

**THE IMPACT OF SALES PROMOTION ON CUSTOMER  
LOYALTY: AN EMPIRICAL STUDY OF SOMALI  
TELECOMMUNICATION INDUSTRY**

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**A PROJECT PAPER SUMMITTED IN PARTIAL  
FULFILLMENT FOR THE DEGREE OF MBA IN  
GENERAL MANAGEMENT IN THE  
INFRASTRUCTURE UNIVERSITY KUALA LUMPUR  
(IUKL)**

## **DECLARATION**

This proposal is original to me and has never been presented to any institution for consideration in awarding a degree of any kind.

Signature .....

Date .....

**Mohamed Hassan Adle**

This proposal has been submitted for review with our permission as university supervisors.

Signature .....

Date .....

**Mr. Mohamed Abdiaziz Sidow**

**IUKL, Malaysia**

## DEDICATION

My parents, the late Mr. **Hassan Aadle Ahmed** and **Kutubo tuurhume hilowle**, and my wife **Khadija Muhidiin Mohamed** are honored in this work. I also dedicate this work to two of my friends, **Ali Hilowle Ali Dhuxul** and **Ahmed Mohamed Adow dhibis**, for making my studies easier and providing spiritual support.

## ACKNOWLEDGMENT

First and foremost, I want to express my gratitude to the Everything-Mighty Allah for that entire he has done to provide preparation and protection for me throughout my life. Second, I'd want to convey my appreciation to every one of my supervisors, especially Mr. **Mohamed Abdiaziz Siidow** for his advice. It would not have been possible to get to this stage without their insightful guidance, encouragement, patience, recommendations, and important assistance.

Third, "I am grateful to the university for giving me the chance to broaden my knowledge, skills, and abilities". I'd also want to thank Mr. Kamal Mohamed, who guided me through my Research methodology course, as well as all of the instructors from IULK, Malaysia, and the whole College.

Finally, I appreciate the efforts of all my colleagues and those who helped us to achieve this milestone in some manner. Let may Allah continue to  
bless you all.

## **Abstract**

The purpose of this research was to investigate whether or not there is a correlation between sales promotion strategies and client loyalty. In order to get a deeper comprehension of customer loyalty, the purpose of this study is to investigate the effects of a variety of sales and promotional strategies used within the telecommunications business. For the purpose of this study, a descriptive research approach was used. Because it enables the definition of specific group characteristics, the evaluation of the percentage of individuals who have certain features, and the forecast of those proportions, the descriptive survey technique was selected as the methodology to utilize.

The study obtains primary quantitative data from telecoms users using a semi-structured questionnaire. Descriptive analysis was performed for quantitative data and content analysis for qualitative. This study included 100 people.

According to the study, various sales promotional methods, such as coupon discount, price reductions and free samples, have the ability to favorably affect purchasing customers' loyalty to their items. According to the findings of the study, the sales promotion techniques utilized in the telecom business had a considerable beneficial influence on consumer loyalty.

As a result, the study suggests that the telecom industry's management develop comprehensive and effective sales promotion methods to raise brand recognition, establish favorable brand attitudes, acquire market share, induce buying, build brand loyalty, and increase sales. Future study might focus on assessing buyer sentiments regarding a broader range of sales promotion tactics. The first difficulty is defining and identifying all sales marketing instruments. So started this study was limited from May 2022 to Jun 2022.

## Table of Contents

DECLARATION .....	ii
DEDICATION .....	iii
ACKNOWLEDGMENT .....	iv
Abstract.....	v
CHAPTER ONE .....	1
INTRODUCTIN .....	1
1.0 Background of the study .....	1
1.1 Historically.....	1
1.1.1 Theoretical perspective .....	3
1.1.2 Conceptual perspective .....	5
1.1.3 Contextual Dimension .....	5
1.3 PURPOSE OF RESEARCH.....	7
1.4 Objective of the Study.....	7
1.4.1 The General Objective of the Study.....	7
1.4.2 Specific objective of the study.....	8
1.5 Research Questions.....	8
1.6 Scope of the Study.....	8
1.5 Significance of the Study .....	8
CHAPTER TWO .....	10
LITERATURE REVIEW .....	10
2.1 Definition of Sales Promotion .....	10
2.5 Tools affect customer loyalty during sales promotion.....	16
2.5.1 Coupons & customer buying loyalty during sales promotion.....	18
2.5.2 Price Discounts and client loyalty during promotions .....	22
2.5.3 Free sample & customer buying loyalty during sales promotion .....	24
2.6 Sales Promotion Strategy .....	26
2.6.1 Push strategy .....	27
2.6.2 Pull Strategy.....	28
2.7 Combination Strategy .....	29
2.8 Summary of Literature.....	29
2.10 Theoretical Frame work.....	30
2.10.1 Sales Promotion .....	30
2.10.2 Customer loyalty.....	32
2.10.3 Sales promotion and customer loyalty.....	33
CHAPTER THREE .....	34
METHODOLOGY .....	34
3.0 Introduction.....	34
3.1 Research Design .....	34

3.2 Research Population .....	34
3.3 Sample Size.....	35
3.4 Sampling Procedure .....	36
3.5 Research Instrument .....	36
3.6 Reliability .....	37
3.7 Validity .....	37
3.8 Data Gathering Procedure.....	38
3.9 Data Analysis and Interpretation .....	38
3.10 Ethical Consideration.....	39
3.11 Summery of Research Questions .....	39
3.12 Statistical Technique used in this study .....	39
3.13 Product Moment Pearson’s Correlations .....	40
CHAPTER FOUR.....	41
FINDINGS AND DISCUSSIONS .....	41
4.1 Demographic characteristics.....	41
4.2 The impact of sales promotions on customer loyalty .....	44
Chapter 5.....	55
5.0 INTRODUCTION .....	55
5.1 Summery .....	55
5.2 Discussion.....	55
5.4 Recommendation .....	57
5.5 CONCLUSIONS .....	58
5.6 Further Research.....	59
References.....	60
APPENDIX A: TIME FRAME .....	74
<i>Appendix B:</i> .....	75
<i>Questionnaire</i> .....	75



## LIST OF TABLES

Table 3.1 Population Distribution.....	35
Table 3. 2 Sample Distribution.....	36
Table 3. 3Summary of Research Questions.....	39
Table 4. 1Shows the gender breakdown of those who responded. ....	42
Table 4. 2Shows the ages of those who responded.....	42
Table 4. 3shows the respondents' average degree of education.....	42
Table 4. 4The respondent's marital status as of the survey's end.....	43
Table 4. 5Respondents' combined years of professional experience.....	43
Table 4. 6I'm more likely to buy something with a coupon.....	44
Table 4. 7 a coupon helped me buy a product I don't buy regularly. ....	44
Table 4. 8I usually buy items and services that are on sale, especially with coupons.....	44
Table 4. 9i have preferred services, but I mostly buy ones that provide coupons. ....	45
Table 4.10i was able to purchase the items faster than planned thanks to a coupon. ....	45
Table 4. 11I was able to purchase extra of the same goods due to a coupon.....	46
Table 4. 12if there's a price reduction, I'll buy more products to save for later.....	46
Table 4. 13I Price reductions allowed me to acquire a non-regular product. ....	46
Table 4. 14A promotional price reduction motivates me to purchase many items.....	47
Table 4. 15 I use my chosen services, although I usually buy discounts.....	47
Table 4. 16A price reductions have enabled me to purchase the product earlier than anticipated.....	48
Table 4. 17The Price - discounts have always motivated customers to switch providers. ....	48
Table 4. 18A free samples influenced my decision to purchase a product. ....	48
Table 4. 19A free samples allowed me to acquire non-regular services.....	49
Table 4. 20a free sample is required to make a second purchase of an unknown product. ....	49
Table 4. 21A free samples always encourage customers to switch from one product to another. ....	49
Table 4. 22Even if I have a free trial, I generally purchase services. ....	50
Table 4. 23Customers are always amazed, happy, and lucky when they receive a free sample. .....	50
Table 4. 24I utilize the company's products/services because they are the best option for me. .....	50
Table 4.25 I'd do business with the company if prices rose regularly. ....	51
Table 4.26 Even if the company's products/services were bad, I wouldn't switch. ....	51
Table 4. 27I consider myself a devoted customer of the company.....	51
Table 4. 28I'm emotionally attached to my chosen company.....	52

Table 4. 29I tell others excellent things about the company.....	52
Table 4. 30 Customer loyalties and coupon discount correlations. ....	52
Table 4. 31Regression.....	53
Table 4. 32Analysis of the Relationship between Free Samples and Loyal Customers. ....	54

## LIST OF FIGURES

figure 2.1 Conceptual framework .....	30
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## LIST OF ABBREVIATIONS IN THE THESIS

<b>Abbreviation</b>	<b>Meaning</b>
SP	Sales Promotion
AMA	American Marketing Association
SPSS	Statistical Package of the Social Science
CL	Customer Loyalty
PD	Price Discount
AOV	Average Order Value
EU	European Union
RW	Regression weight
HS	Hypothesis supported
SIM	Subscriber Identification Module

# CHAPTER ONE

## INTRODUCTIN

### 1.0 Background of the study

#### 1.1 Historically

In the past ten years, there have been almost 200 researches on sales promotions published and compared to about 40 researches between 1965 and 1983. Both the enormous increase in Perspective advertising spending and the availability of scanner panel data can explain these dramatic increases in research (Casielles, 2005), “From 1957 to 1962, sales marketing included a variety of initiatives, the most important of which resulted in increased utilization”. “Although sales promotion is seen as a minor job, organizations are rapidly realizing the value of having a well-planned and managed sales promotion program”(REDDY, 2019). In 1960, “a study of the Sales Promotion Executives Association's membership in the United States of America found that only 27% of the firms contacted attempted to measure the effects of sales promotion efforts”. “This lack of examination of the efficacy of sales promotions stands in stark contrast to views about other marketing tactics like advertising and direct selling, It has been highly regarded for its efficacy in establishing brand identification and fostering positive views about items and businesses” (Ailawadi et al., 2007) According to (Omar et al., n.d.) “Sales promotion has been steadily increasing since the 1960s and is now one of the most significant components of the promotional mix”.

“The tactics used have improved, and a growing number of companies recognize the importance of a well-planned promotion effort”(Ashraf, 2017). According to, there has been an increasing tendency for the promotion of temporary merchants throughout the world since the mid-80s. Although the percentage of promotional budgets spent on sales promotions varies by industry, "Sales promotions are

believed to account for 60 to 75 percent of marketers' promotional spending, with the rest going to media advertising." (Jayasingh & Eze, 2010).

“Since retail sales promotion law has recently become a major policy concern in Europe, the European Commission has launched a consultation process aimed at unifying EU sales promotion standards”(Implementation, 2017). “To enhance short-term profitability, sales tactical techniques such as price and non-price promotions are utilized” (Outline, 2006). It works by encouraging customers to purchase now rather than later. This has an influence on consumer purchasing behavior during periods of low demand and shortens the client's purchase cycle, which speeds up the sales process (Nochai & Nochai, 2011). Although a very effective technique for increasing brand demand, continued usage of this strategy has the potential to harm a company's reputation (Magaña, 2014).

(Abdi, 2015) mentioned that the Sale advertising comprises of a collection of diverse as well as instruments for different reasons and often shorter ones that are intended to irritate the buyer or buyer more and more fast. Coupons, prizes, free samples, discounts, and other types of freebies, as well as promotional literature, are all examples of promotional tools.

“A variety of promotional methods, particularly short-term ones, and war used to persuade customers and/or dealers to speed up the shopping procedure or increase income value, according to sales advertising”(Mendez et al., 2015). One of the most important aspects of combining advertising with advertising instruments is marketing promotion. According to packaging company statistics, sales increase accounted for around 75% of the marketing spend. Theoretical and artistic marketing researches focus on how marketing promotion influences consumer behavior, especially in purchase options. According to (Lafleur et al., 2016) traditionally, sales have increased. It was also mentioned that in recent years, the usage of sales promotional efforts has risen in popularity. Sales promotion, according to a prior research, leads to increased sales and profits when done with long-term thinking and preparation and employed as part of industry consolidation. In the United Kingdom, sales promotion is a major business, much greater than advertising. He claimed that the sales promotion business in the

United Kingdom grew by ten percent each year on average between 1981 and 1990. "Marketing takes up a significant portion of companies' budgets," according to Seren (Lişman, 2012).

