

## SALES PROMOTION STRATEGIES AND BRAND LOYALTY OF FMCG IN DELTA STATE

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### ABSTRACT

This study examined the relationship between sales promotion strategies and brand loyalty among Fast Moving Consumer Goods (FMCG) firms in Delta State, Nigeria. Specifically, it investigated the relationship between premium offers and brand loyalty, sampling and brand loyalty, and price-off promotions and brand loyalty. The population of the study comprised 34 FMCG companies operating in Asaba, Delta State. Three management staff members comprising the production manager and marketing manager from each company constituted the study's sample, resulting in a total of 102 respondents. Data were collected using a structured questionnaire and analyzed using descriptive statistics, while hypotheses were tested using Spearman's rank correlation coefficient. The findings revealed a significant relationship between premium offers and brand loyalty, sampling and brand loyalty, and price-off promotions and brand loyalty. Based on these findings, the study concludes that sales promotion strategies significantly influence brand loyalty among FMCG firms in Delta State. Consequently, the study recommends that SMEs and brand managers should design and implement sales promotion strategies as part of an integrated marketing approach rather than as isolated short-term incentives. Given that premium offers and sampling foster stronger emotional and experiential connections with consumers, greater investment should be directed toward these tools. Price-off promotions, however, should be used cautiously to avoid conditioning consumers to expect continuous discounts.

**Keywords:** *Sales Promotion Strategies, Brand Loyalty, Premium Offer, Sampling, Price-Off*

### INTRODUCTION

Fast Moving Consumer Goods (FMCG) companies in Delta State operate in an intensely competitive environment, making it increasingly difficult to achieve and sustain brand loyalty. Prior studies have established that only consumers who engage in repeat purchases contribute significantly to firm profitability (Nagar, 2019; Oyedapo et al., 2022). However, not all repeat purchases reflect genuine brand commitment, as some may be driven by situational factors rather than true loyalty. Consumer commitment remains a critical determinant of sustainable repeat purchase behavior. Sales promotion has emerged as a vital marketing tool, with its relevance increasing significantly over time. It plays a crucial role in retaining existing customers while attracting new ones. Consequently, FMCG firms must strategically deploy various sales promotion techniques to appeal to consumers and enhance brand loyalty. Despite the growing importance of sales promotion, much of the existing literature on consumer response to promotion has focused predominantly on advertising, direct marketing, public relations, personal selling, and sponsorship (Kotler & Keller, 2016; Robinson & Carmack, 2017; Oyedapo et al., 2022), often neglecting sales promotion as an equally critical component of the promotional mix.

Although these studies provide valuable insights, their applicability in predicting product trial and repurchase behavior remains limited due to insufficient emphasis on sales promotion tools such as premium offers, sampling, and price-off promotions. This gap is particularly evident in the context of Delta State consumers, whose behavioral responses to sales promotion strategies remain underexplored. Accordingly, this study seeks to examine the relationship between sales promotion strategies specifically premium offers, sampling, and price-off promotions and brand loyalty among FMCG firms in Delta State.

## LITERATURE REVIEW

### Conceptual Review

#### Concept of Sales Promotion Strategies

Sales promotion comprises a broad range of incentive tools, largely short-term in nature, designed to stimulate quicker or increased purchase of a product by consumers or channel members (Kotler, 2003). Adrian (2004), as cited in Onikola and Adedokun (2018), describes sales promotion as a direct inducement or incentive directed at the sales force, distributors, or consumers, with the primary objective of generating immediate sales. What distinguishes sales promotion from other elements of the promotional mix is its ability to provide an extra incentive that encourages prompt consumer action. Sales promotion encompasses promotional activities other than advertising, publicity, and personal selling that are intended to stimulate interest, trial, or purchase by final consumers or intermediaries (Bagavathi Pillai, 2017). Similarly, the American Marketing Association (AMA) defines sales promotion as marketing activities—excluding personal selling, advertising, and publicity that stimulate consumer purchasing and enhance dealer effectiveness through tools such as displays, demonstrations, exhibitions, and other non-routine selling efforts.

