizations in search of effective strategic marketing tool to attract these consumers to their products has been on ascendency (Amoako-Kwakye, 2021). One of such strategic marketing tools employed by organizations is the use of consumer sales promotion. Defined as a form of direct advertising designed to stimulate sales mainly by the use of incentives (Gedenk & Neslin, 2020), sales promotion includes a wide variety of tools such as: samples, coupons, rebates, price pack, premiums, contests, patronage awards, advertising specialties and point-of purchase promotions, trade promotion tools buying allowance, free goods, merchandise allowance, push money, dealer sales contest, bonuses, contest, sales rallies (Mela, George & Lehmann, 2017) which are used to influence a purchase in a short-term (Acquaye, 2021 ). In today's highly competitive business environment, companies are constantly seeking effective strategies to attract customers, increase sales, and sustain market growth. Among the various marketing techniques used to achieve these objectives, discounts and promotional strategies**

have become vital tools for influencing consumer purchasing decisions and boosting sales performance, particularly in the food industry. The food sector is one of the most dynamic segments of the economy, where demand is often influenced not only by product quality and brand reputation but also by pricing strategies and promotional offers (Pembi, 2017).

A discount is a reduction from the original selling price of a product, designed to encourage immediate purchase and reward customer loyalty. It can take several forms, such as price reductions, coupons, seasonal sales, or bulk purchase incentives. On the other hand, promotion encompasses a wide range of marketing activities including advertising, free samples, in-store displays, and loyalty programs intended to create awareness, stimulate demand, and differentiate a product from competitors. Together, discounts and promotions serve as persuasive mechanisms that influence consumers' perceptions of value and urgency, thereby driving sales and market share (**Gabler, & Reynolds, 2013**). In the food industry, the use of discounts and promotions has become increasingly common due to intense competition, the perishability of products, and the need to respond quickly to changing consumer preferences. Retailers and food manufacturers frequently adopt promotional campaigns such as "buy-one-get-one-free," special price offers, or loyalty rewards to attract customers and clear stock before expiration. Such marketing efforts are aimed at stimulating both short-term sales and long-term customer engagement. However, while these strategies often lead to increased sales volume, they may also reduce profit margins if not properly managed.

Therefore, understanding the balance between effective promotion and profitability is critical for sustainable business growth (**Vigna, & Mainardes, 2019**).

Consumer behaviour also plays a key role in the success of discount and promotional strategies. Studies have shown that customers are more likely to purchase food items when they perceive they are receiving a good deal or added value for their money. Discounts can trigger impulse buying, while promotional activities can build brand recognition and customer loyalty. Nonetheless, the long-term impact of these marketing tools on sales performance remains a subject of debate. Some scholars argue that frequent discounting can diminish brand value and create price-sensitive customers, while others believe it is an essential strategy for retaining competitiveness in fast-moving consumer goods markets (Orji, Oyenuga & Ahungwa, 2020). In the Nigerian context, the retail food market has witnessed significant growth, accompanied by aggressive use of discounts and promotional campaigns by supermarkets, grocery stores, and food distributors. Despite these efforts, many businesses still struggle to determine which types of promotions are most effective in increasing sales and maximizing revenue. This calls for an in-depth investigation into how different discount rates and promotional methods influence consumer purchasing behavior and overall sales performance in the food sector (Orji, et al., 2020). Consequently, literature on consumer sales promotion has shown to have a significant impact on consumers' purchase behaviour (Rizwan, **Irshad, Ali, Nadir, and Ejaz, 2018**). **Price discounts, coupons and extra product packs**

**seem to have influenced consumers positively in their purchase of goods and service (Lichtenstein, Netemeyer, & Burton, 2020)**

## **1.2 Statement of the Research Problem**

In the highly competitive food products market, companies frequently rely on discounts and promotional activities to drive sales. However, despite widespread use of these strategies, many retailers and manufacturers struggle to understand their *true* impact on both sales volume and revenue. For example, research shows that “discounts in the form of price reductions can increase the attractiveness of a product motivate consumers to buy the product compared to products with normal prices.” (Ali & Widayati, 2025). At the same time, another study found that “for all food and drink categories analysed, purchases are made more frequently and at higher volumes when goods are being price-promoted” yet this mass promotion may carry hidden costs in terms of margin erosion and unsustainable consumer behaviour (Mhurchu, Blakely, Jiang, Eyles & Rodgers 2010). Also, the effectiveness of these efforts remains inconsistent and poses significant challenges. As identified by Sughiyat and Islamiatiningsih (2023), “price discounts have a significant influence on unplanned purchases”, yet such buying often leads to stockpiling or waste rather than sustainable sales growth.

In practice, food businesses often apply discount rates, coupons, multi-buy offers, and other promotional techniques in a rather ad-hoc manner without a clear framework guiding which types of promotions truly maximise sales volume *and* revenue, or how to optimise discount

levels for profitability. For example, in Malaysia it was found that “monetary promotions in food and beverage products have positive influences on customers’ decision making; non-monetary promotions have positive influences on customers’ decision making.” (Nizam, Arshad & Supaat, (2018) Yet, what remains unclear is the relationship between discount rates and revenue outcomes in food products, and which promotional strategies offer the best trade-off between short-term sales uplift and long-term profitability. On the other hand, while price discounts may increase volume, concerns remain about profitability and the long-term brand implications. For example, a randomized trial revealed that a 12.5% price decrease led to an approximate 10–11% increase in healthier food purchases, yet the effect diminished over time and was focused on healthier items, leaving gaps for many food firms: “price discounts had a significant effect ... individuals ... buying an average of 0.79 kg/week more healthier products than those not randomly assigned to receive discounts” (Waterlander, Steenhuis, de Boer, Schuit, & Seidell, 2012).

In the context of food product retailing, especially in regions such as Nigeria, there is a dearth of empirical evidence on how specific discount rates and promotional strategies affect distinct outcomes such as sales volume, revenue, consumer behaviour and brand health. The problem is further compounded by the perishability of many food products, which can intensify promotional misuse, stock pressure, and margin erosion. For example, one study found that multi-unit offers lead to higher purchase quantities but also increased household waste: “in-store offers ... lead to over-purchasing ... these additional items are subsequently less likely

to be consumed, leading to an increase in household food waste” (Anetoh, Nnabuko, Okolo, & Anetoh, 2020; **Kadiri, 2024**). Therefore, the central research problem this study addresses is: Despite the widespread use of discounts and promotions in the food products industry, there is insufficient empirical evidence and strategic guidance on how discount rates and promotional strategies affect both sales volume and revenue, and which combinations are “most effective” for food products in a specific local context. This gap hampers managers’ ability to optimise promotional investments and may limit the sustainability of sales growth.

### **1.3 Research Questions**

1. What is the effect of price discount offers on the sales volume of food products?
2. How do promotional strategies influence consumer purchasing behaviour toward food products?
3. Which promotional techniques are most effective in increasing the sales of food products?
4. What is the relationship between discount rates and overall sales revenue in the food industry?
5. How can discount and promotional activities be optimized to enhance the sales performance of food products?

### **1.4 Research Objectives**

The main Objective of this study is to investigate the effect of discounts and promotional strategies on the sales performance of food products. The specific objectives are to;

1. Analyze the effect of discounts on sales volume of food products.
2. Investigate the impact of promotional strategies on consumer purchasing behaviour.
3. Identify the most effective types of promotions for increasing sales of food products.
4. Examine the relationship between discount rates and sales revenue.
5. Develop a framework for optimizing discount and promotion strategies for food products.

### **1.5 Research Hypotheses**

The following hypotheses will be state in null form as below;

**H<sub>01</sub>** Discounts have no significant effect on the sales volume of food products.

**H<sub>02</sub>** Promotional strategies do not significantly influence consumer purchasing behaviour toward food products.

**H<sub>03</sub>** There is no significant difference among various promotional techniques in increasing the sales of food products.

**H<sub>04</sub>** There is no significant relationship between discount rates and overall sales revenue in the food industry.

**H<sub>05</sub>** Optimizing discount and promotional activities does not significantly enhance the sales performance of food products.

### **1.6 Scope of the Study**

This study focuses on examining the effect of discounts and promotional strategies on the sales performance of food products. Specifically, it analyses how various discount rates and promotional activities influence sales volume, consumer purchasing behaviour, and overall sales revenue. The research also seeks to identify the most effective promotional techniques and develop a framework for optimizing discount and promotion strategies within the food industry. The study will be limited to selected food product businesses such as supermarkets, grocery stores, and retail outlets within, Benin City, Edo State. Both manufacturers and retailers involved in the sale of packaged and perishable food items will be included to ensure a broad understanding of how price reductions and marketing promotions impact consumer decisions and business profitability. The study will cover a specific period of the last five years to assess recent trends and the effectiveness of discount and promotion strategies in driving sales performance. Data will be obtained from both primary sources and secondary sources. While the study provides valuable insights into the relationship between discount, promotion, and sales, it will not extend to non-food product industries or other marketing mix elements such as distribution and product design. Its primary focus remains on the role of price-related incentives and promotional strategies in influencing sales outcomes for food products.

