



Sales Promotion and Consumer Purchase Behaviour of Selected Fast Moving Consumer Goods Firms in Lagos State, Nigeria

BY

Adurogbola, A. M.¹, Onu, C.²

^{1,2}Department of Business Administration and Marketing, School of Management Sciences, Babcock University, Ilishan-Remo, Ogun state, Nigeria



Article History

Received: 15/06/2023

Accepted: 24/06/2023

Published: 27/06/2023

Vol – 2 Issue – 6

PP: -81-90

Abstract

Consumers in the FMCG sector commonly engage in thorough research as part of their decision-making process before buying a product. They compare prices, read product reviews, and look into the brand's reputation before initiating a purchase. This is because consumers have different purchase behaviours which change based on the different patterns that firms in the FMCG sector promote their products to them. Despite efforts made by these firms in promoting sales through price promotion, premiums, coupons, and free samples, some consumers are still reluctant to make purchases due to the lack of appeal that emanates from the sales process of these FMCGs. This is evident in negative feedback from customers, poor customer experience, lack of customer loyalty and poor customer satisfaction. Consequently, it has become a great concern for firms that operate in the FMCG sector to manage the purchase behaviour of consumers which is the core of this research. The study adopted the survey research design. The population of this study comprised of 6,975 of top level, middle level and lower-level management staff of the selected fast moving consumer goods firms in Lagos State, Nigeria. Adapted and validated questionnaire was used for data collection. Cronbach's Alpha reliability coefficients for the constructs ranged from 0.714 to 0.941. A response rate of 83% was recorded from the field work. The data was analysed using descriptive and inferential tools. Findings revealed that sales promotion had significant effect on consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria (Adj. $R^2 = 0.351$, F -statistics ($df = 4, 407$) = 56.012 ($p < 0.05$). The study concluded that sales promotion contributes towards consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies. The study recommends that management of fast-moving consumer goods manufacturing companies should make use of different sales promotion activities in order to stimulate consumer demand to increase purchase behaviour. FMCG should also focus on creating awareness of their products or services and use effective promotional techniques such as special offers, discounts, and contests to increase sales.

Keywords: Consumer purchasing behaviour, Coupon, Discount, Free sample, Sales promotion

Word Count: 335

1.1 Introduction

Consumers in the FMCG sector tend to conduct extensive research before making a purchase. They compare prices, read product reviews, and look into the brand's reputation before initiating a purchase. This is because consumers have different purchase behaviours which change based on the different patterns that firms in the FMCG sector promote their products to them. Despite efforts made by these firms in promoting sales through price promotion, premiums, coupons, and free samples, some consumers are still reluctant to make

purchases due to the lack of appeal that emanates from the sales process of these FMCGs. This is evident in negative feedback from customers, poor customer experience, lack of customer loyalty, and poor customer satisfaction. Consequently, it has become a great concern for firms that operate in the FMCG sector to manage the purchase behaviour of consumers which is the core of this research.

Globally, the change in behaviour or purchase patterns of consumers are observed as there are variations especially given different situations and events that may inform such. In



the United States, it is observed that between 2019 and 2021, 70% of consumers of fast-moving products had varied reasons to switch behaviours at different times as evidenced by poor sales approach, lack of benefits getting expected benefits, poor customer experience (Shahmohammadi et al., 2020). Additionally, the COVID-19 pandemic altered the purchase behaviour of consumers in the United States as there was an observed shift from luxury items to consumables to stay alive through the pandemic. Hence the quest for material and ostentatious goods dropped which a rise in interest in consumables in the United States. These behavioural changes might include negative occurrences of herd mentality, panic buying, changes to discretionary purchasing habits, and investment decision-making (Loxton et al., 2020).

In Europe, the fast-moving consumer goods industry in Kosovo, a state in Southeast Europe has a substantial role in evolving sustainability and economic growth. Economics, demographics, lifestyle, and consumer purchasing behaviour towards the environment and food consumption tend to converge within the fragile market of the country. According to the Kosovo business report (2017), consumption of fast-moving consumer goods ranks as the fifth most consumed food category (9%), following meat (21%); milk, eggs, and cheese (18%); bread and cereals (17%); and vegetables (12%).⁴ Environmental challenges the country is facing include mounting waste. Waste from fast-moving containers, such as aluminium, plastic, and glass, is increasing, and it is damaging the environment. Waste management has not reached the planned collection level (Sharma et al., 2020). According to Filimonau et al. (2020), although many customers (67%) had a favourable attitude about purchasing organic food goods, just a tiny percentage of those consumers (4%) bought such products. Similarly, Billore and Anisimova (2021) opined that 30% of UK customers expressed care about the environment, but just a small percentage of those who expressed concern made a healthy purchase. As a result, there is a chasm between what customers believe and what they do (Thomas et al., 2019).

In Africa, the changing nature of consumer behaviour is dominant in the African FMCG sector as firms in that sector are always in a constant move to adapt to the changes observed among consumers. In Kenya, the consumer's shopping trends and buying behaviours are changing as there are poor experiences from firms, especially in the fast-moving goods sector (Hannah & Musyoka, 2019). Consequently, there is a spur in interest in environmental safety and sustainable development. This difficulty is converting the client buying behaviour, and this change in customer shopping for buying behaviour goes to set the lasting tendencies in the Kenyan and global advertising area (Panya & Marende, 2021). Kenyan FMCG firms are dealing with several difficulties, including changing nature of consumer purchase behaviour, improper customer management, and lack of delivering the right experience for their consumers. poor strategic decisions, among others, which has resulted in the closure of several of them (Adhiambo & Wanjira, 2021).