Extending this perspective, Oyedapo et al. (2022) view sales promotion as a direct inducement that offers additional value or incentives to the sales force, distributors, or ultimate consumers with the aim of creating immediate sales. Aham (2018) argues that sales promotion emerged as a strategic response by manufacturers and marketers to short-term challenges such as excess inventory and weak consumer demand. According to Shimp (2023), sales promotion refers to any incentive used by manufacturers to encourage brand purchase and motivate the sales force to sell more aggressively. Totten and Block (2024) further emphasize that sales promotion consists of various selling incentives and techniques intended to generate immediate or short-term sales effects. Collectively, these definitions underscore sales promotion as a value-enhancing, action-oriented marketing tool aimed at influencing consumer behavior in the short run.

#### Dimensions of Sales Promotion Strategies

The mix of sales promotion strategies available to marketers is constrained only by organizational creativity (Ferrell & Hartline, 2018; Heleneze et al., 2024). Commonly employed sales promotion tools include free samples, coupons, rebates, price-off discounts, premiums, bonus packs, loyalty programmes, contests, and sweepstakes (Kotler, 2013; Belch & Belch, 2022; Heleneze et al., 2024). Empirical evidence suggests that tools such as coupons, discounts, free samples, and bonus packs are particularly effective in boosting short-term sales and strengthening brand loyalty (Gamliel & Herstein, 2021). Based on this premise, the present study adopts premium offers, sampling, and price-off promotions as key dimensions of sales promotion strategies.

#### Premium Offer

Premium offers, including buy-one-get-one-free (BOGOF) deals and bonus packs, are sales promotion techniques in which consumers receive additional products or items either free or at a reduced cost as an incentive to purchase (Yeshin, 2016; Pride & Ferrell, 2020). Premiums may involve offering multiple units of the same product at the regular price, such as “two-for-the-price-of-one” deals (Lamb et al., 2020), or bundling the main product with a different complementary item (Du Plessis et al., 2020). Premium offers are widely used to stimulate immediate purchase, reinforce purchase decisions, encourage trial of new or improved products, increase consumption levels, and promote repeat purchases (Belch & Belch, 2022; Shimp, 2020). Additionally, premiums can induce brand switching while simultaneously discouraging existing customers from switching to competing brands (Lamb et al., 2010; Arens et al., 2021). By enhancing perceived value, premium offers contribute positively to consumer satisfaction and brand loyalty.

### **Sampling**

Sampling involves introducing products to potential customers by providing trial-size versions at no cost, thereby encouraging product trial and increasing awareness (Belch & Belch, 2022). This strategy is particularly prevalent in the FMCG industry due to its effectiveness in reducing consumers' perceived risk associated with trying new products (Lamb et al., 2020). By allowing consumers to experience product benefits firsthand, sampling enhances credibility and builds consumer confidence in the brand (Ouwensloot & Duncan, 2018). Samples may be distributed through various channels, including direct mail, door-to-door delivery, retail outlets, product packaging, and media platforms (Bird et al., 2018). Sampling is especially useful for reviving declining products, demonstrating products whose benefits are difficult to communicate through advertising alone, and establishing brands in markets with low penetration (Du Plessis et al., 2020; Semenik, 2022). Furthermore, sampling is most effective when the product is perceived as differentiated from competitors or when targeting early-stage product life cycle markets (Pride & Ferrell, 2020). Despite its relatively high cost, sampling has proven effective in fostering trial, repeat purchase, and long-term brand loyalty.

### **Price-Off**

Price-off promotions involve temporary reductions in a brand's regular price, allowing consumers to save money at the point of purchase. These promotions are commonly used to attract price-sensitive consumers and divert attention from competing brands. Given that consumers often seek quality products at lower prices, price-off deals tend to generate immediate increases in sales volume. Blair and London (1981), as cited in Onikola and Adedokun (2018), argue that price-off promotions are effective because they present an easily recognizable value, particularly when consumers possess a reference price for the brand. Empirical studies have shown that temporary price reductions significantly increase brand sales (Martinez-Ruiz et al., 2016), and consumers tend to pay considerable attention to price-off promotions (Percy et al., 2021).