## **1.7 Significance of the Study**

This study is significant because it provides valuable insights into how discount and promotional strategies influence the sales performance of food products. In today's competitive market, understanding the right balance between price reduction and promotional efforts is essential for sustaining profitability and customer loyalty. The findings of this research will therefore benefit several stakeholders in the food industry and related sectors.

1. The study will help food retailers, supermarket managers, and distributors understand how discounts and various promotional tools can be effectively used to boost sales volume and attract more customers. It will provide guidance on designing promotional campaigns that not only increase short-term sales but also enhance long-term customer relationships.
2. Manufacturers and marketing managers will gain insights into which promotional strategies yield the highest return on investment. The study will help them develop evidence-based marketing plans that align with consumer preferences and market trends, thereby improving overall brand competitiveness.
3. Consumers will benefit indirectly as companies use the findings to design more customer-centered promotions and discounts. This may result in fairer pricing, better product value, and improved access to affordable food products.
4. The research will provide useful data for developing policies or guidelines that ensure ethical and sustainable promotional practices in the food industry. Regulators can use the findings to monitor marketing standards and consumer protection in pricing strategies.

5. The study will contribute to existing literature on marketing and consumer behaviour by providing empirical evidence on the relationship between discounts, promotions, and sales performance in the food industry. It will also serve as a reference material for future researchers interested in marketing, pricing strategies, or retail management.
6. By identifying effective discount and promotional approaches, the study can help businesses improve their profitability, create employment opportunities, and contribute to overall economic growth through increased market activities.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This section will be discussing the concepts of discounts and promotions in relation to the sales of food products. It is expected that at the end of this chapter, the reader will have a clear understanding of how various forms of discounts and promotional strategies influence consumer purchasing behaviour, sales volume, and revenue generation in the food industry. The study will also explore the types of promotional techniques commonly used by food businesses, their effectiveness in attracting customers, and the extent to which discount rates impact overall sales performance. Furthermore, this section will provide insight into the theoretical foundations that explain why consumers respond to price reductions and promotional offers, as well as how businesses can strategically use these tools to optimize sales outcomes. Using selected food product businesses in Benin City as a case study, this research aims to deepen understanding of how discount and promotion practices contribute to improving market performance and profitability in Nigeria's competitive food sector.

#### 2.2 Conceptual Review

##### 2.2.1 Discount

**Discount is a very important factor to influence and attract the consumers' consideration and intentions to purchase a product. Discounted price means not only the**

reduced price, it also means to get the same services by differentiating price for the same product; it is a deduction of specific money from the total price for the short time period to enhance the sales and profits of the consumers. Price discount has a great influence on the high price products, and affects the consumers, and increases the value of the products (Chen, Marmorstein, Tsiros, & Rao, 2021). Research has proven that price has significant effects on the consumers' purchase intention (Jiang & Rosenbloom, 2020; Tarkiainen & Sundqvist, 2018). Moreover, price discount promotion enhances the product's value by attracting the consumers by offering discounted price (Lichtenstein et al., 2020). Furthermore, price discount influences the consumers' purchase intentions, and it also affects buying quantity, that is, if the price discount is offered on the same product, the customers buy more of that product. Price discount has a significant positive effect on the consumers' purchase intention (Rizwan et al., 2020).

Discount can be used to persuade current consumers to switch brands in favor of a new one or to lure new customers who have never used the product to use it. Additionally, it may have an impact on the brands, volumes, and consumption rates of consumers. Customers may purchase more goods when there are discounts since they have more money to spend. Sales have increased because of increased product perceived value and the cost savings that result from lower product costs. Additionally, because the specials are only available for a short time, customers are under pressure to buy the products immediately (Kotler, 2018). People's shopping habits may be significantly impacted by discounts since they serve as an incentive to frequent the business (Gabler & Reynolds,

2013). the purpose of discounting as a promotional tactic is to raise product awareness, keep existing customers happy, and increase overall sales volume (Dibb, Simkin, Pride, & Ferrell, 2005). Businesses that provide products with identical attributes will utilize price reduction as a competitive strategy. A customer's inclination to buy is quickly piqued by a price cut. the original price and the discounted price are often shown side by side so that buyers can easily see the difference. customers are able to save money while still getting the things they want, which is a win-win for both the company offering the discount and the client (Bocken, De Pauw, Bakker, & Van Der grinten, 2016).

### 2.2.2 Sales Promotion

According to Wade, Williams, & Bradley, (2019), promotion is a process by which businesses interact with their target audiences to inform, direct, remind, update, persuade, and encourage consumers to adopt, buy, and consume their offerings. This is done by implementing creative campaigns using personal selling, direct marketing, advertising, sales promotion, public relations, and word of mouth communication. The use of promotion as a marketing tool helps suppliers and buyers communicate with one another. By doing this, the vendor seeks to persuade and influence customers to purchase their goods or services. It helps to inform people about the good, the service, or the business. The word "sales promotion" refers to "short-term incentives that are offered to the ultimate customers to encourage them to make an immediate purchase of the product or service." Sales promotion is described as "those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer

**purchasing and other dealer effectiveness measures, such as displays, shows, expositions, demonstrations, and various other nonroutine” ongoing sales efforts not in routine.**

**The term “sales promotion” may also refer to all marketing and promotional efforts that, aside from advertising, personal selling, and publicity, aim to entice and persuade consumers to make purchases using incentives including discounts, rebates, displays, and demonstrations Ahmed. (2021). Sales promotions involve tactics that can have an effect on consumer purchasing behavior, linking directly to the sales volume of organizations (Alnazer, 2013; Vitor, Ayimey & Gayibor, 2013). Its use proposes an exchange with benefits, which may influence the purchase and impact sales (Yusuf, 2010). Because of its importance, marketing studies have raised questions about its role in the context of communication and its ability to drive short-term sales, encouraging consumers to purchase a product or service (Pagiavlas & Francisco, 2013).**

### **2.2.3 Sale Promotional Strategies**

There are two types of sales promotions depending on who they target: trade sales promotions and consumer sales promotions and (Srinivasan & Anderson, 2018).

**Trade Promotion:** Blate & Love (2017) define trade promotion as “special incentives offered by manufacturers to their distribution channel members”. According to Nwielaghi (2020), “it is an aspect of sales promotion which creates incentives for channel members to share with consumers and create sales for manufacturer’s merchandise. Nwielaghi (2020) also call it ‘Dealer’ or ‘trade promotion ’or ‘push strategy’ Push implies a forward thrust of effort

whereby a manufacturer directs personal selling, trade advertising, and trade-oriented sales promotion to wholesalers and retailers (Nwielaghi, 2020). The essence is to encourage these channel members to stock the product, provide strategic shelf space for it and encourage consumers to buy from their outlets. For purposes of this work these incentives include, trade contest, trade fair and trade allowance.

**Consumer Sales Promotion:** In business-to-consumer marketing, sales promotion is mostly called consumer promotion. Consumers are introduced to several brands to select from or reject for personal or family consumptions (Priem, 2017). Consumers often need to be introduced to buy now rather than later, to buy a particular product rather than a competitor's and to buy more than less (Priem, 2017). At this level of sales promotion, the focus is on the final consumer with the aim of encouraging product trial through the introduction of a new product (Adebisi & Babatunde, 2018). Consumer sales promotion tends to create awareness of the existence of the product under promotion (Adebisi & Babatunde, 2018). It reinforces advertisement efforts as a contribution to integrated marketing communication strategies (Chandon et al., 2020).

**Consumer Sales Promotion Methods:** Consumer sales promotion methods are the promotional activities carried out by organizations to attract consumers to their products. Some of the methods listed out by Chandon et al. (2020) include: coupons, price discounts, extra pack (buy-one-get-one-free), free sample and contests and sweepstakes. However, the study expatiated on only four of the methods: price discounts, extra pack (buy-one-get-one-free), coupons and contests and sweepstakes.

**Coupons:** Coupons are the legal certificates by manufacturers that offer customers discount when buying a specified products (Schultz et al., 2017). They can be mailed or emailed (direct mail), given with newspapers, magazines or with another product. According to Kotler et al. (2016), coupons are very popular in restaurant and bar industry.

