

Research Article

# Effects of Sales Campaign Strategies on Customer Patronage of Nigeria Breweries Products in Jos South LGA of Plateau State

Hope Homey Nwobi<sup>1,2</sup> , Arinzechukwu Jude Okpara<sup>1,2,\*</sup> ,  
Isaac Jonathan Maude<sup>1,2</sup> 

<sup>1</sup>AYM Shafa Limited, Bauchi, Nigeria

<sup>2</sup>Department of Marketing, University of Jos, Jos, Nigeria

## Abstract

Customer patronage is borne out of a longing to be focused on a specialist co-op either founded on its administration quality or seen administration esteem. Albeit a few scientists have proposed that what decides a client's decision of choosing or disparaging items varies from one country to another as well as from one district to another because of contrasts in social, ecological and financial elements. The review analyzed the impacts of deals advancement methodologies on client support of Nigeria distilleries items in Jos South LGA of Level State. The review utilized a semi-organized survey planned with a 5-point Likert scaling. 143 duplicates of the survey were circulated among the respondents, who were sub merchants of Amstel Malt in Jos South LGA of Level State. The information gathered was dissected utilizing various straight relapse. The discoveries delighted that there is a huge connection between deals advancement procedures aspects (premium item, gift, extra-item and scaled down cost) on client support, implying that deals advancement techniques significantly affect client support. The review presumes that Nigeria bottling works ought to build their concentration and keep up with the level of the deals advancement methodologies (premium item, gift, extra-item and scaled down cost), since it impacts client's support. The review suggests that Nigeria distilleries ought to direct investigations to assess various degrees of allure of the markdown base advancement. Furthermore, that administration ought to execute extra-item methodologies that will empower clients see them as particularly unique and drive most extreme support.

## Keywords

Sales Campaign, Premium, Gifts, Extra Products, Price

## 1. Introduction

Business firms play out various exercises to arrive at their clients with the labor and products they supply [22, 30, 42]. In each association, whether benefit or not-for-profit situated,

their fundamental design is to accomplish the organizational points and targets. The points and the objectives can't be accomplished in that frame of mind; there should be obviously

\*Corresponding author: arinzeokparaj@yahoo.com (Arinzechukwu Jude Okpara)

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put procedures that administration ought to utilize together to get together with these objectives. A few associations neglect to understand that they can't remain in business with practically no showcasing strategies, since they were working in a market that was monopolistic in nature [31]. Nonetheless, nowadays, because of dynamic nature of the market and the way that client taste changes everyday as their degree of wages and arrangement with the ongoing approaches to doing is concerned, so it has become imperative with respect to organizations to investigate their methodologies and survey them to fit the realistic turn of events if at all they need to stay in the area. As per [32], client support is the method for an answer evaluating for their company's deals volume/volume of exchanges, overall revenue and client maintenance level.

Support is a result of a longing to be focused on a specialist co-op either founded on its administration quality or perceived administration esteem. Albeit a few specialists have suggested that what decides a client's decision of choosing or disparaging items contrasts from one country to another as well as from one locale to another because of contrasts in cultural, ecological and financial factors [29]. Customer support has anyway been credited to the idea of rehash buy conduct, client steadfastness to the brand or administration, as well as client maintenance [21, 46].

Customer support is a trade cycle where a customer gets an item in return for esteem (cash) or different contemplations. Liang, Chen and Chung [31], fundamental maintained that, customer support implies the acquisition of labor and products from a specific seller by a client. Mufutau, Thaddeus, Olufayo, Olubusola Oyekunle & Osanyintolu [35], presented that, customer support is how much a client shows rehash buy conduct from a specialist co-op, having a positive, durable disposition and inclination towards a particular specialist organization. Client support is a result of a should be faithful to a firm either founded on its administration quality or seen item esteem [27].

Client support is accomplished when the expectations of clients are satisfied. Successful brand value doesn't just cause clients to belittle the items, however they additionally spread positive verbal exchange to others, which is a road for applying advancement techniques. Liang, Chen and Chung [31], note that utilization of advancement procedures on customer support, which is driven by purchaser information about the item, and estimated by the items capacity to catch client's inclination and steadfastness, as well as kindness related with item, this multitude of increases the value of the organization through coming about to higher support. Customer support can be portrayed as the demonstration of the buyer being a standard client to a specific item brand or shop [39]. The exercises that are performed to sell the push products to clients is called promoting and it as a significant business capability. Advertising is the presentation of business exercises that coordinates the progression of labor and products from makers to the clients. Huge number of exercises are acted in showcasing [32]. What's more, advancement is one of the components of

advertising blend. It is one of the factors through which data in regards to items or administrations is communicated to clients to change their mentality and conduct. Advancement is alluded to as any correspondence used to in-shape, convince, and remind individuals about an associations or person's products, administrations, picture, thoughts, local area involvement, or effect on society [37, 46, 49]. Advancement methodologies are the immediate available resources wherein an association attempts to contact the overall population about its new and existing items accessible in the market [27]. Advancement systems have stayed the one of the manners in which firms gain upper hand over different rivals on the lookout. Showcasing establishments need to be aware and recognize however many qualities of possible purchasers as could reasonably be expected which incorporate what they like, what they purchase and why they get them, among others through deals advancement [17, 11].

Deals advancement all alone, can be characterized as a showcasing exercises that add to the fundamental offer behind an item (i.e getting something else for less) temporarily to fortify client purchasing, selling feasibility or exertion of deals force [30]. Deals advancement incorporates devices for customer advancement, exchange advancement advertisement deals force advancement. With the end goal of this review, customer advancements which are those endeavors pointed toward impacting the preliminary purchaser will be investigated significantly.

Sales preferment also has the objective of accumulative brand awareness. It comprises attractive incentives which upsurges brand awareness hence more sales [15, 20]. Trades promotion also encourages prevailing customers to buying more of a product. Most often, it devices are adopted to induce a business's existing customers to purchase more of the product. A business's sales campaign tackles pilfering strategies of competitors and keeps existing customers with its products [4]. In Nigeria a number of business are betrothed in production or importation of alcoholic drinks. Models incorporate the Nigeria Breweries, Premium and so forth [20, 28]. These organizations continually advance their items utilizing various media and apparatuses to impact shopper buy choice. Nonetheless, shoppers will quite often search for the "best one" and "That's" why there is fluctuating psyche might turn on to new brands with a basic boost. For this situation an additional motivator can be added to an item by various limited time exercises [1]. Among these deals advancement crusades, the analyst selected four deals special instruments which are under the crown prizes, cost rebate, free examples and purchase and get one free, as these are the most widely recognized ones which are frequently utilized by brewery organizations. Many have directed research on the linkage between deals advancement apparatuses and shopper purchasing conduct and related subjects in organizations in different nations including, Kenya [2-4, 7-9], zeroed in on impact of deals advancement of FCMG on customer's preliminary buy conduct, on account of Unilever Ethiopia. Michael [33],

investigated the Impact of Deals Advancement Devices on Client Purchasing Conduct: The instance of Ethiopian Air-crafts Online clients.