Fill (2022) describes price-off as a valuation strategy in which products are offered at discounted prices, commonly used in hypermarkets and point-of-purchase displays. Similarly, Dawood (2016) defines price-off as a reduction in price or an increase in quantity at the same price, thereby enhancing perceived value and creating an economic incentive to purchase. While price-off promotions are effective in stimulating product trial and purchase acceleration (Shimp, 2023), studies indicate that they may primarily attract occasional users rather than foster long-term loyalty, as consumers often revert to their preferred brands once the promotion ends (Dawood, 2016). Therefore, although price-off promotions can drive short-term sales, their long-term impact on brand loyalty remains mixed.

### **Concept of Brand Loyalty**

Brand loyalty has attracted sustained attention from scholars and practitioners over several decades (Jan & Torben, 2016). Early conceptualizations focused primarily on behavioral loyalty, emphasizing repeat purchase behavior, purchase sequence, and purchase probability (Idenedo & Ebinuwa, 2022; Idenedo et al., 2024). However, behavioral measures alone have been criticized for failing to explain why consumers who repeatedly purchase a brand may later switch to competing alternatives (Idenedo & Asiagwu, 2024). As a result, contemporary research has expanded the concept of brand loyalty to incorporate both behavioral and attitudinal dimensions (Dick & Basu, 1994; Sekan & Gökhan, 2015). Attitudinal loyalty reflects consumers' psychological commitment and favorable disposition toward a brand, while behavioral loyalty reflects actual repeat purchasing behavior. Dick and Basu (1994) argue that loyalty is determined by the strength of the relationship between relative attitude and repeat patronage.

Son et al. (2020) define brand loyalty as a deeply held commitment to repurchase or repatronize a preferred product or service consistently in the future, despite situational influences and marketing

efforts that may encourage switching. Similarly, Antouridis and Trivellas (2020) posit that brand loyalty comprises both attitudinal and behavioral components and is shaped by the interaction between consumers' attitudes and repeat purchase behavior. Thus, brand loyalty represents a multidimensional construct that extends beyond mere repeat purchasing to encompass emotional attachment and long-term commitment to a brand.

## **Empirical Review**

### **Premium Offer and Brand Loyalty**

Empirical studies indicate that premium offers play a significant role in influencing consumer purchase behavior and brand loyalty. Premiums are commonly used to stimulate immediate purchase, reinforce consumers' purchase decisions, encourage trial of new or improved products, increase consumption levels, and promote repeat purchases (Belch & Belch, 2012; Shimp, 2010). Additionally, premium offers have been found to induce brand switching and generate positive word-of-mouth communication based on consumer satisfaction with the brand (Lamb et al., 2010). Furthermore, offering premiums can strengthen customer retention by discouraging existing customers from switching to competing brands (Pickton & Broderick, 2005; Arens et al., 2011; Belch & Belch, 2012). These findings suggest that premium offers enhance perceived value and contribute to sustained brand loyalty. Based on the reviewed literature, the following hypothesis was formulated:

**H0<sub>1</sub>:** There is no significant relationship between premium offer and brand loyalty.

### **Sampling and Brand Loyalty**

Sampling involves providing consumers with a trial-size version of a product at no cost to encourage product trial (Belch & Belch, 2012). For example, a small container of body lotion included with a magazine purchase allows consumers to experience the product before committing to a full purchase (Pickton & Broderick, 2005). Sampling enhances credibility, as consumers can directly evaluate product attributes and benefits, thereby reducing perceived risk associated with new products (Ouwensloot & Duncan, 2008). Empirical evidence suggests that sampling is an effective sales promotion strategy for building brand loyalty, as it enables firms to attract a loyal and profitable customer base while providing protection against competitive pressures (Shira, 2003). By fostering positive product experiences, sampling increases the likelihood of repeat purchase and long-term brand commitment. In line with these empirical insights, the following hypothesis was proposed:

