THE ROLE OF SALES PROMOTION IN PRODUCT PERFORMANCE
A CASE STUDY OF LEVER BROTHERS NIGERIA PLC (ABA)

BY

BASSEY, COMFORT SUNDAY GAIUS
MBA/ADMIN/05310/93 - 94

BEING A PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOL, AHMADU BELLO UNIVERSITY, ZARIA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER DEGREE IN BUSINESS ADMINISTRATION, (MBA)

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF ADMINISTRATION
AHMADU BELLO UNIVERSITY, ZARIA

JULY, 1998

DECLARATION

I hereby declare that this project was written by me and is a record of my own research. All sources of information have been acknowledged in the bibliography.

BASSEY, COMFORT S.G

10/6/99
DATE

KASHIM IBRAHIM LIBRARY

CERTIFICATION

This research project entitled "*THE ROLE OF SALES PROMOTION IN PRODUCT PERFORMANCE: A CASE STUDY OF LEVER BROTHERS NIGERIA PLC (ABA) BY BASSEY, COMFORT S.G.,* meets the regulations governing the award of Master in Business Administration (MBA) Degree of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation in the field of management.

Dr. A.B. AKPAN — 17/6/09

INTERNAL SUPERVISOR — SIGNATURE/DATE

EXTERNAL SUPERVISOR — SIGNATURE/DATE

DEPT. OF BUSINESS ADMIN. ZARIA

HEAD, DEPARTMENT OF BUSINESS ADMINISTRATION — SIGNATURE/DATE 20-6-07

DEAN, POST GRADUATE SCHOOL — SIGNATURE/DATE 4/6/07

DEDICATION

This project is dedicated to the Almighty God for His guidance and protection throughout my journeys from Port Harcourt to Zaria as well as my little daughter "Sweety Bassey" who suffered a lot in my absence from home as a mother.

ACKNOWLEDGEMENT

My thanks goes to my Heavenly Father for the strength given me to once again undertake this learning process.

In all labour, there is a reward. Knowledge is the reward for academic success. He who loves correction gets knowledge and wisdom dwells in the heart that has understanding. A man is alone only when he is dead and therefore would be complacent and ungrateful to attribute success to his/her sole effort.

Memories are an invaluable treasure. They constitute the crystal balls which illuminate our past, which light up our present, and whose rays point the way forward in the confused network which leads into the unseen future. When every thing is gone, memories are all we have to cling to, and when the going is smooth, we always tend to look back and celebrate the critical juncture, the decisive moment, when we took the right turn.

With deep sense of humility, gratitude and indebtedness, I wish to acknowledge the following persons and institutions for their invaluable contribution to my entire educational career in general and that of this project in particular, for a common goal we remain committed.

First and foremost, my sincere thanks goes to my beloved husband, Mr. Sunday G. Bassey who suffered certain deprivation to make my future bright

and whose love and affection served as a source of inspiration in the achievement of my academic ambition.

My unflinching and unreserved gratitude goes to my supervisor, Mr. A.B. Akpan for his brotherly assistance, advice, tolerance and valuable suggestions that fortified my courage which sees to the successful completion of this study.

No statement of indebtedness would be complete without special appreciation to Dr. and Mrs P.S. Nmadu, Alh. A.S. Muazu (Area Accountant, PPMC Area Office, Kaduna), Alh. Hassan Sule (Businessman) our bosom friends whose tenderness, concern and support was a source of energy and inspiration in the course of my study.

Thanks also to my beloved sister Mrs. Ekaette M. Ebitu, my children Uduak, Emem, Akan and Sweety who took my commitment to revisit school as a challenge. My lecturers are not left out including all my friends for their help and encouragement in this show of appreciation.

Mr. A.T. Somoye of Lever Brothers Nigeria Plc. (Aba), the Sales Manager and other staff who contributed in no small measure to the successful completion of this project, I unreservedly thank them for their co-operation.

While every effort has been made to acknowledge the sources of information and texts, any omission therein is inadvertent. Thanks.

BASSEY, COMFORT S.G.

ABSTRACT

This study attempts to access, evaluate and determine the Role of Sales Promotion in Product Performance of Lever Brothers Nigeria Plc (Aba). The objectives of the study therefore, was to find the following:

i) To determine the extent to which sales promotion has affected the sales level of LBN products,

ii) To find out how pervasive sales promotion has been on consumers buying behavior,

iii) To compare the sales level before, during and after promotion (see appendix ii abc).

iii) To find out problems associated with the marketing of the products using various sales promotion tools,

iv) To suggest and recommend an appropriate technique and innovation realizable in enhancing effectiveness and efficiency.

In pursuance of the above, a brief history of Lever Brothers Nigeria Plc which produces several lines of branded consumer products has been high-lightened.

No research goes without limitation, a lot of problems were encountered in the course of this research and these limitations have been properly presented in this work. The research started with the selection of the sample population and consequently determine the sample size.

Research questions were used and tested through simple percentage for validation of results and decisions. While data were collected from consumers and producers alike through the use of questionnaire, the account of major findings were presented and analyzed in chapter four.

Chapter five gives a summary of the study regarding the sole of sales promotion, makes appropriate conclusion and recommendations to help all interested parties.

TABLE OF CONTENTS

TITLE PAGE		i
DECLARATION		ii
CERTIFICATION		iii
DEDICATION		iv
ACKNOWLEDGEMENT		v
ABSTRACT		vi
TABLE OF CONTENTS		vii
CHAPTER ONE:		
1.1	Background of the Study	1
1.2	Statement of the Problem	4
1.3	Objectives of the Study	6
1.4	Significance of the study	7
1.5	Scope of Studt	7
1.6	Assumptions	8
1.7	Hypothesis	8
1.8	Research Methodology	9
1.9	Limitation of the Study	9
1.10	Organization of the Study	10
1.11	Definition of Relevant Terms	11

KASHIM

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Introduction 16

2.2 Objectives of Sales Promotion 16

2.3 Sales Promotion Plan 23

2.4 Sales Promotion and Creativity 28

2.5 Techniques of Sales Promotion 30

2.6 Advantages of Sales Promotion 36

2.7 Disadvantages of Sales Promotion 41

2.8 Legality of Sales Promotion 44

2.9 Trends and Challenges in Sales Promotion 46

2.10 Criticism and Defence of Promotion 49

CHAPTER THREE: METHODOLOGY

3.1 Population of the Study 54

3.2 Samples and Sampling Techniques 55

3.3 Instrument for Data Collection 55

3.4 Method of Dqta Collections 56

3.5 Data Organization 57

3.6 Method of Data Analysis 57

3.7 The Company 58

CHAPTER FOUR PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction 64

4.2 Questionnaires Administered 64

4.3 Findings 65

4.4 Verification of Results 66

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary 72

5.2 Recommendations 73

5.3 Conclusion 75

BIBLIOGRAPHY 77

APPENDIX

KASHIM IBRAHIM LIBRARY

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The aim of any manufacturing process is to produce products aimed at Satisfying the needs and wants of consumers. For this to be achieved, effective communication is necessary. What should be communicated is basically determined when the target customers' needs and preferences are known. Modern marketing calls for much more than developing a product, pricing it, packaging it attractively and making it accessible to potential and actual consumers. For consumers to purchase a product, it must be developed to meet the needs and wants of consumers, this is what marketing concepts stipulates. The marketing concept holds that the key to achieving organisational goals consist of determining the needs and wants of target markets and delivering the desired satisfaction more effectively than competitors (Kotler 1994,p.18).