These costs may be incurred directly as a result of discounts, coupons, buy-one-get-one-free deals, or contests, or indirectly as a result of store owners or sellers showing or advertising a discounted product. Many of these academics are studying customer responses to marketing promotions in attempt to determine the most effective strategies to persuade them to buy. Marketing promotions, which are an essential part of promotional tactics, are intended to be utilized in the short term to enhance client interest in a product. Nigerian businesses rely on marketing promotion to keep their existing and potential consumers informed about their products and services. Advertising, among all the sales promotion techniques available in Nigeria, has evolved over time to become the most visible and accessible to businesses and the general public (Belas et al., 2019).

As a result, it's not unexpected that the amount of money spent on advertising by Nigerian businesses has skyrocketed in recent years (Jenkins et al., n.d.)Ghana also sells women, non-essential traders, retailers and other traders who promote sales by pricing their goods or services. This then decreases when negotiating with the buyer. Price reductions become an incentive for the consumer (Sabri-zaaraoui et al., 2012). In Somalia today, shops in Mogadishu are puzzled about implementing the proper marketing strategy because of the diversity of items, growing consumer demands, and rapid industrial expansion. However, even though Somalia's economy is expanding, it is sometimes difficult to see a general and consistent growth in client purchases due to a lack of promotional tools, which has a direct impact on people's quality of life and spending power.

### **1.1.1 Theoretical perspective**

This study was adopted sales promotion theory developed by Seren postulated theoretical proposition on the sales promotions for supporting marketing service. "This idea is based on sales promotions, which can include a range of tools,

coupons, contests, price reductions, Samples are offered as a "buy one, get one free" promotion and more Each has its distinct characteristics" (Kitchen et al., 2008). Their goal is to attract customers, provide information, and encourage them to purchase products. Companies may use sales promotion tools to invite and reward rapid responses. Furthermore, monetary sales promotions are the most prevalent, such as shelf price reductions, coupons, rebates, and price bundles (Pangemanan & Longdong, 2015).

These offers are entirely transactional and are meant to reward the customer right away. "Sweepstakes, gift plans, and loyalty programs are examples of non-monetary sales promotions". "This frequently involves delayed incentives and is dependent on a number of different relationships". "There are many different ways in which customers benefit from sales promotions." "Money saved is the one that stands out and makes the biggest difference."(Grewal et al., 2003).

Another theoretical notion, according to PriyaJha-Dang (Saha et al., n.d.), highlights three main study streams: Strong measurement is at the heart of the research's first dissemination. Price rises have an impact on integrated market outcomes including sales, market share, and product interchange. This research distribution is highly detailed, with the goal of determining the promotional speaker promotions in sales, promotional price promotions, and the dual purchase rate of post incentives. The study's second edition attempts to find a sensitive customer with favorable demographics, psychographics, and purchasing habits (Saha et al., n.d.). This research distribution is highly detailed, with the goal of determining the promotional speaker promotions in sales, promotional price promotions, and the dual purchase rate of post incentives. The study's second edition attempts to find a sensitive customer with favorable demographics, psychographics, and purchasing habits. "According to this hypothesis, customers respond to price increases by analyzing the difference between the promotion price and the internal reference price. Consistent price rises may cause customers to discount an improved product's reference value. When the sale ended, buyers with lowered reference prices were hesitant to pay the full price of the goods (Abdelhamied, 2013).



### **1.1.2 Conceptual perspective**

The American Marketing Association (AMA) The term "sales promotion" refers to advertising other than personal activities marketing advertising that is motivating customer purchases and operator performance, such as expositions and various unusual marketing aims not in a company's marketing mix. Advertising, marketing promotion, and individual marketing are frequently combined."(Bregman et al., 2010).

Sales promotions, according to (Shahriar Ansari Chaharsoughi, 2012), are a collection of marketing strategies used as part of a marketing strategy to add value to goods or services beyond the "standard offer" to meet specific sales and marketing goals. A negative collection of promotional tools, especially brief ones, aimed to urge consumers or sellers to make faster or more rapid purchases of a certain product, product, or service is referred to as marketing promotion (Arumaningrum, 2014).

A marketing promotion is described as "a direct recruitment that gives additional value or product incentive to retailers, distributors, or end-to-end consumers with the primary goal of increasing sales." (Yuliasih et al., 2021)). This study adopted the definition from Oskari (2008) The word "sales promotion" refers to "advertising efforts that frequently specify the time, location, or group of customers and which promote direct input from consumers or sales intermediaries by giving extra advantages." (Kaupakorkeakoulu, 2008).

### **1.1.3 Contextual Dimension**

However in our best awareness the use of sales promotion and customer purchasing behavior in Mogadishu seems to be researched insufficiently. At a shopping center in Mogadishu, Somalia, the study also identifies the effect of marketing on sales tools on customer buying behavior (Guo, n.d.).

## 1.2 Problem Statement

Every business wants to acquire and retain loyal customers who will return to do business with them again after time. Customer loyalty is a measure that evaluates a company's ability to keep a long-term relationship with a customer (Ghavami, 2006). Marketers all around the world must make optimal use of the sales promotion resources at their disposal. Meanwhile, there is a Sales Promotion. It is an important component in marketing efforts. It includes a variety of short-term promotional techniques that may be used in any circumstance (Ghavami, 2006). According to a global poll, customers are shifting their attitudes about products and services. As a result, rivals appear to design every possible sales promotion technique in order to keep existing consumers (Gera, n.d.)

Intentional repurchase, first-character, and second-class conduct were recognized as three elements of consumer loyalty by (Chen et al., 2011). The purpose of a repurchase, according to Jones and Sasser (1995) (Harrison & Shaw, 2004), “refers to the customer's future intention to repurchase a product or service”; original character refers to customer re-operation; and second-degree behavior reflects a “customer's willingness to endorse the commodity to others also improves customer loyalty through human relations” (Chen et al., 2011).

According to (Anderson & Anderson, 1983) dependability is a promise that focuses on regularly repurchasing or preserving a famous product or carrier in the future, resulting in the buy of the same type or product. According to Chen and Ching (2007) (MANNINGER, 1951), honesty includes two components: behavior and mindset. The magnitude of the situation refers to constructive behavior as a commitment, such as the desire to keep a valuable relationship. Moral values are defined by a series of actions resulting from honesty, whereas the magnitude of the situation refers to constructive behavior as a commitment, such as the desire to maintain a valuable relationship (Jiang et al., 2011).

Most significantly, the buyer's attitude toward the goods/services, especially attitude selection and engagement, has a big impact on the establishment of trust.

As a result, all business leaders seek honesty since it has been discovered that maintaining a customer is less expensive than finding a new one(Rust & Zahorik, 1993).

Strong competition between social media networks in Mogadishu has led to the use of various strategies and strategies to gain a good segment of the market. The marketing promotion has been used extensively by these networks in their quest to defeat their rivals. Large purchases of certain products or services by consumers but are seen as a lack of retention capacity for customers. This type of research, however, has not been conducted in Mogadishu, Somalia. This prompted researchers to investigate the influence of sales promotions on customer loyalty in the Somali telecommunications market through an empirical study.

### **1.3 PURPOSE OF RESEARCH**

The search's goal is to look at the impact of sales promotion tactics on client purchasing loyalty. Furthermore, the study uncovers a number of income-advertising strategies that impact client purchasing decisions in Mogadishu. As a result, “the goal of this research is to find a variety of sales promotional strategies that affect consumer purchasing loyalty. The study also investigates the effect of sales promotion strategies on customer purchasing loyalty” (Tamilselvi, 2019).

### **1.4 Objective of the Study**

#### **1.4.1 The General Objective of the Study**

The significant goal of the study is to determine how sales promotions affect customer loyalty in the Somali telecoms business.

## **1.4.2 Specific objective of the study**

1. To investigate the link between coupons and customer loyalty through a sales promotion.
2. To find out the result of price discount on customer loyalty through a sales promotion.
3. To study and attempt the correlation between free samples and customer loyalty through a sales promotion.

## **1.5 Research Questions**

1. Does the coupons discount attract customer loyalty?
2. Does the price discount effect on customer loyalty?
3. What is the relationship between free samples and customer loyalty?

## **1.6 Scope of the Study**

The study's main focus in the Somali telecoms industry was be on the impact of sales promotions on consumer loyalty. Telecommunication industry is the most successful industry in Somalia and in that reason this study will focus on it. On the other hand, almost all telecommunication companies deal with sales promotion compare to other industries and since the main focus of this study is sales promotion, telecommunication industry is the most suitable industry compare to other industries. So started this study was limited from May 2022 to Jun 2022.

## **1.5 Significance of the Study**

The following research on the impact of sale promotions on customer loyalty in the telecoms sector will be undertaken since it is valuable:

- ❖ Telecom service companies may find it helpful to understand how their sales promotion efforts affect consumer behavior and the efficiency of their operations in particular.

- ❖ Policymakers and regulatory agencies were requiring a better grasp of the function of sales promotion in altering customer loyalty in this fast-paced sector.
- ❖ It may aid future academics in filling a vacuum in the literature by researching the relationship between sales promotion and consumer loyalty in the telecom industry in order to better understand consumer loyalty.
- ❖ Finally, the researchers will gain from this research assignment due to the fact the researcher's research skills have been greater and the researcher will attain a greater the perception of merchandising strategies and the effects of advertising methods on consumers and purchaser loyalty. As one of the key areas of marketing, a greater this research mission will assist to in addition the understanding of promoting methods. A researcher's profession in commercial enterprise.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Definition of Sales Promotion

Companies must use effective and efficient ways of advertising in order to stay alive and get a competitive edge. I shall begin by providing a "broader definition of promotion." In the marketing mix, there are four components: promotion, pricing (Ngugi et al., 2020).

Blythe(2006,p.14)According to its definition: "Advertising, public relations, sales promotions, individual selling, etc. are all part of a promotion. But this research only looks at one aspect of marketing: sales promotions. As a whole, promotion is very broad and inapplicable to the issue description"(Patel, 2019).

The definition by the "will be utilized in this research since it is new and is well-supported by research and relevant to the retail environment" (Ailawadi et al., 2007).Promotional activities that are typically customized to a certain time, location, or group of consumers, and that give additional benefits to ensure direct reaction from customers or sales intermediates are referred to as marketing promotion(Amin, 2021).

(Chugan & Nenavani, n.d.) "Undefined One of the methods is to use sales promotion as one of the most significant factors in the marketing mix for a wide range of consumer products throughout the world", and it "plays an important part in market success" (Ezenyilimba et al., 2019). The tools to be used are; sales discount, buy one get one free. According to (Abdi, 2015), "Manufacturers and agents of both long lasting and nondurable customer goods have protected income advertising in their advertising and marketing strategies. It money owed for a sizable share of marketers' promotional costs." The allocation of promoting money to sales in positive industrialized nations has extensively outpaced the spending on advertisements. (Tamilselvi, 2019)"Sales promotion is defined as a short-term campaign designed to generate interest in or encourage the purchase

of, an item or service for a specific time period. Kotler and Armstrong (2001) (Familmaleki et al., 2015) “To put it into perspective, provide a comparison of sales promotion and advertising: Sales promotion says, “Buy it now,” instead of saying, "Buy our goods."”. However, the impacts of sales promotions are sometimes transient, and they are rarely as “Advertisement or personal marketing can help create brand preference over time." When it comes to increasing sales volume, sales promotion is a short-term technique” (Onyobuchi, n.d.).

(Chandra et al., 2018), “Sales promotions tend to have a behavior that is direct effect rather than changing people's perceptions or attitudes, according to. An important objective of a sales campaign is to influence consumer purchasing behavior. Many forms of sales promotion, it is believed, have a long-term impact on the decisions and purchasing measurements of the direct purchase process since they lead to sales. An increase in sales is meant to bring in more new customers, keep existing customers interested in switching products, and provide potential customers incentives for moving to competitors' products. Sales promotions differ according to the scenario and necessity, and they have an immediate impact on customer’s buying products”(Lockett & Lockett, 2018).