In Nigeria, though there is an increasing environmental and healthful marketing awareness globally, it has been shown that merely about 5% of the Nigerian population is involved in sustainable consumer purchasing behaviour (Chukwu & Tom, 2020). Although ecological factor is a crucial consumer issue, with 59% of consumers concerned worldwide, this is not reflected in consumer purchasing behaviour (Ismaila & Oziohu, 2021). Nigeria is still much backward on different marketing promotional issues as depicted by the meagre percentage (5%) of product purchases (Adesina et al., 2022). Attracting new customers has become very important in modern business in addition to loyalty, as the cost of maintaining consumers is less than the cost of attracting new customers (Olutade, 2021). Firms, therefore, must rethink the relationship between the attitude and behaviour of their consumers if they must be competitive and survive. According to Romdonny and Rosmadi (2018) to maintain customers, of course, business people must be able to know the tastes of consumers, especially from the social-psychological aspects and consumer culture which can change at any time. And all businesses need to communicate to the consumer what they have to offer and to communicate, promotion is necessary (Ahungwa 2018).

Sales promotion efforts, which include both monetary and non-monetary incentives, are critical for drawing customers' attention to her goods and services, increasing customer patronage, and overcoming competitive obstacles (Kabuoh et al., 2020). Strenuous rivalry among rivals in Nigeria's Foods and Beverage businesses has resulted in the use of various marketing strategies in order to become the market leader. Several firms in the food and beverage industry use sales promotion strategies all around the world to outsmart their competitors. However, sales promotion, as excellent as it is in terms of giving numerous incentives designed to encourage quick sales and greater purchases by clients, is limited in time. Regardless of the aforementioned aspects of sales promotion, many consumers seek out other rivals due to unsatisfactory services, a desire for greater promotional incentives, and a lack of appropriate capacity to provide value to customers' demands, therefore increasing customer turnover. Diyaolu et al. (2022) observe that foods and beverage companies both at home and abroad are facing challenges such as food manufacturing and processing, poor amenities, purchasing, and supply chain, insufficient promotions, safety and quality of goods, and so on, implying the timely intervention of all interested parties such as stakeholders, private and public sector. Furthermore, it appears that there is a scarcity of research that focuses on or narrows down on the various types of sales promotions and their impact on consumer behaviour and retention; in the sense that many researchers suggested that different types of sales promotions will elicit different promotional responses (Ibeh et al., 2022). Furthermore, the bulk of these researches were done in the Western world, where cultural characteristics differ substantially from those in a third-world nation like Nigeria.

Different studies have been carried out on sales promotion and consumer purchasing behaviour in different contexts and

geographical climes using different tools with divergent outcomes (Ali, & Muhammad, 2021; Joshi & Bhatt, 2021; Thamarine & Anuradha, 2021). Nonetheless, the study of sales promotion and consumer purchasing behaviour in the Nigerian FMCGs requires more attention, especially in current studies (Agbi et al., 2019; Ismaila & Oziohu, 2021; Olorunleke, 2017; Olutade, 2021). This, therefore, forms the gap to be evaluated in this study. The nature of the fast-moving consumer goods sector of Nigeria gives rise to issues and challenges that often affect the buying behaviour of consumers (Diyaolu et al., 2022). Strenuous rivalry among rivals in Nigeria's Foods and Beverage businesses has resulted in the use of various marketing strategies to become the market leader (Aghara et al., 2018). It is observed that despite efforts put in place by firms in the sector to improve sales in terms of discount, coupons, and free samples (Okoye-Chine, 2021). These practices are not well-conceived with evidence of ineffectiveness. Consequently, the buying behaviour of consumers of these products changes for the worse as they have a negative experience with the products, poor feedback recorded on the products sold to customers, decline in brand trust, poor customer experience, decrease in customer retention, and feeling of dissatisfaction (Goodie-Okio, 2022). The discrepancy between sales promotion efforts and consumer purchasing behaviour, therefore, needs to be evaluated to solve the problems observed.

2.0 Literature Review

2.1 Sales Promotion

Sales promotion is one of the widely used methods of promoting the product and services of the company. The elements that are part of the promotional mix are advertising, direct marketing, and personal selling in other words it is called door-to-door sales. According to Adeniran et al. (2016), the promotion of sales is directed toward touching the hearts of consumers. Sales promotion consists of a diverse collection of incentive tools, mostly short term designed to stimulate quicker and/or greater purchase of a particular product by consumers. It offers incentives to consumers to buy a product (Tarigan et al., 2020). Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and services that are offered. Ibrahim et al. (2018) define sales promotion as a marketing activity that adds to the basic value proposition behind a product (that is, getting more for less) for a limited time to stimulate consumer purchasing, selling effectiveness, or the effort of the salesforce. Cham et al. (2018) described sales promotion as a mediated form of communication from an identifiable source designed to persuade the receiver to take some actions, now or in the future. The increased importance of sales promotion as a strategic tool in consumer markets has generated strong interest among practitioners and academics in understanding the mechanisms, effectiveness, and efficiencies of different sales promotion approach (Chukwuma et al., 2018).