**Price Discounts:** Fill (2016) indicates that price discount is the easiest method of reducing the price of the product that the percentage of the price discounted appears on the package of *the product*. According to Raghurir & Corfman (2019), price discount on a giving product creates an encouragement for the customer to purchase. Some studies have proven that price discount method plays a significant role in stimulating consumers to try the product offered (Alford & Biswas, 2022; Biswas, Pullig, Yagci & Dean, 2018).

**Extra Pack (buy one get one free):** According to Sinha & Smith (2019), buy one get one free is one of the most commonly used consumer sales promotion to induce a purchase in the sense that if the consumer purchases a product, the consumer has a free product; by utilizing this procedure, the consumer is easily pulled into purchasing a product with the fact that there is no extra cost.

**Sweepstakes:** Different forms of competitions such as contests, sweepstakes, prize draws, are offered to attract consumers to win a prize without having to spend extra money (Xu & Huang, 2018). These kinds of competitions create an excitement amongst consumers. A sweepstake is a sales promotion technique where customers are required to submit

**their names and emails in a drawing in which they have the chance to win cash, trips or a product or service (Xu & Huang, 2018).**

**Consumer Buying Behaviour: Consumer behavior involves making a purchase decision based on available resources, i.e., effort, money, and time (Chiang et al., 2019). Furthermore, Tsao et al. (2019) proposed a holistic view of consumer buying behavior. Consumer behaviors are those activities and processes in which individuals choose and utilize ideas, products, services, and experiences. Li, Dahana, W. D., Ye, Q., Peng, L., & Zhou, 2021) stated that consumer behavior analysis is another tool to examine the complexity of marketing operations. Meanwhile, Sumi & Kabir (2018) demonstrated that today's consumers are kept in the dark about when and what they desire, all of which results in interactive advertising. Consumer behavior is a mixture of consuming and purchasing products and services (Sundararaj & Rejeesh, 2021)**

#### **2.2.4 Sale of Food Production**

Food production sales refers to the strategic framework and business processes involved in moving food products from production facilities to end consumers while generating revenue and ensuring profitability (WowEssays, 2019). In the food industry, sales are defined as exchanges of products and services for value, representing the fundamental economic transaction that sustains food businesses. This concept encompasses the entire journey from raw material sourcing through processing, distribution, and ultimately to the point of consumption. The food supply chain provides the essential infrastructure for food production

sales, as it refers to all the processes that food undergoes from production to consumption (Gill 2025). This interconnected network moves food from production to consumption while aiming for efficiency, safety, and profitability. Understanding this chain is crucial for developing effective sales strategies that maximize value at each stage (Brown, 2006).

Sales in the context of food products refers to the transaction in which food items are exchanged for monetary value, signifying the successful conversion of product offerings into revenue. According to Singaravelu and Durai (2013) source, in the food and beverage industry, “sales can be defined as the revenue resulting from the exchange of products and services for a value.” While this is a broad definition, when applied specifically to food products the concept of sales incorporates several distinctive features:

**Non-durability and perishability:** Food products are often perishable and may have short shelf-lives, requiring prompt sale, distribution, and consumption. This places added pressure on sales operations to manage timing, supply chain efficiency, inventory turnover, and spoilage.

**High turnover, frequent purchase behaviour:** Many food items fall into the category of fast-moving consumer goods (FMCG). These are goods that “are sold quickly and at a relatively low cost” and are consumed on a recurring basis. As such, sales strategy must account for volume, frequency, and repeat purchase dynamics rather than one-off large purchases.

**Distribution complexity and channel choice:** For a food product to be sold effectively, it must be made available at the right place, at the right time, and at the right condition. Effective sales of food products thus rely heavily on distribution strategy e.g., decisions about whether to sell direct to consumer, via wholesalers, retailers, or other intermediaries. As one commentary states: “distribution (also known as the place variable in the marketing mix ... involves getting the product from the manufacturer to the ultimate consumer.”

**Consumer decision-making influenced by packaging, branding and promotions:** In the food market, the mere availability of a product is insufficient; how a product is presented, labelled, priced, displayed, and promoted influences the consumer’s decision to purchase. For example, refer to marketing commentary that emphasises how packaging size, container, labeling, and price all impact how a food processor sells its item.

**Price versus value trade-off:** Because food products often compete on price and are subject to strong price-sensitive buyer behaviour, the sales concept must accommodate the interaction between cost, margin, promotional discounts and volume. As noted, pricing is “the most important of these variables” for food processors and directly impacts sales.

## **2.3 Theoretical Review**

### **2.3.1 Behavioral Learning Theory**

The Behavioral Learning Theory, developed by B.F. Skinner, posits that human behaviour is shaped through learning processes influenced by reinforcement and stimuli (Skinner, 1953). In the context of marketing, this theory explains how consumers' responses to promotions and discounts are learned behaviours resulting from repeated exposure to incentives. When a customer receives a reward, such as a discount or a promotional offer, the positive experience reinforces their likelihood of repurchasing the product in the future. According to Chandon, Wansink, and Laurent (2000), sales promotions serve as stimuli that can modify consumer purchasing habits by providing immediate and tangible rewards. Thus, the application of discounts and promotions in food sales encourages trial purchases, brand switching, and repeat buying behaviour, ultimately increasing sales volume.

### **2.3.2 Expectancy-Value Theory**

The Expectancy-Value Theory, proposed by Fishbein and Ajzen (1975), suggests that an individual's attitude towards a product is determined by their belief about the product and the value they attach to it. In marketing terms, consumers evaluate promotional offers and discounts based on the perceived benefits and the expected satisfaction they will derive from the purchase. When consumers believe that a discount represents genuine value for money, their purchasing intention strengthens, leading to increased sales. Hence, this theory explains why consumers respond differently to varying discount rates and promotional messages those

who perceive higher value are more likely to purchase. This theory is relevant to this study because it links consumer perception, attitude formation, and purchasing decisions to marketing stimuli such as promotions and price reductions.

### **2.3.3 Push-Pull Promotional Theory**

The Push-Pull Promotional Theory explains how marketing efforts are directed both toward intermediaries (push strategy) and end consumers (pull strategy). The **push strategy** focuses on motivating wholesalers and retailers to stock and sell products through trade promotions, while the **pull strategy** creates demand among consumers through advertising, discounts, and consumer promotions (Belch & Belch, 2009). In the case of food products, manufacturers and retailers often combine both strategies to ensure wide product availability and stimulate consumer demand. For example, retailers may receive trade discounts to push the product to market, while consumers are attracted with price reductions and special offers that pull demand upward. This dual mechanism ensures higher sales volume and improved market penetration.

### **2.4 Empirical Review**

Sa'id, Kassim, Gawuna & Sani, (2025) determined the influence of sales promotion techniques on the performance of beverage companies in Nigeria. The newness of this research lies in determining different sales promotion techniques such as discounts and coupons on company performance. The researcher distributed 200 questionnaires to the

company managers. A total of 192 questionnaires were returned out of the 192 collected 17 questionnaires were rejected due to incompleteness. Therefore, 175 questionnaires were put in for data analysis using PLS.SEM. The results show that sales promotions, coupons, and discounts have a significant effect on the performance of beverage companies. The research implication recommended that managers should implement various sales promotion techniques to achieve higher performance.

Ali1 and Widayati (2025) aimed to understand how price sensitivity and limited purchasing power of students affect their purchasing decisions, and how service quality can play a role in increasing customer satisfaction and loyalty. This study is a quantitative study using a causal-comparative approach. This sampling is done using a purposive sampling technique. The researcher aims to collect data from 189 respondents with different backgrounds and characteristics. This research method uses IBM SPSS Statistics 26 software. The first hypothesis in this study is accepted because there is a positive influence between discounts on purchasing decisions. The second hypothesis can also be accepted because there is a positive influence between service quality on purchasing decisions. Price reductions in the form of discounts can increase the attractiveness of a product, make it more affordable, and motivate consumers to buy the product compared to products with normal prices. Quality service can increase customer satisfaction, which ultimately encourages consumers to make purchases. Consumers tend to prefer companies that provide a satisfying service experience because they feel appreciated and cared for. Good service quality will also increase consumer trust in the

company, which is a key factor in making purchasing decisions. The limitations of this study were only conducted on students at Yogyakarta State University, so the results may not fully represent the general population of Grab Food users. Researchers examined discounts and service quality as independent variables. The data collected may only reflect conditions at a certain time. Respondents who are students may provide biased answers, especially if they feel that the questions in the questionnaire are too directed or less relevant.