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The aim of any manufacturing process is to produce products aimed at Satisfying the needs and wants of consumers. For this to be achieved, effective communication is necessary. What should be communicated is basically determined when the target customers' needs and preferences are known. Modern marketing calls for much more than developing a product, pricing it, packaging it attractively and making it accessible to potential and actual consumers. For consumers to purchase a product, it must be developed to meet the needs and wants of consumers, this is what marketing concepts stipulates. The marketing concept holds that the key to achieving organisational goals consist of determining the needs and wants of target markets and delivering the desired satisfaction more effectively than competitors (Kotler 1994,p.18).

Marketing consists of four (4) elements commonly called the 4Ps of marketing (McCathy and Perreault, 1976, p.28). These are (i) Product, (ii) Price, (iii) place and (iv) Promotion of the four elements, the most communicative is promotion. Promotions are complementary methods of communicating with customers, communication is the transfer of ideas from the sender to the receiver. Communication is an indispensable management tools. Promotion obviously must get the attention of the target audience or it is wasted effort, even-though most promotion does not really communicate (McCathy and Perreault, 1976, p.457).

Promotion on its own consists of: (i) Advertising, (ii) Publicity, (iii) Personal Selling, (iv) Sales Promotion and (v) Public Relations. Of all the above mentioned communication tools, sales promotion activities have been the most widely used in recent years. Sales promotion is said to be economical, entertaining or of informal incentives that are offered by a firm to buyers. Each incentive is designed to achieve a specific buyers' action. On a broader sense, the term sales promotion can stimulate and increase sales volume, it also consists of non personal technique and devices used to stimulate and increase sales through unusual and short

term sales building (Tolman, 1974, p.141). Sales Promotion refers to specific activities which can make both personal selling and mass selling more effective by coordinating and supplementing both efforts, it also tells customers, shows and sells them (McCathy and Perreault, 1976. p.457) The annual expenditure on sales promotion exceeds the amount spent on any other marketing function, and the rate of growth in sales promotion expenditure is greater than the rate of growth in other promotional tools (Guttinan and Paul, 1985, p.290).

As the number of brands increases, the competitive pressure for display space in retail stores intensifies for producers. These forces increase retailers demand for more promotional efforts from suppliers. Perhaps its versatile nature has endeared sales promotion to many manufacturers.

Lever Brothers Nigeria (LBN) Plc, which produces a wide range of branded consumer and industrial products like all others was set up with the primary objective of profit maximization. To achieve this, it must of necessity employ sales promotion strategies in marketing of its products. To this end, as will be seen later in the course of this write up;, the

management of Lever brothers Nigeria Plc have always directed its energies towards achieving this goal.

This research considers the role of sales promotion as an active tool in the marketing of the popular brands of products of lever Brothers Nigeria PLC and how to improve upon its achievements.

1.2 STATEMENT OF THE PROBLEM

The attendance of excellence is the major aim of establishing any manufacturing concern, marketing today calls for more than producing a good product and making it accessible to consumers, it also involves communication which is vital to the performance of the company's product as compared to those of its competitors. Lever Brothers Nigeria Plc because of its large chain of product variety has difficulty in effectively and efficiently promoting each product line and this trend affects the level of sales achieve.

Their large network of branches and consumers also break communication and as such the impact of sales promotion activities even

when carried out is not readily felt by most of its consumers as they are concentrated at the towns where their offices are located. When it is done, the programmes do not extend to the interior where consumer with only a limited knowledge of the products of the company exist. Thus the aim of such campaign is partly achieved. The company must therefore disseminate information about product existence, its quality and other features and how they will benefit the target market so as to have advantages over its competitors.

477154

RESEARCH QUESTIONS

1. Do consumers believe in the fantastic star price(s) offered by lever Brothers Nigeria Plc?
2. What is the relationship between sales volume and amount spent on sales promotion?
3. Does sales promotion affect the sales pattern of the company's products?
4. Does sales promotional activities influence consumers' buying attitude towards the company's products?
5. Is the frequency of the promotional outing appropriate?

1.3 OBJECTIVE OF THE STUDY

The objective of this study will include:

i) To evaluate the available marketing strategy employed by the company towards the sales of its products.

ii) To consider the company's present status in terms of sales levels and returns.

iii) To propose to the management of the company the use of aggressive sales promotion beyond large cities as a major marketing strategy towards achieving success.

iv) To establish and emphasize the numerous benefits of sales promotion as a marketing strategy.

v) To ascertain whether the company makes adequate financial allocation towards sales promotion activities.

1.4 SIGNIFICANCE OF THE STUDY

The prime motivation for this study stems from finding how sales promotion is employed by the company to enhance the marketing of its products. The finding will contribute to the understanding of the dynamics of sales promotion in Lever Brothers Nigeria Plc in particular and the sales promotional process as a whole.

The researcher also hopes this project will serve as a reference to future researchers. Moreover, the recommendation can greatly enhance a more effective sales promotion and eventual marketing of the products of Lever Brothers Nigeria Plc. if adopted.

1.5 SCOPE OF STUDY

The scope of the study is to cover the emergence of Lever Brothers Plc, the establishment of the Aba Factory and the role that an aggressive sales promotion has played in the consolidation of its base as a household word in toiletries economic problems and suggested solutions to overcome them.

1.6 ASSUMPTIONS

The study is going to be carried out in Lever Brothers Nigeria Plc. (Aba). The major limitation anticipated would be the difficulty in obtaining necessary information about the company, especially a correct data of their promotion and sales levels.

The study assumes that the trend in sales promotion in other companies both in Nigeria and abroad holds for Lever Brothers Nigeria Plc. It is also assumed that Lever Brothers Nigeria Plc would co-operate to divulge their various sales promotion technique from inception till date, and the responses before and after each outing. It further assumes that 70% of the questionnaires sent out would be returned in usable form to warrant the conduct of the study and that respondents would provide honest, frank and unbiased responses to the questionnaires.

1.7 HYPOTHESIS

That there is a relationship between motivation and response to motivation by the motivated source (consumer). Just as there is increase

in production resulting in high profit or financial increase as a result of staff motivation through a good welfare package and raised salaries, so there is increased in sales through (market) consumer motivation and incentives, as portrayed in sales promotion.

1.8 RESEARCH METHODOLOGY

The methods used for this research is basically descriptive and historical. The research is designed to show conditions as they exist and represent the data so gathered without bias or prejudice. Data used are secondary data recorded over the years by the company.