2.2 Discount

A price discount is a very prevalent marketing strategy to attract consumers by providing an extra value or incentive, which encourages consumers to purchase the promoted products immediately (Xu & Huang 2014). Discount refers to a range of strategies where the price of a product or service is decreased in the quest of generating interest, unloading excess inventory, or boosting sales (Brimblecombe et al., 2017). The effectiveness of discount pricing rests on consumers' perception that they are getting a good deal for an offering. Discount pricing is a type of promotional pricing strategy where the original price for a product or service is reduced with the aim of increasing traffic, moving inventory, and driving sales (Büyükdag et al., 2020). People are drawn to lower prices because consumers love feeling as if they are scoring a good deal. Discounting strategies also create a sense of urgency that might drive more customers to convert. Discounts and Allowances are reductions to the selling price of goods or services. They can be applied anywhere in the distribution channel between the manufacturer, middlemen (such as distributors, wholesalers, or retailers), and retail customer (Bennett et al., 2020). Meritoriously, discount is one of the more straightforward roads businesses looking to stir up quick interest of target audience. It can provide the basis for effective promotions, put a little energy behind marketing campaigns, and lend itself to positive word of mouth (Luo & Wang, 2015). Likewise, one of the primary benefits of a discount is to hook new customers. If an organisation offers a discounted rate on a product or service, they can attract more buyers who might not have been exposed to their offering. Once they have given a shot, they could be inclined to keep buying from the organisation, even after they stop offering such discount (Del-Rio-Olivares et al., 2018).

2.3 Coupon

According to An, Chen, and Li (2021), a coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product. A coupon is a ticket or document that can be exchanged for a financial discount or rebate when purchasing a product (Mills & Zamudio, 2018). Coupons offer instantly redeemable savings on certain products. Which means that consumers get an instant reduction on the price at the point of purchase. They don't have to send anything to the manufacturer, they don't have to enter any type of contest. They walk away from the store with the satisfaction that they have saved money (Nayal & Pandey, 2020). A coupon is a ticket or document that can be exchanged for a financial discount or rebate when purchasing a product (Osuna et al., 2016). Coupons offer instantly redeemable savings on certain products. That means that consumers get an instant reduction on the price at the point of purchase. Souiden, Chaouali, and Baccouche (2019) opined that a coupon will feature a specific savings amount or other special offers to persuade consumers to purchase specific goods or services or to purchase from specific retailers. Coupons have become an important and required part of retail. Customers are demanding them now from every retailer. The coupon's benefits include an upfront discount on

services or goods. It is usually given out separately from the product or service. Coupons for discounts on future purchases of services or goods are regularly found on consumer goods (Li et al., 2020).

2.4 Free Sample

According to Ahungwa (2018), free sample is a portion of a product given to customers for free in the hopes that they will buy the product. Free samples act as a stimulus that persuades individuals into the trial of a new product especially during the introduction stage of the product. Free sample is the act of giving products or services away to prospective customers for free. It is especially effective in the health, beauty, food, and drink industries. Vigna and Mainardes (2019) found that tasting as a type of sales promotion is a good way to influence potential consumers' purchasing behaviour, yielding a higher percentage of sales, with 93% consumer choice. Any activity which involves the use of trial size portions of a product to attract consumers to buy. Offering customers, a small amount of a product without asking for payment in high hopes of purchase. Free samples may be limited to relatively small purchases. However, small purchases may eventually lead to larger ones. There is value in merchandise testing and having direct behavioral experience with a product, and marketers recognize this (Asghar, Abbasi, & Zafarullah, 2015). Though highly impactful, according to Orji et al. (2020), free sampling as a sales promotion tool is the most expensive. Free sampling is one of the effective methods for product diffusion. Free sampling is to provide free products (physical products including make-up and food) or free trials (digital products including free software, movies, music, and games). It is an effective way for enterprises to enter new market, promote new products and improve the sales (Chen et al., 2017).

2.5 Buy One Get One Free (BOGOF)

Buy one, get one free is a common form of sales promotion. Buy One Get One Free (BOGOF) is a sales promotion offer made to either the retailer or the consumer in which purchase of one unit of the product is encouraged or rewarded by providing a second unit of the same product free of charge or for a substantial discount (Diallo & Lambey-Checchin, et al., 2017). The term BOGOF is used by grocery and retail stores to describe a buy-one-get-one-free sale. This means, if you purchase one item at the retail price, the second item (usually identical) is free (Chao, 2020). According to Ankara (2021), BOGOF is a great discount technique to use to appeal to consumers. Big companies have seen a lot of success with BOGOF promotions. Buy One, Get One Free is a great tool that can help organisations get rid of less desirable inventory quicker and maintain profitability at the same time. Li, Khouja, Zhou, and Wan (2022) stated that the quality inference of a product is most likely to matter when other companies in the industry do not promote. Free gift options such as BOGOF scheme maintains quality perceptions and increase deal value. BOGOF scheme itself is value-added scheme since it provides a free product when the original product is purchased (Wang, 2019).

2.6 Consumer Purchasing Behaviour

According to Bhatti and Akram (2020), a consumer is a notable individual who can settle on the choice to buy a thing from a specific store and can be influenced by marketing and promotions. Consumer purchasing behaviour implies something beyond how an individual purchases goods (Le-Anh & Nguyen-To, 2020). Marketing endeavours additionally centre on consumer's utilization of services, his works, and thoughts. It clarifies the arrangement of choices that a consumer makes while buying (Bucko et al., 2018). Consumer behaviour elements concern how people decide to spend their resources which are time, money, and effort on items of consumption to satisfy their needs (Firdaus et al., 2023). It involves what they buy, why they buy when they buy, how they buy, how often they buy and use them, and how they dispose of these items after consumption.

According to Bhatti and Akram (2020), consumer purchasing behaviour refers to the process and patterns by which individuals or households make decisions and engage in buying goods and services. It involves the psychological, social, and economic factors that influence consumers' choices and actions during the purchase process. Consumer purchasing behaviour refers to the process and factors that influence consumers' decisions when buying products or services (Bucko et al., 2018). It involves understanding the motives, preferences, and decision-making patterns of consumers. Studying consumer purchasing behaviour helps businesses tailor their marketing strategies and offerings to meet the needs and expectations of their target audience (Ahungwa, 2018).