**Sugiat and Islamiatiningsih (2023) analysed the effect of discounts on unplanned purchases at Alfamart Nangoh Pameungpeuk. This research uses quantitative methods with a descriptive approach. The population in this study were consumers of Alfamart Nangoh Pameungpeuk, with non-probability sampling technique using incidental sampling method. The number of samples used in this study were 68 respondents. Data collection was carried out through distributing questionnaires to respondents who met the criteria. Data analysis was carried out by testing the validity, reliability, and relationship between variables using simple correlation and regression techniques. The results showed that price discounts have a significant influence on unplanned purchases at Alfamart Nangoh Pameungpeuk. Consumers are more likely to make spontaneous purchases when they feel they benefit through discounts. This finding supports previous research which states that discount strategies can increase impulse buying behaviour. The implication of this study is that retail companies need to optimize discount**

**strategies by considering other supporting factors, such as visual and digital promotions, in order to increase their effectiveness in attracting consumers.**

**Ogba (2023) discovered how promotional pricing affects marketing performance at MTN in Nigeria's Enugu State. Multiple linear regressions were employed to evaluate the hypotheses, and a quantitative research approach was used. An explanatory research approach was used to investigate and explain the effect of promotional pricing on marketing performance. The probability sampling method, which selects the sample using stratified randomization, was employed in this investigation. The sample size was calculated using the RAOSOFT sample size calculator, which suggested a sample size of 297. Factor analysis was then performed to test the validity of the numerous scale items that make up the subconstruct in the model. Kaiser-Meyer-Olkin (KMO) and Cronbach's alpha were used to test the data's sufficiency, appropriateness, and robustness. The SPSS 28.0 version was used to analyse the information gathered from respondents. The findings demonstrate that promotional pricing influences customer satisfactions, brand switching, and customer loyalty among MTN consumers in Enugu State, Nigeria. The outcomes further support the model's applicability and robustness in evaluating the correlations among the variables that are important to this investigation. It is advised that MTN in Nigeria's Enugu State take customer pleasure into account as a precondition for boosting customer loyalty through special pricing. The paper ends**

**with a call for additional research to examine the model's applicability and robustness in a wide range of contexts and industries.**

**Bandyopadhyay, Sivakumaran, Patro & Kumar (2021) conducted a study entitled: Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. The convenience sampling technique was used to gather data from 25 supermarket chains in Kolkata, a city of Eastern India. The data were analysed using SEM. The study was published in the Journal of Retailing and Consumer Services. The result revealed that immediate promotions, both monetary (e.g. price-off) and non-monetary (e.g. bonus pack) led to higher urges to buy impulsively.**

**Orji, Oyenuga, and Ahungwa, (2020) examine the effects of sales promotion on the consumer buying behavior of food seasoning among Nigerian households using Nestle Nigeria Plc Maggi NAIJA POT brand as a case study. The study employed cross sectional research design and the population consists of consumers of Nestle product (Maggi seasoning) in Bwari Area Council, Abuja. The sample size is 246 determined using Topman's formula. Primary data was used through administration of questionnaire and regression analysis was used to test the relationship between the study variables. The findings revealed that most of the consumers enjoy the rebates which influence their decision before, during and after the purchase; there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja. The study concluded that that sales promotion through rebates,**

free trial and free gifts is one significant tool marketing companies should give attention to in order to influence their consumers' buying behavior, and recommended among others that providing free samples for food seasoning is a good technique to use in introducing new products to the Nigerian marketplace, also free gift should be included in the outer part of the product packaging to serve as a visual attraction to Nigerian consumers. It may also take the form of the commonly used terminology BOGOF' (Buy one get one free)

Anetoh, Nnabuko, Okolo, and Anetoh, (2020) investigate the effects of consumer sales promotion on consumer buying behaviour in the Nigerian telecommunication industry. 280 customers of the major telecommunication firms in Lagos were conveniently selected to administer questionnaire on. The SPSS version 23 was employed for data analysis. The study's findings revealed among other things that management commitment, heightened competition, rising advertising cost and the desire to increase sales volumes were the reason why telecommunications firms in Nigeria adopt consumer sales promotion. Additionally, it was also revealed that pilfering of premiums, difficulty in raising the prices of product/service once they were discounted, a great deal of experience is required to execute consumer sales promotion are the challenges found to be associated with the use of consumer sales promotion in the telecommunication industry in Nigeria. Notwithstanding these challenges, majority of these methods were found to impact consumer buying behavior significantly. On the basis of the findings,

the study, recommends that telecommunication firms should focus on using the consumer sales promotion methods such as buy-one-get-one-free and price discount as an effective marketing strategy to topple the competition and to increase sales. However, since management's commitment is vital in making the consumer sales promotion successful, the firms should get management committed to the marketing strategy. Given that the cost of advertising is on the rise, the strategy can save the firms some money. Also, since the use of consumer sales promotion is associated with some intricate challenges, the telecommunication managers should tread cautiously when considering the strategy. Management should consider people with expertise or well-vexed individuals to execute this strategy to reduce pilfering of premiums, mal-redemption and to be able to adjust price once the promotion is over.

A study carried out by Fam, Brito, Gaddekar, Richard, Jargal & Liu (2019) entitled: "Consumer attitude towards consumer sales promotion techniques: a multi-country study". reported a significantly more positive attitude towards consumer sales promotion techniques. Discounts and coupons are the two most highly ranked consumer sales promotion techniques across the sampled countries. The study adopted– a multi-country mall intercept and mail survey was conducted in Brunei, China, Hong Kong, Indonesia, Malaysia, New Zealand, Singapore and Thailand where data was gathered from 550 university students from these countries. The study was published in the *Journal of Marketing and Logistics*.

Vigna, and Mainardes, (2019) aimed to identify the types of sales promotion that affect the consumer's purchasing behavior. They conducted a survey with a sample of 235 people who reported having made food purchases due to promotional stimulus. Relationships between variables were analyzed using descriptive statistics and a multiple linear regression model. This study seeks to understand the influence of sales promotions on consumer purchasing behavior in an emerging market. Past research has explored such behavior in mature markets. They opted to broaden discussions on sales promotion by studying the effect of usual types of promotions in the Brazilian market. The results showed that discounts motivate the acceleration of purchases, stocking and experimentation. Free samples encourage consumers to try a product they do not know about. This suggests that discounts, free samples, and prize draws all influence consumer purchasing behavior, encouraging their preference for foods that are on sale and motivating the frequency of purchased foods that use these types of promotion.

Nizam, Arshad, & Supaat (2018) identified the relationship between the types of sales promotion in food and beverage products and the influences of sales promotion on customer's decision making. The population of the research is made up of 150 respondents from Kuala Lumpur. The paper used convenience sampling for the selection of the respondents. Questionnaires were distributed to the respondents for statistical analysis through social media platform. The research utilized Statistical Package for the Social Sciences (SPSS) to analyze the data collected. The research

revealed a number of findings including such as: Monetary promotions in food and beverage products have positive influences on customer's decision making; Non-monetary promotions in food and beverage products have positive influences on customer's decision making. Based on the findings, some conclusions were made most importantly to understand which sales promotion will bring more values and benefits.

Waterlander, Steenhuis, de Boer, Schuit, and Seidell, (2012) examined the effects of a 25% discount on fruits and vegetables on food purchases in a supermarket environment. A randomized controlled trial with two research conditions was conducted: a control condition with regular prices ( $n = 52$ ) and an experimental condition with a 25% discount on fruits and vegetables ( $n = 63$ ). The experiment was carried out using a three-dimensional web-based supermarket, which is a software application in the image of a real supermarket. Data were collected in 2010 in the Netherlands. Participants received a fixed budget and were asked to buy weekly household groceries at the web-based supermarket. Differences in fruit and vegetable purchases, differences in expenditures in other food categories and differences in total calories were analyzed using independent samples t-tests and multiple linear regression models accounting for potential effect modifiers and confounders. The purchased amount of fruit plus vegetables was significantly higher in the experimental condition compared to the control condition ( $\Delta 984$  g per household per week,  $p = .03$ ) after appropriate adjustments. This corresponds to a 25% difference compared to the control group. Both

groups had similar expenditures in unhealthier food categories, including desserts, soda, crisps, candy and chocolate. Furthermore, both groups purchased an equal number of food items and an equal amount of calories, indicating that participants in the discount condition did not spend the money they saved from the discounts on other foods than fruits and vegetables. A 25% discount on fruits and vegetables was effective in stimulating purchases of those products and did neither lead to higher expenditures in unhealthier food categories nor to higher total calories purchased. Future studies in real supermarkets need to confirm these findings.