Mir and Rehman (2012) (Ezenyilimba et al., 2019)“Verified sales promotion is a significant tool managers can operate to directly influence clients' purchasing decisions” “that trade marketing, consumer sales promotions, and sales force promotional activities are included in the list of useful information.' drive”(Aghara, 2018).

(Sari & Gultom, 2020)In the end, it has been accepted that marketing strategists should see promotions as a successful technique and plan for managing consumers and competitors. This is something that marketing strategists should consider as important(Su et al., 2020). (Kanagal, n.d.). A sales promotion's objective, according to the author, should be "to trigger stimuli and convert consumers into actual purchasers." According to the article, (Kunwar, 2003) "A sales promotion is a technique that dealers or manufacturers use to urge customers to purchase more of a service or product, or to try out a new one," The use of enormous quantities of products as a direct consequence of the marketing

campaign brings in a significant number of new consumers, which in turn leads to an increase in the quantity of goods sold. "Sales promotions" are another name for the temporary incentives that are offered to customers in the hopes of persuading them to purchase a certain item or service. (Rizwan et al., n.d.). "In the world of modern marketing, the practice of sales promotion has become a contentious issue." Many people consider the use of sales promotion tools to be a method for earning profits in the near term (Bhowmik et al., 2020). Effective sales promotion instruments can encourage customers to try a product and raise brand recognition since they usually run for a limited period, motivating them to act while the offer is still available according to (Konečnik Ruzzier et al., 2014). In addition, sales promotion as a set of promotional tools, designed to promote faster and faster purchases of a particular product, products, or service by buyers or sellers. It is utilized to guarantee that customers are aware of the organization's offerings (Musumali, 2019).

According to (Hamdan et al., 2019)the numerous The concept that sales promotions are a transitory and physical change of supply to immediately impact customer, retailer, and sales force behavior is shared by all definitions of sales promotions accessible. (Michaelsen & Collini, 2022)In conclusion, he said that sales promotion has developed into an important component that should be included in the promotional strategies used by manufacturers as well as retailers for both durable and non-durable consumer products. It chews up a significant percentage of the money that a marketer spends on promotional activities. "The proposed sales promotions take a more aggressive approach, encouraging customers to switch from a group of rival products to the promoted one," the author writes. On the other hand, advertising has the potential to be seen as a strategy for maintaining loyal consumers and establishing customer loyalty (Elina, 2020). According to him, "sales promotions lead to brand switching, whereas advertising leads to brand loyalty" (Aasir Ali et al., 2020).



## 2.2 Theories of Sales Promotion

According to (Kuncoro & Suriani, 2018) the most essential component of the customer (retailer) approach is covered in this theoretical part. "As was said before, the primary emphasis of our investigation is on marketing strategies for generating sales," "For fast-moving consumer products, sales promotions are an essential marketing tool and also theory states that sales promotions are an important component of a retailer's marketing plan a significant part of store revenue is made up of promotional sales". (Kuncoro & Suriani, 2018) "Think that sales promotions are now an important part of manufacturers' and retailers' marketing strategy". Retailers, on the other hand, "invest extensively in sales promotions, whether to match manufacturer trade promotions or to meet their own strategic objectives"(Gen & Quamruzzaman, 2020).

In addition to this, "A set of tactical advertising methods employed inside a strategic marketing framework to raise the fee of a product or provider in order to reap a certain sales and advertising and marketing objective," in accordance to sales promotion (Thrassou et al., 2012). The term "sales promotion" refers to a marketing technique that involves promoting a product or service that like direct response work, has a lot of promise for increasing short-term sales. Its performance can also be tracked. Despite the fact that its strategic merits are a source of much dispute, it is an essential marketing tool. It can only be utilized in a few markets or goods, and it can only be applied to a few brands"(Mela et al., 2022).

According to (J. M. Jones, 2008), "Consumer sales promotions can be started by any part of the supply chain, although they are most often given by manufacturers and retailers. Manufacturers often use sales promotions to promote current brands or launch new products, however, although most shops use special offers to promote footfall and sales at a given location. Sales promotions include things like coupons, rebates, samples, loyalty programs, point-of-purchase incentives, premiums, competitions and sweepstakes, and direct mail. Their design and use,

on the other hand, are solely limited by the promotional company's inventiveness (Barak & Bedianashvili, 2021).

The study, on the other hand, focused on a handful of the aforementioned strategies, including "such as price reductions, buy-one-get-one-free offers, coupon discounts, and free samples" (Gordon-hecker et al., 2020).

## **2.3 Empirical Evidence**

Many early researches on marketing promotions focused on promotional sales results in sales and profits, promotional effects on promotional shopping behavior, and the effects of promotional purchases on the behavior of subsequent selections. Studies in the formation of behavior, or working conditions, by (Hayyawati et al., 2021) represent research on the use of advertising. The study then focused on these but began to spread differently. "The new study emphasized the importance of the reference value and the long-term repercussions of inflation; sadly most share the same limitations" (Dyner & Sheiner, n.d.) (Ailawadi et al., 2007).

Research has been given almost exclusively on the use of coupons and price reductions (inflation) only. In this regard, (Mendez et al., 2015) stated that, "most previous marketing research should focus on monetary stimulus and its influence, the differentiating role of marketing involves non-monetary promotions to help long-term product-related outcomes are unfortunately overlooked" (Personal & Archive, 2018). Consumer sales growth has also been divided by their effect on the level of understanding and emotion; Specifically, "functional or hedonic." Money promotions (e.g., coupons, discounts) are largely concerned with consumption advantages practicality, and mental performance". The benefits of use are primarily practical, practical and understandable; they offer a number of customers as a way to achieve something. Hedonic benefits are ineffective, experienced and impactful; they are valued for them, regardless of their real intentions. (Zimmerman & Blythe, 2013) "Many studies have concluded that the only option for a consumer to make a livelihood is to save money. As the first well-known research on the relationship between product type and kind of

marketing, “”A Benefits Congruency Framework for Effective Sales Promotion” was published in 2007”(Hamdan et al., 2019).

“The reality of various kinds of customer benefits contributes a stepping stone to the merger profit structure, which means that the effectiveness of a sales promotion determined by the overlap of its advantages with those of the advertised product”(Jenkins et al., n.d.). "Promotion is a tool that accompanies promotes a product, depending on the benefits it gives, has a substantial impact on the product's demand". according to(Musumali, 2019).

## **2.4 Hedonic and Utilitarian Benefits**

According to(Stienstra, 2012), “non-financial promotions offer more hedonic benefits and some benefits than financial considerations(Thesis, 2021). To better clarify their findings, introduced a matrix of sales promotion profits, planning promotional tools with the utility of useful and hedonic benefit based on a study by (J. M. Jones, 2008).By incorporating additional use benefits (So-called economic benefits) and related benefits (including extra hedonic benefits and negative benefits)”(Rizwan et al., n.d.). The different ones have “initial results and results of collaboration on customer evaluation, purchase, and marketing purposes”(Keogh, 2014)(Preye Robert et al., 2021).

In addition, increasing sales can lower the price and feasibility of the trial, show the reasons for the purchase, and offer signs of simultaneous purchase, according to(Keogh, 2014)(Preye Robert et al., 2021).

According to(MANNINGER, 1951); “The measures of these two measures can therefore serve as a benchmark for price and price increases”. Adopted a consumer-centered strategy to learning about the cognitive and emotional effects of commercial advertising (based on the many hedonic and practical benefits).In contrast to (Delgado-Ballester) argue that non-monetary in comparison to utilitarian or hedonic items, promotions are more flexible“ The results suggest that monetary motives perform better in resource items, whereas non-monetary

marketing work equally well in both practical and hedonic products,” says the researcher(Ahsan Ali & Muhammad, 2021).

Liao’s (2006) supports the findings of “those non-monetary promotions are more adaptable in comparison to practical or hedonic ether products. Liao also supported the findings of (J. M. Jones, 2008). Liao (2006) Not all marketing promotional instruments work equally well in all product divisions”(Thornton et al., 2021).

## **2.5 Tools affect customer loyalty during sales promotion.**

According to(Chen et al., 2011) “A range of promotional tactics is used in sales promotions to encourage an earlier or stronger market reaction. Consumer promotions, samples, coupons, discounts, premiums, contests, marketing talents, sponsorship awards, and point-of-sale promos are all examples of consumer promotions (POP), Promotions to acquire grants, free items, sales money, and retail sales are all examples of sweepstakes and games. Competitions, sales circles” (Stienstra, 2012).“Discussed other promotional tools: Samples are provided with a test product value” “The company charges a small fee to compensate for its expenses”(Cluster, 2019).

A popular example of a product sample is the buy one; get one free offer, which is widely utilized. Coupons are tickets that allow consumers to save money while purchasing specific items (Dubé & Fong, 2016). Fast food businesses use coupons to attract new consumers, encourage and existing customers' recurring business, and appeal the budget-conscious portions of society as a method of increasing sales (Principles, n.d.)."Retailers and manufacturers use sales promotion techniques to encourage customers to buy more or try to service their products” (Onyobuchi, n.d.). As a consequence of a sales campaign, it was utilized to store enormous volumes of merchandise, attracting a significant number of new consumers and increasing sales. For reasons other than cost savings, sales promotions may be appealing to clients who are prone to them (Fatmawati & Dinar, 2021).

(Zimmerman & Blythe, 2013) “Points out that there are a number of variables that have aided in the fast expansion of rise in revenue, particularly in consumer sectors” First, inside the company, as a means of successful sales promotion, Top management is now used to accepting promotions”. There are more product managers who are competent to utilize this tool, and there are more qualified product managers product managers available to use it make advantage of sales marketing tools “(price reductions, buy-one-get-one-free deals, discounts, and free samples are just a few examples)”(Mendez, 2012) (Gordon-hecker et al., 2020).

The promotion of sales has led to a sudden increase in sales for retailers as a result of consumer price awareness. Ideas that the consumer can easily be persuaded to buy products as there are no additional payments by consumers. The other discovered that price cuts have a substantial impact on consumer product testing behavior, which draws new customers indirectly. Customer perception is influenced by product pricing, and the amount to which perception is influenced is determined by the type of consumer behavior (Kaupakorkeakoulu, 2008)(Albari, 2018).

According to (Ailawadi et al., 2007) "Describe how consumer marketing strategies like price are part of the sales promotion discounts that are being offered. Premiums, prizes, and loyalty awards, demonstrations, free trials, warranties, tie-in promotions, and cross-promotions are all examples of point-of-purchase premiums, prizes, and loyalty awards. Buy one, get one free, samples, coupons, and cash refund incentives are also examples of point-of-purchase premiums, prizes, and loyalty awards ". Point-of-purchase premiums, prizes, and loyalty incentives, as well as product demos, may take many forms, including free trials, warranties, tie-in campaigns, and cross-promotions.(Studies, 2007) (Thornton et al., 2021).

In the marketing promotion process, a number of key elements are examined: pricing, reference price, loss and gain, reliability, and promotion. In this process, the impact of increasing sales was given a lot of thought. Consumers would

examine whether the deal was available or not, as well as pricing information, before making a purchase choice, according to the findings (Mela et al., 2022). By purchasing an event response, the author discovered that the promotional status of prior purchases might have a detrimental impact on the nature of the purchase. They also provided a very good example to aid in the identification of the issue,(St, 2020).

Although there are many different promotional tools, but researcher will discuss in this study, only three promotional tools those includes, Price discount, coupons and free sample. “Promotion is a technique that merchants, manufacturers, and businesses use to entice customers to buy more or try a service or product” (Ahsan Ali & Muhammad, 2021).