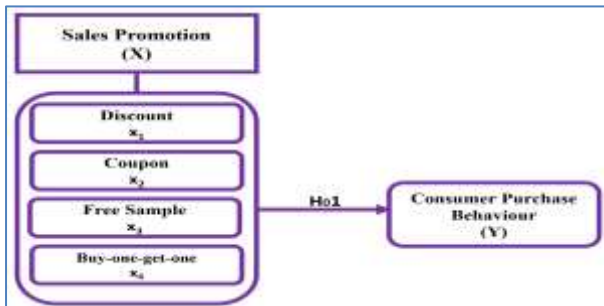
According to Orji (2017), many factors influence the thought process of the consumers in making and purchasing the decision. The marketing team needs to find the pattern by which consumers make purchases in their daily lives (Bhatti & Akram, 2020). Some of the factors which are discussed in marketing research are price, motivation, and cultural importance. One of the researchers stated that pricing is the most influential factor that can make or break the final decision to purchase goods (Bhatti et al., 2018). Sometimes, many consumers do not buy the item due to price insensitivity and other testimonials associated with the brand (Bhatti et al., 2019). The motivation is divided into two parts, namely, internal and external factors. The internal factors are based upon the principle of continuous learning, mindset, and attitude.

2.7 Theoretical Framework

The research is based on the theory of planned buying behaviour. As an extension of the theory of reasoned action, the theory has more superior implications and grounds. The theory bases its analysis on the significance of pre-existing attitudes in decision-making. The theory of planned buying behaviour seeks to explain the link between attitudes and purchasing behaviour in the context of human action. It is mostly used to forecast how consumers would act based on their prior opinions and purchasing intentions. (Howard & Sheth 1969). This shows how green marketing influences

customer perceptions and reception of organizations' goods and services, which is an indicator of consumer purchasing behaviour. The theory's central premise is that customers act on buying Behaviour based on their purpose to generate or obtain a certain consequence (Loudon & Della Bitta 1993). Consumers are rational individuals who choose to behave in their own best interests, according to this study. Specificity, according to the theory, is crucial in the decision-making process. A customer will only do a precise activity if an equally specific consequence is predicted. The consumer maintains the opportunity to change his or her mind and choose an alternative course of action from the moment he or she chooses to act until the action is finished. Several lessons may be drawn for businesses from the theory of planned purchasing behaviour. To begin, while promoting a product to customers, marketers must correlate a purchase with a good outcome, and that outcome must be precise, including its beneficial impact on the environment. Second, the theory emphasizes the significance of moving customers through the sales funnel (Loudon & Della Bitta 1993).

2.8 Conceptual Model



Source: Researcher’s Conceptual Model (2023)

Methodology

The study adopted the survey research design. The population of the study comprised of 6,975 of top-level, middle-level, and lower-level management staff of the selected fast-moving consumer goods firms in Lagos State, Nigeria. The data for this study was the primary data. The justification for using primary data is that primary data is very reliable because it is usually objective and collected directly from the original source. Furthermore, it is more accurate, ensures that privacy is maintained and addresses specific research issues. Adapted and validated questionnaire was used for data collection. Cronbach’s Alpha reliability coefficients for the constructs ranged from 0.714 to 0.941. A response rate of 83% was recorded from the fieldwork. The data was analysed using descriptive and inferential tools. Descriptive statistics such as frequency was used such as first using percentage distribution, mean and standard deviation to analyse the demographic data as well as the response of the respondents from the survey.

Table 4.1: Summary of multiple regression analysis on the effect of sales promotion (discount, coupon, free sample, and buy-one-get-one-free) on the consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria

Coefficients ^a

Model Specification

The variables for the study are operationalized as:

$$Y = f(X)$$

Y = Consumer Purchase Behaviour (CPB)

X = Sales Promotion (SP)

$$X = (x_1, x_2, x_3, x_4)$$

Where

X = Sales Promotion (SP)

x₁ = Coupon (Co),

x₂ = Coupon (Co),

x₃ = Free Sample (FS),

x₄ = Buy-one-get-one free (BOGOF)

Where:

Y = Consumer Purchasing Behaviour (CPB),

The simple equations are given as:

$$Y = f(x_1, x_2, x_3, x_4) \dots \dots \dots \text{eq1}$$

The regression equations are given thus as:

$$Y = \alpha_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \mu_i \dots \dots \dots \text{eq1}$$

Where: α_0 = constant or intercept of consumer purchase behaviour variables, β = regression parameter, which measures the coefficient of sales promotion variables μ_i = error term or stochastic variable.

3.0.Data Analysis and Discussion of Findings

The researcher distributed 492 copies of questionnaire to the respondents of which 407 copies of the distributed questionnaire were duly filled and returned and was used for the analysis. This represents a response rate of approximately 83% of the population employed in the study, which was considered adequate. The data treatment section contains the various diagnostics tests carried out on the collated data (normality, linearity, heteroscedasticity, and multicollinearity), the descriptive analysis section summarises the responses of the respondent on all statements made in the questionnaire while the inferential deductions shows the results of the research hypothesis. The data collected was presented, analysed and the findings interpreted based on the formulated hypothesis to enable the researcher reach rational conclusions.