Mhurchu, Blakely, Jiang, Eyles and Rodgers (2010) aimed was to evaluate the effect of price discounts and tailored nutrition education on supermarket food and nutrient purchases. A 2·2 factorial randomized controlled trial was conducted in 8 New Zealand supermarkets. A total of 1104 shoppers were randomly assigned to 1 of the following 4 interventions that were delivered over 6 mo: price discounts (12.5%) on healthier foods, tailored nutrition education, discounts plus education, or control (no intervention). The primary outcome was change in saturated fat purchased at 6 mo. Secondary outcomes were changes in other nutrients and foods purchased at 6 and 12 mo. Outcomes were assessed by using electronic scanner sales data. Results: At 6 mo, the difference in saturated fat purchased for price discounts on healthier foods compared with that purchased for no discount on healthier foods was 20.02% (95% CI: 20.40%, 0.36%; P = 0.91). The corresponding difference for tailored nutrition education compared with that

for no education was 20.09% (95% CI: 20.47%, 0.30%; P = 0.66). However, those subjects who were randomly assigned to receive price discounts bought significantly more predefined healthier foods at 6 mo (11% more; mean difference: 0.79 kg/wk; 95% CI: 0.43, 1.16; P , 0.001) and 12 mo (5% more; mean difference: 0.38 kg/wk; 95% CI: 0.01, 0.76; P = 0.045). Education had no effect on food purchases. Conclusions: Neither price discounts nor tailored nutrition education had a significant effect on nutrients purchased. However, the significant and sustained effect of discounts on food purchases suggests that pricing strategies hold promise as a means to improve population diets.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter focuses on the methodology the researcher used to fully execute and carryout the study. It also presents the description of research design, population of study and sample size, research instrument, validity of research instrument, method of data collection as well as data analysis.

#### **3.2 Research Design**

Okaja (2013) defined research design as the structuring of investigation aimed at identifying variables and their relationships. It is used for the purpose of obtaining data to enable the investigator test hypotheses or answer research questions by providing a procedural outline for conducting research. It is therefore an outline or scheme that serves as a useful guide to the researcher in his efforts to generate data for his study. For the purpose of this study, the causal research design was adopted because it seeks to examine the cause-and-effect relationship between discounts and promotional strategies and the sales performance of food products. This design is considered appropriate as it helps determine how changes in discount rates and promotional activities influence sales volume, consumer purchasing behaviour, and sales revenue. The causal design enables the researcher to identify the extent to which promotional efforts directly or indirectly affect the sales outcomes of food product businesses within the study area. Hence, this research design provides a structured framework for

analysing how discounts and promotions contribute to increased sales of food products, using selected food retail outlets in Benin City, Edo State as a case study.

### **3.3 Population of the Study**

The research population of the study comprised all employees working in food product businesses under the hospitality industry in Egor Local Government, Edo State. The total number of SMEs in Egor Local Government Area, Edo State. are around 5,000. (Field Survey, 2023) The researcher used five selected SMEs in Egor Local Government Area, Edo State. The selected SMEs are: Mat-Ice Fast-Food, Domino's Pizza/Cold Stone Eatery, Nadia Bakery, Z-zone foods and Chicken Republic Eatery.

### **3.4 Sample and Sampling Technique**

For this study, a simple random sampling method was employed to select participants. The selection was entirely random, involving the participation of 100 respondents drawn from a selection of five (5) different food product businesses within Benin City, Edo State. Specifically, 20 questionnaires were distributed to each of the five food businesses, which included supermarkets, grocery stores, and retail outlets engaged in the sale of both perishable and non-perishable food products. The reason for using the simple random sampling technique is that it ensures every individual in the target population has an equal chance of being selected. This method minimizes researcher bias and increases the representativeness of the sample, thereby improving the reliability and generalizability of the study's findings. The chosen respondents were drawn from various categories of employees, including sales

attendants, marketing officers, and store managers, to ensure a diverse range of views and experiences on how discount and promotional strategies affect the sales performance of food products.

### **3.5 Sources and Methods of Data Collection**

Primary source of data will be employed in this study and it will be obtained through a well-structured questionnaire.

### **3.6 Research Instrument**

The research instrument to be used in the study will be a questionnaire consisting of two sections. Section A and section B, section A will collect demographic data from the respondents, while section B will focus on the main subject matter of the study. The questions in section B are designed using a Likert-type scale with response options ranging from “strongly agree” to “strongly disagree”, including a neutral option.

### **3.7 Validity and Reliabilities of Research Instrument**

To ensure that the measure instrument what it intended to measure, a draft of the questionnaire was subjected to the research supervisor who scrutinized and made some valuable correction and modification. As a result of the scrutiny, modifications were made in the final draft of the instrument before it was administered. Reliability demonstrates that the study can be repeated with the same outcome. Joppe, (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study. If the results of a study can be reproduced under a similar methodology, then the

research instrument is considered to be reliable. The researcher used clear and well defined questionnaire as a method of data collection. Questions by the respondents were also clarified. This is easily applicable to another sample to; test the reliability of the results. However, subjectivity that may distort responses cannot be over ruled.

### **3.8 Administration of Research Instrument**

The process of administering the research instrument will be through a well-structured questionnaire aligned with the research objectives, selecting a suitable sample of participants, distributing the questionnaires using relevant communication channels, conveying the research's importance to participants, collecting and meticulously reviewing the responses for accuracy and completeness, organizing the collected data for analysis, conducting in-depth data analysis, summarizing the findings in a coherent manner, and adhering to ethical guidelines to protect participant confidentiality and ensure the research's credibility.

### **3.9 Methods of Data Analysis**

After an attentive analysis of different factors under the research, a vigilant analysis of the research topic will be conducted using the Likert scale method. The Likert scale are anchored by strongly agree and strongly disagree, this will be related to the aim of the research. The primary data collected through the questionnaire that will be designed for this project, will be analyzed with descriptive statistics. In this vein of this study, the researcher will compute frequency distributions, averages, modes, range and percentages. These percentages enable

draw inferences on the degree of occurrence of the variables measured within our study sample.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

The following analysis is based on the data obtained from the responses to the questionnaires administered to the selected respondents. All positive responses (that is, Strongly Agree and Agree) are considered to be in support of the questions asked and are therefore referred to as favourable responses. On the other hand, all negative responses (that is, Strongly Disagree and Disagree) indicate a lack of agreement with the statements and are generally referred to as unfavourable responses. This analysis aims to interpret the responses to determine the effect of discount and promotional strategies on the sales of food products, as well as to understand the relationship between promotional activities, consumer purchasing behaviour, and overall sales performance within the food industry. The presentation of data is followed by a detailed analysis and interpretation to provide insights relevant to the research objectives.

#### **4.2 Data Presentation and Analysis**

A total of one hundred (100) questionnaires were distributed among selected food product retailers and distributors within Benin City, Edo State. Out of these, one hundred (100) questionnaires were properly filled and returned, representing a 100% response rate. The responses obtained from the respondents were analysed to examine the effect of discounts and promotional activities on the sales of food products. The collected data were presented using

tables, which clearly illustrated the distribution of responses across various options such as Strongly Agree, Agree, Disagree, and Strongly Disagree. Each chart represents the level of agreement or disagreement of respondents toward statements related to discount offers, promotional techniques, consumer purchasing behaviour, and overall sales revenue. The visual presentation of data helped in identifying key patterns and trends, providing a clearer understanding of how discount and promotional strategies influence sales performance in the food industry. Based on the analysis, decisions were made regarding each research question, with emphasis on the extent to which discounts and promotional offers contribute to increased consumer patronage and revenue growth in the food products sector.

## Section A

**Table 4.2.1: Respondents personal data**

<b>Statements</b>	<b>Options</b>	<b>Frequency</b>	<b>% of Response</b>
<b>Sex</b>	Male	37	37%
	Female	63	63%
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Age</b>	30yrs below	52	52%
	31 – 40yrs	31	31%
	41 - 50yrs	11	11%
	50 – 60yrs	6	6%
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Marital Status</b>	Single	53	53%
	Married	33	33%
	Others	14	14%

	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Education Status</b>	Primary	32	32%
	Middle level college	38	38%
	University	30	30%
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Religion</b>	Christian	65	65%
	Muslim	18	18%
	Others	17	17%
	<b>Total</b>	<b>100</b>	<b>100%</b>

**Source:** Field survey 2025.

The table above presents the demographic characteristics of the respondents who participated in the study on “Discount and Promotion and Sales of Food Products.” The personal data were analysed based on sex, age, marital status, educational status, and religion.

**Sex:** The analysis shows that 37% of the respondents were male, while 63% were female. This indicates that females constituted the majority of respondents in this study. The higher percentage of female respondents suggests that women are more involved in food-related businesses or purchasing decisions, which aligns with general trends in the retail and food product sectors.

