

**EFFECT OF CONSUMER SALES PROMOTION IN THE MARKETING
OF FOODS AND BEVERAGES IN ENUGU METROPOLIS.**

(A STUDY OF SEVEN-UP BOTTLING COMPANY PLC).

9TH MILE CORNER ENUGU

BY

UMAHI CHUKWUEMEKA DAVID

MKT/2006/034

**DEPARTMENT OF MARKETING,
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES,
CARITAS UNIVERSITY AMORJI-NIKE, ENUGU,
ENUGU STATE.**

AUGUST 2012

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**A PROJECT REPORT PRESENTED AND SUBMITTED TO THE
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**IN PARTIAL FULFILLMENT FOR THE AWARD OF BACHELOR OF
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CERTIFICATION

This research work “Effect of consumer sales promotion in marketing of Foods and Beverages in Enugu metropolis”, (A study of seven-up Bottling company plc) is hereby certified and has been duly supervised and found worthy of acceptance in partial fulfillment for the award of Bachelor science (B.Sc) Degree in the Department of Marketing, Caritas University Amorji-Nike Enugu.

MR NWANKWO CHRISTIAN
SUPERVISOR

DATE

MR JONES OKAFOR
HEAD OF DEPARTMENT

DATE

EXTERNAL SUPERVISOR

DATE

DEDICATION

This project is dedication to God Almighty who gives knowledge and power. It is equally dedicated to all the members of my immediate family for their tireless efforts to see me achieve my academic pursuit and also to my lecturer, who is at the same time my project supervisor.

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In my struggle to make a success in this programme, several persons too numerous to mention lend helping hands. It would amount to a travesty of ethical principle of justice and fair play, if I fail to recognize the following person, to whom I am greatly indebted to.

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May God Bless you all!

ABSTRACT

This research work was on the effect of consumer sales promotion in the marketing of foods and beverages in Enugu metropolis, (A study of seven-up bottling company plc). The main objective was to find out whether there is a direct relationship between increase in quantity purchase of a product by the consumers and sales promotion. The research work took a cursory look at how the product is fairing in the competitive market. Both primary and secondary data were collected to solve the research problem. The population of the study comprised of the manufacturers and consumers of seven-up and some of the personnel of the company of study. The research instruments used for data collection were questionnaires and oral interview. Tables, frequencies and percentages were used in presenting and analyzing the data collected. The inferential statistical tool used was chi-square used to test the various hypotheses on the data analysis since the data are expressed in frequencies and are more than two variables. However, the analysis of data and test of hypotheses revealed that sales promotion efforts can always justify whatever amount of money invested in them since they contribute significantly towards the achievement of set marketing or sales objectives which is usually include profit maximization. Finally, findings showed that competition was one of the reasons for adoption of sales promotion by seven-up bottling company plc, makers of 7up mineral water, as an aggressive marketing tool for matching coca cola and recommends that seven-up should continue to engage in sales promotion and ensure that consumers are adequately rewarded if possible with gifts whose unit values of the product offered. The researcher recommends some areas or aspect of the topic that requires further investigation in future.

2.2 CONSUMER SALES PROMOTION TOOLS	-	-	-	-	-	-	21
2.3 REASONS FOR SALES PROMOTIONS	-	-	-	-	-	-	23
2.4 SPECIFIC MARKETING PROBLEMS THAT SALES	-	-	-	-	-	-	29
2.5 EFFECTIVENESS OF SALES PROMOTION IN							
SOLVING THESE PROBLEMS	-	-	-	-	-	-	33
REFERENCES	-	-	-	-	-	-	38

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 INTRODUCTION	-	-	-	-	-	-	40
3.1 RESEARCH DESIGN	-	-	-	-	-	-	40
3.2 SOURCES OF DATA COLLECTION	-	-	-	-	-	-	44
3.2.1 PRIMARY DATA	-	-	-	-	-	-	41
3.2.2 SECONDARY DATA	-	-	-	-	-	-	41
3.3 POPULATION OF THE STUDY	-	-	-	-	-	-	41
3.4 SAMPLING PROCEDURE	-	-	-	-	-	-	44

3.5 SELECTION AND CONSTRUCTION OF THE MEASURING

INSTRUMENT - - - - - 44

3.6 VALIDITY AND RELIABILITY OF THE

RESEARCH INSTRUMENT - - - - - 45

3.7 METHOD OF DATA ANALYSIS - - - - - 45

3.8 LIMITAION OF STUDY - -- - - - 46

CHAPTER FOUR

4.1 PRESENTATION, ANALYSIS AND

INTERPRETATION OF DATA - - - - - 47

4.2 TEST OF HYPOTHESES - - - - - 48

CHAPTER FIVE

5.0 SUMMARY, FINDING, CONCLUSION AND

RECOMMENDATIONS - - - - - 66

5.1 SUMMARY OF FINDINGS - - - - - 66

5.2 CONCLUSION - - - - - 67

5.3 RECOMMENDATIONS	-	-	-	-	-	-	-	68
BIBLIOGRAPHY	-	-	-	-	-	-	-	71
APPENDIX I	-	-	-	-	-	-	-	74
APPENDIX II	-	-	-	-	-	-	-	75