Restatement of Hypothesis Five

H₀: sales promotion (discount, coupon, free sample, buy-one-get-one-free) do not have a combined significant effect on the consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria

Model One $y_1 = \alpha_1 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \mu_i$		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.701	.286		2.449	.015
	Discount	.038	.059	.028	.642	.521
	Coupon	.228	.057	.207	4.002	.000
	Free sample	.289	.055	.265	5.281	.000
	Buy-One-Get-One-Free	.269	.057	.238	4.706	.000
Dependent Variable: Consumer purchasing behaviour R = 598. ^a Adj. R ² = 0.351 F (4, 407) = 56.012(p<0.05)						

Source: Researcher’s Findings, 2023

Table 4.1 showed the multiple regression analysis on the combined effect of sales promotion components (Discount, Coupon, Innovation, and Free sample) on consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. From the result, it can be seen that three of the dimensions of organization culture have a positive and significant effect consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria; Coupon ($\beta = 0.228, t = 4.002, p < 0.05$), Free sample ($\beta = 0.289, t = 5.281, p < 0.05$) and Buy-one-get-one-free ($\beta = 0.269, t = 4.706, p < 0.05$) while discount ($\beta = 0.038, t = 0.642, p > 0.05$) have a positive but insignificant effect on consumer purchasing behaviour. Thus coupon, free sample, and buy-one-get-one-free are important determinants of consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria.

The coefficient of $R = 0.598$ revealed that sales promotion components (Discount, Coupon, Innovation, and Free sample) have a moderate positive relationship with consumer purchasing behaviour. The value of the coefficient of multiple determination, Adjusted $R^2 = 0.351$ is an indication that about 35.1% of sales promotion components (Discount, Coupon, Free sample, and buy-one-get-one-free) is responsible for the changes in consumer purchasing behaviour. While the remaining 64.9% can be as a result of other factors not included in this model. The F-statistics ($df = 4, 407$) = 56.012 and $p < 0.05$ indicates that the model is significant in predicting the effect of sales promotion components (Discount, Coupon, Free sample, and Buy-one-get-one-free) on consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. The predictive and prescriptive multiple regression models are thus expressed:

$$CPB = 0.701 + 0.228COU + 0.289FS + 0.269BUY + \mu_i \dots$$

Eqn I (Predictive model).

$$CPB = 0.701 + 0.038DIS + \mu_i \dots$$

Eq. II (Prescriptive model)

Where:

- CPB = Consumer Purchasing Behaviour
- COU = Coupon
- DIS = Discount
- FS = Free sample
- BOGOF = Buy-one-get-one-free

From the regression model above, it can be seen that when sales promotion components are held to a constant zero, consumer purchasing behaviour will be 0.701. This implies that without any of the elements of sales promotion components, there will still be a level of consumer purchasing behaviour. The prescriptive model shows the components of sales promotion (Coupon, Free sample, and Buy-one-get-one-free) that are statistically significant and therefore recommended for the attention of fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. The results of the multiple regression analysis indicate that when the three significant components of sales promotion (Coupon, Free sample, and Buy-One-Get-One-Free) are improved by one unit there will be an improvement in consumer purchasing behaviour by 0.228, 0.289, and 0.269 respectively for the fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. With an overall statistical significance of $p < 0.05$, this implies that sales promotion components are an important determinant of consumer purchasing behaviour in the selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. From the result of the analysis, the null hypothesis (H_0) which states that sales promotion (discount, coupon, free sample, buy-one-get-one-free) do not have a combined significant effect on the consumer purchasing behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria was rejected.

Discussion of Findings

The test of hypothesis revealed that sales have a combined significant effect on the consumer purchase behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. In line with the provision of literature, empirically, this finding align with other studies conceptually and empirically. This result is consistent with the

*Corresponding Author: **Adurogbola, A. M**



findings of Ma et al. (2018) who found that price discount had significant effect on the purchase of online products. Also, the results revealed that manufacturers choose the optimal discount strategy based on the profit margin of the online product and the expected consumer valuation because the profit margin measures how deep a discount can go and the expected consumer valuation measures how uncertain the market demand is. The findings further revealed that manufacturers use different discount strategies in the online store to influence the demand of the two channels in order to determine the product quantity for each channel precisely. Similarly, Brimblecombe et al. (2017) found that a 20% discount can increase fruit and vegetable purchases to help protect against obesity and diet-related disease to a certain extent. The findings further revealed that large discounts might have a greater impact than small discounts. Similarly, Deore and Borade (2020) found that a high price discount led to a notion of higher savings and had a positive effect in the minds of the consumers. Consumers perceived the discounted products as value for money because they were sacrificing less.

Correspondingly, Venkatesan and Farris (2012) found that customized coupons usually increase sales promotion effectiveness and total positive financial performance. In recent times, consumers expanded their use of coupons as a cost-saving measure in turbulent economic environments (Spiekermann, 2011). As found by Gilbert and Jackaria (2017), the study established that coupon promotions have no notable result on the number of products purchased by the consumers. This result was consistent with the findings of Han and Zhang (2018) who found that free sampling is an important marketing tool to promote product information diffusion and enhances sales. Similarly, Sun et al. (2020) found that high-value giveaways lead to greater WOM intention among meeting attendees compared to low-value giveaways. Moreover, the study found that cuteness and experienced unexpectedness moderate the effect of meeting giveaways' value on attendees' word-of-mouth WOM intention. Heilman, Lakishyk, et al. (2004) found that free product sample significantly affects customer purchase. The findings further revealed that the long-term repeat purchase rate for the brand sampled only increases for information seekers who not only sampled the product but bought it as well. This result was consistent with the findings of Jayaraman et al. (2013), the results obtained from the study revealed that buy one get one free (BOGOF) has significant effect on consumer satisfaction. The results further ascertained that consumers in Malaysia give more importance to the attributes like value-added products and quality and therefore the businessmen engaged in BOGOF scheme may focus on these attributes to boost their sales. Based on the purchasing experience of the respondents, 59.5% favour attractive packaging as the most significant factor for repurchase intentions on BOGOF promotion scheme. Similarly, Gordon-Hecker et al. (2020) found that buy-one-get-one-free deals attract more attention than percentage deals. Overall, the findings can help retailers develop promotional strategies to capture potential consumers'

attention in online commerce. At the same time, the results warn consumers to better evaluate their options and not be lured by the first BOGO deal that captures their attention, as it might not be the best deal available.