Jos North is a Local Government Area in Plateau State, Nigeria It has an area of 291 km<sup>2</sup> and a populace of 429,300 at the 2006 enumeration. The postal code of the area is 930. It has an area of 291 km<sup>2</sup> and a populace of 429,300 at the 2006 enumeration. Jos north is comprising of Jos downtown area as well as some surroundings towns of authentic significance. One of such village is Naraguta town and other are Babale and some set-tlements, for example, Rikkos, Tudunwada, Jenta Adamu, Janta Mangoro and a few others, both the downtown area and the encompassing towns and settlements are cosmopolitan in nature. Populated by Berom, Jarawa (Afizere, Anaguta and obviously Hausa, Fulani) Others incorporate the unmistakable Nige-ria clan of Igbo, Yoruba, Kanuri, Tiv and others. Dialects Spoken in Jos-North are Anaguta, Afizere and Berom.

Moreover, previous studies suggest that different market segments and consumer profiles react differently towards sales campaign. Several reasons for the variations in effectiveness were suggested, including demographic, cultural and ethnic differences, the value and timing of promotional offerings, as well as the type of product promoted [31]. This research work therefore, tries to investigate the effect of sales campaign strategies on customer patronage of breweries products in Jos South Local Government Area of Plateau State.

## 1.1. Statement of the Problem

Brewery companies in particular apply different sales campaign strategies and tools to promote their products. Among the strategies; vouchers, premium products, gifts, extra products, reduced prices, free samples and sweepstakes are common with a view of positively influencing the behavior of their customers towards purchasing their products [16]. Currently, sales campaign strategies has become a vital strategy in many business activities especially in industries such as brewery.

Studies also magnify the role of sales campaign strategies in the future success of the business [35]. Evidently, the management of many brewery companies employ formulate comprehensive and effective sales campaign strategies that seek to build brand awareness, creates favorable brand attitudes, gain substantial market share, induces purchases, build brand loyalty and increase sales [17]. In view of the fact that companies in the food and beverage sector in Nigeria face fierce rivalry, many of these businesses have turned to sales campaign drive sales traffic to their brands. As a result, literature on sales campaign has demonstrated that it has a substantial influence on consumer patronage [31]. These elements tend to steer customers in specific directions during the decision-making process. This study seeks to re-examine the effect of sales campaign strategies on customer patronage of brew-

eries product, because of marketing dynamism. Brewery companies spend a lot of money on sales campaign. Therefore, there is need for periodic review of existing strategies and theories since marketing especially food and beverages sectors are never constant.

Sales campaign 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. Strenuous rivalry among competitor in Nigeria's Foods and Beverage business landscape has resulted in the use of various marketing strategies in order to become the market leader.

Furthermore, the literature of sales campaign has pockets of complaints of misapplication of sales campaign al tools such as price pack, coupon, gifts and others promotional approaches [41, 6, 11]. It is therefore doubtful if consumer sales campaign has much positive impact on customer patronage. Furthermore, despite the number of researches on the effect of sales campaign, limited studies from Nigeria perspective have been done on the effect of sales campaign strategies on customer patronage. This study attempts to fill the gap by studying the effect of some dimensions of consumer sales campaign strategies on customer patronage of breweries. Furthermore, the field of promotion strategies has been innovative in marketing literature, unfortunately, there are few in-depth studies in the area especially in developing economies like Nigeria. This study intends to fill this gap.

## 1.2. Research Questions

To empower us address the issues raised over, the accompanying exploration questions are raised

- 1) To what degree does premium items techniques affect client support of Nigeria breweries items?
- 2) What is the connection between gifts techniques and client support of Nigeria breweries items?
- 3) To what degree does additional items techniques influence client support of Nigeria breweries items?
- 4) What is the impact of scaled down cost systems on cus-tomer support of Nigeria breweries items?

## 1.3. Objectives

This study seeks to achieve the following objectives:

- 1) To estimate whether premium products strategies affect customer patronage of Nigeria breweries products.
- 2) To determine whether gifts strategies affect customer patronage of Nigeria breweries products.
- 3) To ascertain whether extra products strategies affect customer patronage of Nigeria breweries products.
- 4) To examine the effect of reduced price strategies on customer patronage of Nigeria breweries products.

## 1.4. Hypotheses

The following null hypotheses have been formulated to

enable us answer the research questions:

H0<sub>1</sub>: Premium products strategies do not have a significant effect on customer patronage of Nigeria breweries products.

H0<sub>2</sub>: Gifts strategies do not have a significant effect on customer patronage of Nigeria breweries products.

H0<sub>3</sub>: Extra products strategies do not have a significant effect on customer patronage of Nigeria breweries products.

H0<sub>4</sub>: Reduced price strategies do not have a significant effect on customer patronage of Nigeria breweries products.

## 1.5. Scope of Study

The scope focused on customer of Breweries Product in Jos South Local Government Area of Plateau State, Nigeria.

### a. Constructs Scope

The focused on Effects of Sales campaign strategies of breweries product, with dimensions of sales campaign as premium price, gift, extra products and reduced price strategies. Based on constructs scope, the study aimed at assessing effects of sales campaign strategies on customer's patronages of breweries Amstel Maltina Brand of Nigeria Breweries.

### b. Time Scope

The research was between (2016-2021) 5years, also for the period of study according to the academic session.

### c. Geographical Scope

The study focused on Jos South Local Government Area of Plateau State, where respondents and participant was selected in respect to the data collection.

## 2. Literature Review

### 2.1. Conceptual Reviews

#### 2.1.1. Concept of Sales Campaign Strategy

It is important to initially comprehend the idea of promotion. Advancement is characterized as movements of every sort embraced to impart and elevate items or administrations to the objective market. These exercises incorporate promoting, advertising, individual selling, deals crusade, presentations, pamphlets and showings and so forth [26, 10]. As indicated by Kotler and Armstrong [29], advancement is essential to impart client esteem by making familiarity with the item presence and attributes. Advancement illuminates clients on the items accessibility on the lookout. Deals crusade is a promoting technique which has been read up for quite a long time and has turned into an essential consider present day showcasing.

Sales campaign strategies are increasingly becoming important. To succeed in the market, companies must understand their audience and put in place appropriate sales campaign strategies.

Advancing the organization's items available to be purchased is the most important part of its everyday exercises. The present business world and customer working society

capabilities by deals mission and deal advancement techniques [27]. There are three kinds of deals crusade methodologies, push, pull and a mix of the back and forth technique. The reason for advancement is to arrive at the designated purchasers and convince them to purchase [18]. Advancement has been characterized as the practical dexterity of all vender started endeavors to set up channels of data and persuasion to sell labor and products, or to advance a thought [12]. Deals crusade is a crucial component of a limited time blend. advancement is media or non-media showcasing pressure utilized for still up in the air, restricted period at the degree of consumer, retailer or wholesalers to animate preliminaries, in-wrinkle shopper interest or further develop item accessibility [33, 48]. As per Mrityunjay [34], deals crusade is intended to create fast outcomes that won't just lift deals in the short term, however will mean faithful customers over the long haul. Deals crusade comprises of transient motivators, notwithstanding the fundamental advantages presented by the item, or administrations to empower the buy or deals of an item or administration [17].

