

## **INFLUENCE OF CONSUMER PROMOTION ON MARKETING PERFORMANCE OF NAIROBI BOTTLERS LIMITED**

**<sup>1</sup>\*Miriam Chebet & <sup>2</sup>Thiong'o Samwel**

**<sup>1</sup>Post Graduate Student, Management University of Africa**

**<sup>2</sup>Lecturer, School of Management and Leadership, Management University of Africa**

**E-mail of corresponding author: [chebetmiriam@gmail.com](mailto:chebetmiriam@gmail.com)**

**Date of Publication: November 2021**

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### **ABSTRACT**

**Purpose of the Study:** The study investigated the influence of consumer promotion on marketing performance of Nairobi Bottlers Limited. The study was informed by adaptation level theory.

**Statement of the Problem:** Although Nairobi Bottlers Ltd conducts several sales promotions each year, promotion managers are frequently faced with the challenge of defending the question of the impact of sales promotions activities on the firm's profitability therefore the study sought to evaluate the impact of sales promotion strategies on the marketing performance of Nairobi Bottlers Ltd.

**Methodology:** The study adopted a descriptive research design. The study population comprised of 83 employees working in the top, middle and low management levels in Nairobi Bottlers Company. The researcher used census technique to incorporate all the 83 respondents. The researcher used questionnaire to collect the primary data desirable for the study. A pilot study was conducted in Pepsi- Cola (EA) Ltd in Nairobi. The data collected was recorded in research logs and then edited to get rid of any errors or any irrelevant information. Quantitative data was analyzed by means Statistical Package for Social Sciences. While qualitative data was analyzed thematically and verbatim reporting. The analyzed data was presented in tables of frequencies and percentages, charts and bar graphs.

**Result:** According to the results majority of respondents stated that market share has a significant impact on Nairobi Bottlers Company's marketing success. This means that market share has a significant impact on Nairobi Bottlers' marketing success. Furthermore majority of respondents said that customer satisfaction affects Nairobi Bottlers Company's marketing performance to a very great extent. In addition majority of respondents said that consumer loyalty has a significant impact on Nairobi Bottlers Company's marketing success.

**Conclusion:** From the findings the study concluded that there is a moderate positive and statistically significant correlation between consumer promotion and marketing performance of Nairobi bottlers Ltd ( $r = 0.443$ ;  $p < 0.05$ ).

**Recommendation:** In the light of the foregoing findings, the study recommends that Nairobi Bottlers Limited ought to focus more on consumer promotion because consumers create more demand for all the types of consumer goods including the fresh drinks supplied by the Nairobi bottlers limited.

**Keywords:** *Consumer Promotion, Marketing Performance*

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## INTRODUCTION

Sales promotion refers to efforts that provide additional value or incentives to end users (consumers), wholesalers, retailers, and other organizational customers via communication between the producer of goods and services and the end users (consumers) (Moemeke, 2017). Organizations undertake sales promotion initiatives to promote, increase sales, and usage of a product or service. Sales promotions are a competitive weapon because they provide an additional incentive for customers to choose one brand over another. It's especially effective at persuading people to try new products and make unintentional purchases (Aderemi, 2016). Furthermore, sales promotion can be an effective tactic when the goal is to persuade merchants to carry a new product or persuade consumers to choose it over competitors in a highly competitive market (Hellman, 2015).

According to Osuagwu (2018), sales promotion techniques are important to a company's marketing efficiency and performance in Nigeria. He continued by stating that many elements of marketing promotion contribute significantly to the achievement of corporate marketing goals and objectives. According to Adetayo (2016), the entire promotional effort is usually comprised of many separate promotional initiatives. According to the author, a promotion campaign is a collection of linked promotional actions targeted at accomplishing a particular objective. Promotion management's objective is to ensure that all components of the sales promotion mix operate in concert to accomplish the organization's overall promotion objectives.

The Chinese soft drink industry's sales promotion strategy, according to Woyke (2017), is to increase market share of existing products or services in the existing market. This method is used by businesses to increase sales revenue without changing their product or service mix. The other method of sales promotion is existing market, which implies that the soft drinks sector already provides items or services to customers but can estimate that current sales numbers can be increased by using a sales promotion plan.