Conclusion and Recommendation

This study explored the effect of sales promotion on the consumer purchase behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria. From the empirical findings of the study, the researcher concludes that sales promotion through its measures; discount, coupon, free sample, buy-one-get-one-free benefits have significant and positive effect on consumer purchase behaviour in selected fast-moving consumer goods manufacturing companies in Lagos State, Nigeria.

The study recommends that management of fast-moving consumer goods manufacturing companies should make use of different sales promotion activities in order to stimulate consumer demand to increase purchase behaviour. FMCG should also focus on creating awareness of their products or services and use effective promotional techniques such as special offers, discounts, and contests to increase sales.

Implication for Academics

The study has important implications for practitioners and academics in the fast-moving consumer goods manufacturing industry in Nigeria. It provides insights into the effectiveness of sales promotion in influencing consumer purchasing behaviour. This study will be particularly useful for marketing practitioners and researchers as it provides empirical evidence of the impact of sales promotion on consumer purchasing behaviour. It would enable practitioners to develop better strategies and tactics to increase sales and market share in the fast-moving consumer goods manufacturing industry.

Suggestion for Further Studies

Future research direction could make use of broader sample of fast-moving consumer goods manufacturing companies. This would help to reveal if this research can be replicated in a different sector and generate similar result.

References

1. Adeniran, J. A., Egwuonwu, T. K., & Egwuonwu, O. K. (2016). The impact of sales promotions on sales turnover in the airlines industry in Nigeria. *International Journal of Marketing Studies*, 8(3), 99-110.
2. Adesina, E., Ajayi, B., Amoo, E. O., Adeyeye, B., Ajayi, M. P., Olawande, T., ... & Udume, M. E. (2022). Consumers' knowledge and use of nutritional labelling information in Lagos, Nigeria. *Sustainability*, 14(1), 578-593.
3. Adhiambo, A. C., & Wanjira, J. (2021). Marketing communication tool on consumer buying behaviour in selected supermarkets in Nairobi City County, Kenya. *International Journal of Business Management, Entrepreneurship, and Innovation*, 3(2), 90-105.

4. Agbi, B. D., Lawal, K.A.A., & Ajibola, A.B. (2019). Sales promotion and consumers' purchase decisions in the beverage industry in Nigeria. *Humanities, Management, Arts, Education & the Social Sciences Journal*, 7(2), 1-55.
5. Aghara, V. N., Nwaizugbo, I. C., Oparah, P. C., & Ifeanyichukwu, C. D. (2018). Sales promotion as a leverage strategy for improving sales and profitability in the alcohol beverage industry. *International research journal of management, IT and social sciences*, 5(4), 18-25.
6. Ahungwa, A. (2018). Effects of sales promotion on consumer buying behavior of food seasoning among Nigerian households: A case study of nestle Maggi Naijapot'Budapest. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 3(1), 134-149.
7. Ahungwa, G. T., Badamasi, S., & Abdulkarim, A. (2018). Economics of small-scale broiler production under fadama iii project in Dutse local government area, Jigawa state, Nigeria. *Journal of Retailing and Consumer Services*, 4(1), 116-132.
8. Ali, A., & Muhammad, k. (2021). Impact of promotional tools on consumer buying behaviour: A case of FMCG industry. *Journal of Marketing Strategies*, 3(1), 44-67.
9. An, Y., Chen, Y., & Li, S. (2021). Intention to Redeem M-Coupons and Intention to Disclose Personal Information: based on Internet using motivation and m-coupons delivery approach. In *2021 5th International Conference on Software and e-Business (ICSEB)* (pp. 39-44).
10. Asghar, W., Abbasi, M. N., & Zafarullah, M. (2015). Impact of advertisement and sales promotion on consumer cognitive buying behaviour: a study of low involvement (FMCG) products. *Pakistan Journal of Social Sciences (PJSS)*, 35(2), 1-12.
11. Bennett, R., Zorbas, C., Huse, O., Peeters, A., Cameron, A. J., Sacks, G., & Backholer, K. (2020). Prevalence of healthy and unhealthy food and beverage price promotions and their potential influence on shopper purchasing behaviour: a systematic review of the literature. *Obesity Reviews*, 21(1), 129-148.
12. Bhatti, A. & Akram, H., Basit, H. M. (2020). E-commerce trends during COVID-19 Pandemic. *International Journal of Future Generation Communication and Networking*, 13(2), 1449-1452.
13. Brimblecombe, J., Ferguson, M., Chatfield, M. D., Liberato, S. C., Gunther, A., Ball, K., ... & Bailie, R. (2017). Effect of a price discount and consumer education strategy on food and beverage purchases in remote Indigenous Australia: a stepped-wedge randomised controlled trial. *The Lancet Public Health*, 2(2), 82-95.
14. Brimblecombe, J., Ferguson, M., Chatfield, M. D., Liberato, S. C., Gunther, A., Ball, K., ... & Bailie, R. (2017). Effect of a price discount and consumer education strategy on food and beverage purchases in remote Indigenous Australia: a stepped-wedge randomised controlled trial. *The Lancet Public Health*, 2(2), 82-95.
15. Bucko, J., Kakalejčik, L., & Ferencová, M. (2018). Online shopping: Factors that affect consumer purchasing behaviour. *Cogent Business & Management*, 5(1), 153-165.
16. Büyükdag, N., Soysal, A. N., & Kitapci, O. (2020). The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: Experimental research. *Journal of Retailing and Consumer Services*, 5(5), 102-112.
17. Cham, T. H., Lau, T. C., & Ng, D. C. Y. (2018). How susceptible are consumers to impulse purchasing ready-to-drink products? Evidence from Malaysia. *Lau, TC, Cham, TH, & Ng, DC-Y.(2018). How Susceptible are Consumers in Impulse Purchasing Ready-to-Drink Products*, 429-444.
18. Chen, H., Duan, W., & Zhou, W. (2017). The interplay between free sampling and word of mouth in the online software market. *Decision Support Systems*, 9(5), 82-90.
19. Chukwu, G. C., & Tom, M. C. (2020). Relationship marketing and consumer buying behaviour in food and beverage firms in Port Harcourt metropolis. *Middle European Scientific Bulletin*, 7, 65-76.
20. Chukwuma, A. I., Ezenyilimba, E., & Agbara, N. O. (2018). Effect of product packaging on the sales volume of small and medium scale bakery firms in South-East Nigeria. *International Journal of Academic Research in Business and Social Sciences*, 8(6), 988-1001.
21. Del-Rio-Olivares, M. J., Wittkowski, K., Aspara, J., Falk, T., & Mattila, P. (2018). Relational price discounts: consumers' metacognitions and nonlinear effects of initial discounts on customer retention. *Journal of Marketing*, 82(1), 115-131.
22. Deore, C., & Borade, A. (2020). Influence of discounts on consumer behaviour. *International Journal of Retail & Distribution Management*, 1(3), 106-108.
23. Diallo, M. F., & Lambey-Checchin, C. (2017). Consumers' perceptions of retail business ethics and loyalty to the retailer: The moderating role of social discount practices. *Journal of business ethics*, 14(1), 435-449.
24. Diyaolu, G. O., Adeleke, B. S., & Rasheed, D. G. (2022). Sales promotion and customer patronage of selected food and beverages companies in Lagos State Nigeria. *International Academy Journal of Management, Marketing, and Entrepreneurial Studies*, 9(1), 132-144.