#### 2.1.2. Dimensions of Sales Campaign Strategy

##### a. Premium products strategies:

Mrityunjay [34], proposed that the premium pricing approach is the act of keeping the cost of an item or administration high to spur good insights among purchasers, dependent exclusively upon the cost. The exceptional evaluating consists of four factors: (1) Accessibility premium; (2) Reputation testability premium; (3) Responsibility inspiration premium; and (4) Cost affectability premium. Premium estimating (moreover called glory evaluating) is the demonstration of keeping the expense of a thing high with a particular ultimate objective to help extraordinary acknowledgments among buyers, develop solely considering the expense. Premium alludes to a segment of a corporate's brands, things that pass widely from the upper mid-on to high esteem expand.

##### b. Gifts strategies:

Gifts as part of sales and marketing strategy is a campaign used to create awareness and increase the demand and sales for a particular product or service. It is often a temporary strategy. It is a situation whereby gifts or the actual product are given freely to customers who meet the criteria [24]. There are varied promotional strategies adopted by businesses, depending on their advertisement, marketing budget, and purpose. Gifts can come in the branded form or not. Though in speaking generally about gifts, this article narrows down to the use of branded gift items as a promotional strategy or customer appreciation, or both. Its essence is not to serve as a reward to customers and employees only, but it also serves as a marketing and promotion medium for creating awareness for the particular product or the company itself [30]. A customer has limited or no choice on which item to choose. But the business has more options concerning which item to use as a gift following the provision made in the budget.

##### c. Extra products strategies:

As per Sinha and Smith [47], get one get one free is one of the most regularly utilized buyer deals mission to prompt a buy as in if the customer pursues an item, the shopper has a free item; by utilizing this technique, the purchaser is effortlessly maneuvered into purchasing an item with the way that there is no additional expense. Since additional expense isn't involved, the purchaser frequently can't overlook such extraordinary arrangement. As per Umar and Abdulmutallib [51], this deals crusade technique additionally helps the vendors in speeding up the stock leeway.

As per Usani, Nfawa and Erasmus [52], get one get one free can be characterized as one of the advancement devices of deals crusade, it might be said that assuming that you get one item, you get another for no expense. By utilizing this procedure the customer can be handily drawn to purchase the item since there is no extra expense and it ought to be more esteemed according to the client point of view, hence client can't disregard such incredible arrangement. The extra bundles and additional items without cost rouse the client purchasing conduct to pursue the item; since clients are getting great feeling towards such proposition particularly on the off chance that it is in enormous sizes packages and appropriately publicized. Additionally, such advancements in-wrinkle item preliminary and clients exchanging [12]. Buy one get one free type promotions is a very helpful tool especially to marketers and manufactures who want to clear their stock more quickly [14].

#### *d. Reduced price strategies:*

Angela Ya-Ping Chang [9, 18], showed that cost discount is the least demanding technique for decreasing the cost of the product as the level of the cost limited shows up on the bundle of the item. Reduce the cost on the given goods or add more number of things to that item and utilize a similar cost to upgrade worth of the item and make a support for the client to buy [13]. A few examinations have demonstrated that cost markdown strategy plays a significant job in invigorating shoppers to attempt the result offered [23, 17].

As indicated by Angela Ya-Ping Chang [9], cost reduction is a valuation approach where merchandise or items are presented in a decent limited purchasing cost and it is by all accounts a diminished expense for the shoppers. Generally applied in hyper-markets and place to checkout shows. Cost markdown is "diminish the cost for a given amount or increment the quantity accessible at a similar cost, consequently improving worth and make a financial impetus to buy.

### **2.1.3. Concept of Customers Patronage**

Support can be said to actually imply "the material aides and encouragement given by a supporter, in this occurrence the supporter supposedly is a client in a trade exchange. It could likewise imply "the demonstration of being an ordinary client to a shop [9]. In this exceptionally serious time, fulfilling the clients ought to be the essential focal point of firms that wish to support [36, 34]. Shopper supposedly is a pur-

chaser, payer and client hence it has an interest in re-certifying the significance of a client putting a principal significance on client retention and client relationship the board [31].

The word customer or purchaser support mean someone or something that eats or uses something or an individual who purchases labor and products for individual utilization or use. Individuals belittle associations items/administrations all at once or the other. Client support and client dependability can mean the equivalent since client support goes before steadfast ty [12]. There is areas of strength for an among support and dependability. Support is a result of a craving to be focused on an association either founded on its administration, quality or perceived administration characteristics. Consequently, the degree to which a customer will disparage the administrations/results of an association relies heavily on how the client sees the association's actual climate (administrations cape) and how the client likewise thinks and feels that the state of the help/item climate is steady with his/her character [17].

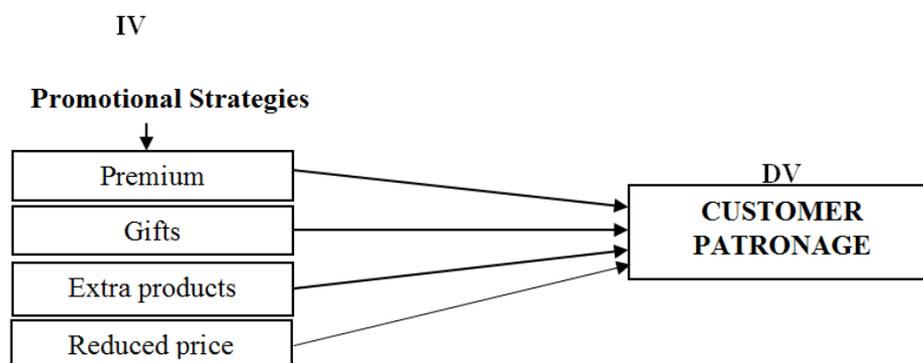
As indicated by Ogunmuyiwa [40], client support is the method for a respondent's evaluating for their company's deals volume/volume of exchanges, net revenue and client maintenance level. Buyer support is the endorsement or support furnished by clients concerning a specific brand. Support conveys the establishment for a laid out and developing marketplace share. Kotler and Keller [28], advocates that buyers have un-surprising level of support to specific administrations, stores and different elements. The significance or quintessence of rehash customer support is that an expansion in deals volume will ultimately and altogether influence on the organization's profitability level.

### **2.1.4. Effect of Sales Campaign on Consumers' Patronage**

Sales promotion is powerful on shoppers' support by empowering acquisition of enormous size unit. It propels the customers to quickly buy a specific item subsequently upgrading its deals. Deals crusade comprises of assorted collection of impetus instruments, for the most part present moment intended to stimulate faster or more noteworthy acquisition of items or administration by buyer for example the utilization of charges, item guarantees and numerous others animate shoppers' buy in bigger quantities [27].

Deals crusade is powerful in producing preliminaries among non-clients. Preliminaries among non-clients of an item are created through greeting of imminent buyers to attempt the goad product at no expense or little expense with the expectation that they will purchase the item. It is especially successful in prodding item trail and impromptu buy [47]. Sales campaign is also effective on consumers' patronage by encouraging off season buying. This mean Sales campaign also encourages off season buying especially during the festive periods, people tend to buy more of a particular product because of the added value, compared to normal season.