### **2.5.1 Coupons & customer buying loyalty during sales promotion**

A study by (Vázquez-Casielles2005)focused on how consumers will shop, Price, source price, loss and gain, dependability, and marketing were all studied as basic elements in the product selection technique (Pickton, 2013)(Fatmawati & Dinar, 2021). The influence of business marketing on this process was given a lot of thought. Consumers would identify whether a deal was present or not, as well as pricing characteristics, before making a purchasing choice, according to the findings (Santini, 2015). The promotional status of a prior purchase may have a distinct influence on the product in reaction to the purchase event, according to this study (Yuliasih et al., 2021). Give them a real-life example to assist them to figure out what's wrong. If a customer is asked, "Did you purchase this product because you like it or because of the promotion?" after purchasing a product during a campaign, they should respond, ""Have you purchased this product because you enjoy it perhaps owing to a promotion?" And Because of the campaign, which resulted in a poor purchase response, the anger is understandable.” (Yuliasih et al., 2021).

Bridges, Breech, and yin (2006) are based on the work of by “measuring what effect various promotions have on customer response to future marketing mixing activates? The authors of the research alluded to prior theoretical and practical

knowledge artistic scientific studies that supported the balanced results of coupons in consumer responses to promotions” (Mendez, 2012). “They have been classified into two streams: utilization of governance and improved promotion”(Rust & Zahorik, 1993)(D’amour, 2019).

The idea of consumerism advises that, behind the buying and usage, product, customer do not respond as much to the promotional actions of that product because their direct knowledge governs external data. “This means that consumers who are more focused on their involvement do not react less to the mixing activities of the newly purchased product and, as a result, are more likely to resell the product after the end of the promotion” (Saha et al., n.d.).

Promotional promotions, on the other hand, indicate that they diminish product dependability by increasing the perception of combining marketing efforts with all items in the category. To put it another way, promotional development entails lowering the likelihood of purchasing previously acquired brands while simultaneously boosting the effect of all brands in the category's promotional activities (Marlina et al., 2019).

Paper coupons or a certificate that saves the customer money when they buy the product. This could be a 25% discount on the product or a fixed price like \$5 for the entire price. Coupons have been specified as well as “vouchers or certificates that assist customers in obtaining make decrease in price on a particular product. Coupons are simple to understand for customers and may be highly useful in purchase temptation (Laran & Tsiros, 2013). The term "coupon advertising" refers to clients who have received coupons and are entitled to receive a discount on items at their regular price. The amount of the price or discount reduction is determined, and the coupon has to be valid when the client makes a purchase” fill 2012(Liu et al., 2021).

According to Eric (2010) (Laran & Tsiros, 2013)“A coupon is a voucher that may be redeemed for goods or services that allows consumers to lower the price as soon as they conduct business. Customers are given a coupon by sending direct emails, and via the media, in the product packaging; through affiliate marketing,

which generates revenue a one-time-use manufacturer's coupon in a in a retailer's shop; also in retail stores with vending machines, Coupons are a wonderful method to encourage people to try new products and buy them again". "It is also possible to increase the value of the budget for the product. The issue with using a coupon is that it is frequently distributed to consumers who are uninterested in purchasing the product" (Chugan & Nenavani, n.d.).

As stated by the coupons of (Shahriar Ansari Chaharsoughi, 2012) "official certificates issued by companies that produce products and sell them. You can obtain discounts on some products if you redeem a coupon at the time of purchase. Advertisement and distribution of coupons are paid for by the manufacturers, Face-numbering their own faces and paying retailers. Vendors that offer double or triple the coupon value incur additional costs. Vendors who offer their coupons receive a full refund, including payment of face value. In this way, sales coupons are the equivalent of a penny"(Gen & Quamruzzaman, 2020).

A coupon is a promotional item that offers customers a cent-off discount when they redeem it. Coupons can also be sent to customers through newspapers, retail outlets, and radio stations. The company may hold a raffle, a competition, or opt to reward loyal consumers with vouchers redeemable for more of their items or any other product they choose. Coupons can be found in a packaging, on a product, or in an advertisement in a newspaper, magazine, or the mail (Guide, n.d.).

When you buy goods, the vendor might convey these coupons to you. The owner of the vouchers receives a discount on the merchandise stated Rebates, which are similar to coupons but involve significantly more effort on the part of the consumer to achieve a price reduction, are less popular (Studies, 2007)(St, 2020).

Firms, on the other hand, prefer rebates to coupons since many customers never take the steps required taking advantage of rebates, and rebates give vital information on those who do. Rebates include periodic promotions for fixed phones or other equipment that give cash refund once the goods have been



purchased, a form has been completed and filled out and handed it up to the promoter (Zimmerman & Blythe, 2013)(St, 2020).

The authors (2014) reported that for many years as a way to introduce customer discount and price and to build brand awareness and reliability, “Coupons were utilized as significant promotional tools to achieve this. In fact, coupons increase product exchange and result purchases, showing that customers are taking advantage of the coupon's discount (Laran & Tsiros, 2013)(Tamilselvi, 2019).

Customers were two to five times more inclined to buy and utilize if they were offered a discount and use these coupons six months after obtaining them, according to a prior research enhanced product than the control group of customers such as those who did not receive a coupon”. A coupon is a guaranteed way for manufacturers to interface with customers and can be used as a great tool to develop produce (Tamilselvi, 2019).

According to (Familmaleki et al., 2015) “Coupons can be used to reduce the cost of a product and entice people to experiment with new or existing brands”. Coupons help businesses debut new product sizes or models by immediately increasing sales volume and attracting repeat purchases. Because customers must use actual coupons, coupons must be available, easily accessible, and simple to use in order to be effective (Sigala, 2013).

According to (Omar et al., n.d.) “Previous research has found that the increase in coupons does not have a significant effect on the consumer’s acquisition capacity”. Coupon marketing was also mentioned as one of the factors most widely both popular and disliked advertising tools. Women, on the other hand, report having more possibilities to utilize just coupons than males, according to research findings (2011) (Tamilselvi, 2019).

Eric (2010) (Abdi, 2015) reported that coupon use has increased significantly and shows every prospect of continuing to do so, despite continued pressures and predictions of the power of coupons. Promotions are utilizing efficient promotional techniques to entice consumers to buy more, like discounts and buy

one get one free,. Numerous studies have shown that coupon incentives have a beneficial impact on customers' purchasing decisions' emotions and behavior towards consumer goo (Nazish & Rizvi, 2011).

### **2.5.2 Price Discounts and client loyalty during promotions**

Some of the potential negative consequences of the increase in sales mentioned are raising sensitivity in prices, declining product reliability, and erosion of product stocks (Hunt and Keaveney 1994) “It was stated that not all pricing actions are taken into account: "price satisfaction or dissatisfaction will be connected with the picture of the goods if this identifies the reason for the consumer's happiness or discontent with the product, based on their feedback product.”(p.16). (Yoo et al., 2000)“it is alleged that customers offer lower rates as a result of rising pricing being used so frequently. Such as using inflation, price bargains, is linked to a reduction in product equity (Farhana, 2012)(Report & No, 2021).

The product's cheap price is because when prices grow, buyers become more concerned with bargains focusing than the product's benefits. Promotions, according to popular perception, in particular, increase the purchase contract rather than the product”. "The user loyalty of a strong coupon is in the coupons that aren't part of the product's or brand's package” (Ahsan Ali & Muhammad, 2021).

(Blattberg & Neslin, 1989)“noted a substantial improvement in promotional abilities Customers frequently make purchases because of a product replacement with customers, asset behavior (storage), and the results of the transaction (profit concept). “It is estimated that about 80% of these promotions are due to product changes”. “Approximately half of the coupons were used customers who are new to the company can redeem their coupons” (Liu et al., 2021).

However, “this rise may only last for a short period of time the product changer is expected to be more reliable and will follow the next future agreement” (Preeti &

Neeraj, 2019). (Chandon et al., 2000) argued that “previous product use and previous promotional activities could play a role in influencing consumer promotional attitude”. Nevertheless, “The findings reveal that previous promotional purchases have impact selections beyond the use of the previous product” (Zimmerman & Blythe, 2013).

According to (Ailawadi et al., 2007), “It is important to understand that marketing might have purchasing decisions of more loyal customers”. “This group consists of the following individuals of product changes,' as they're known: people that are interested in the goods promotions as discriminatory information between acceptable products and eventually have the habit of buying promotions”(Altaf & Shahzad, 2018).

According to(Ashraf, 2017), in the world of business, the discount is a well-known tool that offers a significant discount on the purchase clearly mentioned price in the sale or in the display area of the purchase. Price increase means a decrease in price for a brief period, which is provided to clients(Bond et al., n.d.).

The author said that the test of the goods could be increased by a higher price but in the short term the increase in sales should have been mainly due to Purchases made by uncommon consumers of some kind, although They also cautioned that these uncommon customers may be exploited, after receiving discounted profits, They are more likely to go back to their favorite products in their portfolio rather than buy a product that has been upgraded at a full price (Mackinnon-musson, 2021).

Investigating authors, Promotional Instruments and Conditions “ Influence on Customers Purchase Promotion and Marketing Promotion, report that price increases dominate new product testing. It has also been reported that clients are paying attention to price increases. A previous researcher indicated that an unusual increase in sales would be tested by retailers due to consumer price awareness. Reducing prices plays an important role in convincing product testing performance and with this new customer being ignored. The authors (2014) found

that the price discount had a positive effect on purchasing morale while promoting sales(Conway & Prentice, 2019).

(Ailawadi et al., 2007)“doesn't think discounting is an effective sales marketing tactic. There are times when consumers anticipate a rise in the market price and stock up on minerals for future use. To encourage long-term contracts and to attract clients who buy at higher costs, there are particular price models. However, price reductions are not utilized to attract clients; instead, the problem of high-quality goods is used to do so”(Mohammed & Murova, 2019).

### **2.5.3 Free sample & customer buying loyalty during sales promotion**

Oliver (1977) “described product reliability as a strong commitment to the continued repurchase or re-acquisition of a popular product or service in the future, without the influence of status and strong marketing efforts to cause a change in behavior” (Yuksel, 2008). This definition expands pre-existing thinking into behavioral thinking that is highly dependent on the frequency of purchases, by including both ethical behavior and an attitude of honesty (Tamilselvi, 2019).

According to(Dick & Basu, 1994),“A consumer's commitment to a particular product is called product loyalty engagement to make a second or subsequent purchase or repeated purchases of the goods or service, or other favorable indicators, such as verbal advances”(Oliver & Shor, 2003).“states that there must be three conditions for true honesty: (1) The consumer's preference the next level must be higher of additional services in order to provide a clear picture, a relevant option is available for the product to focus; and (3) the consumer must intend to purchase the type of focus, unlike other products, when the purchase decision arises”(p.30) (Palazón-Vidal & Delgado-Ballester, 2005) support Oliver's (1999) description of product reliability by acknowledging that product reliability is based not only on recurring purchases, as well as psychological or interior goods(Thesis, 2021).

(Palazón-Vidal & Delgado-Ballester,2005)“verified the inverse relationship between enhanced product dependability and sales. The findings revealed that

non-monetary Promotions are the cornerstone for development a multi-customer franchise (product loyalty) to the point where it raises a large number of attractive organizations rather than increasing revenue". "Depending on the results obtained, marketing promotion can be used to create product awareness because people are exposed to the motivation to produce large quantities with attractive organizations" (Palazón-Vidal & Delgado-Ballester, 2005). Product equity is closely connected to product reliability. "Consumers who are Satisfied with a product's reliability are less likely to move to another. As a result, the higher the product's worth, the more dependable buyers are with it "(Yoo et al., 2000). Product equality, according to Aaker (1991), is a multidimensional notion that includes product reliability, product awareness, visual quality, product associations, and other associated product assets. It's possible that product equity exists represented as a result of the consumer interactions and is considered a market-related asset relationship" (Lin & Bowman, 2022).

Product equality, according to Keller (1998), is the consequence of isolating product knowledge from customer responses to product promotion. To put it another way, the product equation represents the many organizations associated with the product. These groups reflect a unique way of describing the product (Bhushan, 2021).

According to Krishnan (1996), "high-quality brands are defined by a big number of friends and good and diversified organizations. Product equality", according to Keller (1998), is the consequence of isolating product knowledge from customer responses to product promotion. To put it another way, the product equation represents the many organizations associated with the product. These groups reflect a unique way of describing the product(Ashraf, 2017).