25. Diyaolu, G. O., Adeleke, B. S., & Rasheed, D. G. (2022). Sales promotion and customer patronage of selected food and beverages companies in Lagos State Nigeria. *International Academy Journal of Management, Marketing, and Entrepreneurial Studies*, 9(1),132-144
26. Ferris, S. P., Jayaraman, N., & Sabherwal, S. (2013). CEO overconfidence and international merger and acquisition activity. *Journal of Financial and Quantitative Analysis*, 48(1), 137-164.
27. Gilbert, D. C., & Jackaria, N. (2018). The efficacy of sales promotions in UK supermarkets: a consumer view. *International Journal of Retail & Distribution Management*, 30(6), 322-338.
28. Goodie-Okio J, A. (2022). Sales promotion and brand performance of pharmaceutical companies in South-South, Nigeria. *International Journal of Business Systems and Economics*, 13(5), 1-17
29. Gordon-Hecker, T., Pittarello, A., Shalvi, S., & Roskes, M. (2020). Buy-one-get-one-free deals attract more attention than percentage deals. *Journal of Business Research*, 1(1), 128-134.
30. Han, Y., & Zhang, Z. (2018). Impact of free sampling on product diffusion based on Bass model. *Electronic Commerce Research*, 18(1), 125-141.
31. Hannah, W., & Musyoka, R. (2019). Factors contributing to the new trend of buying from supermarkets and shopping malls in Kenya. *European Journal of Business and Management*, 11(3), 78-86.
32. Heilman, C., Lakishyk, K., Radas, S., & Nakamoto, K. (2004). The effect of in-store free samples on short-and long-term purchasing behaviour. *White Paper, McIntire School of Commerce, University of Virginia, Charlottesville, VA*. 3(1), 1-37.
33. Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. *New York*, 63, 145.
34. Ibeh, J. I., Nnabuko, J. O., & Nwajimeje, J. (2022). Impact of Personal Selling and Sales Promotion Strategy on Market Performance of Selected Manufacturing Companies In Lagos State, Nigeria. *European Journal of Management and Marketing Studies*, 7(3), 1-14.
35. Ibrahim, A. N., Zakaria, N. A. M., Kamaruddin, M., Mud, N. N. N., & Rahman, R. A. (2018). The effectiveness of promotion strategy influences consumer buying behaviour of Menara optometry. *International Journal of Academic Research in Business and Social Sciences*, 8(8), 756-762.
36. Ismaila, M. Y., & Oziohu, I. B. (2021). Brand ambassador and customer patronage of FMCGs: mediating effect of advertisement believability. *Journal of Business, Universidad Del Pacífico (Lima, Peru)*, 13(1), 19-34.
37. Ismaila, M. Y., & Oziohu, I. B. (2021). Brand ambassador and customer patronage of FMCGs: mediating effect of advertisement believability. *Journal of Business, Universidad Del Pacífico (Lima, Peru)*, 13(1), 19-34.
38. Joshi, D., & Bhatt, V. (2021). Does the advertisement and sales promotion have an impact on the behavioural intentions of online food delivery application users?. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 1398-1418.
39. Kabuoh, M., Smith, O., Okwu, A., & Erigbe, P. A. (2020). Sales Promotion and Customer's Retention in Selected Foods and Beverages Companies in Lagos State Nigeria. *Journal of Critical Reviews*, 7(17), 1720-1727.
40. Le-Anh, T., & Nguyen-To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. *International Journal of Consumer Studies*, 44(6), 563-573.
41. Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G., & Zhao, Y. (2020). Consumer behaviour during crises: Preliminary research on how coronavirus has manifested consumer panic buying, herd mentality, changing discretionary spending, and the role of the media in influencing behaviour. *Journal of risk and financial management*, 13(8), 166-181.
42. Luo, Z., & Wang, J. (2015). The optimal price discount, order quantity, and minimum quantity in newsvendor model with group purchase. *Journal of Industrial & Management Optimization*, 11(1), 1-13.
43. Ma, H., Mo, Z., Zhang, H., Wang, C., & Fu, H. (2018). The temptation of zero price: event-related potentials evidence of how price framing influences the purchase of bundles. *Frontiers in neuroscience*, 12, 251.
44. Mills, P., & Zamudio, C. (2018). Scanning for discounts: Examining the redemption of competing mobile coupons. *Journal of the Academy of Marketing Science*, 46(5), 964-982.
45. Nayal, P., & Pandey, N. (2020). Digital coupon redemption: Conceptualization, scale development, and validation. *Australasian Journal of Information Systems*, 2(4), 1-13.
46. Nayal, P., & Pandey, N. (2020). Redemption intention of coupons: A meta-analytical review and Future Directions. *Journal of Promotion Management*, 26(3), 372-395.
47. Olorunleke, K. G. (2017). Sales promotion and purchasing decision of fast-moving consumer goods in Ondo State. *International Journal of Engineering Technology, Management, and Applied Sciences*, 5(8), 42-53.
48. Olutade, E. O. (2021). Social media marketing: A new platform that influences Nigerian Generation Y to engage in the actual purchase of fast-moving