**Age:** The age distribution reveals that 52% of respondents were below 30 years, 31% were between 31 and 40 years, 11% were between 41 and 50 years, and 6% were between 50 and 60 years. This implies that most respondents were young adults, reflecting a youthful and

economically active population who are likely to be more responsive to discounts and promotional offers on food products.

**Marital Status:** Out of the total respondents, 53% were single, 33% were married, and 14% fell under other categories such as divorced or widowed. This shows that the majority of respondents were single individuals, which may influence purchasing behaviour as single people often make independent buying decisions and are more open to trying new promotional offers.

**Educational Status:** The educational distribution shows that 32% had primary education, 38% had middle-level (secondary or technical college) education, while 30% had university education. This indicates that most respondents were moderately educated, suggesting that they possess basic literacy skills to understand and respond to promotional advertisements and discount offers in the market.

**Religion:** The religious breakdown shows that 65% of respondents were Christians, 18% were Muslims, and 17% belonged to other religions. This implies that Christianity is the dominant religion among the respondents, reflecting the general religious composition of the area where the study was conducted.

### **4.3 Analysis of Research Questions**

#### **Section B**

**Research Question 1: What is the effect of price discount offers on the sales volume of food products?**

**Table 4.3.1: Showing the response of respondents to research question one**

S/N	Statements	SA %	A %	U %	D %	SD %	Total %
1	Price discounts are one of the most effective strategies for boosting food product sales.	43 43%	26 26%	5 5%	2 2%	24 24%	<b>100</b> <b>100%</b>
2	Offering discounts on perishable food products helps to reduce unsold stock.	39 39%	28 28%	22 22%	8 8%	3 3%	<b>100</b> <b>100%</b>
3	Sales revenue of food businesses increases during discount periods.	32 32%	17 17%	10 10%	22 22%	19 19%	<b>100</b> <b>100%</b>
4	Discount offers significantly increase the sales volume of food products.	37 37%	34 34%	6 6%	12 12%	11 11%	<b>100</b> <b>100%</b>

**Source:** Field survey 2025.

The table above presents the responses of participants regarding the effect of price discount offers on the sales volume of food products. The analysis is based on respondents' levels of agreement with four key statements related to discounts and their impact on sales.

Out of the total respondents, 43% strongly agreed and 26% agreed, making a combined 69% who believed that price discounts are an effective strategy for increasing sales. Only 2% disagreed and 24% strongly disagreed, while 5% were undecided. This indicates that a significant majority recognize price discounting as a powerful tool for boosting food product sales.

A total of 39% strongly agreed and 28% agreed, showing that 67% of respondents supported the idea that discounts on perishable items help reduce unsold inventory. Only 8% disagreed, 3% strongly disagreed, and 22% were undecided. This suggests that most respondents see discounts as an effective way to encourage quick sales of perishable goods, preventing wastage and stock losses.

Here, 32% strongly agreed and 17% agreed, forming 49% of respondents who believed that sales revenue tends to rise during discount periods. Meanwhile, 22% disagreed and 19% strongly disagreed, while 10% were undecided. Although there is some division in opinion, nearly half of the respondents observed a positive link between discounts and revenue growth, indicating that the effectiveness of discounts may depend on the type of product or market segment.

A total of 37% strongly agreed and 34% agreed, meaning 71% of respondents supported the view that discount offers significantly boost sales volume. Conversely, 12% disagreed and 11% strongly disagreed, with 6% undecided. This reinforces the overall perception that discount strategies are instrumental in driving higher sales volumes in the food industry.

**Research Question 2: How do promotional strategies influence consumer purchasing behaviour toward food products?**

**Table 4.3.2: Showing the response of respondents to research question two**

S/N	Statements	SA %	A %	U %	D %	SD %	Total%
1	Advertising and publicity increase awareness of food products on sale.	40 40%	33 33%	6 6%	8 8%	13 13%	<b>100</b> <b>100%</b>
2	Promotional activities such as free samples encourage to try new food products.	43 43%	40 40%	11 11%	4 4%	2 2%	<b>100</b> <b>100%</b>
3	Sales promotions such as “buy one, get one free” influence decision to purchase food products.	23 23%	52 52%	1 1%	4 4%	20 20%	<b>100</b> <b>100%</b>
4	Promotional contests and reward programs increase interest in specific food brands.	48 48%	34 34%	0 0%	4 4%	14 14%	<b>100</b> <b>100%</b>

**Source:** Field survey 2025.

The table above presents respondents’ opinions on the influence of promotional strategies on consumer purchasing behaviour toward food products. The analysis evaluates how advertising, free samples, sales promotions, and reward programs affect consumers’ buying decisions.

The result shows that 40% strongly agreed and 33% agreed, making a total of 73% of respondents who believed that advertising and publicity effectively increase consumer awareness of available food products. Meanwhile, 8% disagreed, 13% strongly disagreed, and 6% were undecided. This suggests that the majority recognize advertising as a powerful promotional tool that enhances product visibility and encourages purchase decisions.

Here, 43% strongly agreed and 40% agreed, resulting in a combined 83% who affirmed that free samples are effective in motivating customers to try new food products. Only 4% disagreed, 2% strongly disagreed, and 11% were undecided. This shows a strong consensus that direct promotional experiences such as product sampling positively shape consumer purchasing behaviour by reducing perceived risk and increasing product familiarity.

A total of 23% strongly agreed and 52% agreed, meaning 75% of respondents acknowledged that such promotional deals strongly influence their purchase decisions. Only 4% disagreed, 20% strongly disagreed, and 1% were undecided. This indicates that price-based promotions remain one of the most persuasive tools in encouraging repeat purchases and attracting price-sensitive customers.

The findings reveal that 48% strongly agreed and 34% agreed, totalling 82% who believe that promotional contests and reward programs enhance consumer interest and loyalty to particular food brands. On the other hand, 4% disagreed, 14% strongly disagreed, and none were undecided. This demonstrates that reward-oriented promotions can foster brand engagement and strengthen long-term customer relationships.

**Research Question 3: Which promotional techniques are most effective in increasing the sales of food products?**

**Table 4.3.3: Showing the response of respondents to research question three**

S/N	Statements	SA %	A %	U %	D %	SD %	Total %
1	Point-of-sale promotions (e.g., banners, shelf talkers) are effective in influencing consumer buying decisions.	47 47%	26 26%	3 3%	13 13%	11 11%	<b>100</b> <b>100%</b>
2	Combining different promotional techniques (e.g., discounts and advertising) yields better sales results than using one method alone.	52 52%	20 20%	4 4%	23 23%	1 1%	<b>100</b> <b>100%</b>
3	Coupons and voucher promotions encourage consumers to purchase more food products	52 52%	20 20%	4 4%	23 23%	1 1%	<b>100</b> <b>100%</b>
4	Television, radio, and social media advertisements help to increase product visibility and sales.	31 31%	36 36%	0 0%	9 9%	24 24%	<b>100</b> <b>100%</b>

**Source:** Field survey 2025.

The table above presents respondents' opinions on the effectiveness of various promotional techniques in increasing the sales of food products. The analysis focuses on the influence of point-of-sale promotions, the combination of multiple promotional methods, the use of coupons or vouchers, and media advertising on consumer buying behaviour and sales outcomes.

Out of the total respondents, 47% strongly agreed and 26% agreed, making a total of 73% who believed that point-of-sale promotions effectively influence purchasing decisions. Meanwhile, 13% disagreed, 11% strongly disagreed, and 3% were undecided. This finding

indicates that visual and in-store promotional materials play an important role in attracting customer attention and encouraging impulse buying at the point of purchase.

The data show that 52% strongly agreed and 20% agreed, giving a combined 72% who supported the idea that integrating multiple promotional techniques produces more effective results than relying on a single method. Only 23% disagreed, 1% strongly disagreed, and 4% were undecided. This suggests that businesses achieve better performance when they employ a mix of promotional tools—such as combining price discounts with advertising to create stronger consumer appeal and sustained sales growth.

Similar to the previous statement, 52% strongly agreed and 20% agreed, accounting for 72% of respondents who affirmed that coupon and voucher schemes effectively stimulate additional purchases. Only 23% disagreed, 1% strongly disagreed, and 4% were undecided. This shows that monetary incentives remain an influential factor in driving consumer spending, particularly in competitive food markets.

According to the responses, 31% strongly agreed and 36% agreed, totalling 67% of participants who believed that mass media and digital advertising increase product visibility and sales. However, 9% disagreed, 24% strongly disagreed, and none were undecided. This demonstrates that while most respondents recognize the value of media advertising, a small portion remains skeptical, possibly due to limited access to such media or lack of trust in online marketing messages.

