

The Philosophy Behind Boosting Sales: Would Sales Promotion Provoke the Immediate Sales of Beer Beverage Brands in Southeastern Nigeria?

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Abstract

This study demonstrated the effectiveness of strategic sales promotion on consumer purchase decisions for beer brands in Southeastern Nigeria. It ascertained the effect of buy one, get one on consumer purchase decisions for beer brands. Secondly, it determined the effect of specialty advertising on consumer purchase decisions for beer brands. Also, it assessed the effect of crown cork scratch and win on consumer purchase decisions for beer brands. However, the target population of the study consists of consumers of beer beverage brands in Enugu, Umuahia, Abakaliki, Owerri, and Awka metropolises. The sample size of 384 was determined using Freund and William's method. The purposive sampling technique was adopted in selecting the respondents. A structured questionnaire was designed and a pilot study was conducted using Cronbach's alpha and 0.874 was obtained. In collecting primary data, 384 copies of the questionnaire were distributed and 360 were adequately filled. Analysis of data was conducted using a simple

linear regression statistical technique and the findings revealed that buy one, get one free has a significant and positive effect on consumer purchase decision for beer. Similarly, it revealed that specialty advertising has a significant and positive effect on consumer purchase decisions for beer. Furthermore, it was revealed that crown cork scratch and win has a significant and positive effect on consumer purchase decisions for beer. Customer-focus sales promotion campaigns using the above techniques should be periodically conducted to attract and retain potential and current customers, thus guaranteeing customer satisfaction, boosting sales, and profits for beer firms in Nigeria.

Keywords: sales promotion; buy one, get one; specialty advertising; consumer purchase decision; theory of planned behavior

JEL Classification: M31, M37, D91.

Introduction

Marketing competition is in top gear as firms strive to eclipse one another by providing quality products and top-notch services. Although business operations have become highly unpredictable, genuine marketing strategies and practices can forestall danger for firms by developing a blueprint and trajectory for guaranteeing enormous and everlasting business success (Okolo et al., 2024). Okolo et al. (2015) and Nebo and Okolo (2016) noted that company success is dependent on their achievement of customer satisfaction. Okolo and Agu (2015) declared that this business success can only be established when adequate research is involved. However, the significance of sales promotion in recent times as an indispensable marketing communication technique is overwhelmingly (Obeta et al., 2024; Chaharsoughi, & Yasory. 2012). Sales promotion stimulates immediate consumer purchase actions (Mishra et al., 2024), and supplements personal selling as a key aspect of marketing communication campaigns by promoting organizational effectiveness through increased sales and higher profitability (Alexandrescu & Milandru, 2018; Oyedapo et al., 2012). Oboreh et al. (2023) and Goel (2017) declared that companies spend massively on sales promotion expenditure. Certainly, conducting sales promotion campaigns is highly expensive (Chaharsoughi & Yasory, 2012). Therefore, marketing communications managers need to proactively consider evaluating its cost-benefit analysis before embarking on such missions, to enable them to effectively and efficiently meet their marketing objectives (Oko & Nnanna, 2014). However, Mendez et al. (2015) noted that sales promotion has become the most effective and consumer-acquiring marketing communication technique of the century. Underpinning this, Tandoh and Sarpong (2015) underscored that sales promotion generates more immediate sales for the retailer than other marketing communication variables. Gebre and Singh (2016) confirmed that sales promotion

elicits immediate purchases from consumers and consequently increases sales volume. Hence, it is a short-term incentive or motivational strategy projected towards the consumer as a trajectory focused on boosting the purchase of a product or service at a given period.

Interestingly, sales promotional techniques are used by both manufacturing and retailing firms to lure more customers to their products and services. Abugu et al. (2019) underscored this view revealing that students who consume beer are highly attracted to sales promotional strategies that usually emphasize price reduction. Sales promotion is also a strategy for product introduction aimed at provoking customers brand switching from competitors (Stankovic et al., 2012; Alavuk et al., 2015). In addition, sales promotion parades other objectives such as raising short-term demand, stimulating product trial, adding to the dealers' stock of goods, attracting more new customers, increasing off-season sales, introducing new products, provoking old and existing customers to increase their purchases, earn immense competitive advantage for the organization (Pembi et al., 2017), encouraging brand switching, saving cost for consumers and satisfying customers (Awunyo-Vitor et al., 2013).

Moreover, Oyedapo et al. (2012) recalled that as a result of economic recession, prices of consumer goods, especially beverage drinks have soared, and expectedly, consumer goods are continuously experiencing low demand as a result of economic recession in Nigeria (Olorunleke, 2017). Incidentally, when firms embark on sales promotion campaigns, consumers of beer will leverage on them to save money, thus temporarily assuaging the harshness of the recession with respect to beer consumption. That is why, Rizvi and Malik (2011) emphasized that marketers adopt sales promotion to reduce the price of goods, consequently encouraging sales turnover. Alavuk et al. (2015) revealed that price discount is considered dearly by consumers when making purchase decisions. Subsequently, research showed that students from Wales, Germany, and Australia participated in sales promotion activities involving beer because of price discounts (Dumbili & Williams, 2016). Ab initio, while more emphasis had been placed on monetary sales promotion than non-monetary ones, the non-monetary sales promotional strategies started gaining serious attention in the 1990s (Mendez et al., 2015). Relating to an empirical output, Buil et al. (2013) revealed that price discount has a negative influence on perceived quality. Also, in the same research, it was revealed that gift which is a non-monetary sales promotion element had a significant and positive effect on perceived quality.