1.9 LIMITATION OF THE STUDY

i) The time duration allocated for this study is short and so enough information cannot be obtained to exhaustively research into the topic.

ii) The financial constraint in view of the economic situations in the country affect the frequency of visits to the object of this study.

iii) Another limitation is that enough work has not been done in the past on the sale promotion of Lever Brothers Nigeria Plc. Thus, what is reported here is more or less of a pioneer status.

1.10 ORGANISATION OF THE STUDY

This research project is organised into five chapters. Chapter one introduces the study gives the background information about the study. This includes objectives of the study, statement of the problems, significance and scope of study, assumptions, hypothesis and limitations of the study, organisation of the study and definition of relevant terms.

Chapter two explores the literature review on sales promotion while chapter three includes the basic information about the Design of study, methodology and the historical background of the company and the status quo in terms of product range as well as the organisational structure and staff strength.

1.11 DEFINITION OF RELEVANT TERMS

As stated earlier in this chapter, sales promotion is a component of promotion which is a component of the marketing mix. Sales promotion often works in consonance with other elements of the promotional mix within the marketing mix. These elements have been identified earlier in this chapter, it is worth while to define each of them to show their relationships

Marketing -

Various definitions of marketing have been given by different authors. For the purpose of this study, only a few authors will be used.

Marketing is a social and managerial process by which individuals and groups obtain what they want and used through creating an exchanging products and value with others (Kotler and Armstrong 1994, p.6). Marketing consist of individual and organisational activities aimed at facilitating and expecting exchange within a set of dynamic

environmental factors. (Pride and Ferrell, 1985). It can also be said to consist of business activities that seek to anticipate demand, help in developing and making the products/Services Available to the satisfaction of the consumers/users and at a profit to the organisation. (Aham Anyanwu 1993,p.3). All these definitions revolve around a central point which is exchange between the producer and the consumer.

Product -

Anything that can be offered to a market for attention acquisition, use or consumption that might satisfy a need or want. It includes physical objects, services, persons, places, organisations and ideas, (Kotler and Armstrong 1994, p.7).

Price -

The money value of a product which emerges in a market transaction. (Aham Anyanwu 1993). It is also said to be the amount of money charged for a product/services or the sum of the value that consumers exchange for the benefit of having or using the product or service (Kotler and Armstrong, 1994, p.347).

Place -

Place refers to the channel of distribution for a product in marketing. It involves making products available in the right utilities and locations when the customers want them (McCathy and Perreault, 1976). These channels of distribution are: wholesalers, Retailers and middlemen.

Promotion -

This is defined as any technique that persuasively communicates favourable information about a seller's product/service to potential and current buyers. It includes advertising, publicity, personal selling and sales promotions (Scheme, 1987, p.350).

Sales Promotion -

The term sales promotion can be applied to all the methods employed by a retailer to stimulate and increase sales volume. it consists of non-personal techniques and devices used to stimulate and increase sales through unusual and short term sale building Devices (Tolman, 1974). Sales promotion involves the marketing activities other than advertising, publicity or personal selling that stimulates consumer purchases and dealer effectiveness (Evans and Betman, 1985). It is also

said to consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade (Kotler 1994,p.664).

As can be seen from the above definition, the actual definition of sales promotion defies precision, with virtually all the authors merely referring to it as activities carried out when the other promotional functions fail to achieve the desired impact.

Advertising -

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler and Armstrong, 1994, p.664).

Publicity -

This is a non-personal stimulation of demand for a product, service or business by placing commercially significant news. In a published medium or obtaining favourable presentation on radio, television or stage that is not paid for by an identified sponsor (Evans and Berman 1985, p.65)

Wholesalers -

Includes all activities involved in selling goods and services to those buying for resale or business use. Wholesalers are those engaged primarily in wholesaling activities.

Personal Selling -

Oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales (Kotler and Armstrong, 1994, p.464).

Strategies -

The pattern objectives, purpose or goals and plans for achieving these goals, stated in such a way as to define what business the company is in or is to be in and the kind of company it is or is to be (Baker, 1985).

Communication -

Communication is defined as the process of establishing commonness or oneness of thought between a sender and a receiver (Baker, 1985).

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter explores available literature on the subject of sales promotion, its objectives, advantages and disadvantages. The techniques and the future of sales promotion in Nigeria. The chapter also considers the effectiveness, problem and the legal requirement of sales promotion.

2.2 OBJECTIVES OF SALES PROMOTION

Sales promotion objects are generally to inform, persuade, and to remind potential and actual buyers about a product existence, price, quality and other features (McCathy & Perreault, 1984). Sales promotion objectives are derived from broader promotion objectives which are derived from more basic marketing objective developed from the product. The specific objective set for sales promotion will vary with the types of target market for consumers. Sales promotion objectives includes:

1. Encouraging purchase of larger-size amount.
2. Building trial among non-users.
3. Attracting switchers away from competitors' brands.

For retailers, objectives include:

1. Inducing retailers to carry new items and higher level of inventory.
2. Encouraging off-season buying.
3. Encouraging stocking of related items.
4. Off-setting competitive promotion.
5. Building brand loyalty of retailers.
6. Gaining entry into new retail out-let (Kotler, 1994, p.668).

Sale promotion objectives should be developed in order to establish guidelines for selecting an appropriate sales promotion tool. The objectives according to Gultinan and Paul, 1985 page 58 includes:

1. Stimulating inquiries
2. Increasing product trial.
3. Encouraging re-purchase.
4. Helps to build store traffic.
5. Inventory building is also achieved.
6. Obtaining distributor promotional assistance. managers uses these objectives to build sales by building the distributors' business.

(Sohwartz, 1977,p.494) listed six specific objectives of sales promotion to include.

a. Sales promotion are used to motivate consumers to try a new product or to include business buyers to accept the products for sale.

b. Helps to attract new customers.

c. To induce present customers to increase the purchase rate.

d. To help the firm stay competitive.

e. To encourage the use of the product in off-seasons.

f. To increase the size of retailers inventories.

(Anyanwu, 1993) stated that sales promotion objectives are derived from the basic marketing communication objectives and includes the following according to the beneficiaries. For retailers, it is:

i) Getting retailers to stock new lines of products.

ii) Encouraging off-season buying.

iii) Off-setting competitive promotion.

iv) Gaining entry into new markets.

For consumers it includes:

1. To encourage more usage and purchase of a given brand.
2. Building trial among non-users.
3. Stimulating brand loyalty.

And for the sales-force, the objectives include:

a. To encourage the sales people to support a new product or model.
b. To induce them to prospect actively for consumers.
c. To stimulate sales during off-season periods.

(Evans and Berman, 1985, p.515) noted that sales promotion objective are always demand oriented.

