**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 UNVERSITY AMORJI-NIKE, ENUGU,**

**ENUGU STATE.**

**AUGUST 2012**

**TITTLE**

**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**

**A PROJECT REPORT PRESENTED AND SUBMITTED TO THE DEPARTMENT OF MARKETING,**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, CARITAS UNVERSITY AMORJI-NIKE ENUGU**

**IN PARTIAL FULFILLMENT FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc) DEGREE IN MARKETING**

**AUGUST 2012**

**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) Degeree in the Department of Marketing, Caritas University Amorji-Nike Enugu.

MR NWANKWO CHRISTIAN DATE SUPERVISOR

MR JONES OKAFOR DATE

HEAD OF DEPARTMENT

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.

**ACKNOWLEDGEMENTS**

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.

My supervisor Mr Nwankwo Christian, for his fatherly role, guidance, direction and supervision during the course of the research which I found most rewarding and his useful suggestions that enhanced the quality of this work. Also to be remembered is the head of department of marketing, Mr Jones Okafor, my lectuerers MS E.A.C Okenwa, Samuel Anyionu, Agina Emeka .K, and Engene Nnaji, for their wonderful guidance and all their counseling and support during my final year which is most significant during the rough period of my stay in the school. May God, who sees the heart of men, give them peace.

This work will not be completed but for the moral support of my lovely parents Chief and Mrs P.N Umahi and my siblings, Izuchukwu , Ujunwa, Uchenna, Ndidiamaka, David, and all who I cannot mention their names due to space, that helped in the completion of this project.

I wish to express my immense gratitude to the following persons for their moral and financial support, my friends Rev Fr Francis Ulonna Oparah, Ozoemena Izuchukwu, Maduka Ezinne, Onyinyechukwu Nnam, Ugadu Onyinye Jennifer and Orih Chiamaka for their encouragements and support throughout the period of my study.

May God Bless you all!

***ABSTRRACT***

*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.*

**TABLE OF CONTENT**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tittle page - - | - | - | - | - | - | - | - | i |
| Certification - - | - | - | - | - | - | - | - | ii |
| Dedication - - | - | - | - | - | - | - | - | iii |
| Acknowledgments - | - | - | - | - | - | - | - | iv |
| Abstracts - - | - | - | - | - | - | - | - | v |
| Table of contents - | - | - | - | - | - | - | - | vi |

|  |  |  |
| --- | --- | --- |
| **CHAPTER ONE : INTRODUCTION** |  | |
| 1.1 BACK- GROUND OF THE STUDY - - - - |  | 1 |
| 1.2 STATEMENT OF PROBLEM - - - - - |  | 4 |
| 1.3 OBJECTIVES OF THE STUDY - - - - - |  | 5 |
| 1.4 RESEARCH QUESTIONS - - - - - - |  | 6 |
| 1.5 FORMULATION OF HYPOTHESES - - - - |  | 7 |
| 1.6 SIGNIFICANCE OF THE STUDY - - - - |  | 7 |
| 1.7 SCOPE OF THE STUDY - - - - - - |  | 8 |
| 1.8 HISTORY OF SEVEN –UP BOTTLING COMPANY PLC- | - | 9 |
| 1.9 DEFINITION OF UNFAMILAR TERMS - - - |  | 13 |
| **CHAPTER TWO: LITERATURE REVIEW** |  |  |
| 2.0 INTRODUCTION - - - - - - - |  | 15 |
| 2.1 THEORETICAL REVIEW - - - - - |  | 15 |

* 1. CONSUMER SALES PROMOTION TOOLS - - - 21
  2. REASONS FOR SALES PROMOTIONS - - - 23
  3. SPECIFIC MARKETING PROBLEMS THAT SALES - - 29
  4. EFFECTIVENESS OF SALES PROMOTION IN

SOLVING THESE PROBLEMS - - - - - 33

REFRENCES - - - - - - - - 38

**CHAPTER THREE: RESEARCH METHODOLOGY**

3.0 INTODUCTION - - - - - - - 40

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

* 1. SELECTION AND CONSTRUCTION OF THE MEASURING INSTRUSMENT 44
  2. VALIDITY AND RELIABILITY OF THE

RESEARCH INSTRUMENT 45

* 1. METHOD OF DATA ANALYSIS - - - - 45
  2. LIMITAION OF STUDY - -- - - - 46

**CHAPTER FOUR**

* 1. PRESENTATION, ANALYSIS AND

INTERPRETATION OF DATA 47

* 1. TEST OF HYPOTHESES - - - - - - 48

**CHAPTER FIVE**

* 1. SUMMARY, FINDING, CONCLUSION AND RECOMMENDATIONS - - - - - - 66
  2. SUMMARY OF FINDINGS - - - - - 66
  3. CONCLUSION - - - - - - - 67
  4. RECOMMENDATIONS - - - - - - 68

BIBLIOGRAPHY - - - - - - - - 71

APPENDIX I - - - - - - - - 74

APPENDIX II - - - - - - - - 75