Furthermore, making purchase decisions has become a very critical aspect of consumer behavior as many products and services are offered to consumers (Anetoh et al., 2020). Consumer purchase decision refers to a consumer's ultimate choice of a product or service from available alternatives (Khuong & Duyen, 2016; Imiru, 2017). It is an absolute decision made by consumers after weighing many alternatives of products and services (Njoroge, 2017). Concisely, the actual purchase decision is the

period of transformation from consumer purchase intention to actual purchase behavior (transfer of title) (Anetoh et al., 2020). Therefore, Agbi et al. (2019) revealed that coupons, free samples, price discounts, and buy one, get one free sales promotion strategies have significant relationships with consumer purchase decisions. Arguably, not all sales promotional tools are effective in seducing consumers, thus, Ade-Johnson (2014) revealed that 56% of respondents rarely participated in Maltina and Malta Guinness sales promotion. Buttressing this point, Chang (2017) argued that not every sales promotion is an effective marketing strategy.

Although there is a dearth of research or literature on crown cork scratch and win, those that discussed buy one, get one free, and specialty advertising are relatively scarce. Nevertheless, few studies have been conducted on sales promotional strategies and their impact on consumer buying behavior (Tandoh & Sarpong, 2015; Nagadeepa et al., 2015; Shamout, 2016; Iqbal et al., 2013). Unfortunately, while buy one, get one free technique has been fairly investigated, no study in Nigeria has studied the effect of specialty advertising and crown cork scratch and win promotional strategies on consumer purchase decisions for beer brands. That is this study's point of literature departure and justification. Hence, against this backdrop, this study focuses on determining the efficacy of buy one, get one free, specialty advertising, and crown cork scratch and win promotional strategies, on consumer purchase decisions for beer brands in Southeastern Nigeria.

Literature Review

The Concept of Sales Promotion

Nowadays, sales promotion is growing exponentially and firms are expediting its adoption as a key strategy for high competitiveness and overall success (Das & Kumar, 2009). It is an indispensable aspect of marketing management (Suryani & Syafarudin, 2021). Sayad and Godbole (2019) expressed that consumer buying behavior is tremendously affected by a company's sales promotional strategies. As manufacturers, distributors, retailers, and nonprofit organizations alike are involved in organizing sales promotion events to stimulate consumer purchase and repurchase behavior, most consumers in Nigeria are participating in such sales promotion activities because of their potential benefits (Sakara & Alhassan, 2014). Sales promotion is the second most popularly adopted marketing communication strategy after advertising (Shahzad et al., 2020). Nonetheless, sales promotion can be defined as a short-term incentive aimed at boosting sales of products and services (Belch & Belch, 2018). It refers to a planned activity aimed at accomplishing sales and other marketing objectives through its cost savings attribute (Dubey, 2014). It adds value to goods and services and generates lasting benefits for marketers and consumers (Dubey, 2014). It's a short-term monetary or non-monetary incentive required for customer acquisition, retention, and loyalty (Chandra et al., 2018). A sales promotion campaign is a period of marketing activity that is capable of encouraging a direct reply from marketing intermediaries and customers. Chih et al. (2016) clarified that only

the right type of sales promotion can be effective in increasing customer demand. Further, Chandra et al. (2018) ventilated that sales promotional tools have differing effectiveness and consumer acceptance.

Unquestionably, consumer sales promotion is capable of creating and boosting brand awareness, eliciting product trials, introducing new products, capturing leads for the sales force, hiking average purchases, encouraging repurchase behavior (Oyedapo et al., 2012), generating impulse buying, emphasizing novelty, and supporting other promotional elements (Dubey et al., 2016). For sales promotion to be effective, it has to be adapted to specific customer requirements. That is why Okolo et al. (2015) laid emphasis on the importance of adaption of marketing program in global marketing. Synonymously, sales promotion directly influences consumers to increase product purchases, make belated changes in purchases, switch to other brands, use product substitutes, and increase the storage of alternatives (Tang & Hao, 2017). In their words, sales promotion allows consumers to buy better quality products at cheaper prices and reduces costs related to customer search and decision. Ade-Johnson (2014) publicized that sales promotion is a special inducement for consumers to increase their purchase of goods and services. According to them, the impetus to inform consumers, remind them, create sales awareness, ward off competition, boost sales, target special customers or niches, encourage brand switching, decongest excess stock, and reward loyal customers are achievable objectives of sales promotion.

In addition, trade, retailer, and consumer sales promotions are strategically deployed in advancing product sales (Chaharsoughi & Yasory, 2012). For them, consumer sales promotion is directed toward them from the manufacturers; retailer sales promotions are focused on the consumers from the retailers; while trade sales promotions are projected to the middlemen by the manufacturers. Chandra et al. (2018) posited that consumers are opportunists as they embark on the stockpiling of products given that sales promotion allows them to buy extra products with high immediacy, as offers may not last for longer periods. Regrettably, sales promotion leads to overspending and overconsumption as consumers may buy in larger quantities leading to overconsumption which might be unhealthy and may cause environmental issues.

Furthermore, the beverage industry, especially beer is a key player in the adoption of sales promotion strategies aimed at bolstering the sales of beer brands in Nigeria. As a fundamental promotional mix variable (Sakara & Alhassan, 2014), sales promotion has the capability of stimulating the consumer into an immediate purchase action as a result of the use of promotional techniques that serve as bait. Without losing track, the Nigerian telecommunication services industry, specifically Glo and MTN has proven that sales promotion strategies have the capability of boosting consumer brand loyalty (Olotewo, 2017). Without any doubt, and, given that competition in the telecom industry is highly encouraged amongst service providers, it has been

observed that sales promotion through its short-term incentives attribute, has the power to retain customers (Sakara & Alhassan, 2014). Summarily, sales promotion effort is projected at the final consumers to stimulate, motivate, remind, and persuade them to acquire products that are readily available for sale. It is a vigorous strategy that accords the consumers as well as business-to-business customers, the opportunity to give a trial to a product with purchase triggers such as discount selling, bundle pricing, sweepstakes, contests, games, premiums, samples, coupons, price packs, buy one get one (BOGO) (Shamshi & Khan, 2018), warranty (Sakara & Alhassan, 2014), specialty advertising, rebates, displays and demonstrations (Kotler et al., 2018), and freemiums. These techniques influence consumer purchase decisions when two products are equally attractive and are juxtaposed (Abu Auf et al., 2018). Sales promotion increases a firm's profit and market share by attracting customers to the firm (Das & Kumar, 2009). Crespo-Almendros et al. (2015) in their research dwelt on online sales promotion and concluded that online sales could be boosted via online sales promotion.