According to Krishnan (1996), "high-quality brands are defined by a big number of friends and good and diversified organizations". "A free sample is given a trial value for a specific product distributed to customers. Making pension models is the most effective, but also the most costly, method of introducing a new product or generating fresh enthusiasm that exists". "Getting the goods out of the buyer's hands is a hallmark of a successful salesperson" (Alba et al., 1999).

An effective technique sometimes involves giving the consumer a sample of the product, either for free or for a modest charge, especially if the product is a newcomer to the market or if it isn't a market leader". However, "In order for the product to be successful", "it must have benefits or advantages that were evident during the trial for the sample to have an impact on people's future choices" (Faitira, Edison, & Kudakwashe, 2012)(Wilding et al., 2018).

Eric (2010) "Consumers often see Try new items at your own risk. Many individuals are frightened about something unfavorable things" (such as a new product) or to spend a significant amount of money for a tiny reward(Chen et al., 2011)(Wilding et al., 2018).

A sample allows a customer to try a product without risk. However, sampling may be rather costly. Free product samples should only be given in two circumstances, as a general rule. First To begin, a new product's benefits should be considerably greater than those of existing goods. Second, something must be both costly and credible. Sampling can be done in a variety of ways, including shipping the sample directly to the consumer, distributing the sample from home to house, and exhibiting or sampling the product at a retail store" (Chen et al., 2011)(The World Bank, 2021).

## **2.6 Sales Promotion Strategy**

According to Rangsan and Titida (2011) "sales promotions include many communication actions aimed at providing added value or incentives to buyers, sellers, or other clients of the company in order to stimulate faster sales(Chen et al., 2011). These efforts may aim to pique a consumer's interest in a product, encourage them to try with it, or buy it. "Coupons, samples, prizes, and point-of-purchase materials are all examples of promotional materials.(POP) Showcases and competitions are two types of sales marketing techniques". "Sales promotion methods are classified into three types: Pushing, pulling, or a mixture of the two"(Smith et al., 2009)(Ndungu, 2017).

“Customers must buy items from manufacturers, and manufacturers must have customers to sell their products in more places to acquire their stuff. Manufacturing companies have to persuade retailers and wholesalers (the distribution chain) to carry their products as well. For example, manufacturers might employ push and pull techniques to convince retailers to stock their goods and services.” (Abdi, 2015).

### **2.6.1 Push strategy**

According to Smriti (nd) “the promotional strategy uses the power of the marketing company and marketing promotion actions aimed at increasing customer demand for a product. Includes channel members who are a convincing link to goods through distribution networks and personal marketing efforts until it reaches the final consumer. The corporation creates the goods through a reseller and then creates another store or end user” (Gedenk et al., 2013)(Kelly et al., 2020).

The pushing strategy involves channel members who are a convincing link product through distribution networks to end-users and personal marketing efforts to "push" the product. Typical strategies used in suppression techniques are: grants refund guaranteed refunds, free exams, contests, specialized promotional goods such as discounts, displays, and premiums are all available.” (Rangsan&Titida, 2011).

“To put it another way, the producer promotes the product to major retailers, Stores market it to other retailers, and retailers promote it to their own customers. The goal of trade promotion is to attract merchants or retailers to own a brand, offer shelf space for the product, advertise the product, or promote the product to end customers. Common strategies used in oppression strategies are: grants, refund guarantees, free trials, contests, special promotional materials, discounts, demonstrations and premiums” (Kim et al., 2007)(Kelly et al., 2020).

## 2.6.2 Pull Strategy

According to Smriti (nd) “the pull strategy is trying to persuade customers to "pull" the merchandise via a marketing route from the manufacturer (Gedenk et al., 2013). The company focuses on consumer marketing in the hopes of attracting new at the end-user level, it increases interest and product demand. A "pull" marketing approach necessitates substantial advertising and promotional costs and increasing customer demand for the goods by encouraging consumers to buy it (Kim et al., 2007)(Policies, 2021).

When distributors are hesitant to manage a product, this method is “employed because it allows as many people as possible to go to retail shops and request a product”, increasing the likelihood that it will be available to be pulled to the station. Purposes to encourage consumers to attract consumers to test a new product, to attract customers away from rival products, to enable to "load" a mature product on the minds of consumers, to capture and Customers who are loyal are rewarded, and ties with consumers are strengthened. Consumers will request a product from their local stores, and shopkeepers will want one as well wholesalers, and wholesalers will ask manufacturers whether the method is successful(Su et al., 2020).

Typical strategies used in withdrawal strategies are: samples, coupons, rebates and discounts, premiums, marketing skills, loyalty programs to sponsor competitions, contests, sweepstakes, games, and point-of-buy (POP) ads. A good example of pulling hard advertising and promoting children's toys especially on television (Hackley, 2014)(Policies, 2021).

According to Rangsan and Titida (Nochai & Nochai, 2011) consumers are encouraged to "draw" the product from a manufacturer through a marketing channel using the "pull strategy." Typical strategies used in withdrawal strategies are: samples, coupons, rebates and discounts, premiums, marketing skills, loyalty programs to sponsor competitions, contests, sweepstakes, games, and point-of-buy (POP) ads”(Su et al., 2020).



## **2.7 Combination Strategy**

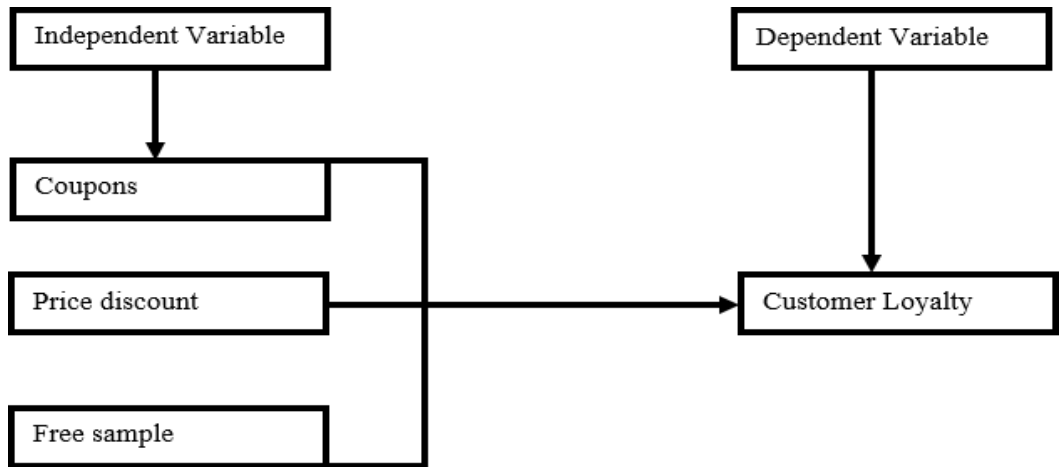
This technique necessitates the cooperation of both of the preceding tactics. "Push" is used to get more items into the hands of merchants and retailers, while "pull" is used to encourage more consumers to want to buy a product through advertising and product connection with other products (Length, 2007) (Sahad, 2022).

## **2.8 Summary of Literature**

Through art research has been reviewed in articles on ethics for this chapter and its commercial impact. Also in this chapter, the topics of non-financial and financial promotions, pricing, product reliability, hedonic outcomes including consumption, and the benefits of promotional promotions are discussed. Literature reviews and used to explain and set out in this chapter's research questions and concepts. With this dissertation, I hope to shed some light on these issues concerning sales promotion relationships, both cost-effective and cost-effective, and product reliability. (Mendez, 2012) are based on the work of (Gedenk and Neslin 1999) by "analyzing consumer responses to following marketing mix efforts in light of numerous promotions. The writers cited earlier streams in theoretical and creative research studies that back up the balanced results of past product purchases in response to customer response to the marketing in the study (Reitz, 2012).

They have identified two streams: better governance and better promotion. Consumers are less likely to respond to promotional activities for a product once they have purchased and used it, according to the notion of consumerism, because their own direct experience trumps external data. This suggests that consumers who are more concerned with their experience are less likely to react negatively to the mixing activities of a freshly purchased product and, as a result, are more willing to resell the goods once the promotion has ended." (Kauppakorkeakoulu, 2008) (Sahad, 2022).

**figure 2. 1Conceptual framework**



## **2.10 Theoretical Frame work**

### **2.10.1 Sales Promotion**

Regular consumers that purchase the product on a regular basis is lucrative and the firms' major priority, according to marketing literature (Maisuradze, 2017). Describe sales promotion as a unique customer service activity, location, and/or period that encourages consumers to provide faster or more direct feedback by providing additional key advantages(Chandler, 2016). It emphasizes the notion of client loyalty, which every provider demands. Companies build elaborate marketing strategies to maintain and drive customers' buying behavior in order to meet the necessity of making recurring purchases possible. "In the literature, the concept of promoting marketing has been explored in many ways" (Blattberg & Briesch, 2012)(Sahad, 2022).

It has been defined as time-bound pressure used to clients in order to urge them to sample, choose, and finally purchase a product or items. (Hsu et al., 2012).

The research that has been done on this topic has uncovered a variety of applications for sales promotion. It is utilized to "provide incentives/extra value to loyal customers," "convince loyal rivals to change their purchasing patterns," "promote new consumers to purchase a certain brand/product," "lower the

switching barrier/price of the brand/product to attract brand switchers," and "promote new consumers to purchase a certain brand/product." (Kauppakorkeakoulu2008).

Customers' purchase decisions are influenced by the sales promotion in a variety of ways. It has the ability to influence the buying price and is in charge of product exchange (Onyobuchi, n.d.).

It's possible to divide the phenomena of sales promotion into two groups. Customer sales promotion techniques are measures used to target a specific customer, such as gifts, incentives, and free samples. The other area is marketing sales promotion, which includes free items, sales competitions, and discounts for distributors, retailers, and salespeople (Bemmel, 2002).

Non-monetary income gains are also included while defining promotion. The rise in income is dependent on incentives such as convenience, cost savings, and convenience (Schaner, 2017).

According to Luk & Yip (Keogh, 2014) There is a link between non-monetary incentives, self-esteem, and recreation, among other things, that delivers immediate satisfaction. "Non-monetary sales campaigns are less transactional and more of cussed on building relationships." "Non-monetary sales campaigns are non-transactional and rather relationship-oriented than monetary sales promotions" (. et al., 2019).

The objective of monetary sales promotions is to provide clients with "instant incentives" such as coupons, price bundles, shelf discounts, and free top-ups. On the other hand, non-monetary sales promotions are not transactional in nature and tend to be more relationship-based."(Chandra et al, 2018).

"A monetary sales promotion hurts a product's brand value. The consumer may be forced to buy because of the price reductions, Switching to a different brand may result in the elimination of quality criteria and the development of price elasticity in product purchases" (Aaker, 1996). As a result, "Financial promotions are

preferred above non-financial promotions due to their ability to influence customers to modify their purchasing decisions”(Chandra et al., 2018).

As the impact of promotion is “dependent on the customer's level of commitment, as seen in the debate.” (MANNINGER, 1951) It is "argued that customers who are less devoted exhibit a high degree of attention to the sale advertising and those customers who are highly committed show a smaller level of influence." Customers who are less dedicated show a higher degree of attention to the sale advertising(Nochai & Nochai, 2011).

### **2.10.2 Customer loyalty**

It's customary to talk about consumer loyalty in terms of the repurchase intent of every company's goal is to produce products and services. (AOV) “Every company in the world strives for client loyalty since in the long run it is less costly to keep a customer than to take a new one” (Rust & Zahorik, 1993). To evaluate brand, product, and service loyalty, “a group of researchers utilized repeat purchase and repurchase intentions, (Africa, 2005).

According to (T. O. Jones & Sasser, 1998), “Customer loyalty may be broken down into three categories. The first is the reason for the buyback. The second level of behavior is the first level, and the third level of behavior is the second level(Cheung et al., 2009). “The reason of the purchase is linked to the customer's intention to buy the desired goods or service in the future”. “The consumer physically visits the store to purchase the product at the secondary level. In the third level, the customer makes a conscious effort to suggest the product or service to others, demonstrating loyalty via human engagement” ( Oliver,1999).