**H0<sub>2</sub>:** There is no significant relationship between sampling and brand loyalty.

### **Price-Off and Brand Loyalty**

A substantial body of empirical research has examined the impact of price-off promotions on consumer behavior and brand loyalty. Price-off promotions involve temporary reductions in product prices, often clearly displayed on product packages or at points of purchase (Fill, 2002). Ndubisi (2005) found that price-off promotions significantly influence consumers' product trial behavior. Similarly, Farrag (2010) reported that price-off deals encourage brand switching, purchase acceleration, stockpiling, and increased in-store spending. Shi et al. (2004) also observed that price-off promotions induce purchase acceleration and stockpiling among consumers. Osman (2011) noted that price-off promotions positively influence product trial, repeat purchase, and word-of-mouth communication. In support of this, Mittal and Sethi (2011) found that price-off promotions are most effective in stimulating stockpiling and purchase acceleration, moderately effective in encouraging brand switching and new product trial, but less effective in increasing overall consumer spending. Although price-off promotions are effective in driving short-term sales responses, their long-term influence on brand loyalty remains debatable. Nevertheless, given their significant behavioral effects, the following hypothesis was formulated:

**H0<sub>3</sub>:** There is no significant relationship between price-off and brand loyalty.

**THE STUDY**

This study adopted a descriptive research design. The population comprised 34 Fast Moving Consumer Goods (FMCG) companies operating in Asaba, Delta State. Three management staff members specifically the production manager and marketing manager from each company constituted the study’s sample unit, resulting in a total of 102 respondents. Data for the study were collected using a structured questionnaire. To ensure the credibility of the findings, comprehensive reliability and validity tests were conducted. The data were analyzed using descriptive statistical techniques such as frequencies, percentages, mean scores, and standard deviations. The formulated hypotheses were tested using Spearman’s rank correlation coefficient.

**RESULT**

**Data Presentation**

A total of 102 questionnaires were distributed for the study. Of these, 85 questionnaires (83.3%) were successfully retrieved, while 17 questionnaires (16.7%) were not retrieved. All 85 retrieved questionnaires were correctly and filled and were therefore deemed valid for analysis. The 17 questionnaires (16.7%) that were not retrieved or were improperly completed were excluded from the study.

**Univariate Analysis**

This section employs descriptive statistical techniques, specifically the mean and standard deviation, to analyze the data. The study focuses on the dimensions of premium offer, sampling, and price-off, while the outcome measures are repeat purchase and word of mouth. The univariate analysis is conducted to determine the extent to which respondents provided meaningful information through their responses to the research instrument and to assess the suitability of the variables for the study.

**Table 1: Descriptive Statistics on Items of Premium Offer**

Descriptive Statistics	N	Mean	Std. Deviation
We adopt premium offer to reinforce the consumer’s purchase decision.	85	4.29	1.049
We adopt premium offer to induce trial for new or improved products.	85	4.17	1.185
We adopt premium offer increase consumption and encourage repeat purchase.	85	4.14	1.145
Valid N (listwise)	85		

Source: SPSS Output of Data Analysis on Sales Promotion Strategies and customer patronage (2025).

Table 1 presents respondents’ perceptions of premium offer as a dimension of sales promotion strategies. The results indicate strong agreement across all items, with mean values ranging from 4.14 to 4.29. All mean scores exceed the benchmark mean of 3.0 on a five-point Likert scale, suggesting that premium offers are widely adopted to reinforce purchase decisions, induce trial of new or improved products, and encourage repeat purchases. Consequently, the study confirms the relevance and prevalence of premium offer as a key variable.

**Table 2: Descriptive Statistics on Items of Sampling**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
We adopt sampling promotion strategy in order to encourage product trial.	85	4.08	1.112
Sampling offers credibility, as the consumer can experience the benefits of the product first hand.	85	4.14	1.143
We adopt sampling to target potential customers not only to introduce the brand in the market but also create awareness of the brand.	85	4.06	1.144
Valid N (listwise)	85		

Source: SPSS Output of Data Analysis on Sales Promotion Strategies and customer patronage (2025)

Table 2 shows respondents' views on sampling as a sales promotion strategy. The findings reveal strong mean values ranging from 4.06 to 4.14, all of which are above the acceptable average of 3.0. This indicates that sampling is perceived as effective in encouraging product trials, enhancing credibility through firsthand experience, and creating brand awareness among potential customers. Based on these results, sampling is upheld as a significant variable in the study.