Sales Promotions Strategies

Buy one and get one free

Buy one, get one free is a sales promotional strategy that provokes consumer purchase and repurchase intention, given that it allows an extra product to be given to a customer at no additional cost (Alcaraz et al., 2022; Sanusi, 2021). In the food markets, Thomas and Chrystal (2013) argued that it is commonly used to seduce consumers. It is an effective marketing cum sales promotional strategy for eliciting consumer purchase decisions (Kadiri, 2024; Nagadeepa et al., 2015). Sanusi (2021) declared that buy one, get one triggers consumer brand switching and loyalty behavior. Kadiri (2024) observed that buy one, get one can easily spark impulsive buying behavior among prospective consumers. Underscoring impulsive buying behavior, Rajagopal (2008) asseverated that compulsive buying behavior is motivated by buy one, get one promo. It improves a company's market share and overall competitive advantage by luring many customers to the product being promoted (Alcaraz et al., 2022). Gardner (2022) revealed that buy one, get one non-monetary sales promotional tool, commands more customer brand attitude than monetary ones like price discounts, etc.

In the beer context, buy one, get one occurs when a consumer is given one extra bottle of beer after paying for one or two bottles. For instance, Nigerian Breweries often come up with a sales promotion strategy; "drink one bottle and have extra one bottle" (Mittal & Sethi, 2011) to stimulate the sales of their brands. This often happens when demand does not meet supply capacity and many tons of beer are dumped at the warehouses occupying spaces thus inhibiting the continuous production process. Empirically, Kadiri (2024) revealed that buy one, get one has a significant influence on consumer purchase behavior. Similarly, Sanusi (2021) found that repurchase

behavior was significantly impacted by buy one, get one free sales promotion. Sequel to this contribution, we put forward that:

H1: Buy one, get one free has a significant effect on consumer purchase decisions for beer brands.

Specialty Advertising (free imprinted gifts)

Specialty advertising has not attracted many scholarly studies and that is why there is a scarcity of literature on it as a construct. It is a type of advertising, though, it is mainly attributed to sales promotion. It is used as a strategy to encourage consumers to establish a strong brand association with different products or services. Marketers spend a great deal on this, making it a very effective sales promotion tool that leads to strong brand recall and recognition (Conte, 2012). They are also called “promotional products” as companies’ logo, name, message, etc., are imprinted on other items such as caps, hats, T-shirts, pens, key holders, golf balls, coffee mugs, matches, shopping bags, calendars, torches, mouse pads, stickers, bracelets, hand towels, etc., and given away as gifts to customers to elicit purchase (Conte, 2012; Kotler et al., 2018). These gifts are handed over to consumers on different occasions in the shop, sponsored events, and special events (Conte, 2012). Indeed, Nigerian Breweries, Guinness Nigeria, and Intafact Breweries usually imprint their logos on T-shirts and caps to attract beer sales. This strategy is always successful as consumers are not only interested in the purchase and consumption of beer but, cherish these gift items that help them establish brand association with them, given that these gifts solve different problems for them (Sakara & Alhassan, 2014). These imprinted gift items are naturally attached to the purchase of the beer brands being promoted which in this case may include Star, Heineken, Life, Legend Extra Stout, Gulder, Tiger, Harp, Guinness Stout, Guinness Extra Smooth, Origin, Smirnoff Ice, Budweiser, Hero, Trophy, Eagle Stout etc.). In other words, a consumer is given the item when he buys the alcoholic beverage. Companies in the US spend billions of dollars on specialty advertising every year and it is very effective in boosting sales (Kotler & Keller, 2006). In respect to this contribution, we propose that:

H2: Specialty advertising has a significant effect on consumer purchase decisions for beer brands.

Crown Cork Scratch and Win

Crown cork scratch and win as a construct starves academic research given that there is a dearth of literature on it. However, crown cork scratch and win is adopted as a sales promotional strategy by the beer industry to draw immediate buyer attention and purchase of beer brands. It is a strategic weapon for eliciting trials and encouraging repurchase behavior. Its capability for turning current and prospective customers into brand loyalists is overwhelming. Most beer-producing and distribution companies in Nigeria embark on this type of promotion from time to time, given that current and potential beer drinkers enjoy it being that only those who

are lucky enough win extra bottles of beer. What happens is that when a customer purchases a bottle of beer, and opens the cork, the delicate object inside the crown cork is scratched off and the person can win whatever is found under the cork. Most times, an extra bottle of beer is won, however, other products or imprinted gift items on the beer brands are also won; which serves as an element of specialty advertising for the company. However, during this crown cork scratch and win for a typical beer brand, customers, especially the youth flood many drinking bars and restaurants to give the promotion a trial with the hope that extra beer bottles could be won. Interestingly, what is mainly drawn or targeted under the cork is the beer bottle (which is the primary promotion focus) as the company wants to use it to influence more trials for their current or new brands, as well as encouraging brand loyalty amongst customers. Upon this contribution, we hypothesize that:

H3: Crown cork scratch and win has a significant effect on consumer purchase decisions for beer brands.