“A circumstance in which a consumer uses and promotes the same product and favors the same brand over time is known as extensive loyalty”. Customer loyalty is defined by attitudes and behavior, according to (Jasinskas et al., 2016) “the desire to repurchase the product, the intention to promote it, and the immunity to rivals are all part of the attitude. Repurchase, purchasing additional items from the

firm and promoting them to others are all examples of the behavior”(R. Venkatesh, 2015).

### **2.10.3 Sales promotion and customer loyalty**

Promotional marketing is the newest tools for marketing communications. This approach not only serves to capture customer consideration exactly helps the consumer loyalty the commodity by promoting various promotions; (Yuliasih et al., 2021). “Purchaser loyalty may be divided into two distinct sections, hardcore loyal and product switcher. Switcher keeps moving within one or two products to fully satisfy the needs”. “Shift switches are not satisfying from a single product and sales promotions are "a highly effective instrument for attracting product modifications" The gap "remains in the literature in order to find promotional sales relationships with Loyal customers in the emerging economy” (MANNINGER, 1951).

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

In this chapter, the primary topics of discussion are "the study design, the research population, and the data collecting instruments." Concerns and boundaries relating to ethics were also extensively discussed, as were methods for data collection and evaluation.

#### **3.1 Research Design**

The purpose of this research was to provide a description, and we intended to gather data from a certain group of respondents in Mogadishu over a particular time period. Because it provides a wide number of respondents from a variety of sources, the descriptive design was selected for this particular research project. Furthermore, given the data that have been gathered, this particular kind of layout tries to legitimize people's views and behavior by offering a clear and true picture of what has occurred. This is done by presenting a clear and exact image of what has occurred. However, descriptive research was utilized since "this project's objective is to analyze the effect of sales promotions on customer loyalty: an empirical study of the Somali telecommunications business."

#### **3.2 Research Population**

Targeted people define it as a complete set of one case or object with specific characteristics that researchers want to produce research results on (St, 2020). The purpose of the study is to urge retailers in Mogadishu to enhance customer loyalty. The participants of this study were marketers of two Mogadishu-based telecoms businesses. Both companies employ thousands of people, making it impossible to communicate with them all. As a result, the target population for

this study was 100 employees. Because Hormuud telecom is larger than Somtel, Hormuud accounted for 60% of the study's target population, while Somtel accounted for 40%.

**Table 3.1 Population Distribution**

<b>No</b>	<b>Study area</b>	<b>POPULATION</b>	<b>PERCENTAGE</b>
1	HORMUUD	60	60%
2	SOMTEL	40	40%
	TOAL	100	100%

### **3.3 Sample Size**

This study concentrated on salesmen in Mogadishu, Somalia. Because a sample is a subset of a broader population, the table below displays the total sample size and percentage for this study.

Of a total of 100 surveys, 80 were being sent out. This study's sample was derived from Eric, 2010(Zimmerman & Blythe, 2013). He conducted his research in Kumasi Metropolis, Ghana, on the impact of sales promotion in boosting revenue with a sample size of 100 people. In addition to Fatima's research, Edison (2012) investigated the impact of sales promotion on firm performance in Zimbabwe. This study had a descriptive examination and a sample size of 100 respondents.

**Table 3. 2 Sample Distribution**

No	Study area	Sample	PERCENTAGE
1	HORMUUD	50	63%
2	SOMTEL	30	37%
	TOTAL	80	100%

The sample for this investigation was determined using Slovene's formula, which is  $n = N / 1 + (N * e^2)$

The Slovene formula is

$$n = \frac{100}{1 + (100 * 0.05^2)} = 80$$

### **3.4 Sampling Procedure**

In this study, the sample size was distributed using a probability sampling approach, especially simple random sampling. The researchers choose who is included in the basic random sample on instinct. A basic random number generator's primary objective is to create a random number. "The goal of sampling is to collect data." It is the most cost-effective and time-saving alternative for this investigation." (Keogh, 2014).

### **3.5 Research Instrument**

The primary data collection approach in this study was a questionnaire instrument derived from a quantitative research questionnaire (Faanu et al., 2011). A questionnaire is a form that has a series of questions that responders must answer.

The goal of this instrument is to "capture a considerable volume of data in a short period of time." The questionnaire for this study was a self-administered questionnaire produced by the researchers using the approaches mentioned below since it contains information that questionnaire respondents may easily provide in writing. The selection of questions is based on a review of the literature and



research objectives in order to gather crucial information on the study issues, after which the researchers shape the questionnaire.

### **3.6 Reliability**

Cranach's alpha was used in a reliability test to analyze the internal consistency of the items. When the alpha is 0.70 or above, a variable is dependable and internally consistent (Kumar, 2020). Furthermore, the reliability of measurements reflects the degree to which they are free of bias, ensuring consistent measurement throughout time and across different items in the instrument.

According to Joppe (2000), “Dependability implies that the findings do not vary over time, that the precise expression of the population under examination is dependable, and that the research instrument is reliable even if the research results are not made in the same way”(Kumar, 2020). The researchers determine the reliability of the questionnaire by calculating critical questions that may be added to the dependent and independent variables in the study (Zimmerman & Blythe, 2013).

### **3.7 Validity**

According to a definition of validity, a research instrument must be able to consistently measure what it promises to assess in order to be considered reliable. When it comes to research instruments, validity is the degree of accuracy to which a research instrument measures what it purportedly measures, and reliability refers to how consistently data collecting techniques measure what they claim to measure in a consistent way. (Oso & Onen, 2008)(Mohamed et al., 2013).

Validity describes how well a research tool measures what it claims to measure, whereas reliability describes how well a data collection method dependably measures what it claims to measure or how well a study's results are about what it purports to be about (Mohamed et al., 2013).

The ability of a test to function as it was designed to, in addition to the validity of instruments as decided by the agreement of experts, is what is meant when we talk about "validity." A legitimate depiction or example of the rating instrument's content is meant to be what's meant by the term "content validity."(Shahriar Ansari Chaharsoughi, 2012).

### **3.8 Data Gathering Procedure**

The researcher was gathering the necessary data in this study using a self-administered questionnaire. Self-administered questionnaires were used to gather data since they may be distributed in person or mailed to a group of individuals, saving time and money on travelling.

Distributing a questionnaire also allows the researchers to explain the objective of this research and the interpretation of questions to respondents who may not understand them.

### **3.9 Data Analysis and Interpretation**

The data was analyzed quantitatively by the researchers using SPSS 22 version (statistical package for the social science). Descriptive statistics was used by the researchers to characterize the table and charts using the following techniques: The following three steps was involve in most sorts of research investigations when it comes to data analysis: (1) preparing the data for analysis, (2) processing the data, and (3) interpreting the findings are all steps in the data analysis process. The data was evaluated using statistical software designed for social scientists (SPSS). The data is next analyzed and interpreted in a meaningful and systematic way. The researcher will analyze the data using the descriptive technique in this study.

### 3.10 Ethical Consideration

If the confidentiality of the collected data is not maintained, the respondents may be harmed. As a result, in order to safeguard the respondents' privacy, the researchers were makes them anonymous. In order to protect the respondents' anonymity, the researchers were put code numbers on the questionnaire mail. The data is exclusively used by the researchers for academic purposes.

### 3.11 Summery of Research Questions

Summary of the research questions and statistical tools used to study sales promotion loyalty.

**Table 3. 3Summary of Research Questions**

<b>Research Questions (RQ)</b>	<b>Statistical Techniques</b>
Does the coupons discount attract customer loyalty?	Product Moment Pearson's Correlations.
Does the price discount effect on customer loyalty?	Multiple Linear Regression
What is the relationship between free samples and customer loyalty?	Product Moment Pearson's Correlations

### 3.12 Statistical Technique used in this study

Statistical Measures Used throughout the Research of Sales Promotions and Customer Loyalty.

### **3.13 Product Moment Pearson's Correlations**

When two variables are connected, the Pearson product-moment correlation coefficient may be used to determine how strong of a connection exists between the two variables. The direction of a connection between two variables that have already been measured once may also be determined by using an interval scale, which is another usage for this kind of scale.

### **3.14 Multiple Linear Regressions**

Simple linear regression is expanded into multiple regressions. It's used when we're talking about wish using two or more variables to predict the values of one variable. This is the variable we're interested in forecast it can also be referred to as the outcome, target, or criterion variable.

## **CHAPTER FOUR**

### **FINDINGS AND DISCUSSIONS**

#### **4.0 INTRODUCTION**

In this section of the report, the main purpose is to investigate the material that was obtained throughout the course of the research and identify what the data represents. Give your responses to the research questions that were offered at the beginning of the chapter. The purpose of this research was to investigate the relationship between different types of sales promotions and the level of client loyalty. SPSS, a statistical program designed specifically for use in the social sciences, was used in order to do an analysis on the data that was obtained from the respondents. In this chapter, the outcomes of the data analysis are given in the form of a table. The table contains the indicator, as well as its frequency and percentage values. As a consequence of this, the chapter presents an analysis of the data generated from each of the respondents who completed the questionnaire. There is a table corresponding to each one of the questions. Every table included both the frequency and the percentage of occurrences.

#### **4.1 Demographic characteristics**

The primary objective of this section was to conduct an analysis of the background information of the respondents in regard to their ages, genders (sexes), levels of education, and marital status. A tabular representation of the data was provided as the format for the presentation.

**Table 4.1 Shows the gender breakdown of those who responded.**

	Frequency	Percent
Male	58	73
Female	22	27
Total	80	100

According to the **Table 4.1**, most of the respondents which is 58 (73 percent) were male and 22 (27 percent) were female. As a result, males have dominated the sales marketing instruments in the telecom business in Mogadishu, Somalia. This is because females in Somalia do not prefer to do this kind of job compare to men, despite the fact that they have developed dramatically in recent years. This is equally true for men's schooling, but there are currently many more females than men.

**Table 4.2 Shows the ages of those who responded.**

	Frequency	Percent
18-25	24	30
26-35	44	55
36-45	12	15
Total	80	100

According to the Table: 4.2, the bulk of the respondents 44, (55 percent of them) are in the age range of 26-35 years old, while 24 (30 percent) are in the range of 18-25, and 12 (15 percent) are in the range of 36-45.

**Table 4. 3 shows the respondents' average degree of education**

	Frequency	Percent
Diploma	12	15.0
Bachelor	43	54
Master	23	29
Other	2	2
Total	80	100

According to the **Table: 4.3** indicate that 12(15 percent) are diploma degree levels, the majority of the respondents 43(54 percent) are bachelor degree levels,

23(29 percent) are master degree levels, while other respondents 2(2 percent) are Composed on different levels of the education.

**Table 4. 4The respondent's marital status as of the survey's end**

	Frequency	Percent
Single	16	20
Married	64	80
Total	80	100

According to **Table 4.4** shows the most of the respondents 64(80 percent) were married, while other respondents 16(20 percent) are singles.

**Table 4. 5Respondents' combined years of professional experience**

	Frequency	Percent
Less than 1 year	8	10
1-5 years	27	34
6-10 years	23	29
Above 10 Years	22	28
Total	80	100

According to the information presented in **Table 4.5**, the vast majority of respondents have professional experience ranging from one to five years, 23 (29 percent) of respondents have professional experience ranging from six to ten years, and 22 (28 percent) of respondents have at least ten years of professional experience. In addition, the data shown in **Table 4.5** reveals that ten percent of the individuals who participated in the survey had less than one year of experience working in their respective professional fields.

## 4.2 The impact of sales promotions on customer loyalty

**Table 4.6 I'm more likely to buy something with a coupon.**

	Frequency	Percent
AGREE	44	55
STRONGLY AGREE	29	36
DISAGREE	4	5
STRONGLY DISAGREE	3	4
Total	80	100

According to Table 4.6, the majority of respondents 44, (55 percent) agreed that the coupon discount enables the customer to buy likely more products. Of those who responded, 29 (36 percent) strongly agreed with this statement, while only 4 (5 percent) disagreed and 3 (4 percent) strongly disagreed with this statement.