These objectives may be related to channel members or consumers Objectives pertaining to channel members include:

1. Obtaining distribution
2. Receiving adequate store shelf space
3. Increasing dealer enthusiasm
4. Increasing sales

5. Obtaining impulse sales
6. Emphasizing novelty
7. Supplementing other promotional tools.

According to (Kotler and Armstrong, 1994) sales promotion objectives vary widely. Sellers may use consumer promotion to:

1. Build long term market share.
2. Entice consumer to try a new product.
3. Lure consumers away from competitors' products.
4. Get consumers to build up on a mature product.
5. Hold and reward loyal customers.

Objectives for trade promotion includes:

1. Getting retailers to carry new items and more inventory.
2. Getting them to advertise the product and give it shelf space.
3. Getting them to buy ahead.

Sales force objectives are:

1. Getting more sales force support for current and new product.

2. Getting sales people to sign up new account.

In general, sales promotion should be consumer Franchise building. Ideally, the objective is to build long-run consumer demand rather than to prompt temporary brand switching.

(Nwokoye, 1981) noted sales promotion objectives to include the following.

1. To periodically clear goods in store before inventory taking and restocking.
2. To introduce a new product.

Similarly, (Pride and Ferrell, 1984) noted that some sales promotion objectives may be designed specifically to stimulate resellers' demand and effectiveness (e.g. bulk purchase discount) while others may be directed at increasing consumers' demand (e.g. Kobo-off offers); others may be directed at both consumers and resellers. These authors further Stated that marketers use sales promotion for a variety of reasons, adding that a single sales promotion activity may be employed to achieve several

objectives while several promotion activities may be required to achieve a single goal or sets of goals. Sales promotion is effective for both offensive and defensive purposes e.g. in taking initiative to launch a product (offensive) or in defence of the company's image or a failing product (offensive). (Stanly, 1982), listed the objectives of sales promotion as follows:

1. To identify and attract new customers
2. To introduce new products
3. To encourage greater usage among customers
4. To educate customers regarding product improvement.
5. To bring more customers to the retail store.
6. To stabilize a fluctuating sales pattern.
7. To increase resellers inventories
8. To obtain more and better shelf display.

(Ruis and Kirkpatrick, p.250) identified the following objectives:

1. Stimulate trial by new users.
2. To introduce new and improved product.
3. It helps to achieve impulse purchases.
4. Encourage frequent (multiple) purchases.

5. Build brand awareness and interest.
6. Helps to introduce new packaging.
7. Encourage trading up to larger size.
8. Retain current users/encourage repeat purchases.
9. Improve brand image.
10. Generate wholesaler/Retailer support.
11. Build store traffic.

2.3 SALES PROMOTION PLAN

Sales promotion planning calls for the following

1. Establishing the sales promotion activities.
2. Selecting the tools.
3. Developing the program.
4. pre-testing and implementing the sales promotion program and evaluating the results.

2.3.1 Establishing the Sales Promotion Objectives

Sales promotion objectives are derived from broader marketing objectives developed from the product. The specific objective set varies

with the type of target market for consumer. Objectives include encouraging purchase of larger-size units, building trial among non-users and attracting switchers away from competitors brand. For retailers, it includes inducing retailers to carry out new items and higher inventory levels encouraging stocking of related items building brand loyalty, gaining entry into new retail outlays while sales force objectives includes encouraging support of a new product, encouraging more prospecting, and stimulating off-season sales.

2.3.2 **Selecting The Tools**

Many sales promotion tools are available to accomplish these objectives, the types of market, sales promotion objectives, competitive conditions and cost effectiveness of each tool.

We will now consider the main sales promotion tools used for consumers; trade and business promotion, respectively.

1. Consumer promotion tools include samples, coupons cash refunds, prize packs, premium, prizes, patronage awards, free trials, product warranties, point of purchase displays.

2. Trade promotion tools are: price offs, Allowance, free goods.
3. Business promotion tools are: trade shows, conventions, sales contests, specialty advertising.

Many companies have a sales promotion manager whose job is to help brand managers choose the right promotional tool.

2.3.3 **Developing The Sales Promotion Program**

The marketer must define the full promotion program as several media are being blended into the total campaign concept. The marketers task includes:

1. Determining the size of the incentive to offer.
2. Stipulating conditions for participation, incentives must be offered to everyone or to selected groups.
3. The duration of promotion is decided. If the sales promotion period is too short, many prospects will not be able to take advantage of it, if promotion time is too long, the deal will lose some of its 'act now' force. The promotion time should be optimal, even though optimal duration varies by product category and even

by specific product.

4. The marketer must choose a distribution vehicle. Each distribution method involves a different level of reach, cost and impact. A kobo-off coupon can be distributed in the package, store, mail or advertising media.
5. Timing of promotion must be established. Brand Managers develop calendar dates for the annually planned period.
6. Finally, the marketer must determine the total sales promotion budget. This is done in two ways thus:

   i) It can be built from the ground up.

   ii) Conventional percentage of the total promotion budget. The usual rule for deciding how much to spend for sales promotion in a year is fixed upon a percentage of anticipated annual sales. The money allocated is called an appropriation.

2.3.4 **Pretesting the Sales Promotion Program**

Although sales promotion programs are designed on the basis of experience, pretest should be conducted to determine if the tools are

appropriate. Sales promotion directed at consumer markets can be readily pretested. Consumers can be asked to rank different possible deals or trial test run limited in geographical areas.

2.3.5 Implementing And Controlling the Program

Implementation and control plans should be prepared for each individual promotion. Implementation plan must cover lead time and sell-in time. Lead time is the time necessary to prepare the program prior to launching it. Sell-in time begins with the launching and ends when about 95% of the deal merchandise is in the hands of consumers which can take several months depending on the duration.

2.3.6 Evaluating the Sales Promotion Effectiveness

Perhaps sales promotion is best thought of as a group of specialty promotional techniques, each with specific, limited, tactical uses. Evaluating the tools is a difficult task (Ruis and Kirkpatrick, 1982). It involves a crucial requirement. Evaluation of promotion programs receives little attention. Even where an attempt is made to evaluate a promotion, different methods are used to measure sales promotion effectiveness.

Evaluation can start before selection is made. The manufacturer can show its salespeople and some of its promotion, the market place becomes more cluttered with events and offers and it becomes harder to stand out from the crowd. To put together a sales promotion that pays off, marketers must first have a clear idea of what they are trying to accomplish. The they need to design a promotion that is right for the product, the channel of distribution, the end user, the market place and the budget.

Creativity is, therefore crucial to guaranteeing the continuous growth of sales promotion and positive consumer response to it. When then is creativity, as tied in with sales promotion? Creativity could be defined as the qualities and favourable consumer response to it. It is note-worthy to mention here that creativity for aesthetics reasons has no place in promotion. Creativity in promotion must be creativity which sells - it must be practical and realistic.

Creativity according to (Norman Crofts, 1985, p.57) stems from two sources. "Firstly, ideas, but created within the framework of declared promotional needs of a brand which are borne out of a continuous

appraisal of the market and of competitive activity and which will usually be concerned with correcting weaknesses and exploiting opportunities".