Consumer Purchase Decision

Purchase is a critical stage in the consumer buying decision making process, and consumers are highly committed to it given that they tend to spend their money with caution (Okolo et al., 2015). Sales promotion has a strong association with consumer purchase decisions, retention, and loyalty for different brands of products. In India's apparel industry, it was reported that customer purchase decisions were positively influenced by sales promotions (Mishra et al., 2024). Categorically, consumers like to purchase goods and services at cheaper rates and that is why, whenever they become aware of sales promotion activities, they seize the opportunity to purchase products in larger quantities to make up for the rainy days. Ironically, they embark on sales promotions to save the cost of buying the products when firms are not holding any sales promotion events. Nevertheless, consumers are unpredictable and could on different occasions, exhibit different behaviors. Okolo (2017) defined consumer behavior as the beliefs, attitudes, and real-time actions of individuals and households as they purchase goods and services for personal or group consumption or use. Consumers react differently to marketing communications projected at them to encourage them to behave positively toward the purchase of goods and services. Advertising is one of such promotional tools that influence consumer behavior (Chudzian, 2014).

However, sales promotion is one of the major marketing communications that is conducted seasonally to encourage a short-term consumer demonstration of product likeness. In a study, it was revealed that sales promotion has significantly influenced young people's purchase of products (Awunyo-Vitor et al., 2013). However, Chaharsoughi and Yasory (2012) added that purchasing a product depends also on a lot of factors such as social, economic, demographic, and cultural factors. These are capable of controlling consumer behavior to a large extent being that these factors are capable of influencing consumer intention to respond to sales promotional messages

and action. In support, Olorunleke (2017) argued that consumer demographics affect sales promotion strategies.

Sales promotion takes center stage in the buyer decision-making process and the purchase stage in particular; and that is why it focuses attention on boosting sales through short-term incentives. Familmaleki et al. (2015) expressed that sales promotion focuses on customer acquisition, retention, and loyalty, which is aimed at offering customers valued incentives to avert brand switching. To support this view, the black box model of consumer behavior (Okolo, 2017) shows how a consumer can be influenced through the application of integrated marketing communication to encourage purchase action. In addition, sales promotion activities stimulate impulse buying in such a way that consumers may not be in the emotional disposition to purchase a product or service in the first place. Such sales promotional activities like demonstrations and point-of-purchase displays are capable of instigating an initial immediate trial for a particular product. In a nutshell, many consumers who may not have an initial plan to participate in a sales promotion may do so as a result of external impulse. Consistent with this, Bhakat and Muruganantham (2013) and Yasri (2018) described unplanned purchase as purchase behavior exhibited by consumers without pre-shopping intention, which is powerful, irresistible, and experienced by consumers via impulse.

Besides, the decision of a consumer to display an attitude of acceptance of a particular sales promotional technique is indeed critical for a company's profitability, success, and longevity. Imperatively, sales promotion has a significant influence on consumer decisions (Chukwu et al., 2019; Yabani et al., 2017; Nour et al., 2014). Consumer purchase decision is significantly influenced by buy one get one free, discount, and price off, which induce the customers to visit a store (Verma, 2016). Furthermore, Consumer purchase is the last stage of the buyer decision-making process in the consumer behavior model. It is the stage when the consumer pays for the product after analyzing all buying circumstances within his/her judgmental dispositions. Businesses monitor this stage with keen interest as they intend to deploy all marketing/marketing communication strategies within their purview to ensure that the customer does not become an easy target for shrewd competitors. In their study, Agbi et al. (2019) found that the foursome sales promotion constructs such as "price discount, coupon discount, buy-one, get one free, and free sample" influenced consumer purchase decisions significantly. Darpito (2022) found that flash sale which is a sale promotional strategy capable of inducing discount sales has a positive effect on consumer decision to purchase a product. Similarly, Arsta and RsiRespati (2021) reaffirmed that the relationship between sales promotions and purchase decision were significantly mediated by brand image. In other words, sales promotion promotes brand image, which in turn, encourages consumer purchase decisions.

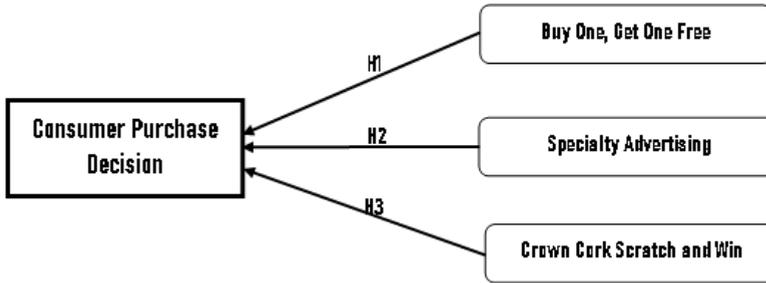


Figure 1: Conceptual Framework.

Theoretical Underpinning

Theory of Planned Behavior

The theory of planned behavior (TPB) was adopted in this study. This is because every action performed by a consumer in the course of the purchase of any given product or service is simply a display of belief, attitude, and behavior. However, the theory of planned behavior (Ajzen, 1991), which evolved from the theory of reasoned action (Ajzen & Fishbein, 1980) is centered on attitude and beliefs and uses the cognitive approach in describing consumer behavior (Al-Mamary et al., 2016). TPB is influenced by intention, attitude toward behavior, subjective norm, and perceived behavioral control (Albarracin et al., 2001). Most research revealed that subjective norms and behavior are strongly correlated (Nickella & Hinsz, 2023). TPB states that an individual's behavior is predicated on his/her intention to execute certain rational actions (Sun et al., 2015). This assumption has been heavily endorsed in many health studies (Prapavessis et al., 2015). Alzghoul and Abdullah (2015) exposed that the intention to exhibit certain behavior is predicted by attitude, subjective norm, and perceived behavioral control.