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According to Pribadi and Kanai (2014), performance marketing is a goal that a company achieves through marketing efforts. Customer satisfaction, profitability, and new customer acquisition are more precisely quantified from the customer's perspective in performance marketing. A sale is essentially a type of performance marketing in which the company's level of work is measured against previously established operational objectives, standards, and criteria. Productivity, distribution efficiency, setting fair prices for customers, product performance, and technological progress are all critical aspects of market performance (Rambat, 2016). Customer loyalty, customer satisfaction, customer profitability, and new customer acquisition will all be used to evaluate marketing performance in this study.

Nairobi Bottlers Ltd is a company that sells and distributes Coca-Cola goods and brands. It is a customer-focused, consumer-driven manufacturing, sales, and distribution firm. Coca-Cola offer carbonated soft drinks, and non-alcoholic beverages are among the company's soft drink offerings. Returnable glass bottles in sizes of 200ml, 300ml, 500ml, and 1000ml are available for all carbonated soft drinks. Major brands include Coca-Cola, Sprite, Krest, Stoney, Fanta, and the recently introduced Novida, with Coca-Cola being the most well-known. Fanta, for example, comes in four flavors: orange, citrus and black currant, passion, and pineapple. Novida comes in four flavors: pineapple, apple, tropical, and orange (Isdell, 2011)

## **STATEMENT OF THE PROBLEM**

Sales promotions are marketing strategies used primarily by businesses to temporarily increase sales in order to gain sales volume and market share. They are occasionally used to clear out year-end inventory before the arrival of new models. Rapid technological change, overproduction, shortened product life cycles, increased competition as a result of lower barriers to domestic and international trade, mass communication, and globalization have all contributed to the need for a firm to have distinct capabilities that provide a competitive advantage over others. Although Nairobi Bottlers Ltd conducts several sales promotions each year, promotion managers are frequently faced with the challenge of defending the question of the impact of sales promotions activities on the firm's profitability

Several studies on sales promotion strategies have been conducted, for example Neslin (2019) investigated the effects of marketing strategies on commercial bank sales performance in Kenya. According to the study's findings, sales promotion strategies have a positive and significant impact on organizational performance. However, the studies concentrated on different organizations, resulting in a disparity in sales performance in Nairobi Bottlers. As a result, the study sought to evaluate the impact of sales promotion strategies on the marketing performance of Nairobi Bottlers Ltd.

## **RESEARCH QUESTION**

Does consumer promotion influence marketing performance of Nairobi bottlers Ltd.?

## **THEORETICAL REVIEW**

The study was anchored on adaptation level theory. The theory was developed by Monroe in (1979). Customers, according to the theory, carry an adaptation level price, also known as a "internal reference price," for a specific product. The internal reference price is the price a customer expects to pay for a product and is calculated based on previous prices paid or seen for the same or similar products. The internal reference price acts as a standard against which market prices can

be measured and classified as high, low, or medium. Several laboratory studies have confirmed the existence of internal reference prices (Gurumurthy & Winer, 2011).

Kalwani, Yim, Rinne, and Sugita (2010) demonstrated that customer brand choice and assessments were mediated by customers' pricing expectations for a brand. According to the study, customers' price expectations were formed based on prior brand prices, customer profiles, and situational circumstances. Mayhew and Winer (2009) investigated how internal reference prices (prices remembered) and external reference prices (prices delivered by stimuli in the purchasing environment) influenced consumer brand choice.

The relevancy of adaptation level theory in this investigation is that it detects factors that influence the company's focused structure and price circumstances. Based on the level of price competition and customer demands in the industry, soft drink companies will develop competitive sales promotion strategies. According to the theory, excessive price discounting will blur the distinction between the promotional price and the regular price of the product, lowering the consumer reference price for the product. As a result, this theory explains the various aspects of market forces that influence the adoption of the sales promotion strategies in this study.

## **EMPIRICAL REVIEW**

According to Syeda, Zehra, and Sadia (2011), consumer promotion is a short-term incentive aimed directly at customers that includes discounts, rebates, free offers, patronage rewards, and other similar incentives. Consumer promotions are "pull" promotions in the sense that they directly attract customers to purchase the product, dragging the brand through the channel. Consumer promotions boost short-term sales to both new and existing customers (Mahmud, 2014). Nearly half of coupon redemptions are from new customers, with this percentage rising as coupon face values rise (giving new customers a stronger incentive to switch brands) and falling as the company's market share declines (as there are fewer buyers who are available to switch).