The second source is the creative interpretation of ideas. Here again creativity should ideally fall within the framework of total creativity. Strategy for the brand concerned although that is not always possible because of the frequency and Variety necessary in promotional activities especially in highly competitive situations.

The promoter is faced with the task of justifying the huge investment in promotion and standing his group (or even gaining ground) in the beat of competition and so has much to do to catch the attention of resellers and end users. From the forgone discussion, certain considerations underpin creativity in promotion. These are:

1. The promotional objectives of the brand.
2. The channel of distribution: Method of retailing and method of selling.
3. The end user.
4. The competitive situation and lastly.
5. The promotion budget.

2.5 TECHNIQUES OF SALES PROMOTION

Generally, sales promotion are marketers device to stimulate and re-stimulate demand for a product. Some of the techniques of achieving this as stated by different authors will be considered in this section.

Schwartz (1977, p.495) classified the techniques into:

1. Consumer oriented sales promotion which include sampling, contest, sweep stakes, games, premium, coupon, product demonstration, point-of-purchase advertising, trading stamps, etc.

2. Sales promotion aimed at business buyers: this includes, discount advertising aids, direct compensation, contest, advertising specialty, etc.

Anyanwu (1993, p.127), classified the techniques according to their sources - (manufacturers, wholesalers and retailers) and targets (consumers, industrial users, wholesalers and retailers).

Similarly, Kotler and Armstrong (1994) grouped them into three groups namely:

1. Consumer promotion tools which includes samples, coupons, cash, refunds, price peak, premiums, advertising specialties, patronage rewards, point-of-purchase displays and demonstrations and contest, sweep stakes and games.

2. Trade promotions tools which is directed to retailers and wholesalers and includes contests, premiums, displays, discounts, allowances, etc.

3. Business Promotion Tools - This is used to Generate business and stimulate purchase. It includes many of the tools mentioned above including conventions, trade shows and sales contests.

Evans and Berman (1985, p.513), classified sales promotion tools into two with each possessing different characteristics:

i. Those aimed at channel members include trade shows or meeting, training, trade allowance, point-of-purchase display, push money,

sales contest, free merchandise, demonstration models, fights and corporative promotions.

ii. Those aimed at final consumers include coupons, refunds, samples, trading stamps, contest sweep stakes, bonus, a multi packs, shows or exhibitions. Special events, demonstrations, etc.

AS noted earlier, there are many tools available to accomplish sales promotion objectives, (Kotler, 1944, p.688) identifies the following:

1. Those used for consumer promotion.
2. Those aimed at trade promotion and
3. Those for business promotion.

As stated earlier, (Kotler and Armstrong 1994) classified the techniques of sales promotion into three groups. At this point, the tools will be examined individually.

1. Consumer - Promotion tools include:

a. Samples: are offers of a trial amount of a product. Some samples are free while others are not. The samples might be delivered door-to-door, sent by mail.

b. Coupons: Are certificates that gives buyers a saving when they purchase specific products. The can stimulate sales of a mature brand or promote early trial of a new brand.

c. Cash refund(s) or rebate(s): Are like coupons except that the price reduction occurs after the purchase rather than at the retail outlet.

d. Kobo-off Deals: Offers consumers savings of the Regular price of a product. The reduced prices are marked by the producer directly on the label or package. Kobo-offs are very effective in stimulating short-term sales.

e. Premiums: These are goods offered either free or at low cost as an incentive to buy a product. A self-liquidating premium is a premium sold below its normal retail price to consumers.

f. Advertising specialties: Are useful articles imprinted with an advertisers name given as a gift to customers. Typical items includes pens, calendars, key holders, shopping bags, etc.

g. Patronage Rewards: Are cash or other awards offered for the regular use of a certain company's products or services. trading stamps are also patronage rewards in that customers receive stamps when buying from merchants which can be redeemed for goods either at redemption centre or through mail order catalogs.

h. Point-of-Purchase Promotion (POP): Includes displays and demonstration that take place at the point of purchase or sale. This takes two forms - Windows or interior. A wide range of material is used for display purposes, including the product itself, dummy packages, decalcomanias for windows and store entrances. These items attract attention, inform and remind customers and encourage retailers to carry particular products.

i. Contests, Sweepstakes and Games: This gives customers the chance to win a prize such as cash, trips or good by luck or through extra effects. A contest calls for consumers to submit an essay - a jingle, guess or suggestion to be judged to select best entries.

A sweepstake calls for consumers to submit their names for a

drawing, while a game presents consumers with something: (missing letters, bingo numbers) every time they buy a product, which may or may not help them to win a prize.

2. **Trade Promotion Tools**

a Allowance - An allowance is an amount offered in return for the retailer agreeing to feature the product(s) of the manufacturer in some way. It may be either an advertising allowance or a display allowance.

b. Price-Off: Is a straight discount of price on each case purchased during a stated time period. This encourages Dealers to buy a quantity that they might not buy ordinarily.

c. Free goods: Are offers of extra units of the product to middlemen who buy a stated quantity. This might be cash, gift or their sales-force to push the manufacturers products.

BUSINESS PROMOTION TOOLS

a. Trade shows and Convention: Are organised annually. Firms Selling products/services to the industry buy space and set up booths and display to demonstrate their products at the tarde shows.

b. Sales Contest - Contest involving the Sales force or dealers, aimed at inducing them to increase their sales result over a Stated period with prizes going to those who succeed.

c. Exhibition is used in both consumer and industrial goods marketing. They create awareness demand and offer a chance to inspect competitor goods or products. Exhibitions are effective in industrial market.

2.6 ADVANTAGES OF SALES PROMOTION

Sales promotion consists of activities that Stimulate customer purchases and dealer effectiveness. An attempt is made at this stage to enumerate the benefits of sales promotion. Evans and Berman (1985,p.513), noted that

1. It helps to Attract customer traffic.
2. Maintains brand or store loyalty.
3. Some form of sales promotion provides value to the consumer and are retained by them.
4. It provides reminds functions e.g. T-Shirts, etc.
5. Impulse purchase can be increased through in-store displays.
6. Channel members cooperate better with manufacturers when sales promotion support is provided.

Assael (1990) Said that the amount of money spent on sales promotion has increased markedly since the mid 1970s giving the following reasons for the shift from advertising and other promotional techniques.

1. As markets become more segmented, it becomes increasingly expensive to reach targets through national advertising campaign which Decreases the cost-effectiveness of advertising in favour of sales promotion.

2. The increasing popularity of cable TV and Video Cassettes has

resulted in fewer people watching nationally televised commercials, which makes sales promotion more useful.

3. More women are now in the workforce and so fewer women has the time to watch commercials during the daytime programmes. Sales promotion therefore has an edge over advertising.

4. A general decrease in brand loyalty has also led to an increase in the use of sales promotion. Consumers are more willing to buy many products on a price basis.

Sales promotion is becoming increasingly important in marketing. See Appendix II a,b and c.