### 2.1.5. Conceptual Framework



(Source: [40, 45])

*Figure 1. Research model.*

## 2.2. Theoretical Review

The study was anchored on Marketing Mix Theory and Signalling Theory as the underpinning theories of the study.

### 2.2.1. Marketing Mix Theory

James Culliton was quick to propose the hypothesis (the 1940s) who laid out the idea of the 4 Ps promoting blend by depicting how an organization's items and administrations are offered to clients. The Showcasing blend was diminished to an essential four-component structure by Ozioma and Marcus [36], who found twelve controllable promoting perspectives that when successfully dealt with, would bring about a productive business activity. According to professionals of the conventional showcasing blend, the supposition that is to bind together all features of a special mission around the longing, propensities, and conduct of the center demo-realistic.

The promoting blend worldview was proficient during the initial periods of the plan of action when actual items accounted for a bigger portion of the economy [17, 19]. Some authors have attempted to expand the relevance of the showcasing system recommending the fifth P, that are individuals, bundling, process, etc, as showcasing has become more integrated into organizations and with a more extensive variety of items and clients. The hypothesis battles that the four Ps (product, value, advancement, and spot) are the main viewpoints for an upper hand and company execution to improve and lay out a thing's image and to help in the offer of the administrations or items [5, 17]. This study utilizes marketing-blend hypothesis to decide the review's motivation and connection ships among factors. In any case, this hypothesis didn't incorporate the accessibility of interior assets and abilities of the organization which may likewise impact the business performance, thus propels the utilization of asset based

hypothesis to enhance hypothetical comprehension.

### 2.2.2. Signaling Theory

This study is moored on flagging hypothesis. The flagging hypothesis was created by Erdem and Swait in 1998 and is utilized in circumstances when two gatherings approach different data. Flagging hypothesis got from the data financial matters writing under the condition that the market is portrayed by blemished and deviated data. Uneven data exists when firms find out about their item than customers. Defective data alludes to customers having inadequate data when evaluating item ascribes. Flagging hypothesis, unequivocally thinks about defective and lopsided data in genuine business sectors. When consumers are uncertain about product attributes, firms may use brands to inform consumers of their product positions. Erdem and Swait [21] keep up with that the clearness and credi-bility of brands as signs of item positions increment per-ceived quality, decline customer saw risk and information costs, and thus increment buyer anticipated utility. In light of this hypothesis, the signaler has a decision of how and when to convey data utilizing signals, while the collector has a decision of how to decipher these signs. Brand value is the worth of a brand as a dependable sign of a goad situating. The substance, clearness, and believability of the brand signal makes immaterial advantages, improves apparent quality, and diminishes purchaser saw risk and information costs, and thus increments shopper utility, which underlies the additional worth related with a brand [21]. This view is correspondingly shared by Erdem and Swait [21], who verbalizes that brand value is the additional worth endowed by the brand to the item.

Flagging hypothesis is utilized in this review to comprehend the manner in which purchasers decipher brand signals through brand mindfulness, brand affiliation, saw quality and brand devotion. The overall suspicion of flagging is that signallers center around the intentional correspondence of

positive data to flag recipients [33]. Signallers don't expect to convey negative messages yet periodically regrettable signs can be a unintended result of the signaller's activities [25]. Subsequently, the signalling hypothesis ought to examine which sort of signs can uncover the real essence of a brand. Hence, a huge contribution of this study is the thought of negative signs notwithstanding sure ones. Indisputably, a brand signal is made out of a company's over a significant time span promoting blend strategies and exercises related with that brand. At the end of the day, a brand turns into a sign which can influence client supporter age.

### 2.3. Empirical Studies

Kabuoh, Smith, Okwu and Erigbe [26], led a re-search on the effect of deals crusade on hierarchical execution of Guinness Ghana Breweries Restricted. The particular goals incorporate the looking at of the impact of premium item by Guinness Ghana Distillery Restricted (GGBL) on buyers support, analyze the connection between premium item and monetary execution of GGBL, inspect the impact of deals crusade on non-monetary execution of GGBL lastly, recognize challenges confronting deals crusade exercises embraced by GGBL. The review took on a graphic examination plan. The population of the review was assessed at 865 (the board, staff and key wholesalers) out of which an example of 160 was utilized (essential information). Survey was utilized to gather essential information while auxiliary information was taken from monetary statements of GGBL from 1985 to 2014. The review found a positive impact of premium item on productivity. Hence, 1% expansion in deals crusade was increment utilization of premium item esteem yielded 0.44% in deals turn over. There was anyway no huge connection between deals crusade and non-monetary execution. The review recommended that administration of GGBL includes key distributors and store network individuals in deals crusade activities. The executives of GGBL likewise needs to incorporate all supportive of motional apparatuses to guarantee that all special objectives are accomplished.

Khurram Shahzad, Anam Bhatti, Talat & SyedaMahwish Raza Naqvi [30], completed a concentrate on the job of deals crusade on deals volume with regards to quick consuming products (FMCG) industry in Dera Ghazi Khan. The review took on an overview plan. Organized Survey is utilized to gather data from 120 respondents through irregular inspecting technique. Information is investigated with the assistance of SPSS. The outcome shows that all deals crusade aspects including gift freely and together anticipate deals volume. This suggests that gift, charges, reward and so on, affect deals volume. The review suggested that the firm embrace accept off reward as well as other aspect premiums to raise client support.

Stephen, Aliyu and Ibrahim [45], utilized essential and optional information instruments and poll to concentrate on the effect of deals crusade al techniques on deals execution of

association in Nigeria. The aftereffect of the review showed that deals crusade improves the acquisition of association al items and the productivity of the association is dissuade mined by deals crusade. The review added that all dimensions of shopper special procedures fundamentally affect hierarchical execution.

Hitesh [23] concentrated on impact of deals crusade on customer support of cocktails: an investigation of customers of cocktails in Aguata LGA, Anambra State. The review certified that deals crusade assumes an imperative part in advancing the brewery business, particularly alcoholic and refreshments item. The concentrate likewise brought up that the most advantages determine by organizations taking part in deals crusade s are: it assists associations with expanding their turnovers, grows the consciousness of organization's item, increment deals of an item and made the organization go worldwide.

Mrityunjay [34], concentrated on the effect of deals crusade in India and found that various Deals crusade al plans changes with change in pay, orientation and schooling. Fe-male are more arrangement inclined than male. Cash markdown is preferred to unconditional gifts as deals crusade plans by Working class purchasers. The female considers Money markdown as best deals crusade plot. Media are not similarly liked. TV is the most liked than all others and Place to checkout material is least liked. Pay and training influences brand value, female have evaluated exceptionally for brand unwaveringness and Brand mindfulness while male have appraised profoundly to apparent quality.