- consumer goods. *Journal of Emerging Technologies*, 1(1), 19-32.
49. Olutade, E. O. (2021). Social media marketing: A new platform that influences Nigerian Generation Y to engage in the actual purchase of fast-moving consumer goods. *Journal of Emerging Technologies*, 1(1), 19-32.
 50. Orji, M. G. (2017). Impact of personality factors on consumer buying behaviour towards textile materials in southeastern Nigeria. *International Journal of Business and Economics Research*, 6(1), 7-18.
 51. Orji, M. G., Oyenuga, M., & Ahungwa, A. (2020). Effects of sales promotion on consumer buying behaviour of food seasoning among Nigerian households: A case study of Nestle Maggi Naijapot'. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(1), 134-149.
 52. Osuna, I., González, J., & Capizzani, M. (2016). Which categories and brands to promote with targeted coupons to reward and to develop customers in supermarkets. *Journal of Retailing*, 92(2), 236-251.
 53. Panya, K. O., & Marende, P. G. (2021). Effects of reverse logistic practices on the performance of fast-moving consumer goods companies in Kenya. *The Strategic Journal of Business & Change Management*, 8(4), 747-762.
 54. Romdonny, J., & Rosmadi, MLN (2018). The role of social media in supporting the marketing of business organization products. *Ikraith-Economics*, 1 (2), 25-30.
 55. Shahmohammadi, S., Steinmann, Z. J., Tambjerg, L., van Loon, P., King, J. H., & Huijbregts, M. A. (2020). Comparative greenhouse gas footprinting of online versus traditional shopping for fast-moving consumer goods: A stochastic approach. *Environmental Science & Technology*, 54(6), 3499-3509.
 56. Sharma, H. B., Vanapalli, K. R., Cheela, V. S., Ranjan, V. P., Jaglan, A. K., Dubey, B., ... & Bhattacharya, J. (2020). Challenges, opportunities, and innovations for effective solid waste management during and post-COVID-19 pandemic. *Resources, conservation, and recycling*, 16(2), 105-115.
 57. Souiden, N., Chaouali, W., & Baccouche, M. (2019). Consumers' attitude and adoption of location-based coupons: The case of the retail fast food sector. *Journal of Retailing and Consumer Services*, 4(7), 116-132.
 58. Spiekermann, S., Rothensee, M., & Klafft, M. (2011). Street marketing: how proximity and context drive coupon redemption. *Journal of Consumer Marketing*, 28(4), 280-289.
 59. Sun, J., Nazlan, N. H., Leung, X. Y., & Bai, B. (2020). "A cute surprise": Examining the influence of meeting giveaways on word-of-mouth intention. *Journal of Hospitality and Tourism Management*, 4(5), 456-463.
 60. Tarigan, E. D. S., Sabrina, H., & Syahputri, Y. (2020). the influence of lifestyle and sales promotion on online purchase decisions for home-cooked culinary during COVID-19 in Medan City, Indonesia. *International Journal of Research and Review*, 7(10), 140-144.
 61. Thamarine, M. L. E., & Anuradha, M. R. (2021). An investigation of consumer response to sales promotions towards FMCG product. *International Journal of Advanced Research in Commerce Management and Finance*, 1(1), 58-66.
 62. Thomas, G. O., Sautkina, E., Poortinga, W., Wolstenholme, E., & Whitmarsh, L. (2019). The English plastic bag charge changed behaviour and increased support for other charges to reduce plastic waste. *Frontiers in Psychology*, 1(1), 266-281.
 63. Venkatesan, R., & Farris, P. W. (2012). Measuring and managing returns from retailer-customized coupon campaigns. *Journal of marketing*, 76(1), 76-94.
 64. Vigna, J. P., & Mainardes, E. W. (2019). Sales promotion and the purchasing behavior of food consumers. *Revista Brasileira de Marketing*, 18(3), 101-126.
 65. Wang, Y. (2019). How impacting factors affect Chinese green purchasing behavior based on Fuzzy Cognitive Maps. *Journal of Cleaner Production*, 2(4), 118199.
 66. Xu, Y., & Huang, J. S. (2014). Effects of price discounts and bonus packs on online impulse buying. *Social Behavior and Personality: an international journal*, 42(8), 1293-1302.