1. As a way of increasing demand for new products.

2. As a way of differentiating similar products.

3. As a substitute for price competition.

2.10 CRITICISM AND DEFENCE OF PROMOTION

Marketers because of their involvement in promotion of their products are faced with numerous criticisms. Analysed below are some of them and explanation as presented by marketers (Evans/Berman 1985).

NO.	DETRACTORS FEEL PROMOTION	MARKETERS ANSWER THAT PROMOTION
i	Creates an obsession with material possession	Response to consumer desire for material possession in an affluent society. These items are plentiful and paid for with discretionary earning
ii	Is basically dishonest	Is basically honest. The Great majority of company abide by all laws and set strict self-regulations. A few dishonest firms give a bad name to all others.
iii	Raises the prices of products and services	Hold down prices by increasing consumers demand. Promotion enables manufacturers to utilize mass production and reduce per unit cost. Employment is higher when

		demand is stimulated.
iv	Over emphasizes symbolism and status	Differentiates products and services through symbolic and status appeals. Consumers desire a distinctiveness and product benefit.
v	Causes excessively high expectation	Keep expectation high. It thereby sustains consumer motivation and worker productivity in order to satisfy expectations.

EVALUATION OF SALES PROMOTION EFFECTIVENESS

The measurement and evaluation of the effectiveness of sales promotion technique are associated with a number of problems. Evaluation is a crucial requirement for improving any program, yet according to Strang (1980) evaluation of promotion programme receives ... little attention. Even where an attempt is made to evaluate a promotion, it is likely to be superficial ... evaluation in terms of profitability is even less common".

Evaluation procedures vary with the type of market. Manufacturers measure the effectiveness of retail promotion by checking on store delivery volume, store shelf-space allocation, cooperative advertising placed by retailers. However, four methods have been employed for measuring the effectiveness of consumer promotion namely

i) Sales performance movement

ii) Analysis of consumer-panel data

iii) Consumer surveys

iv) Experimental studies (Kotler, 1981, p.568).

The most common sales promotion evaluation technique is to compare sales before, during and after promotion. Increased sales are attributed to the effect of sales promotion.

EFFECT OF CONSUMER DEAL ON BRAND SHARE

1. Pre-promotion period
2. Promotion period
3. Immediate post promotion period
4. long-run post promotion period

The diagram above shows the effect of S.P programme at different stages. it shows that 60% sales level is obtained in the pre-promotion period. During promotion 100% sales is achieved while the period immediate past promotion sales reduces to 50% and increases again. During the long-run post promotion period. In effect, the diagram shows that increased sales is achieved during sales promotion activities.

Another way to measure the effect of sales promotion program is to interview a sample of consumers in the target market, attempting to team how many consumers recall the promotion, what they thought of it, how many took advantage of it, and how it affected their subsequent broad-choice behaviour. This method would not be used for each promotion but only selectively to research the effect of that type of sales promotion on consumers.

Consumer-Panel data can also be used to evaluate consumer response to sales promotion. A consumer-panel Data study by Dodson, Tybout and Stern found that deals generally enhance brand switching the rate depending on the type of deal. Media-distributed coupons induce

substantial switching, cents-off deals induce somewhat less switching, and package coupons hardly affect brand switching. Furthermore, consumers generally return to their preferred brands after the deal.

Experimental studies, carefully arranged experiments, such deals attributes as incentive value, deal duration and deal-distribution media. By varying the deal attributes offered to matched groups or matched geographical areas. Inference can be drown on their sales impact. At the same time, experiments need follow-up consumer study to understand the reason why the deal attributes produced different level of response.

CHAPTER THREE

DESIGN OF STUDY

INTRODUCTION

This study is designed to evaluate the role of sales promotion as an effective tool in the marketing of Lever Brothers Nigeria Plc. (Aba) and how these marketing strategies can possibly transform the present status of the company in terms of production, sales, and overall performance. The purpose is therefore, to present the design and methodology employed to achieve the underlying objectives.

3.1 POPULATION OF THE STUDY

The population of this research consist of different classes of consumers: Civil servants, Students and private business persons as well as staff of Lever Brothers Nigeria PLC (Aba). This classification is necessitated by the researcher's feelings that perception and response to sales promotional activities may vary due to their group class peculiarities.

3.2 SAMPLES AND SAMPLING TECHNIQUES

The sample is made up of consumers of the various classes in the population. The opinion of staff were sampled by personal interview were issued to members of the public. It is the belief of the researcher that the sampled element and the information to be gathered would represent the total population.

Simple random sampling technique was used to Determine the samples. The criteria for participation is:

a) Must be a minimum of 18 years of age.

b) Must be a holder of a minimum of WASC.

The above was considered in terms of the issues raised in the questionnaires.

3.3 INSTRUMENT FOR DATA COLLECTION

A structured questionnaire consisting of open and closed ended questions were utilized for data collection. Each questionnaire consisted

of two section. Two sets of questionnaires were administered. The first for Staff of Lever Brothers Nigeria Plc and the second for different classes of consumers. Personal interviews with some members of staff also helped in gathering necessary information.

3.4 METHOD OF DATA COLLECTIONS

Data for this research was sourced from both primary and secondary sources.

a) Primary Sources

The primary sources of data were in two fold, the first being personal interviews with staff of the company, while the second and more elaborate method was by the use of "structured questionnaires which was administered to staff of the company as well as to different classes of consumers of the products.

To facilitate easy responses and convenience, the questionnaires were closed ended. Questions were direct and straight to the point. The

researcher also interviewed the sales and Admin Managers on specific areas which were impossible to obtain from other staff.

b) **Secondary Sources**

Information and data collected here were mainly from published materials of the company. A thorough search for relevant data through the use of libraries in Uyo was also conducted. Published texts constituted the major sources from which expert opinion on the subject matter of sales promotion were covered.

3.5 DATA ORGANISATION

The data collected will be organised into tables while others will be tabulated, this is necessary as different kinds of data will be collected ranging from numbers, verbal information, charts etc. These data needs processing and rearranging for easy analysis.

3.6 METHOD OF DATA ANALYSIS

Simple percentages will be used to analyse the data(s) obtained both from the questionnaires as well as the oral interviews - The

percentages will afford the researcher the ability to determine amongst other things the various responses in the sales of company's product vis-a-vis the promotional techniques employed and the sales trend before, during and after such techniques have been used. The percentage will also enable the researcher to have an insight into the position of the company as regards promotion in the future of the company.

3.7 THE COMPANY

The object of this research is Lever Brothers Nigeria PLC (Aba). The company is a limited liability company located along Industry Road, Aba and has a staff strength of 1,320.

3.7.1 Brief History

Lever Brothers Nigeria Plc was incorporated as Lever Brothers (West Africa) Ltd on 11th April, 1923 by Lord Leverhulme. It started as West African Soaps and later in 1945 the name Lever Brothers nigeria was formed. It bought over Chresbrew which specializes in tea production in 1989. later in 1995 it took over A.J. Seward. Lever

Brothers Nigeria became a public liability company in 1973. It shares of fifty kobo (50k) is quoted at twenty three Naira₦ 23.00) as at August 1997 Nigeria Stock Exchange).