**Research Question 4: What is the relationship between discount rates and overall sales revenue in the food industry?**

**Table 4.3.2: Showing the response of respondents to research question four**

S/N	Statements	SA %	A %	U %	D %	SD %	Total%
1	Excessive discounting can reduce overall profitability even when sales volume increases	29 29%	46 46%	9 9%	3 3%	13 13%	<b>100</b> <b>100%</b>
2	Higher discount rates lead to increased sales revenue of food products.	31 31%	16 16%	8 8%	7 7%	38 38%	<b>100</b> <b>100%</b>
3	Properly structured discount rates help businesses achieve both higher sales and revenue stability	43 43%	32 32%	16 16%	7 7%	2 2%	<b>100</b> <b>100%</b>
4	There is a positive relationship between discount rates and customer purchase frequency.	42 42%	43 43%	6 6%	4 4%	5 5%	<b>100</b> <b>100%</b>

**Source:** Field survey 2025.

The table above presents respondents' views on the relationship between discount rates and overall sales revenue in the food industry. The analysis focuses on how varying discount rates influence profitability, sales revenue, and customer purchasing behaviour.

The result shows that 29% strongly agreed and 46% agreed, making a total of 75% of respondents who believed that excessive discounting, while potentially boosting sales volume, may reduce overall business profitability. Only 3% disagreed, 13% strongly disagreed, and 9% were undecided. This indicates that most respondents understand the trade-off between

offering deep discounts to attract sales and maintaining sustainable profit margins. It reflects a balanced awareness of the financial implications of discount strategies.

According to the data, 31% strongly agreed and 16% agreed, totalling 47% who believed that higher discount rates could increase sales revenue. Conversely, 7% disagreed, 38% strongly disagreed, and 8% were undecided. This mixed response shows that while nearly half of the respondents acknowledge the sales-boosting potential of discounts, a significant portion (45%) believe that excessive discounting does not necessarily lead to higher revenue. This may be due to lower profit margins offsetting the benefits of increased sales volume.

The findings reveal that 43% strongly agreed and 32% agreed, accounting for 75% of respondents who affirmed that a well-planned discount structure can enhance sales while maintaining revenue consistency. Only 7% disagreed, 2% strongly disagreed, and 16% were undecided. This indicates a strong belief that discount strategies must be carefully designed to balance customer incentives with financial sustainability.

The responses show that 42% strongly agreed and 43% agreed, amounting to 85% who supported the statement. Only 4% disagreed, 5% strongly disagreed, and 6% were undecided. This suggests that most respondents believe that discounts encourage repeat purchases, reinforcing the notion that customers are more likely to buy frequently when offered price reductions or incentives.

**Research Question 5: What is the relationship between discount rates and overall sales revenue in the food industry?**

**Table 4.3.2: Showing the response of respondents to research question five**

S/N	Statements	SA %	A %	U %	D %	SD %	Total%
1	Discounts and promotions should be planned based on customer preferences and buying patterns.	62 62%	20 20%	4 4%	13 13%	1 1%	<b>100</b> <b>100%</b>
2	Regular market research helps businesses determine the most effective discount and promotion strategies.	62 62%	20 20%	4 4%	13 13%	1 1%	<b>100</b> <b>100%</b>
3	Combining different promotional tools (e.g., discounts, advertising, loyalty rewards) improves sales performance.	62 62%	20 20%	4 4%	13 13%	1 1%	<b>100</b> <b>100%</b>
4	The timing of discount offers (e.g., festive seasons or weekends) greatly affects sales performance.	47 47%	26 26%	3 3%	13 13%	11 11%	<b>100</b> <b>100%</b>

**Source:** Field survey 2025.

The table above presents respondents' views on how discount and promotional activities can be optimized to improve the sales performance of food products. The responses reflect opinions on key factors such as customer preference, market research, the combination of promotional tools, and the timing of discount offers.

The data reveal that 62% strongly agreed and 20% agreed, giving a combined 82% of respondents who believed that effective discount and promotional planning must be guided by an understanding of customer needs and purchasing behaviours. Only 13% disagreed, 1%

strongly disagreed, and 4% were undecided. This shows that most respondents recognize the importance of tailoring promotional activities to align with consumer expectations, which can increase response rates and maximize sales outcomes.

Similarly, 62% strongly agreed and 20% agreed, making 82% of respondents who affirmed that consistent market research enables businesses to design more effective discount and promotional strategies. 13% disagreed, 1% strongly disagreed, and 4% were undecided. This indicates that respondents appreciate the value of research-driven marketing decisions, which help firms understand market trends, consumer psychology, and the competitive environment.

Again, 62% strongly agreed and 20% agreed, totalling 82% who supported the integration of various promotional techniques to enhance sales performance. Only 13% disagreed, 1% strongly disagreed, and 4% were undecided. This demonstrates a strong belief that a multi-channel promotional approach combining discounts, advertising, and loyalty programs is more effective in sustaining consumer interest and improving sales than using isolated strategies.

The findings show that 47% strongly agreed and 26% agreed, resulting in 73% who believed that the timing of discount offers significantly influences sales performance. Meanwhile, 13% disagreed, 11% strongly disagreed, and 3% were undecided. This suggests that respondents recognize the strategic role of timing in maximizing the impact of promotional campaigns, as

well-timed discounts during festive periods or weekends tend to attract higher consumer participation.

#### **4.4 Discussion of Findings**

The study examined how discount and promotional strategies affect the sales of food products. The results from the five research questions reveal that both price discounts and promotional activities play a crucial role in influencing customer behaviour and improving sales performance within the food industry.

First of all, the analysis in table 4.3.1 shows that price discounts are one of the most effective ways to increase the sales of food products. Most respondents agreed that discounts encourage customers to purchase more and help businesses reduce unsold stock, especially in the case of perishable goods. Discounts serve as a strong incentive for customers who are motivated by affordability and value. However, the responses also indicate that while discounts can raise sales volume, they do not always guarantee higher revenue. The overall benefit depends on how well the discount is structured and whether it aligns with the company's pricing and profit strategy. This suggests that discounts should be planned carefully to maintain profitability while increasing turnover.

However, table 4.3.2 revealed that promotional strategies such as advertising, publicity, and free sampling were found to have a significant influence on customer purchasing behaviour. Respondents agreed that advertising enhances awareness and visibility of food products,

while promotional activities like free samples and “buy one, get one free” offers motivate customers to try new brands and make unplanned purchases. These strategies create excitement around products and build consumer trust, which in turn strengthens brand loyalty. The findings further show that reward programs and promotional contests attract attention and encourage repeat patronage. Overall, promotional efforts are most effective when they appeal to consumer interests and provide a sense of value or reward.

More so, the responses in table 4.3.3 indicate that a combination of different promotional techniques yields the best results in terms of sales performance. Techniques such as point-of-sale displays, discount offers, vouchers, and advertising across media platforms help to reinforce the marketing message and influence purchase decisions at different stages of the buying process. Point-of-sale promotions were particularly identified as effective because they directly capture customer attention at the time of purchase. Using multiple tools together such as discounts with advertising and loyalty programs creates a stronger overall effect than relying on a single method. This integrated approach ensures wider reach and greater impact on consumer decisions.

Furthermore, the findings in table 4.3.4 exposed that the relationship between discount rates and sales revenue is positive but must be carefully managed. Respondents agreed that moderate and well-structured discounts can increase sales and maintain revenue stability. However, excessive discounting may reduce profit margins even when sales volume rises. The data also show that reasonable discount rates encourage customers to buy more

frequently, leading to higher turnover. Businesses therefore need to find the right balance between offering attractive discounts and protecting their profit levels.

Lastly, the study, table 4.3.5 highlights that the success of discount and promotional strategies depends on how well they are planned and implemented. Respondents emphasized that promotions should be based on customer preferences, buying patterns, and market trends. Regular market research helps businesses determine what type of promotions attract customers and when to offer them for maximum impact. Combining various promotional tools and timing them around festive periods or weekends was seen as the most effective way to enhance sales performance. This approach ensures that customers perceive real value in the promotions and remain engaged with the brand over time.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Summary of Findings

Across all findings, it is evident that discount and promotional activities significantly contribute to the growth of sales in the food industry. Price discounts increase purchase frequency and product turnover, while promotional campaigns raise awareness, attract new customers, and strengthen loyalty among existing ones. Also, the study highlights the importance of strategic planning. Uncontrolled discounting can harm profitability, whereas well-researched and customer-oriented promotions deliver sustainable results. Businesses in the food sector should therefore adopt a balanced, research-driven approach to discounting and promotion one that integrates pricing strategy, advertising, and timing to achieve both short-term sales growth and long-term market stability. However, the overall findings reveal the following:

1. Price discounts are highly effective in increasing sales volume, especially when applied to perishable goods.
2. Promotional strategies such as advertising, free samples, and reward programs significantly shape consumer purchasing behaviour.
3. Integrated promotional techniques combining various tools achieve the strongest results in sales performance.
4. Discount rates must be carefully managed to balance increased sales with profitability.