### 2.4. Research Gap

Compelling special systems assist advertisers with drawing in convince, ask and help clients to remember the organization's image. Limited time apparatuses incorporate coupons, gift, premium item, additional items, limits, refunds, tests. Most frequently associations spend more cash on deals crusade s than on publicizing [37]. The association need to connect with the brand personality, benefit and little consideration is given to the comprehension that deals crusade s execution can influence deals volume. Contrasted with deals crusade choice accessible with advertisers previously, there are presently a bigger and more prominent variety of its execution.

Bottling works organizations burn through large chunk of change for these campaigns. In spite of the expense related with deals crusade, the effect of each device in influencing purchasing conduct of consumer isn't all around analyzed. Consequently, this study examined the hole made by the restricted extent of past explores on tending to the direction of free factors (deals crusade techniques) on subordinate constructs (client support) with regards to Nigeria bottling works item in Jos South LGA of Level State. Thus, this study endeavored to figure out the impacts of deals crusade techniques on client support of Nigeria breweries item in Jos South LGA of Level State.

## 2.5. Summary

This chapter has highlighted past and recent research findings as well as the theories surrounding sales campaign strategies and customer patronage. Industry-specific studies have clearly showed that sales campaign strategies is a promising innovation in marketing transactions that can potentially solve the challenges that marketing face and give them a competitive edge. Concerning the theories, two theories discussed which include promotional enhancement theory and theory of Push and Pull are important in understanding the relationship between the sales campaign strategies and customer patronage.

The impression of sales campaign strategies on customer patronage, the dimensions reviewed above were based on prior research done by others in the sales campaign strategies. The following issues were reviewed: the concept of sales campaign strategies, dimensions of sales campaign strategies, concept of customer patronage, effect of sales campaign on consumers' patronage. Both theoretical and empirical literatures was used to explain the objectives of the study. There was a gap that established plight in respect to the concept and context of the study and summary of the chapter.

## 3. Research Methodology

Research methodology can be seen as the process through which genuine and reliable answer to problems is given through a planned and systematic method of data collection, analysis and presentation.

### 3.1. Research Design

According to Taber [50], an examination configuration is an end-all strategy that determines systems and techniques for the assortment and investigation of the data expected in a review. The consistent succession between relates the observational information to the underlying exploration inquiries of a review. In this study engaging examination configuration was embraced. Expressive examination configuration is appropriate for gathering principally quantitative yet in addition qualitative information from (normally delegates) tests of individuals through verbal reactions to uniform arrangements of efficient, organized questions introduced either by questioners or in self-finishing surveys [13, 14]. The review population contains the all wholesalers and retailers of Nigeria distilleries Amstel Malt items in Jos South Nearby Government Area of Level State [23, 37]. Information acquired from Nigeria breweries by means of their site shows that in Level State there are four (4) principal merchants who have more than 120 sub-merchants each inside and outside Jos South Neighborhood Government Region. The distributors are placed in the following rates with sub-distributors and retailers (see table below):

**Table 1.** Study Population.

Distributors	No of Sub-distributors.
Eze Libra Bukuru Road	134
Nwakanma & Sons Anguldi Road	165
Tonygozz Old Airport	89
Peterco Global Zaramadaga	108
Total	496

Source: Nigeria Breweries Sales record (2023)

### 3.1.1. Sampling and Sample Size Determination

#### a. Sampling Technique

This study focused on the irregular testing strategy. This procedure is the most favored strategy of information assortment as each thing from the edge has a similar opportunity of selection as each and every example of a similar size [54]. To guarantee adjusted representativeness of customer, this strategy was utilized. As indicated by Saunders, Lewis and Thornhill [44], personal inclination of the specialist doesn't impact the choice of people consequently killing predisposition because of individual judgment.

#### b. Sample Size

A decent example size is one which satisfies the necessities of proficiency, representativeness, dependability and adaptability for the exploration work [44]. In research, the inclination for an enormous example should be adjusted against the reasonable items of the examination assets, with regards to cost, time and exertion. This is on the grounds that what is significant here isn't the extent of the examination populace that gets tested, however the outright size of the example chose comparative with the intricacy of the populace, the points of the analyst and the sorts of statistical tasks that will be utilized in information investigation. The Enumeration Techniques utilized showed a populace of 496 sub wholesalers.

Sampling model proposes that method of approximating size in a population hinge on the following factors: the drive of the study, the type of sampling to be used, time, resources, labour consideration and maximum error to be accommodated [54]. The Taro Yamane [53] formula for populations that are known and finite was used. The formula and computation are shown as follows:

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

Where:

n = the desired sample size,

N = the total population under study,

1 = a constant,

e = signifies the allowable error limit (0.05) in Management Sciences Research,

$2 = \text{square of } e.$   
Therefore,

$$n = \frac{496}{1+496(0.05)^2}$$

$$n = \frac{496}{1+2.48}$$

$$n = \frac{496}{3.48}$$

$$n \approx 142.52 \text{ respondents}$$

The sample size for this research is therefore 143 respondents from the total population of 496 sub-distributors of Nigeria breweries products.

### 3.1.2. Sources of Data

#### Primary Data

Essential wellspring of information was acquired through questionnaire organization. The poll was conveyed to the customers of the item. The instrument contains both open and shut finished questions, which was predictable with the targets of the review. Essential Information: essential information are new information gathered deliberately for explicit reason [34]. There are numerous strategies for gathering essential information and these incorporate the meeting, poll, perception and others. The review will take on the utilization of essential information in sourcing for information.

### 3.1.3. Instrument for Data Collection

Instrument for information assortment included the estimation of the instrument and the organization of the survey. The quantitative information assortment techniques depend on arbitrary testing and organized information assortment instruments that fit different encounters into foreordained reaction classes. The instrument for information assortment is the poll. The instrument pointed toward gathering explicit data from the designated respondents. The poll strategy was utilized to gather essential information from the field. The survey was considered proper in light of the fact that it covers an extensive variety of respondent than different instruments. The poll was planned in a Likert five (5) point scale evaluating framework which is as follow. Strongly agreed, (SA) Agreed (A), undecided (UD), Disagreed (D), strongly Disagreed (SD). Sales campaign strategies dimensions (Premium product, Gift, extra product and reduced price) were assessed by using modified version of five items of original [35], measuring customer patronage scale by [43] was adapted.

### 3.1.4. Questionnaire Administration

Self-directed survey was brought out using polls and was dispersed among the statistical populace. The initial segment of the poll includes chose questions given to the respondent's personality. The second piece of the inquiries assesses the

deals crusade methodologies, the third part includes inquiries on client support.

### 3.1.5. Validity and Reliability of Instrument

#### a. Validity of Instrument

Attention was given to content validity of the instruments. The purpose of face validity is to ensure that the statements in the questionnaire measure the relationships proposed. The validation started with the determination and specification of the objectives of the study and the identification of the respondents. The draft questionnaire was critically examined by the researcher's supervisor for the relevance of the issues raised. The draft was corrected based on issues that were raised and constructs in consideration.

#### b. Reliability of Instruments

Unwavering quality consequence of an instrument means that the dependability and consistency with which the instrument estimates the idea and assists with surveying the decency of an action. Cronbach's alpha recipe was utilized. Cronbach's alpha supportive of vides a valuable lower bound on unwavering quality. Specifically, it is utilized for polls utilizing Likert scale similarly as with this review. The dependability and legitimacy of the instruments were not tried genuinely on the grounds that the instruments were adjusted from past examinations [41, 50]. where legitimacy and dependability of the instruments were over the edge of 0.7.