Apart from Unilever Overseas Holding Limited that holds over 32% of its equities, no other single investor holds up to 10% of the shares of the company that stood at 915 million ordinary shares of 50 kobo each.

The company is involved primarily in the manufacturing and marketing of branded consumer's goods, mainly on soapy detergents, soaps both for personal and fabric wash, personal products for dental, skin, hair and body care, it has also firmly established the food sector which deals with food products as well as some meal products. In 1987 palm Kernel plant was commissioned in Aba for kernel processing and the cake is now exported abroad and sold to pharmaceutical companies. In Aba factory they manufacture non soapy detergents which is chemically based, while tea plantation is in Plateau State.

3.7.2 Origin of the Aba Factory

Initially, when the question of the development of a new factory arose, four alternative locations were considered. These were Onitsha, Aba, Umuahia and Port Harcourt. Aba was chosen in preference to the others because of its strategic location within the East. It had the advantage of being situated on the Port Harcourt/Kaduna Rail route and furthermore, had easy access road facilities to the Owerri and Calabar areas and the South-East, and also to Onitsha via Enugu. The local palm oil production in the grade 1 and 2 categories also amounted to a high level of 11.719 tons annually (Kola Folayan and Modupe Adeogun, p.57).

Lever Brothers Nigeria Plc in its operation for the year 1997 posted turnover of N8.5 billion, a marginal improvement of 2.41% from N8.3 billion recorded in 1996. Its pre-tax profit stood at N1.9 billion in 1996 making its profit margin to nose dive from 24.1% to 22.35%.

3.7.3 Present Status

The company has as its theme: Making World renowned brands a must in every home.

PRODUCT RANGE

LBN is involved in the production of a wide range of products, it has to its credit the following:

	CLASS		PRODUCTION
i)	Pears Range	-	Pears baby oil, lotion, soaps and powder.
ii)	Skin Care	-	Lotus, Vaseline, Shield, Saturdaynight powder.
iii)	Hair Care	-	Esteem Conditioner, Relaxer, Hair Cream, Satin Sheen.
iv)	Dental Care	-	Close up, Pepsodent tooth paste and tooth brush.
v)	Fabric Washing	-	Omo, Rin, Sunblight Soap, Omo Ultra Klin,,etc.
vi)	Toilet Soap	-	Asepso, Dove, Breeze, Lux, Antisol
vii)	Home and Industrial Washing	-	Sumafoam, Cygnet
viii)	Baking	-	Breadeen, Marva
ix)	Food Components	-	Oroyo Vegetable oil, Royco, Planta, Blueband, etc.
x)	Beverages and Drinks etc.	-	Mix Me, Treetop, Lipton, Finnnebren etc.

477154

Lever Brothers Nigeria PLC is presently rated 4th position according to business concord top thirty index (8/8/97). it has a total of 1,008,898,999 ordinary shares which has a market value of N23.00 per share. LBN considers quality and affordability as a crucial determinant of consumers choice. It continuously launch new products as strategy for coping with challenges of the operating climate.

3.7.4 **Organisation Structure**

Lever Brother Nigeria PLC (Aba) has a staff strength of about 1,320 workers in addition to their numerous distributors privately engaged in selling of its products. The workers are distributed as follows:

Technical Department	-	350
Finance	-	50
Administration Department	-	420
Commercial Department	-	400
		1,320

The personnel distribution shows that 31.8% of staff are engaged is administration of the organisation. The technical department is the nucleus of production. Inputs from this department comes from finance while the commercial department being 30.3% of staff strength present Lever Brothers Nigeria PLC to the whole world through the marketing of its products and simulation of feedback from consumers. The above data consists of both the permanent staff and contractors working for Lever Brothers Nigeria PLC, Aba.

CHAPTER FOUR

PRESENTATIONOF DATA, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter will present the data collected, analysed and interpreted through the use of questionnaire. The analysis is based on the responses gathered from the completed questionnaires and relevant findings shall be presented accordingly.

The objective of this study is to examine and determine the role of sales promotion in the marketing of products of Lever Brothers Nigeria PLC.

To achieve, this questionnaire totalling (60) sixty were distributed to consumers in both Uyo and Aba and fifty-nine (59) of them were returned showing an impressive record of 98.3% respondency rate. In this case, the percentage of respondents can be said to be proven as representation of the views of the consumers of Lever Brothers Nigeria Plc products. The evaluation of the responses to the questionnaire administered is analysed here using simple percentage.

4.2 QUESTIONNAIRES ADMINISTERED

The number of questionnaires sent out and the corresponding responses is represented in Table 4.1 below. The summary of the questionnaires sent out, returned, their percentages and the number actually used is shown in table below in accordance with classes of consumers.

Consumer Group	Questionnaires Issued	No. Returned	Percentage
Staff	25	24	96
Students	10	10	100
Civil servants	10	10	100
Business persons	15	10	100
TOTAL	60	54	98..3%

SOURCE: Questionnaire

4.3 FINDINGS

The responses to the questionnaires were analysed using Tally Charts and the tally transferred into frequency tables. Responses to

question in section A only led to identification of respondents' personal data and this sets of questions requires no analysis. The analysis given below is limited to question from section B and C.

4.4 VERIFICATION OF RESULTS

Research Question One: Do consumers believe in the fantastic star prizes offered by LBN PLC?

Variables	No. of Responses	Percentages
Yes	45	83
No	10	17
Total	59	100

SOURCE: Questionnaire

From the Table above, it was observed that out of the fifty-nine (59) questionnaires returned, 49 respondents representing 83% of total responses admitted they believed in the fantastic star prizes(s) of LBN while 10 which is 17% do not believe in LBN's star prize(s).

Research Question Two

This was to test whether there is a relationship between sales volume and amount spent on sales promotion. Question 7 from the questionnaire was used to test this.

Do you agree LBN makes more sales when there is sales promotion?

Variables	No. of Responses	Percentages
Yes	50	84.7
No	9	15.3
Total	59	100

SOURCE: Questionnaire

The table shows that 84.7% of the total responses agreed that the company's sales increased during sales promotional campaign while 15.3% stood their grounds that the company's sales volume does not increase as a result of sales promotional outings.

Research Question Three:Is overall performances positively affected by promotional strategies used?

To test the above, question number 8 in the questionnaire was used in this was directed to the Sales Department of Lever Brothers Nigeria Plc (Aba). This was further tested using questions 13, 15, 16, on the Questionnaires. This was to assess the impact on sales before, during and after sales promotional campaigns,

Responses	No. of Responses	Percentage
Strongly agree	19	79
Strongly disagree	-	-
Undecided	-	-
Agree	5	21
Disagree	-	-
Total	24	100

477154

SOURCE: Questionnaire

The above table shows the company's responses to questions 8, 13, 15 and 16 were the same. The company agreed that overall performance is positively affected by the promotional strategies used.