5. Customer preferences, market research, and timing are critical factors in optimizing promotions for long-term business success.

## **5.2 Conclusion**

This study has examined the effect of discount and promotional strategies on the sales of food products, focusing on how these marketing tools influence consumer behaviour, sales volume, and overall revenue performance. From the findings, it is evident that both discounts and promotions play a vital role in shaping customer purchasing decisions and enhancing the competitiveness of food businesses. The analysis revealed that price discounts are powerful in stimulating sales, particularly when applied strategically to perishable goods or during peak shopping periods. However, while discounts can lead to higher sales volumes, they must be properly structured to avoid eroding profit margins. Similarly, promotional activities such as advertising, free sampling, loyalty rewards, and point-of-sale campaigns were found to increase consumer awareness, attract new buyers, and encourage repeat purchases. The results also show that the integration of multiple promotional techniques is more effective than relying on a single strategy. Businesses that combine discounts with advertising, market research, and customer engagement initiatives tend to achieve stronger sales outcomes. Furthermore, the study highlights that the success of any discount or promotional effort largely depends on timing, planning, and a deep understanding of customer preferences.

## **5.3 Recommendations**

Based on the findings of this study, the following recommendations are proposed to help food businesses and marketers effectively plan and implement discount and promotional strategies that enhance sales performance and profitability:

1. Food businesses should design discounts carefully to attract customers without reducing profit margins. Discounts should be offered periodically and targeted toward specific customer segments or seasons when demand is high. Businesses should also monitor sales data before, during, and after discount periods to evaluate their effectiveness and make necessary adjustments.
2. Before introducing discounts or promotions, businesses should conduct thorough market research to understand customer preferences, price sensitivity, and buying patterns. Continuous research will help determine the right discount rates, promotion types, and communication channels that appeal most to customers and ensure maximum return on investment.
3. Rather than relying on a single form of promotion, food businesses should combine various strategies such as advertising, social media campaigns, loyalty programs, and point-of-sale promotions. An integrated promotional approach ensures wider reach, reinforces brand awareness, and increases consumer engagement.
4. Businesses should adopt data-driven approaches to measure the impact of discounts and promotions. By analyzing customer data, sales trends, and feedback, managers can

identify which promotional techniques generate the most sales and adjust future marketing strategies accordingly.

5. The timing of discount and promotional offers plays a crucial role in determining their success. Businesses should schedule discounts during festive seasons, holidays, or weekends when consumer spending is typically higher. Proper timing ensures that promotional activities align with consumer demand cycles, resulting in higher sales conversion.
6. Employees involved in sales and marketing should receive training on effective promotion management and customer relationship strategies. Well-trained staff can better communicate the value of promotional offers to customers and ensure consistent brand messaging across different platforms.
7. While discounts attract customers, excessive discounting can damage brand value and profitability. Businesses should maintain a balance between competitive pricing and perceived product quality. Promotions should be used as strategic incentives rather than constant price reductions.
8. Beyond temporary discounts, businesses should invest in building long-term customer relationships. This can be achieved through loyalty reward programs, personalized offers, and quality customer service. Creating value for customers fosters trust, repeat purchases, and positive word-of-mouth referrals.

#### **5.4 Suggestions for Future Research**

Although this study has provided valuable insights into the impact of discount and promotional strategies on the sales of food products, certain limitations present opportunities for further research. The following suggestions are proposed for future researchers who may wish to build upon or expand this study:

1. Future research could extend beyond the current study area to include other regions or states. A broader geographical focus would allow for comparison across different markets, cultures, and consumer behaviours, thereby strengthening the generalizability of findings across the food industry.
2. While this study concentrated on discounts and promotions, future studies could explore additional marketing variables such as packaging, product quality, pricing strategy, and customer service. Understanding how these factors interact with discount and promotional efforts could provide a more comprehensive view of what drives sales performance.
3. This study adopted a cross-sectional approach, focusing on responses collected at a single point in time. Future research could adopt a longitudinal design to track the long-term effects of discount and promotional activities on sales performance and brand loyalty. Such studies would help determine whether the short-term gains from promotions translate into lasting customer relationships.
4. As online shopping and e-commerce continue to grow, future researchers should investigate the role of digital marketing and online promotions—such as social media

discounts, influencer marketing, and email campaigns—on consumer behaviour and sales of food products.

5. Further studies could focus on how frequent discounts and promotional campaigns affect brand image and customer loyalty. It would be useful to determine whether continuous promotions enhance long-term trust or lead to perceptions of lower product quality.
6. Future researchers may also consider using a combination of quantitative and qualitative methods to provide a deeper understanding of consumer perceptions and motivations behind responses to discounts and promotions. Interviews and focus groups could complement survey data and offer richer insights into consumer psychology.

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## APPENDIX

### DEPARTMENT OF BUSINESS ADMINISTRATION

### FACULTY OF MANAGEMENT SCIENCES

### UNIVERSITY OF BENIN

### BENIN CITY

Dear Respondents,

I am a 400 Level student of the above-named department. As part of the requirements of my degree program, I am to conduct a research on “**Discount and Promotion and Sales of Food Products**” using selected SMEs in the hospitality sector in Benin City as a case study. Kindly answer the following questions as honestly as possible. You are required to simply tick (✓) the answers of your choice. This questionnaire is strictly for academic purposes and therefore, any information given will be treated with utmost confidence and used for the stated purposes only.

Yours faithfully,

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**EROMHONMHENE PEACE**

#### SECTION A: PERSONAL DATA

Instruction: Please kindly tick ( ✓ ) in the spaces provided against each question

1. Sex: Male ( ) Female ( )
2. Age: 30yrs below ( ) 31 – 40yrs ( ) 40-50yrs ( ) 50-60yrs ( )
3. Marital status: Single ( ) Married ( ) Others ( )
4. Educational Status: Primary Level ( ) Middle level College ( ) University level ( )
5. Religion: Christian ( ) Muslim ( ) Others ( )

**SECTION B**

Instruction: Please kindly tick (√) in the spaces provided against each question

SA- Strongly Agree, A - Agree, U – Undecided, D – Disagree, SD - Strongly disagree

**Research Question 1:** What is the effect of price discount offers on the sales volume of food products?

S/N	ITEM	SA	A	U	D	SD
1	Price discounts are one of the most effective strategies for boosting food product sales.					
2	Offering discounts on perishable food products helps to reduce unsold stock.					
3	Sales revenue of food businesses increases during discount periods.					
4	Discount offers significantly increase the sales volume of food products.					

**Research Question 2:** How do promotional strategies influence consumer purchasing behaviour toward food products?

S/N	ITEM	SA	A	U	D	SD
1.	Advertising and publicity increase awareness of food products on sale.					
2	Promotional activities such as free samples encourage to try new food products.					
3	Sales promotions such as “buy one, get one free” influence decision to purchase food products.					

4	Promotional contests and reward programs increase interest in specific food brands.					
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**Research Question 3:** Which promotional techniques are most effective in increasing the sales of food products?

S/N	ITEM	SA	A	U	D	SD
1	Point-of-sale promotions (e.g., banners, shelf talkers) are effective in influencing consumer buying decisions.					
2	Combining different promotional techniques (e.g., discounts and advertising) yields better sales results than using one method alone.					
3	Coupons and voucher promotions encourage consumers to purchase more food products					
4	Television, radio, and social media advertisements help to increase product visibility and sales.					

**Research Question 4:** What is the relationship between discount rates and overall sales revenue in the food industry?

S/N	ITEM	SA	A	U	D	SD
1	Excessive discounting can reduce overall profitability even when sales volume increases					
2	Higher discount rates lead to increased sales revenue of food products.					
3	Properly structured discount rates help businesses					

	achieve both higher sales and revenue stability					
4	There is a positive relationship between discount rates and customer purchase frequency.					

**Research Question 5:** How can discount and promotional activities be optimized to enhance the sales performance of food products?

S/N	ITEM	SA	A	U	D	SD
1	Discounts and promotions should be planned based on customer preferences and buying patterns.					
2	Regular market research helps businesses determine the most effective discount and promotion strategies.					
3	Combining different promotional tools (e.g., discounts, advertising, loyalty rewards) improves sales performance.					
4	The timing of discount offers (e.g., festive seasons or weekends) greatly affects sales performance.					

Thank you.