#### Cronbach Alpha Coefficient

The Cronbach Alpha coefficient of the adapted measuring instruments is obtained in Table 2.

Table 2. Cronbach Alpha Coefficient.

Constructs	Number of Items	Cronbach alpha
Premium Product	5	0.87
Gift	5	0.92
Extra-product	5	0.89
Reduced Price	5	0.94

### 3.2. Method of Data Analysis

The data collected was analysed using simple regression method of analysis. It is a statistical method for estimating the relationship between one or more predictor (independent) constructs and a criterion (dependent) construct. Simple Regression analysis was used in this study to measure the relationship between sales campaign strategies and customer patronage of Nigeria breweries product in Jos South LGA of Plateau State.

Simple regression equation according to Zikmund, [54], is given by the formula:

$$\hat{Y} = a + (\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3) + \varepsilon_i$$

Where:

$\hat{Y}$  = Customer Patronage

$X_1$  = Premium Product

$X_2$  = Gift

$X_3$  = Extra-product

$X_4$  = Reduced price

$\varepsilon_i$  = Error term given at 5% level of significance.

At the point when there are at least two free factors, the condition depicting such relationship is the straightforward relapse condition. Basic relapses comprise of at least two inde-swinging factors and one ward construct. Choice criterion: Invalid speculations will be dismissed if and provided that the likelihood (importance) level is lower than 0.05 if not elective theories will be acknowledged. Straightforward relapses were utilized to test the four speculations in this examination. All assertions should be tried exactly to see regardless of whether they are valid. The system by which one can choose whether to acknowledge or dismiss an assertion is known as hypothe-sis testing.

Basic relapses examination was utilized in testing the connection transport between buyer support (subordinate constructs), premium item, present, extra-item and scaled down cost (in-subordinate factors). Progressive basic relapses was utilized on the grounds that it tests the connection between at least three factors that are consistent.

In particular, it empowered the analyst address questions that irritation on. How well a constructs can foresee a specific result? As found in standard numerous relapse. Whether a particular predicting construct is able to still predict a given outcome under certain condition. (E.g. controlled, or under high or low expression) stepwise multiple regression.

### 3.3. Model Specification

Model specification connote the determination of which independent construct should be encompassed in or excluded from a regression equation.

$$F1 = f(PP, Gft, ExP, RP) \tag{1}$$

The function model can be transformed into an equation form as thus;

$$F1 = \beta_0 + \beta_1 PP + \beta_2 Gft + \beta_3 ExP + RP + et \tag{2}$$

Apriori expectation of the model

$$\beta_1, \beta_2 < 0 \text{ and } \beta_3, \beta_4 > 0 \tag{3}$$

## 4. Data Presentation and Analysis

In other to achieve the goals of this research study, The data that was collected through questionnaire was subjected to -out of range value test, missing value and normality tests, to validate the data and how reliable it is for this research study. The hypothesis were tested by the application of multiple regression analysis.

### 4.1. Data Interpretation

#### 4.1.1. Response Rate

The aggregate of 142 duplicates of questionnaire were disseminated to the study respondents and only 133 copies of questionnaire were returned. This gives a percentage return rate of 93.6%. The result of the administered and response rate of the questionnaire is presented in table 1 below and appendix B1.

Table 3. Questionnaire used for Analysis.

Respondent	No of questionnaire Distributed	Number of questionnaire Returned	Response rate (%)
Consumers	142	133	93.6

Sources: Field work 2023

#### 4.1.2. Respondents Profile

The socio-economic factors aspect is important in linking Effects of sales campaign strategies on customer patronage of Nigeria breweries product in Jos South LGA of Plateau State. Based on this, attributes such as sex, age, marital status and years of patronizing Nigeria breweries product. The result of the socio-economic attributes of the respondents is presented in table 4 below.

Table 4. Response rate of respondents.

Attributes	Frequency	Percentages
Sex		
Male	65	48.9
Female	68	51.1
Total	133	100.0

Attributes	Frequency	Percentages
<b>Age</b>		
20 – 25yrs	8	6.0
26- 30yrs	47	35.3
31- 35yrs	18	13.5
36-40yrs	34	25.6
Above 40 yrs	26	19.5
Total	133	100.0
<b>Education Qualification</b>		
Primary education	8	6.0
Secondary education	47	35.3
College	18	13.5
Degree	34	25.6
B.Sc / B. Ed / B. Ed Tech	26	19.5
Total	133	100.0
<b>Years of patronizing product</b>		
1-5 years	57	42.9
6-10 years	47	35.3
11-15 years	28	21.1
16 years and above	1	.8
Total	133	100.0

Source: Field work 2023

Table 4 showed that for sex the male has 65 respondents representing with 48.9%, while for female 68 respondent representing with 31.1%. Based on age 8 respondent falls within 18-25years representing 6.0%, 26-40years have 47 respondents with 35.3%, for 41-42years representing with 15.4%, 43-49years had 34 respondents with 25.6%, while above 50years had 26 respondents with 19.5%. Educational qualification represents the following for primary, secondary, collage and tertiary with the following frequencies and percentages 6.0%, 35.3%, 13.5%, 25.6%, and 19.0% respectively. Based on years of patronizing the product for 1-5 years had 94 respondents with 6.0%, for 6-10years with 103 respondents with 35.3%, 11-15years had 63 respondents with 13.5%, while above 16-20years had 6 respondents with 19.5%.

## 4.2. Data Analysis

### 4.2.1. Normality of Dependent Construct

The Normality test was adopted to designate a proportioned, bell-shaped curve, which has the utmost frequency of scores around in the intermediate collective with smaller fre-

quencies towards the extremes [54]. Regressions in this research study have three independent constructs personal selling construct, Premium Product (PP), Gift (Gft), Extra-product (ExP) and Reduced price (RP). While Customer Patronage (CP) is the dependent construct. If the dependent construct are not normally distributed, then the alternate method of analysis is applied.

### 4.2.2. Multiple Linear Regression

Regression exploration designates the associations amid a specified dependent construct and one or more independent construct. In the case of this study, there are one dependent construct and four independent construct.

The models are specified thus:

$$PP_i = \beta_1 + \beta_2 CP_i + \epsilon_i$$

$$Gft_{ii} = \alpha_1 + \alpha_2 CP_i + \upsilon_i$$

$$ExP_{iii} = \lambda_1 + \lambda_2 CP_i + \pi_i$$

$$RP_{iv} = \lambda_1 + \lambda_2 CP_i + \pi_i$$

Where:

$\hat{Y}$  = Customer Patronage

$X_1$  = Premium Product

$X_2$  = Gift

$X_3$  = Extra-product

$X_4$  = Reduced price

Correlation Matrix

Table 5. Correlation Matrix.