**Table 4. 7 a coupon helped me buy a product I don't buy regularly.**

	Frequency	Percent
AGREE	36	45
STRONGLY AGREE	32	40
DISAGREE	8	10
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.7, the majority of respondents, 36 (45 percent), agreed with the statement that a coupon enabled me to purchase another product that I do not frequently buy, while the remaining respondents, 34 (42 percent), disagreed with this statement, 8 (5 percent), disagreed, and 2 (3 percent) strongly disagreed with this statement.

**Table 4. 8I usually buy items and services that are on sale, especially with coupons.**

	Frequency	Percent
AGREE	32	40
STRONGLY AGREE	33	41
DISAGREE	11	14
STRONGLY DISAGREE	4	5
Total	80	100



According to Table 4.8, 32 of the respondents (40 percent) agreed that they generally purchase products and services with promotions, particularly coupons; 33 of the respondents (41 percent) strongly agreed with this statement; 11 of the respondents (5 percent) disagreed with this statement; and 4 of the respondents (5 percent) strongly disagreed with this statement.

**Table 4. 9i have preferred services, but I mostly buy ones that provide coupons.**

	Frequency	Percent
AGREE	31	39
STRONGLY AGREE	28	35
DISAGREE	16	20
STRONGLY DISAGREE	5	6
Total	80	100

According to Table 4.9, the majority of respondents (31(39 percent) agreed that I have preferred services, but I mostly purchase services that provide coupons, 28(35 percent) strongly agreed, 16(20 percent) disagreed, and 5(6 percent) strongly disagreed.

**Table 4.10i was able to purchase the items faster than planned thanks to a coupon.**

	Frequency	Percent
AGREE	24	30
STRONGLY AGREE	32	40
DISAGREE	19	24
STRONGLY DISAGREE	5	6
Total	80	100

According to Table 4.10, the majority of respondents 32(40 percent) strongly agreed that a coupon enabled me to purchase the product sooner than intended, 24(30 percent) agreed, 19(24 percent) disagreed, and 5(6 percent) strongly disagreed.

**Table 4. 11I was able to purchase extra of the same goods due to a coupon.**

	Frequency	Percent
AGREE	31	39
STRONGLY AGREE	26	32
DISAGREE	18	23
STRONGLY DISAGREE	5	6
Total	80	100

According to Table 4.11, the majority of respondents 31(39 percent) agreed that a coupon enabled me to purchase bigger quantities of the same product, 26(32 percent) strongly agreed, 18(23 percent) disagreed, and 5(6 percent) strongly disagreed.

**Table 4. 12if there's a price reduction, I'll buy more products to save for later.**

	Frequency	Percent
AGREE	41	51
STRONGLY AGREE	27	34
DISAGREE	8	10
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.12, the majority of respondents agreed that if there is a price reduction campaign, I would purchase more of the goods to save for a later date. Of those who responded, 41 (51 percent) agreed with this statement, and 27 (34 percent) strongly agreed. Eight (10 percent) respondents disagreed with this statement, and four (5 percent) strongly disagreed.

**Table 4. 13I Price reductions allowed me to acquire a non-regular product.**

	Frequency	Percent
AGREE	38	48
STRONGLY AGREE	20	25
DISAGREE	20	25
STRONGLY DISAGREE	2	2
Total	80	100

According to Table 4.13, 38(48 percent) of respondents agreed that a price reduction enabled me to purchase another product that I do not normally buy,

20(25 percent) strongly agreed, 20(25 percent) disagreed, and 2(2 percent) strongly disagreed.

**Table 4. 14A promotional price reduction motivates me to purchase many items.**

	Frequency	Percent
AGREE	31	39
STRONGLY AGREE	40	50
DISAGREE	7	9
STRONGLY DISAGREE	2	2
Total	80	100

According to Table 4.14, fifty percent of respondents strongly agreed that a price reduction offer encourages them to purchase more than one product, while thirty-one percent of respondents agreed with this statement. However, nine percent of respondents disagreed with this statement, and two percent of respondents strongly disagreed with this statement.

**Table 4. 15 I use my chosen services, although I usually buy discounts.**

	Frequency	Percent
AGREE	34	42
STRONGLY AGREE	24	30
DISAGREE	15	19
STRONGLY DISAGREE	7	9
Total	80	100

According to Table 4.15, the respondents 34(42 percent) agreed that I use my preferred service, but I usually purchase services that give a price reduction, 24(30 percent) strongly agreed, 15(19 percent) disagreed, and 7(9 percent) strongly disagreed.

**Table 4. 16 I bought the goods sooner than intended due to price cuts.**

	Frequency	Percent
AGREE	34	42
STRONGLY AGREE	25	31
DISAGREE	14	18
STRONGLY DISAGREE	7	9
Total	80	100.0

According to Table 4.16, the majority of respondents 34, (42 percent) agreed that a price reduction allowed them to purchase the product sooner than they had intended, while 25 (or 31 percent) strongly agreed with this statement. In contrast, 14 (18 percent) of respondents disagreed with this statement, and 7 (9 percent) strongly disagreed.

**Table 4. 17 Price reductions have traditionally prompted consumer switch.**

	Frequency	Percent
AGREE	33	41
STRONGLY AGREE	35	44
DISAGREE	8	10
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.17, 35(44 percent) of respondents strongly agreed that price cuts have always motivated customers to switch from one to another, 33(41 percent) agreed, 8(10 percent) disagreed, and 4(5 percent) strongly disagreed.

**Table 4. 18A free samples influenced my decision to purchase a product.**

	Frequency	Percent
AGREE	37	46
STRONGLY AGREE	24	30
DISAGREE	15	19
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.18, 37 (46 percent) of respondents agreed that the free sample had an influence on their purchase of a product, 24 (30 percent) strongly agreed, 15 (19 percent) disagreed, and 4 (5 percent) strongly disagreed.

**Table 4. 19A free samples allowed me to acquire non-regular services.**

	Frequency	Percent
AGREE	26	32
STRONGLY AGREE	27	34
DISAGREE	19	24
STRONGLY DISAGREE	8	10
Total	80	100

According to Table 4.19, the majority of respondents 27 (34 percent) strongly agreed that receiving a free sample has enabled me to purchase additional services that I do not normally purchase, whereas 26 (32 percent) agreed, 19 (24 percent) disagreed, and 8 (ten percent) strongly disagreed with this statement.

**Table 4. 20 A free sample is required to purchase an unknown product again.**

	Frequency	Percent
AGREE	29	36
STRONGLY AGREE	14	18
DISAGREE	17	21.2
STRONGLY DISAGREE	20	25
Total	80	100

According to Table 4.20 and below, 29(36 percent) of respondents agreed that a free sample is required to make a repeat purchase of an unknown product, 14(18 percent) strongly agreed, 17(21 percent) disagreed, and 20(25 percent) strongly disagreed.

**Table 4. 21 Free samples encourage buyers to switch from one product to another.**

	Frequency	Percent
AGREE	38	48
STRONGLY AGREE	25	31
DISAGREE	13	16
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.21, 29(36 percent) of respondents agreed that a free sample always drives customers to switch from one to another, 25(31 percent) strongly agreed, 13(16 percent) disagreed, and 4(5 percent) strongly disagreed.

**Table 4. 22** Even if I have a free trial, I generally purchase services.

	Frequency	Percent
AGREE	33	41
STRONGLY AGREE	22	28
DISAGREE	18	22.5
STRONGLY DISAGREE	7	8.8
Total	80	100.0

According to Table 4.22, 33 respondents (41 percent) agreed that I generally acquire services even when I have a free sample, 22 respondents (28 percent) strongly agreed, 18 respondents (22 percent) disagreed, and 7 respondents (9 percent) strongly disagreed.

**Table 4. 23** Customers are delighted, happy, and fortunate to obtain free samples.

	Frequency	Percent
AGREE	38	48
STRONGLY AGREE	32	40
DISAGREE	8	10
STRONGLY DISAGREE	2	2
Total	80	100

According to Table 4.23, the majority of respondents (38 out of 48 percent) agreed that special free samples typically make customers interested, happy, and fortunate. In addition, 32 out of 40 percent of respondents strongly agreed with this statement, while 8 out of 10 respondents disagreed, and 2 out of 2 respondents strongly disagreed.

**Table 4. 24** I use my chosen service, but most of the time I buy inexpensive services.

	Frequency	Percent
AGREE	47	59
STRONGLY AGREE	21	26
DISAGREE	8	10
STRONGLY DISAGREE	4	5
Total	80	100

According to Table 4.24, the respondents 47(59 percent) agreed that I use the company's products/services because it is the best option for me, 21(26 percent) strongly agreed, 8(10 percent) disagreed, and 4(5 percent) strongly disagreed.

**Table 4.25 I'd do business with the company if prices rose regularly.**

	Frequency	Percent
AGREE	28	35
STRONGLY AGREE	18	22
DISAGREE	19	24
STRONGLY DISAGREE	15	19
Total	80	100

According to Table 4.25, the majority of respondents 28(35%) agreed that I would continue to do business with the firm if its prices grew relatively frequently purchase, 18(22%) strongly agreed, and 19(24%) disagreed, while 14(19%) strongly disagreed.

**Table 4.26 Even if the company's products/services were bad, I wouldn't switch.**

	Frequency	Percent
AGREE	14	18
STRONGLY AGREE	19	24
DISAGREE	21	26
STRONGLY DISAGREE	26	32
Total	80	100

According to Table 4.26, 14(18%) of respondents agreed, 19(24%) strongly agreed, and 21(26%) disagreed, with the majority of respondents (26%) strongly disagreeing that they would not move to a competitor even if they had an issue with the company's products/services.

**Table 4. 27I consider myself a devoted customer of the company.**

	Frequency	Percent
AGREE	44	55.0
STRONGLY AGREE	20	25
DISAGREE	13	16
STRONGLY DISAGREE	3	4
Total	80	100

According to Table 4.27, 44 (55 percent) of respondents agreed that I believe myself to be a devoted patron of the firm, 20 (25 percent) strongly agreed, 13 (16 percent) disagreed, and 3 (4 percent) strongly disagreed.

**Table 4. 28I'm emotionally attached to my chosen company.**

	Frequency	Percent
AGREE	41	51
STRONGLY AGREE	25	31
DISAGREE	11	14
STRONGLY DISAGREE	3	4
Total	80	100

According to Table 4.28, the respondents 41(51 percent) agreed that I have a good emotional tie to the firm I have selected and I feel devoted to it, 25(31 percent) strongly agreed, 11(14 percent) disagreed, and 3(4 percent) strongly disagreed.

**Table 4. 29I tell others excellent things about the company.**

	Frequency	Percent
AGREE	47	59
STRONGLY AGREE	26	32
DISAGREE	3	4
STRONGLY DISAGREE	4	5
Total	80	100.0

According to Table 4.29, the respondents 47(59 percent) agreed that I communicate nice things about the firm to others, 26(32 percent) strongly agreed, 3(4 percent) disagreed, and 4(5 percent) strongly disagreed.

**Table 4. 30 Customer loyalties and coupon discount correlations.**

		Coupon discount	Customer loyalty
Coupon discount	Pearson Correlation	1	.236*
	Sig. (2-tailed)		.035
	N	80	80
Customer loyalty	Pearson Correlation	.236*	1
	Sig. (2-tailed)	.035	
	N	80	80

The correlation between customer loyalty and coupon discounts is shown by using Pearson's product correlation, which is shown in table 4.30 above; the findings indicate that weak positive connection exists between the use of coupon reductions and the retention of loyal customers. This was shown by a value of 0.236 for the regression coefficient (R), and a p-sig of 0.035.



The problem

To investigate if price discount has a significance impact on customer loyalty

H1: There is a considerable relationship between customer loyalty and the amount of price discount offered.

The hypothesis is that a price cut has a big effect on how loyal a customer is. For the H1 test, the dependent variable CL was regressed on the predicting variable PD. PD was a good predictor of CL,  $F(3, 76) = 2.532$ ,  $P < 0.001$ , which means that CL can play a big role in shaping CL ( $b = .141$ ,  $P < 0.001$ ). These results show that CL is having a good effect. Also, the  $R^2$  value of .091 shows that the model explains 9.1% of the difference in CL. Table gives a summary of what was found.