Essentially, a number of one's attitudes toward a behavior are driven by the intention, which is an outcome. An attitude is predicated on a person's belief in taking certain actions and the consequences thereafter (Stone et al., 2010). So, an individual's positive or negative attitude is driven by his or her intention to act. In addition, the exogenous social, cultural, political, economic, and environmental pressure from his or her associates is known as the subjective norm. In other words, individual behavior is essentially and critically influenced by those inhabiting similar environments with him or her. These influencers could make or mar his or her choices and decisions to purchase a particular product or service at a particular time. The perceived behavioral control which is another variable in the TPB has to do with an individual's capacity and disposition to perform or not perform a specific task at a given occasion (Stone et al., 2010). Perceived behavioral control which is the ease or difficulty related to the execution of certain behavior was added by Ajzen (1991) to express certain behavior that is not within a person's volitional manipulations (Stone et al., 2010). In other words, individuals are restricted from displaying certain behaviors as a result

of the paucity of the cultural, social, physiological, political, legal, economic, and environmental factors to do so.

In relating TPB with the decision to purchase beer brands during the sales promotion period, first-time drinkers or non-drinkers, occasional drinkers, light drinkers, heavy drinkers, regular drinkers, etc., are motivated to join a sales promotion program consequent upon their natural tendency to drink beer based on the mere fact that their cronies are involved in the program. First-time or non-drinkers who are disposed to hanging out with their friends might be encouraged to give it a first trial because of that social influence from them. Under this peer pressure, one may develop the intention to give it a trial having no initial attitude towards drinking beer. Moreover, the environment (servicescape) within the drinking parlance can also trigger such initial trials as people feel conducive with the ambiance of the environment they find themselves. Those who have been regular drinkers are stimulated by the sales promotion strategies; in this case, the drink one, get one free, specialty advertising, and crown cork scratch and win adopted by the beer promoters. The difficulty and ease of engaging in beer promotions like buy one, get one free, specialty advertising, and crown cork scratch and win are the perceived behavioral control aspects of the theory. The consumers can therefore be affected by age, religion, money, health condition, appetite, taste, sex, etc., which can limit them from partaking in the sales promotion.

Methodology

The researcher employed the survey method by administering the structured questionnaire to gather primary data from customers who purchase and drink different beer brands across drinking bars and restaurants in the five metropolises of five states of Southeastern Nigeria. This research was conducted during the promotion campaign embarked upon by the major beer brewing companies in Nigeria - Nigerian Breweries, Guinness Nigeria, and Intafact Breweries. The scope covered the effect of consumer sales promotion strategies on consumer purchase decisions for beer brands in Enugu, Umuahia, Abakaliki, Owerri, and Awka metropolises. A convenience sampling technique was adopted for the study. The population of the study comprises customers who drink at bars and restaurants in the above-mentioned metropolises. The sample size was 384 determined using Freud and William's formula known as the Z-score method of determining an infinite population. The content validity was ascertained by allowing the research instrument to be vetted by three marketing experts. Subsequently, a pilot study was carried out by distributing copies of the research instrument to 30 customers, and in testing for internal consistency, a reliability test was carried out using Cronbach's alpha and 0.874 was obtained. Thereafter, out of the 384, 360 were correctly filled, returned, and validated. The analysis of data was done using simple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS) software version 22.

Data Presentation and Analysis

Data generated from customers of beer in Southeastern Nigeria were presented using descriptive statistics and analyzed using the simple linear regression statistical tool. The analysis was done with descriptive and inferential statistics with the aid of SPSS version 22.0.

Table 1. Responses to the effect of buy one, get one free on consumer purchase decisions for beer Brands

S/N o	Questionnaire items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	Buy one, get one free is highly attractive to me and stimulates me to go and drink beer	120	91	65	48	36	360
2	Buy one, get one free reduces the price of beer and provokes my purchase intention	129	87	50	54	40	360
3	Buy one, get one free makes me buy beer even when I don't ordinarily have the appetite to drink	118	88	57	60	37	360
4	I buy beer during the buy one, get one free promo because it is cheaper than usual	115	90	51	63	41	360
5	I buy beer during the buy one, get one free promo because it saves my money to buy other items	126	85	61	50	38	360
6	I will recommend this promo to my friends and well-wishers	125	90	50	50	45	360
TOTAL		733	531	334	325	237	2160

Source: fieldwork, 2023

Table 1 indicates that 733 strongly agreed, 531 agreed, 334 were neutral, 325 disagreed, and 237 strongly disagreed respectively. This implies that there is a significant and positive effect of buy one, get one free on consumer purchase decisions for beer brands.

Hypothesis One

H1: There is a significant effect of buy one, get one free on consumer purchase decisions for beer brands.

Table 2: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.994 ^a	.988	.988	.15015	.322

a. Predictors: (Constant), Buy one, get one free

Table 3: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1976.898	1	1976.898	87691.980	.000 ^b
	Residual	24.302	1078	.023		
	Total	2001.200	1079			

a. Dependent Variable: Consumer purchase decisions for beer brands

b. Predictors: (Constant), Buy one, get one

Table 4: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.105	.013		8.341	.000
	Buy one, get one free	.977	.003	.994	296.128	.000

a. Dependent Variable: Consumer purchase decisions for beer brands

Interpretation

Table 3 indicates that the regression sum of squares (1976.898) is greater than the residual sum of squares (24.302), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance. In Table 2, R which equals the correlation coefficient has a

value of 0.994, which indicates that there is a significant and positive effect of buy one, get one free on consumer purchase decisions for beer brands. R square which is the coefficient of determination shows that 98.8 % of the variation in customer satisfaction is explained by the model. In the linear regression model, the error of the estimate is low, with a 0.15015 value. The Durbin-Watson statistics of 0.322 which is less than 2 indicates that there is no autocorrelation. However, 0.994 indicates that there is a significant and positive effect of buy one, get one free on consumer purchase decisions for beer brands, which is statistically significant as shown in Tables 4 and 13 (with $t = 296.128$). We therefore accept the hypothesis as stated.