		RP	PP	Gft	ExP
Pearson Correlation	RP	1.000	.196	.374	.186
	PP	.196	1.000	.270	.101
	Gft	.374	.270	1.000	.225
	ExP	.186	.101	.225	1.000
	CP	.374	.270	1.000	.225
Sig. (1-tailed)	RP	.	.001	.000	.001
	PP	.001	.	.000	.050
	Gft	.000	.000	.	.000
	ExP	.001	.050	.000	.
	CP	.374	.270	1.000	
N	RP	133	133	133	133
	PP	133	133	133	133
	Gft	133	133	133	133
	ExP	133	133	133	133

	RP	PP	Gft	ExP
CP	133	133	133	133

Source: SPSS OUTPUT V. 26

Table 5 shows the result of the correlation. It revealed that the interactions among the construct are negative and positive. The outcome revealed that Customer Patronage (CP) correlated to Premium Product (PP), Gift (Gft), Extra-product (ExP) and Reduced price (RP) positively. The implication is that Premium Product (PP), Gift (Gft), Extra-product (ExP) and Reduced price (RP) lead to customer patronage.

Test of Hypothesis

In this study three hypothesis are tested using the regression analysis.

Hypothesis One

Hypothesis one is restated as follows:

H0<sub>1</sub>: Premium products strategies does not have any significant effect on customer patronage of Nigeria breweries

products.

Test Statistic: Simple Linear Regression Analysis

Formula:

$$PP_i = \beta_1 + \beta_2 CP_i + \epsilon_i$$

Where;

CP<sub>i</sub> = customer patronage

β<sub>1</sub>, = Constant term

β<sub>2</sub>, = coefficient of Consumer perception

u<sub>i</sub> = error term.

Decision Rule: Reject Ho if  $P < 0.05$

Accept Ho if  $P > 0.05$

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis was rejected while alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept null hypothesis and reject the alternate.

Model one

Table 6. Model Summary of PP and CP.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.399 <sup>a</sup>	.160	.150	3.35122	.160

a. Predictors: (Constant), PP

b. Dependent Construct: CP

Source: SPSS V.26 (2023)

Based on the table above, the value of R<sup>2</sup> (R Square) is 0.160. This shows that the percentage contribution of the independent construct to the dependent construct is 60% or the variation of the independent construct used in the model (Premium products is able to explain 60% of the dependent construct (customer patronage), while the remaining is 40% (100% - 60%) was influenced by other constructs not included in this study.

Table 7. ANOVA Result of PP and CP.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.281	1	.281	1.632	.303 <sup>b</sup>
	Residual	42.415	132	.172		
	Total	42.697	133			

a. Dependent Construct: CP

b. Predictors: (Constant), PP

Source: SSPS V. 26 (2023)

The **Table 7** shows that the results of the calculation of the F test obtained F count value of 1.632 with a significant level of  $0.001 < 0.05$ . While the value of F table is 3.08 this means that  $F \text{ count } 1.632 > F \text{ table } 3.03$ . So it can be concluded that this model is declared feasible.

**Table 8.** Regression result: PP and CP.

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	3.883	.153			25.368	.000
	PP	-.055	.043	-.081		-1.277	.203

a. Dependent Construct: CP

Source: SPSS V. 26 (2023)

**Decision**

Given that the p-value 0.203 is greater than the significance level of 0.05 as shown in **Table 8**, the study failed to reject the null hypothesis which states premium products strategies does not have any significant effect on customer patronage of Nigeria breweries products, while the alternate hypothesis is upheld. Implying that there is no significant relationship between premium products on customer patronage of Nigeria breweries products.

**Hypothesis Two**

Hypothesis Two is restated as follows:

H<sub>2</sub>: Gifts strategies does not have any significant effect on effect on customer patronage of Nigeria breweries products

Test Statistic: Simple Linear Regression analysis

Formula:

$$CP_{ii} = \alpha_1 + \alpha_2 \text{Gft}_i + \sigma_i$$

Where:

Gft<sub>ii</sub> = Gift

CP<sub>i</sub> = customer patronage

α<sub>1</sub>, = Constant term

α<sub>2</sub>, = coefficient of Trust

u<sub>i</sub> = error term.

Decision Rule: Reject Ho if  $P < 0.05$

Accept Ho if  $P > 0.05$

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

*Model Two*

**Table 9.** Model Summary of Gft and CP.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.399 <sup>a</sup>	.157	.150	3.35122	.160

a. Predictors: (Constant), Gft

b. Dependent Construct: CP

Source: SPSS V. 26 (2021)

Based on the table above, the value of R<sup>2</sup> (R Square) is 0.157. This shows that the percentage contribution of the independent construct to the dependent construct is 57. % or the variation of the independent constructs used in the model (Gift) is able to explain 57% of the dependent construct (customer patronage), while the remaining is 33% (100% - 57%) influenced by other constructs not included in this study.

Table 10. ANOVA Result of Gft and CP.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.283	3	.283	1.292	.257 <sup>b</sup>
	Residual	53.833	132	.219		
	Total	54.116	133			

a. Dependent Constructs: CP  
 b. Predictors: (Constant), Gft

Source: SPSS OUTPUT V. 26 (2021)

Table 10 shows that the results of the calculation of the F test obtained F count value of 1.292 with a significant level of 0.001 < 0.05. While the value of F table is 1.292 this means that F count 1.292 > F table 4.092. So it can be concluded that this model is declared feasible.

Table 11. Regression result: Gft and CP.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.461	.172		20.071	.000
	Gft	.386	.072	.324	5.385	.000

a. Dependent Construct: CP

Source: SPSS OUTPUT V. 26 (2023)

Decision

From the result in Table 11, the p-value 0.000 of Gft is greater than the significance level of 0.05 as shown in Table 11, the study to reject the null hypothesis which states that gifts strategies does not have any significant effect on effect on customer patronage of Nigeria breweries products. while the alternate hypothesis is rejected. Meaning that there is a significant relationship between gifts strategies and on customer patronage.

Hypothesis Three

Hypothesis three is restated as follows:

H<sub>3</sub>: Extra products strategies does not have any significant effect on customer patronage of Nigeria breweries products

Test Statistic: Simple Linear Regression analysis

Formula:

$$CP_{iii} = \lambda_1 + \lambda_2 \text{Exp}_i + \pi_i$$

Where:

Exp<sub>iii</sub> = Extra products

CP<sub>i</sub> = Consumer preference

β<sub>1</sub>, = Constant term

β<sub>2</sub>, = coefficient of packaging

π<sub>i</sub> = error term.

Decision Rule:

Reject Ho if P < 0.05

Accept Ho if P > 0.05

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

Model Three:

**Table 12.** Model Summary of ExP and CP.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.041 <sup>a</sup>	.040	-.004	.43135	1.501

a. Predictors: (Constant), ExP  
b. Dependent Construct: CP

Source: SPSS OUTPUT V. 26 (2023)

Based on the table above, the value of R<sup>2</sup> (R Square) is 0.040. This shows that the percentage contribution of the independent construct to the dependent construct is 40% or the variation of the independent constructs used in the model (Extra products) is able to explain 40% of the dependent constructs (customer's patronage), while the remaining is 60% (100% - 40%) influenced by other constructs not included in this study.