And these result in customers buying more products during and after sales promotional activities

Research Question Four: Does sales promotion affect the sales pattern of your company's products?

Responses	No. of Responses	Percentage
Strongly agree	18	75
Strongly disagree	-	-
Undecided	-	-
Agree	5	25
Disagree	-	-
Total	24	100

SOURCE: Questionnaire

From the table presented above, it was discovered that out of the 24 questionnaires returned, 18 being 75% of total response stated that they strongly agree that customers responses is usually positive after a promotional outings while 6 which is 25% of total respondents stated that they agree that consumers responses is usually positive after a promotional campaign. The table shows an agreement to the fact that sales level increases as a result of embarking upon promotional campaigns.

Research Question Five:

This was to test whether sales promotional activities influence consumers buying attitude towards LBN products.

Variables	No. of Responses	Percentages
Yes No	44 15	74.5 25.5
Total	59	100

SOURCE: Questionnaire

The table above shows that 44 of the total respondents representing 74.5% of the total responses agreed that the company's promotional activities influence their buying attitude while 15 representing 25.5% maintained that the company's promotional activities does not influence their buying attitude towards the company's product.

Research Question Six:

The frequency of the promotional outing is appropriate. Question 8 from the questionnaire was used and this was directed to the sales department of LBN.

Responses	No. of Responses	Percentage
Strongly agree	2	8.4
Strongly disagree	-	-
Undecided	1	4.1
Agree	21	87.5
Disagree	-	-
Total	24	100

SOURCE: Questionnaire

From the data shown in the table above, 2 responses representing 8.4% of total respondents strongly agreed that the rate of sales promotional outing is appropriate. 1 which is 4.1% was undecided while 21 representing 87.5% merely agreed that the rate of sales promotional outing is appropriate.

CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

This chapter constitutes the synopsis of the entire research work. Here, a general view of the findings of the research is given. The data obtained are discussed elaborately, drawing inferences thereby. Accordingly, recommendations towards a more successful sales force for the company are made. The entire work is also concluded in this chapter.

5.1 SUMMARY

The study in its entirety succeeded in determining the role of sales promotion in the marketing programmes of Lever Brothers Nigeria PLC with particular reference to Aba, Abia State.

The first chapter of the research was purely introductory while the problem hinged on assessment of the roles of sales promotion in the marketing programmes of Lever Brothers Nigeria PLC. The second chapter was a literature review on sales promotion mainly extracted from known authors.

KASHIM IBRAHIM LIBRARY

Chapter three exposed the design of the study, showed how relevant data were collected from questionnaires administered on the respondents with an impressive response rate of 97%; the result of the research was represented in chapter four after a percentage verification.

Chapter five dealt with the summary, recommendation and conclusion.

5.2 RECOMMENDATIONS

Based on the findings of the study on the role of sales promotion the marketing programmes of Lever Brothers Nigeria PLC, the following recommendations are hereby tendered.

i) In as much as there is a correlation between sales level and sales promotion, Lever Brothers Nigeria Plc as well as producers of other brands of consumer products should give or continue to give appropriate attention to sales promotion as a marketing strategy.

ii) That Lever Brothers Nigeria PLC should continue to maintain its products quality and price since these variables affect sales level.

iii) That the Research and Development Unit of the company should explore the possibility of developing new range of products thus make for increase or diversification of its product line.

iv) Lever Brothers Nigeria PLC should be much more involved in social responsibility so as to increase the popularity of its products and the company's image, such responsibility could be in the areas of public and also aiding research in institutions of higher learning etc.

iv) That salesmen of Lever Brothers Nigeria PLC should encourage its distributors and retailers to patronise other available product brands so as not to pose a constraint to consumers choice.

v) The company should embark upon intensive and continuous advertisement and other promotional activities so as to create awareness about the existence of their product to consumers and also persuade them that these products meet their consumers' basic needs.

vi) That the evaluation of sales promotion effectiveness is highly necessary to determine whether objectives have been made and to avoid wasteful spending on organisation resources.

viii) Finally, since information is essential for both business planning and control, it is therefore imperative that Lever Brothers Nigeria PLC should design and put in place an effective management information system (MIS). This, when implemented in the management/workers and manufactures/consumers relationship.

5.3 CONCLUSION

477154

Based on our major findings as recorded in chapter four, the following conclusions are made:

a) That the adoption of sales promotion affects the consumption of the different product range produced by Lever Brothers Nigeria PLC in Nigeria.

b) That the adoption of sales promotional techniques as a marketing strategy is quite desirable.

c) That the purchasing action of consumers of products of Lever Brothers Nigeria PLC are made possible by variables other than sales promotion.

d) That the impact of sales promotion is not only felt by the final consumers but that sellers of the products also benefit from these promotional activities.

e) That failure to promote goods and services of an organisation may cause a major set back for a business especially when the product involved is not a necessity.

f) That promotion facilities exchanges between producers and consumers and help stimulate the socio-economic growth and consciousness among consumers.

g) Finally, that sales promotion as representative faction of promotional efforts have been found to give incentive, stimulate, build-up sales volume and help to maintain as well as create new outlets in accordance with the overall promotional goals of the company.

REFERENCES/BIBLIOGRAPHY

Anyanwu, A.; Dimensions of Marketing, Avan Global Publication, Okigwem 1993.

Assael, H.; Marketing Principles and Strategy; The Drigden Press, Chicago 1992.

Evans J. R/B Berman; Marketing; Macmillan Publishing Company, New York, 2nd edition, 1983.

Gultinan, J.P./G.W. Paul; Marketing Management: Strategies and Programmes, McGraw-Hill Book Company 1983.

Ifezue, A.J.; Principles of Marketing,Abic Books and Equipment, 1990.

Kotler P./G. Armstrong; Principles of Marketing, Prentice-Hall, Englewood Cliffs, New Jersey, 1994

Kotler P./R.E. Turner; Marketing Management: Analysis, Planning and Control, Prentice Hall Inc. Canada 1981.

McCathy O.J./W.D. Perreault (JR); Basic Marketing: A Managerial Appraisal. Homewood Press Irwin, 7th edition, 1976.

McDonald M.H.B.; Marketing Plans (How to Prepare Them, how to use them), Heinemann,London.1986.

Nwokoye, N.G.; Modern Marketing for Nigeria Macmillan Press Limited 1981.

Osuala, E.C.; Introduction to Research Methodology, Africana FEB Publishers ltd., 1993.

Pride, M.W. &O.C. Ferrel; Marketing: Basic Concepts and Decisions

Schewe R.O. and R.M. Smith; Marketing: Concepts and Application

Schwart, D.Y.; Marketing Today, Harcourt Brace Jovanoric Int. 1977.

Stanton, W.J.; Foundation of Marketing, McGraw Hill Inc., Japan, 1985.

Tolman, Ruth; Fashion Marketing and Merchandising; Milady Publishing Corporation, 1974.

Kola Folayan & Modupe Adeogun; A Story of Excellence LBN PLC at 70, published by Spectrum Books Limited, 1995.