**Table 3.: Descriptive Statistics on Items of Price-Off**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
We are achieving regular return on investment	85	4.12	1.141
We are achieving high liquidity as expected	85	4.07	1.144
Our profit margin is exceeding expectation	85	4.12	1.141
Valid N (listwise)	85		

Source: SPSS Output of Data Analysis on Sales Promotion Strategies and customer patronage (2025)

Table 3 highlights respondents' perceptions of price-off as a dimension of sales promotion strategies. The results show consistently high mean values (4.07–4.12), exceeding the required Likert scale average of 3.0. These findings suggest that price-off strategies contribute positively to return on investment, liquidity, and profit margins. Therefore, price-off is considered a relevant and prevalent variable in the study.

**Table 4: Descriptive Statistics on Items of Repeat Purchase**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
Customers have expressed satisfaction with this brand through repeat patronage.	85	4.22	1.047
Customers patronize this brand despite appealing promotional packages of competitors	85	4.19	1.142

Customers go extra mile just to purchase our brand	85	4.16	1.147
Valid N (listwise)	85		

Source: SPSS Output of Data Analysis on Sales Promotion Strategies and customer patronage (2025)

Table 4 presents respondents' views on repeat purchase as a measure of brand loyalty. The mean scores for all items range from 4.16 to 4.22, indicating strong agreement among respondents. Since all mean values exceed the benchmark of 3.0, the results suggest that customers demonstrate loyalty through repeat patronage, resistance to competitors' promotions, and extra effort to purchase the brand. Thus, repeat purchase is validated as a key measure of brand loyalty in this study.

**Table 5 Descriptive Statistics on Items of Word of Mouth**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
Customers are willing to give strong recommendations and praise to other consumers on behalf of our brand.	85	4.08	1.112
Customers do encourage friends and relatives to purchase our brand.	85	4.14	1.143
Customers are willing to offer their support to promote our brand.	85	4.06	1.144
Valid N (listwise)	85		

Source: SPSS Output of Data Analysis on Sales Promotion Strategies and customer patronage (2025)

Table 5 shows respondents' perceptions of word of mouth as a measure of brand loyalty. The mean values, ranging from 4.06 to 4.14, indicate strong positive responses across all items and exceed the acceptable Likert scale average of 3.0. These results imply that customers are willing to recommend, encourage others, and actively support the brand. Accordingly, word of mouth is upheld as a significant indicator of brand loyalty in the study.

### Data Analysis

This section presents the analysis and testing of the formulated hypotheses using the Spearman Rank Order Correlation Coefficient ( $\rho$ ). The choice of this non-parametric statistical tool is appropriate given the nature of the data and the study objectives. All analyses were conducted using the Statistical Package for Social Sciences (SPSS), version 24.0.

The decision rule for testing the hypotheses was based on a 5% level of significance. Accordingly, the null hypothesis was rejected, and a significant relationship was concluded when the probability value (p-value) was less than 0.05. Conversely, when the probability value exceeded 0.05, the null hypothesis was accepted, indicating the absence of a significant relationship. To determine the strength of the relationship between the variables, the study adopted the classification proposed by Evans (1996). Table 6 presents the ranges of correlation coefficients and their corresponding levels of association.

**Table 6: Description of the Range of Correlation (r) Values and Corresponding Levels of Association**

Range of r (Positive or Negative)	Level of Association	Remark
0.00 – 0.19	Very Low	Very Weak
0.20 – 0.39	Low	Weak
0.40 – 0.59	Moderate	Moderate
0.60 – 0.79	High	Strong
0.80 – 1.00	Very High	Very Strong

The sign of the correlation coefficient indicates the direction of the relationship between variables, where a positive (+) sign denotes a direct relationship and a negative (-) sign indicates an inverse relationship. The magnitude of the coefficient reflects the strength of the relationship, with values closer to 1.0 signifying a stronger association and values closer to 0.0 indicating a weaker or negligible relationship.