**Table 13.** ANOVA Result of ExP and CP.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.005	1	.005	.028	.868 <sup>b</sup>
	Residual	45.772	132	.186		
	Total	45.777	133			

a. Dependent Construct: CP  
b. Predictors: (Constant), ExP

Source: SPSS OUTPUT V.26 (2023)

**Table 13:** shows that the results of the calculation of the F test obtained F count value of 0.028 with a significant level of 0.001 < 0.05. While the value of F table is 1.292 this means that F count 0.028 > F tabulated is 1.292. So it can be concluded that this model is declared feasible.

**Table 14.** Regression result: ExP and CP.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.679	.159		23.140	.000
	ExP	.139	.078	.103	1.778	.001

a. Dependent Construct: CP

Source: SPSS OUTPUT V. 26 (2021)

Decision

Given that the p-value 0.001 is greater than the significance

level of 0.05 as shown in Table 14, the study rejects the null hypothesis which states that extra products strategies does not have any significant effect on customer patronage of Nigeria breweries products, while the alternate hypothesis is upheld. Implying that there is a significant relationship between extra products strategies does not have significant effect on customer patronage.

Hypothesis Four

Hypothesis four is restated as follows:

H<sub>4</sub>: Reduced price strategies does not have any significant effect on customer patronage of Nigeria breweries products.

Test Statistic: Simple Linear Regression analysis

Formula:

$$CP_i = \lambda_1 + \lambda_2 RP_{iv} + \pi_i$$

Where:

RP<sub>iv</sub> = Reduce price

CP<sub>i</sub> = customer patronage

β<sub>1</sub>, = Constant term

β<sub>2</sub>, = coefficient of packaging

π<sub>i</sub> = error term.

Decision Rule:

Reject Ho if P < 0.05

Accept Ho if P > 0.05

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

Model Four

Table 15. Model Summary of RP and CP.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.051 <sup>a</sup>	.043	-.004	.43135	1.501

a. Predictors: (Constant), ExP  
b. Dependent Construct: CP

Source: SPSS OUTPUT V. 26 (2023)

Based on the table above, the value of R<sup>2</sup> (R Square) is 0.043. This shows that the percentage contribution of the independent construct to the dependent construct is 43% or the variation of the independent constructs used in the model (reduced price) is able to explain 43% of the dependent constructs (customer’s patronage), while the remaining is 57% (100% - 40%) influenced by other constructs not included in this study.

Table 16. ANOVA Result of RP and CP.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.005	1	.005	.028	.001 <sup>b</sup>
	Residual	45.772	132	.186		
	Total	45.777	133			

a. Dependent Construct: CP  
b. Predictors: (Constant), RP

Source: SPSS OUTPUT V.26 (2023)

Table 16: shows that the results of the calculation of the F test obtained F count value of 0.028 with a significant level of 0.001

< 0.05. While the value of F table is 1.292 this means that F count 0.028 > F table 1.292. So it can be concluded that this model is declared feasible.

**Table 17.** Regression result: RP and CP.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.679	.159		23.140	.000
	RP	.139	.078	.103	1.778	.000

a. Dependent Construct: CP

Source: SPSS OUTPUT V. 26 (2021)

### Decision

Given that the p-value 0.000 is greater than the significance level of 0.05 as shown in Table 17, the study rejects the null hypothesis which states that reduce price does not have any significant effect on customer patronage of Nigeria breweries products, while the alternate hypothesis is upheld. Implying that there is a significant relationship between reduce price strategies does not have significant effect on customer patronage.

## 4.3. Discussion of Results

This contingent prevailing part of the respondents concurred with a large quota of the statements; however, their responses fluctuated and were bunched around the mean. The outcomes agreed with the findings of [36], who revealed that sales campaign approaches item absolutely correlated customer patronage. Also, counselling premium products strategies were positively and significantly connected with customer patronage ( $r=0.588$ ,  $r=0.000$ ). This implied that the premium products strategies were the most constructs that affected customer patronage, results agreed with findings indicating that premium product (PP), Gift (Gft), Extra-product (ExP) and Reduced price (RP) lead to customer patronage are positively related to customer patronage ( $\beta=0.137$ ,  $p=0.001$ ). The outcomes concurred with the findings of Njelita, & Anyasor [38], who found that there are dissimilar estimates set up to hold the customer. The study revealed that premium product (PP), Gift (Gft), Extra-product (ExP) and Reduced price enhances the customer patronage.

## 5. Conclusion and Recommendations

### 5.1. Conclusion

Basic objectives of the study were judiciously achieved with findings as reported as follows:

In view of premium price, refinement, comfort and preparation to follow through on a top notch cost, the review presumed that help openness, there is a significant differentiation of lead between premium brands tendency people and non-premium tendency people especially in item cost. There are four parts which influence shopper conduct specifically respondents pay, affiliation, brand personality and items own cost.

Based on free gift advancements decline exchange utility of the gifts which, then again, affects the connection between unconditional present advancements and buy aim of presents. What's more, image worth of the primary items fundamentally directs the effects of unconditional gift advancements on exchange utility of gifts: the higher brand worth of the principal items, the more modest the adverse consequences of unconditional gift advancements on exchange utility. Retailers and makers will cautiously consider the choices which can be presented as unconditional presents with acquisition of the fundamental items.

On the part of extra product strategies, it is significant at all degree of item life cycle however it is more significant at the starter and development stage. In this manner, the effect of additional items techniques on client support have been positive and have brought about expanded deals volume and benefit as far as acquisition of items by shoppers which will thusly prompt high level deals and productivity.

In view of reduce price, it is conceivable that a customer has an inner reference cost lower than the group rebate cost; then, the limited cost could expand their inner reference value and could hypothetically bring down their impression of cost of the limited item contrasted with the circumstance wherein there is no pack.

### 5.2. Recommendations

Based on the findings, the researchers have the following recommendations regarding the study:

In view of the fact that brand identity played significant

role in accumulative demand for premium and premium brand products, it is acclaimed that brands producers should add those features to the product which increase the brand identity in the perspective of customer's choice.

Since It is been found that Gift packages attracts customers toward the purchase of products, it is acclaimed that firm should create gift packages for prospective customers.

Customers want product discrepancy in all aspects. Therefore, it is suggested that, management should contrivance extra-product strategies that will enable customers perceive them as especially different and drive maximum patronage.

It is also suggested to conduct studies to evaluate different levels of attractiveness of the discount promotion, in order to identify the point in which this action takes on a negative level of moderation.

## Abbreviations

BMI	Body Mass Index
PP	Premium Product
Gft	Gift
ExP	Extra-Product
RP	Reduced Price

## Author Contributions

**Hope Homey Nwobi:** Conceptualization, Formal Analysis, Investigation, Methodology, Resources, Supervision, Writing – original draft, Writing – review & editing

**Arinzechukwu Jude Okpara:** Conceptualization, Data curation, Formal Analysis, Funding acquisition, Investigation, Methodology, Project administration, Supervision, Validation, Visualization, Writing – original draft, Writing – review & editing

## Conflicts of Interest

The authors declare no conflicts of interest.

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