Table 5. Responses to the effect of specialty advertising (beer brands' imprinted gift promo) on consumer purchase decisions for beer brands

S/No	Questionnaire items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	Beer brand imprinted gift items like caps, openers, T-shirts, pens, key holders, etc., are highly attractive to me and stimulate me to buy beer	138	103	45	44	30	360
2	The fact that I will win beer brand imprinted gift items triggers me to buy beer	159	96	50	30	25	360
3	If I win those imprinted gift items when I buy beer, it saves me money	145	110	45	40	20	360
4	I buy beer during the imprinted gift item promo because of the gifts I expect to win	150	100	39	43	28	360
5	I will continue to buy beer in the future if they offer imprinted gift items promo	136	120	41	35	28	360
6	I will convince my friends to buy beer during the beer brand imprinted gift items promo	155	99	40	35	31	360

TOTAL	883	628	260	227	162	2160
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Source: fieldwork, 2023

For Table 5, 883 indicated strongly agree, 628 indicated agree, 260 indicated neutrality, 227 indicated disagree and 162 indicated strongly disagree respectively in their responses. This implies that there is a significant and positive effect of specialty advertising on consumer purchase decisions for beer brands.

Hypothesis Two

H2: There is a significant effect of specialty advertising on consumer purchase decisions for beer brands.

Table 6: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.991 ^a	.982	.982	.16969	.250

a. Predictors: (Constant), Specialty advertising

b. Dependent Variable: Consumer purchase decisions for beer brands

Table 7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1660.848	1	1660.848	57680.833	.000 ^b
	Residual	31.040	1078	.029		
	Total	1691.888	1079			

a. Dependent Variable: Consumer purchase decisions for beer brands

b. Predictors: (Constant), Specialty advertising

Table 8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.135	.016		8.251	.000
	Specialty advertising	.969	.004	.991	240.168	.000

a. Dependent Variable: Consumer purchase decisions for beer brands

Interpretation

Table 7 indicates that the regression sum of squares (1660.848) is greater than the residual sum of squares (31.040), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance. R in Table 6 is the correlation coefficient with a value of 0.991 indicating that there is a significant and positive effect of specialty advertising on consumer purchase decisions for beer brands. R square which is the coefficient of determination shows that 98.2 % of the variation in customer satisfaction is explained by the model. Hence, the error of the estimate is low with a 0.16969 value as shown in the linear regression model. There is no autocorrelation as indicated by the Durbin-Watson statistics of 0.250 which is less than 2. However, 0.991 indicates that there is a significant and positive effect of specialty advertising on consumer purchase decisions for beer brands, which is statistically significant as shown in Tables 8 and 13 (with $t = 240.168$). Therefore, we accept the hypothesis.

Table 9. Responses to the effect of crown cork scratch and win promotion on consumer purchase decisions for beer brands

S/N _o	Questionnaire items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	Crown cork scratch and win is very appealing and motivates me to buy beer	140	93	54	45	28	360
2	Crown cork scratch and win convinces me that beer companies are customer-oriented	156	86	50	43	25	360
3	Crown cork scratch and win saves me money	139	106	35	50	30	360
4	My purchase of beer during this promo offered me a memorable experience and made me satisfied	140	95	49	43	33	360

5	I will continue to buy beer brands that engage in crown cork scratch and win	135	90	52	48	35	360
6	I will refer this type of promo to my friends as a priority	150	92	49	39	30	360
TOTAL		860	562	289	268	181	2160

Source: fieldwork, 2023

Table 9, indicated that 860 strongly agreed, 562 agreed, 289 were neutral, 268 disagreed and 181 strongly disagreed respectively in their responses. This implies that there is a significant and positive effect of crown cork scratch and win on consumer purchase decisions for beer brands.

Hypothesis Three

H3: There is a significant effect of crown cork scratch and win on consumer purchase decisions for beer brands.

Table 10: Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.987 ^a	.975	.975	.20551	.170

a. Predictors: (Constant), Crown cork scratch and win

b. Dependent Variable: Consumer purchase decisions for beer brands

Table 11: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1778.914	1	1778.914	42119.397	.000 ^b
	Residual	45.529	1078	.042		
	Total	1824.444	1079			

a. Dependent Variable: Consumer purchase decisions for beer brands

b. Predictors: (Constant), Crown cork scratch and win

Table 12: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.172	.019		9.209	.000
Crown cork scratch and win	.966	.005	.987	205.230	.000

a. Dependent Variable: Consumer purchase decisions for beer brands

Interpretation

As indicated in Table 11, the regression sum of squares (1778.914) is greater than the residual sum of squares (45.529), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance. R in Table 10 is the correlation coefficient with a value of 0.987 indicating that there is a significant and positive effect of crown cork scratch and win on consumer purchase decisions for beer brands. R square which is the coefficient of determination shows that 97.5 % of the variation in customer satisfaction is explained by the model. Hence, the error of the estimate is low with a 0.20551 value as shown in the linear regression model. There is no autocorrelation as indicated by the Durbin-Watson statistics of 0.170 which is less than 2. However, 0.987 indicates that there is a significant and positive effect of crown cork scratch and win on consumer purchase decisions for beer brands, which is statistically significant as shown in Tables 12 and 13 (with $t = 205.230$). The hypothesis is thus accepted as earlier proposed. In addition, the overall results of the hypotheses testing are shown in Table 13 Figure 2.