**Table 7: Correlation Analysis Service Positioning Strategies and Marketing Performance Correlations**

			Service Positioning Strategies	Marketing Performance
Spearman's rho	Service Positioning Strategies	Correlation Coefficient	1.000	.821**
		Sig. (2-tailed)	.	.000
		N	85	85
	Marketing Performance	Correlation Coefficient	.821**	1.000
		Sig. (2-tailed)	.000	.
		N	85	85

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 21.0 Output (based on 2025 field survey data)

Table 7 above revealed the correlation analysis between of the independent variable service positioning strategies and the dependent variable marketing performance. The table revealed that the correlation coefficient on the relationship between service positioning strategies and marketing performance is 0.821\*\* based on the categorization in Table 6, the r value indicates a very strong positive relationship. The correlation coefficient denotes that a strong positive relationship exists between the independent variable and the dependent variable which invariable means that, an increased in marketing performance is associated with the service positioning strategies.

**Table 8: Correlation Analysis Premium Offer and Brand Loylty Correlations**

			Premium Offer	Brand Loyalty
Spearman's rho	Premium Offer	Correlation Coefficient	1.000	.606**
		Sig. (2-tailed)	.	.000
		N	85	85
	Brand Loyalty	Correlation Coefficient	.606**	1.000
		Sig. (2-tailed)	.000	.
		N	85	85

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 21.0 Output (based on 2025 field survey data)

Table 8 presents the correlation analysis between premium offer and brand loyalty. The result shows a Spearman correlation coefficient ( $r$ ) of 0.606, which, based on the classification in Table 6, indicates a strong positive relationship between the two variables. This implies that improvements in premium offer strategies are associated with corresponding increases in brand loyalty.

### Test of Hypothesis One

**H<sub>01</sub>:** There is no significant relationship between premium offer and brand loyalty.

As shown in Table 8, the probability ( $p$ -value) is 0.000, which is less than the 0.05 level of significance. Consequently, the null hypothesis is rejected, and the alternative hypothesis is accepted. This result confirms the existence of a significant relationship between premium offer and brand loyalty.

**Table 9: Correlation Analysis Sampling and Brand Loyalty**  
**Correlations**

		Sampling	Brand Loyalty
Spearman's rho	Sampling	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	85
	Brand Loyalty	Correlation Coefficient	.772**
		Sig. (2-tailed)	.000
		N	85

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 23.0 Output (based on 2025 field survey data)

Table 9 shows the correlation analysis between sampling and brand loyalty. The Spearman correlation coefficient is 0.772, indicating a strong positive relationship based on the categorization in Table 6. This result suggests that the adoption of sampling as a sales promotion strategy significantly enhances brand loyalty among customers.

### Test of Hypothesis Two

**H<sub>02</sub>:** There is no significant relationship between sampling and brand loyalty.

The  $p$ -value reported in Table 9 is 0.000, which is less than the 0.05 significance level. Therefore, the null hypothesis is rejected, and the study concludes that sampling has a significant positive relationship with brand loyalty.

**Table 10: Correlation Analysis Price-Off and Brand Loyalty**  
**Correlations**

		Price-Off	Brand Loyalty
Spearman's rho	Price-Off	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	85
	Brand Loyalty	Correlation Coefficient	.858**
		Sig. (2-tailed)	.000
		N	85

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 21.0 Output (based on 2025 field survey data)

Table 10 presents the correlation analysis between price-off and brand loyalty. The correlation coefficient of 0.858 indicates a very strong positive relationship between the variables, according to

the established classification criteria. This finding implies that price-off strategies substantially contribute to increased levels of brand loyalty.

### **Test of Hypothesis Three**

**H<sub>03</sub>:** There is no significant relationship between price-off and brand loyalty.

As indicated in Table 10, the p-value is 0.000, which is below the 0.05 level of significance. The null hypothesis is therefore rejected, and the study confirms a significant relationship between price-off and brand loyalty.