**Table 4. 31 Regression**

Hypothesis	RW	Beta coefficient	$R^2$	F	T-value	P-value	HS
H <sub>1</sub>	PD→CL	.141	.091	2.532	.672	.297	yes

**Table 4. 32 The Relationship between Free Samples and Loyal Customers.**

		Free sample	Customer loyalty
Free sample	Pearson Correlation	1	.252*
	Sig. (2-tailed)		.024
	N	80	80
Customer loyalty	Pearson Correlation	.252*	1
	Sig. (2-tailed)	.024	
	N	80	80

The relationship between free samples and customer loyalty is shown in Table 4.31. The results show that there is a weak positive relationship between coupon discounts and customer loyalty. This was shown by the fact that the R-value was 0.252 and the p-sig was 0.024.

## Chapter 5

### 5.0 INTRODUCTION

The outcomes of the research are analyzed and interpreted inside this chapter, after which recommendations and conclusions are presented. The last part provides a review of the information presented in the chapter, and the previous section suggests other areas in which more study may be conducted.

### 5.1 Summery

This study has saw to investigate relationship between sales promotions between (i) coupon discount (ii) free samples (ii) price discount and dependent variable towards customer loyalty in industry telecommunication in Somalia.

### 5.2 Discussion

Utilizing personal correlation as the primary research method, the primary objective of the study is to evaluate the link between coupon discounts and customer loyalty. According to the findings, there is a significant and favorable connection between offering coupon discounts and maintaining a loyal consumer base. According to the findings, a favorable association exists between sales promotions and devoted consumer followings.

The usage of the telecommunication industry helps to verify the relative impact of sales promotion on the connection between coupon discount and customer loyalty by utilizing person correlation. This is accomplished via the use of the person correlation. According to the findings, there is a significant and favorable connection between offering discounts through coupons and maintaining a loyal consumer base. This was indicated by (R-value of 0. .252 and p-sig=0. .024).

Multiple regression analysis is used to determine how a sales promotion influences the level of client loyalty experienced by the business. Customers are

more likely to remain loyal to a brand when they get price reductions. The hypothesis H1 was examined by doing a regression analysis on the dependent variable CL using the predictive variable PD. PD substantially predicted CL, with  $F(3, 76) = 2.532, P.0.001$ ; this implies that the CL may play a considerable role in the development of CL ( $b = .141, P.0.001$ ; see also). The beneficial impact of CL is shown rather clearly by these outcomes. In addition, a value of  $R^2$  equal to 0.091 indicates that the model accounts for 9.1 percent of the variation in CL. A synthesis of the results is shown in the Table 4.31. It has been shown that there is a favorable association between sales promotions and the loyalty of the client. The conclusion that can be drawn from the findings is that the level of customer loyalty improves in proportion to the amount of money spent on sales promotion. The hypothesis was validated as a result of the findings of this research. This makes the research more relevant since the majority of studies that came before it focused on the influence of sales promotion in retail outlets, but the current study looked at the impact of sales promotion in the telecommunications industry. The findings of the research allow for a variety of inferences and conclusions to be drawn. Because the majority of respondents are unwilling to share their personal information, their assessment of the effectiveness of the sales effort is negative. It has been shown that age and income have unique influences on how customers evaluate different types of sales promotions. The degree of a customer's income has little effect on whether or not they are swayed by a sales campaign, although various age groups of customers are impacted. The results drawn from earlier research are supported by this finding. The diminishing level of disposable money enjoyed by the typical Somalian consumer is one factor that contributes significantly to the significant impact that sales promotions have on customer loyalty. In recent years, the economy of Somalia has been subjected to a number of different economic changes, one of which is known as the Structural Adjustment Program. The depreciation of the currency as a result of these changes, together with the accompanying effects on inflation and consumer loyalty, is one of the cumulative effects of these reforms. Because of this, telecommunications businesses need to build sales promotion programs in order to consistently attract new consumers and keep the ones they already have. In actuality, consumers switch from one network to another, or in the majority of cases, they use two or more SIM cards (telecom contracts) to switch between

networks during promotions and benefit from reduced or discounted tariffs. In either case, the consumer is able to take advantage of the promotion. However, neither a strong propensity to switch nor steadfast loyalty can account for the level of service enjoyed throughout the period of promotion.

### **5.3 Limitations of the Study**

The researchers face two of the most significant challenges throughout the course of this investigation. The first challenge is to select a sample size that corresponds with an appropriate working approach. The second challenge is to devise a system for practicing performance in order to provide the researchers with an accurate representation of the sample design.

First, to begin, the sole method of data collection that the researchers planned to utilize was a questionnaire. However, "in addition to that, they used other instruments, such as interviews and observations, to collect data that could not be seen directly. This provided the researchers with the ability to see what individuals actually do as opposed to what they say, which led to the discovery of essential information." [Citation needed] In addition to this, they were efficient in the process of obtaining data that could not be observed immediately.

Second, one of the most important obstacles to getting the most accurate questionnaire replies from respondents were be the restriction of the language that may be used. As a consequence of this, it is probable that it is not representative of all Somali people. The researchers were not having any influence over extraneous factors such as the honesty of the respondents or their own personal biases.

### **5.4 Recommendation**

Both the management and the personnel should give serious consideration to the proposals that are mentioned below. In order for companies in the

telecommunications sector to achieve their sales potential, they need to not only maintain an active corporate presence but also create more alluring sales promotions. In order to bring in more customers and get them involved in the sales promotion tools, alluring sales promotions need to be planned and put into action. A "share of mind" may be gained for the corporation via sales promotion agreements; however, this does not guarantee a position in the "share of heart." The development of strategies is not the sole route to financial success for firms. During the time that the schemes are active, it is essential that the items be made accessible at retail locations. When a company announces a promotional offer or plan, but the goods being promoted are not available in shops following the announcement, customers' perceptions of the company suffer as a result. Additionally, an excessive amount of fun in sales promotion may be detrimental to both the image of a business and its equity in the market.

In addition, customers' feelings of loyalty are negatively impacted when there are frequent shifts in the types of products and services that are provided. This is particularly true for personal care products, since buyers in this industry have a lower level of investment, a lower level of customer loyalty, and a greater variety of alternative loyalty options from which to choose. As a consequence of this, factors that are included in the consideration set of a customer, such as availability, promotional schemes, and the on-shelf display of respective loyalty, have a substantial influence on the customer's propensity to be a loyal purchaser. In order to get an advantage over their rivals and take over the market, companies who are in the industry of providing telecoms services have to run sales campaigns on a consistent basis that are engaging.

## **5.5 CONCLUSIONS**

According to objective one which was link between coupons and customer loyalty through the sales promotion **80%** of the respondents agreed coupon discount gives the customer to buy likely more products as we have mentioned **Table 4.6** most of respondents 44(55%) agreed, and 29(36%) are strongly agreed.

According to the second objective, which was the result of the price discount on customer loyalty through sales promotion, 89 percent of the respondents agreed that a price discount promotion encourages me to buy more than one product, as we have mentioned in **Table 4.14**, and the majority of respondents strongly agree, and 31 (39 %) respondents agreed. This was the result of objective two, which was the result of the price discount on customer loyalty through sales promotion.

According to objective three which was the effect of free sample on customer loyalty through sales promotion **76%** of the respondents agreed that the free sample has effect my buying of a product as we have mentioned **Table 4.18** most of respondents 37(46%) agreed and 24(30%) of respondents strongly agreed.

## **5.6 Further Research**

The findings of the study might be used to help establish the framework for more in-depth research on the effect of sales promotion tools on customer loyalty in Mogadishu, Somalia. This research would focus on the city. In the not too distant future, we will conduct these investigations. It is likely that the participants in this research are not typical of the population as a whole in the city where it was conducted. The number of consumers who were willing and able to participate, in addition to their overall quality, had a significant role in determining the scope of the study as well as the extent to which other researchers might extrapolate the results to the broader population. It may be necessary to generalize the findings, which might include increasing the size of the study sample and carrying it out in other locations around the world. The research concentrated on four sales promotional instruments rather than a wide array of sales promotion devices like as rebates, sweepstakes, and in-pack incentives. Future study might focus on assessing purchase attitudes toward a broader range of sales promotion tactics. The first challenge is to define and identify all sales marketing instruments.

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## APPENDIX A: TIME FRAME

<b>S/no</b>	<b>Activity</b>	<b>Date: 2021-2022</b>
1	Development Of Proposal	May 2021-Jun 2021
2	Data Collection	Jun, 2021
3	Data organizing, analysis and interpretation	July, 2021
4	Typing/Editing/Report	July, 2021
5	Writing/submission	Jun, 2021

## *Appendix B:* *Questionnaire*

*Dear Respondent*

My name is **Mohamed Hassan Adle**. I am currently doing graduation thesis on master degree at **Infrastructure, MBA**, especially general management, about “**the impact of Sales promotion on customer loyalty: an empirical study of Somali telecommunication industry**”. I am writing to respectfully request that you please fill in my questionnaire as honestly and objectively as you are able to in order to partially complete the requirements for the degree. The information that you provide in response to this questionnaire will be kept strictly confidential and will be used only for research purposes. Your contribution is really helpful to my thesis; therefore I really appreciate you taking the time to do that. I assure you that any replies you provide will not be shared publicly. In addition, I cannot express enough gratitude for the insight you provided in reference to this questionnaire(Greco et al., 2003).

*Thanks for Your help.*

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### **PART ONE:**

#### **A. Personal information (please tick the box)**

1. Sex

a) Male       b) female

2. Age.

a) 18- 25     b) 26-35     c) 36-45     d) above 45

3. Education level

a) Diploma     b) bachelor     c) Master     d) PHD     e) Other

4. Marital status

- a) Single  b) married

5. Work Experience

- a) Less than 1 year  b) 2-5years  c) 6-10 years  d) above10years

**PART TWO: For each of the following statements.(please indicate your agreement on the scale).**

<b>Agree (A)</b>	<b><i>Strongly Agree (SA)</i></b>	<b><i>Disagree (D)</i></b>	<b><i>Strongly Disagree (SD)</i></b>
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*Please select the best answer and then tick [✓]*

<b>Coupons discount</b>	A	SA	D	SD
1. Having a discount coupon for a product makes it more probable for me to make a purchase of that product.				
2. Because of a coupon, I was able to purchase a product that is not part of my typical shopping routine.				
3. In general, I spend my money on products and services that are currently running sales or promotions, particularly coupons.				
4. Although I do have preferred services, the vast majority of the time I purchase coupons for services.				
5. Because I had a coupon, I was able to purchase the item sooner than I had originally intended.				
6. The use of a coupon made it possible for me to purchase a greater quantity of the same product.				



<b>Price discount</b>				
1. In the event that there is a campaign offering a price discount, I will purchase a greater quantity of the product in order to store it for use at a later time.				
2. Because of a price reduction, I was able to purchase an additional product, which is not something I would have normally done.				
3. A promotion that offers a discounted price makes me more likely to purchase many units of the same product.				
4. I make use of my preferred service, but the majority of the time I go with services that give some kind of reduction in price.				
5. I was able to buy the product earlier than planned because of a price reduction.				
6. Discounts on prices have always led customers to switch from one to another.				
<b>Free sample</b>				
1. 1. Getting a free sample influenced my decision to buy a product.				
2. I was able to buy services I don't usually buy because I got a free sample.				
3. A free sample is a need if you want to buy a new product again.				
4. A free sample always encourages a buyer to switch to another product.				
5. Even if I have a free sample, I generally purchase services.				

6. Consumers are always intrigued, happy, and lucky when they get special free samples.				
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<b>Customer loyalty</b>				
1. I utilize the company's goods or services because they are the best option for me.				
2. I would keep doing business with the firm if its pricing rose on a regular basis.				
3. I would not move to a rival even if I had an issue with the company's goods or services.				
4. I consider myself a devoted customer of the organization.				
5. I have a strong emotional relationship with the business that I have chosen, and my attachment to it is growing.				
6. When I talk to other individuals about the firm, I provide a favorable impression.				

**I appreciate your time and effort in filling the questionnaire.**