Table 13: Summary Results from Hypotheses Testing

Hypothesized Relationship	Hypotheses	Correlation Coefficients	T-Values	Decision
Buy one, get one free > Consumer purchase decision for beer brands	H1	0.994	296.128	Supported
Specialty advertising > Consumer purchase decision for beer brands	H2	0.991	240.168	Supported
Crown cork scratch and win > Consumer purchase decision for beer brands	H3	0.987	205.230	Supported

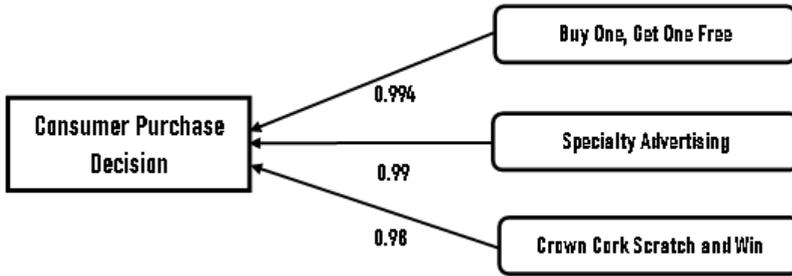


Figure 2: Hypotheses results of relationships between constructs

Discussions with Managerial Implications

This study is a response to the topic's question having provided proof that the agelong assumption that sales promotion can stimulate immediate product purchase decision and behavior is true. Specifically, it was revealed that there is a significant and positive effect of buy one, get one free on consumer purchase decisions for beer brands ($r = 0.994$; $t = 296.128$; $F = 87691.980$; $p < 0.05$). What this indicates is that beer drinkers are attracted to this type of promotion given that if they purchase one beer bottle, they will automatically qualify to have one free second bottle of beer, thus having the potential for increasing the companies' revenue, market share, profitability, and corporate image. This promotion lures a consumer to spend less of his money on many extra bottles of beer. For instance, a customer who usually drinks six bottles who ordinarily would have made payment for them will no longer pay for three bottles, being that they have been freely won as a result of the purchase of three bottles. Indeed, it amounts to cost savings for the beer customer, especially during the promo period. Unfortunately, this type of promotion can motivate non-heavy beer drinkers of beer to become heavy drinkers.

Previous studies recorded similar findings such as Kassa and Fasil (2019) who found in their research that bordered on purchase decision of George Beer in Gondar Town, Ethiopia, that consumer purchase decision was significantly influenced by buy one, get one free. In consonance with this, Kadiri (2024) revealed that consumer buying behavior was highly associated with buy one, get one free. Synonymously, Alcaraz et al. (2022) underpinned this when they found that buy one, get one free, significantly impacted consumer purchase of products in pasalubong retail shops in Calapan City. Corroborating this, Agbi et al. (2019) found that buy one, get one free significantly and positively influenced consumer purchase decisions in the beverage industry. Furthermore, Sanusi (2021) found that buy one, get one free triggered customer repeat purchase behavior of MTN services in Kano, Nigeria. In support of this, Gardner (2022) established that a more favorable brand attitude is elicited by buy one, get one promotion than price discounts. In the words of Khan et al. (2019) and Mishra et al. (2021), consumers are attracted to buy one, get one free promo, being that they perceive that it gives them higher value for their money. Consequently, Shamout

(2016) revealed that buy one, get one is capable of establishing brand switching and brand loyalty.

In contrast, in a study in Gujarat that seemed to depart from the norm, Salvi (2013) found in a branded apparel retail industry that buy one, get one free, failed to induce consumer purchase decisions. Therefore, management needs to regulate the promotional campaign by implementing it for a short period (between two to three months) to control the heavy intake of beer by consumers to avoid drunkenness, thus maintaining a healthy living condition. In addition, the government on its own must regulate sales promotion concerning beer drinking to control people's intake of alcohol given that drunkenness leads to many different health challenges.

Secondly, it was revealed that there is a significant and positive effect of specialty advertising on consumer purchase decisions for beer brands ($r = 0.991$; $t = 240.168$; $F = 57680.833$; $p < 0.05$). This indicates that consumers value gift materials that are imprinted with the logo of the beer brands they consume. Most of the gift items seem highly appealing to the consumers being that they are usually quality materials such as caps, pens, key holders, T-shirts and Polos, handkerchiefs, bottle openers, shopping bags, calendars, torches, mouse pads, stickers, etc. Indeed, these gift items are quality materials, but beer companies should manage the promotion in such a way that it would not last longer than required. This is consequent to the fact that sales promotional strategies serve as bait to consumers, and as they are committed to consuming more of the promoted beer brands, they may not be conscious of the health implications, given that sales promotion is mainly projected at increasing sales revenue by encouraging customer brand loyalty.

Interestingly, Tufa and Melese (2021) declared that sales profit is a function of brand loyalty. So, management should monitor and control the promotion period to keep beer consumers healthy enough to come back during subsequent promotion periods that may take several months in the future. However, Sakara and Alhassan (2014) revealed that specialty advertising aided students' purchase decisions for telecom networks. In the same study, Sakara and Alhassan (2014) found that amongst other sales promotional techniques, specialty advertising has the capability of provoking consumer brand switching in the Ghanaian telecommunication industry. Also, the majority of the respondents (75.5%) agreed that telecommunication companies can earn customer retention via specialty advertising. In a related study, Cooper and Chonko (1992) did a study that focused on retail salespeople and found that employee performance was impacted by specialty advertising. In another context, Fam et al. (2008) found that specialty advertising has a relationship with the environment.