### **DISCUSSION OF FINDINGS**

The findings of this study reveal a significant relationship between premium offers and brand loyalty. This result aligns with prior studies that identify premium offers as effective promotional tools for enhancing customer retention and encouraging repeat purchase behavior (Shimp, 2010; Belch & Belch, 2012). Premium offers not only stimulate immediate purchase decisions but also enhance customer satisfaction, which in turn fosters positive word-of-mouth and long-term loyalty (Lamb et al., 2010). When customers perceive additional value through premium offers, they are less inclined to switch to competing brands (Pickton & Broderick, 2005). This suggests that premium offers function not merely as short-term incentives but as strategic drivers of customer loyalty, particularly in value-conscious markets.

The study also establishes a significant relationship between sampling and brand loyalty, reinforcing the importance of product trial in building durable consumer relationships. According to Belch and Belch (2012), sampling reduces perceived risk and allows consumers to directly experience product benefits, thereby increasing confidence in purchase decisions. This supports Ouwersloot and Duncan's (2008) assertion that credibility is enhanced when consumers validate product claims through personal experience. By offering trial opportunities, firms build trust and satisfaction, which ultimately translate into sustained loyalty (Shira, 2003). The findings confirm that sampling not only facilitates product adoption but also strengthens long-term brand relationships.

Furthermore, the results reveal a significant relationship between price-off promotions and brand loyalty. This finding is consistent with earlier studies indicating that price reductions influence consumer behavior by encouraging trial, accelerating purchases, and stimulating repeat patronage (Ndubisi, 2005; Osman, 2011). Price-off promotions provide immediate economic value, which appeals particularly to price-sensitive customers and encourages repeat buying and brand preference (Farrag, 2010; Shi, Cheung & Prendergast, 2004). Although some studies suggest that price-offs mainly generate short-term sales rather than long-term loyalty (Mittal & Sethi, 2011), the findings of this study suggest that consistent and well-managed price-off strategies can enhance brand attachment by continually rewarding customers with tangible value.

Overall, the findings demonstrate that premium offers, sampling, and price-off promotions are not merely transactional tools but strategic mechanisms capable of strengthening brand loyalty when effectively implemented. While premium offers and sampling foster emotional and experiential connections, price-off promotions enhance perceived value, making the strategies complementary in promoting sustainable customer loyalty.

### **CONCLUSION**

Based on the findings of this study, it is concluded that a significant relationship exists between sales promotion strategies and brand loyalty. Premium offers, sampling, and price-off promotions were all found to positively and significantly influence brand loyalty. These results underscore the importance of adopting integrated sales promotion strategies, as premiums and sampling build emotional and experiential bonds with consumers, while price-offs enhance perceived economic

value. When strategically combined, these promotional tools contribute meaningfully to the development and sustenance of customer loyalty.

## RECOMMENDATIONS

Derived from the study's conclusion, the following recommendations are made.

1. SMEs and brand managers should design and implement sales promotion strategies not as isolated short-term incentives but as part of an integrated marketing strategy. By aligning premiums, sampling, and price-offs with broader brand objectives, firms can foster long-term customer loyalty rather than short-lived sales spikes.
2. Since premiums and sampling create stronger emotional and experiential connections with customers, businesses should invest more in these tools. For instance, sampling allows customers to experience product quality firsthand, while well-thought-out premiums provide functional or symbolic value that reinforces positive brand associations.
3. Price-offs should be applied cautiously to avoid conditioning customers to expect constant discounts. Instead, they should be used strategically during competitive market conditions, product launches, or seasonal campaigns to reinforce value without undermining brand equity.
4. Firms should tailor sales promotions to the preferences and behaviors of their target market. This requires regular market research to understand what customer's value most in premiums, sampling experiences, and pricing strategies. Personalization will increase the effectiveness of promotions in enhancing loyalty.
5. Sales promotions should not stand alone but should complement loyalty programs, customer engagement initiatives, and digital marketing efforts. For example, linking promotional activities with customer databases or loyalty cards can help track responses and build long-term brand-customer relationships.
6. Businesses should establish mechanisms to measure the effectiveness of their sales promotion strategies on brand loyalty. Regular monitoring will enable managers to refine strategies, discontinue less effective tools, and scale up practices that yield sustainable loyalty outcomes.

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