Finally, it was found that there is a significant and positive effect of crown cork scratch and win on consumer purchase decisions for beer brands ($r = 0.987$; $t = 205.230$; $F = 42119.397$; $p < 0.05$). What it indicates is that beer customers admire crown cork scratch and win as it can earn them either a free extra bottle of beer or other specialty advertising items. Consequent to its cost efficiency, consumers would demand such

promotion campaigns be embarked upon so they enjoy their leisure evenings during the promotion period. Managerially speaking, beer companies should ensure that what is to be won under the bottle cork should be mainly beer drinks rather than non-beer items, given that beer is paramount to beer consumers. Also, beer companies should not exhibit shortsightedness in their campaign by allowing it to be overused knowing that the health implication of overdrinking on the beer consumer is dangerous. Finally, sustainably, crown cork scratch and win should last for a short period.

Furthermore, sales promotion accords additional value to consumer purchase of a given product or service. Sales promotion is the only marketing communication technique that gives consumers extra money in their pockets each time they embark on purchase decisions. Sinha and Verma (2020) reported that sales promotion grants consumers tremendous cost savings. These sales promotional strategies are effective because consumers always attach value to whatever exchange they engage in. A study conducted in Enugu, a city in Southeastern Nigeria, Iheanacho et al. (2020) found that bonus sale, premium, and price discount significantly influenced consumer purchase decisions. Similarly, Soeswoyo et al. (2023) revealed in their study bordering on the hospitality industry that guests' purchase decision was significantly influenced by sales promotion Hotel Stay in East Java. Arsta and RsiRespati (2021) also found that consumer purchase decisions was positively and significantly impacted by sales promotion. Pinota (2023) found that sales promotion affects purchasing decisions. The study also revealed that sales promotion and customer loyalty can be mediated by consumer purchase decisions. Similarly, Situmeang et al. (2020) revealed that sales promotion has a significant influence on purchase decisions. In contrast, a study (Suryani & Syafarudin, 2021) in the health sector that sampled doctors and hospital health workers in Indonesia, revealed that sales promotion has no significant effect on purchase decisions. Another research conducted by Iyad et al. (2020) in the consumer convenience good sector, it was found that free samples, premiums, discounts, and coupons have a positive effect of on consumer purchase decisions.

Conclusion

Marketing organizations are globally striving for market leadership, success, and survival in the most dynamic and highly competitive industry and environment they occupy. However, sales promotion is an essential marketing communication element that is highly attributed to many firms' improved product and service performance. Fortunately, this research has proven that sales promotion can deliver immediate sales of beer beverage brands in Southeastern Nigeria. because of its cost saving characteristics, it evokes consumers' positive attitudes, preferences, and purchasing decisions for brands of products more than other marketing communication strategies (promo tools).

Nevertheless, based on the findings of this research, it was revealed that there is a significant and positive effect of buy one, get one free on consumer purchase decisions

for beer brands. Similarly, it was revealed that there is a significant and positive effect of specialty advertising on consumer purchase decisions for beer brands. In addition, it was revealed that there is a significant and positive effect of crown cork scratch and win on consumer purchase decisions for beer brands. However, buy one, get one free attracted consumers' attention more as indicated in the findings, revealing that consumers specifically drink an extra bottle of beer each time they pay for one bottle. Also, specialty advertising significantly attracted consumers' attention, given that they get imprinted gifts like free caps, key holders, pens, T-shirts, bottle openers, etc., from the company whenever they buy beer. Nonetheless, these imprinted gifts are products that the consumers would have ordinarily paid for, had they not participated in the promotional exercise. Moreover, crown cork scratch and win equally impacted consumer purchase decisions significantly for beer brands. Interestingly, consumers can equally win other imprinted gift items after scratching the crown cork, aside from an extra bottle of beer, during the promotion campaign.

Furthermore, consumers were generally satisfied with these promotional techniques since despite the experience of drinking extra bottles of beer, they equally won imprinted gift items as they drank. All these behaviors by consumers, as well as the incentives by the companies, culminated in gaining superior value (cost savings) for the consumers' money. Indeed, these consumer benefits can easily attract lots of socio-economic benefits such as increased brand agglutination, improved relationships, increased sales, increased market share, increased revenue, increased profit, positive word-of-mouth, customer loyalty, improved image and reputation, and overall competitive advantage for the company. Sagaciously, management should be committed to customer satisfaction by continuously designing and implementing innovative, alluring, and efficacious sales promotion campaigns to forestall consumer brand switching, thus guaranteeing company survival in the most dynamic, competitive, and mercurial marketing environment.

Limitations and Direction for Future Studies

In this study, there are a few observable limitations that will make future studies more rigorous and empirical. First, this study is delimited to beer beverages in Southeastern Nigeria, so, an expansion of the study to incorporate non-alcoholic drinks and other beverages in the five geopolitical zones in Nigeria will make the study more encompassing. Future studies' scope can be enlarged to accommodate other fermented liquor like red wine, cider, and sake, or other distilled liquor like vodka, gin, whisky, rum, etc. Otherwise, future studies can delve entirely into non-alcoholic beverages like malt drinks, fruit juice, carbonated soft drinks, etc. This will give an insight into what consumer purchase actions will be when the sales promotional tools under study are adopted. Moreover, other sales promotional techniques such as coupons, rebates, price discounts, price packs, bonus packs, contests, sweepstakes, etc., can be introduced and a more robust data analytical technique like structural equation modeling (SEM) be introduced to handle the

constructs' indicators. Furthermore, research can divert attention to retail or trade sales promotional strategies instead of consumer sales promotion to find out what plays out in the business-to-business hierarchy. In addition, further studies might investigate the effect of sales promotion strategic techniques on customer loyalty, with customer satisfaction as the mediating variable.

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Declaration of Interest

The authors have no conflict of interest to declare.

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