Consumers are constantly presented with the option of selecting between two or more options, where the choice represents the consumer's determination to purchase items and services that meet their individual wants and aspirations (Polonsky & Speed, 2011). The promotional activities include a variety of target-oriented contact with stakeholders in order to develop the desired public image, which will aid in the achievement of the targeted business objectives. Promotion is a powerful tool for influencing the outcomes of a company's operations. Promotion plays a dynamic role in marketing programs, which means that there is no defined promotion of the combined marketing mix, even for businesses or goods in a manufacturing program, and it is subject to change along with the other marketing mix instruments (Boidarevi & Salai, 2017).

Odhiambo (2015) was curious about how consumer advertising strategies influenced sales force performance. The study used an explanatory research methodology, with questionnaires used to collect data from a sample of 267 respondents who worked as insurance salespeople in Eldoret. The data was analyzed using descriptive and inferential statistics, particularly multiple regression and Pearson product correlation. According to the regression results, consumer advertising had a statistically significant positive effect on sales force performance.

Bajaji (2016) conducted research to gain a better understanding of the concept of consumer promotion marketing and its application in the micro, small, and medium-sized business sector. According to the study, which used exploratory research, MSMEs use consumer promotion marketing tactics to gain and retain clients. Using judgmental sampling, data was collected from fifty micro, small, and medium-sized businesses (MSMEs). Consumer marketing participation,

according to the findings, has a significant impact on brand awareness and trust, which has a significant impact on customer acquisition and retention. The study also found a link between the amount of time spent on consumers and the amount of sales made. It concluded by stating that consumer promotion strategies have a positive impact on customer acquisition and retention, resulting in increased market share.

Fatema (2015) investigated the effects of various types of customer promotion on the sales of a company. The study examined primary data from 150 organizations and 50 managers chosen at random to assess marketing efficacy. The data was analyzed using a variety of statistical tools and techniques, including correlation tests. There was a positive correlation between customer promotion and increased sales, according to the findings. It also stated that all digital marketing aspects, such as online advertising, SEO, email marketing, and social media, had a favorable impact on a company's sales.

Adegbuyi and Akinyele (2015) investigated how consumer promotion marketing affects the performance of small businesses. For the study, they distributed 150 questionnaires to the owners, managers, and employees of selected SMEs in Ota Metropolis. The data was analyzed using descriptive statistics, ANOVA, and the correlation test. Building relationships with customers and networking with other businesses, according to the findings, increases brand exposure. A company may respond by promoting its own products. The study also indicated that social engagement with others makes businesses visible to their audience and this creates potential to reach many potential customers.

### CONCEPTUAL FRAMEWORK

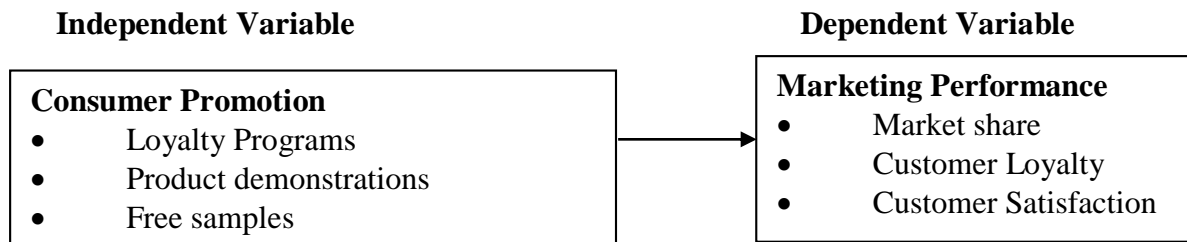


Figure 1: Conceptual Framework

### RESEARCH METHODOLOGY

The descriptive research design was used in the study to assist in determining potential causal factors for relationships between variables. The study population consisted of 83 management personnel from the Company's Nairobi offices. The target population was from top, middle and low level management. Since the target population was small the study adopted census technique to include all the 83 targeted respondents.

**Table. 1: Target Population**

<b>Sections</b>	<b>Population (Frequency)</b>	<b>Percentage %</b>
Top management	10	12.0
Middle level management	27	32.5
Low level management	46	55.4
<b>Total</b>	<b>83</b>	<b>100.0</b>

**Source: Nairobi Bottlers Human Resource Records, (2021).**

Structures questionnaire was used by the researcher to collect the primary data needed for the study. Prior to the main study, a pretest was conducted with 8 respondents from Pepsi-Cola (EA) Ltd in Nairobi. This represented 10% of the target population (Kothari 2004). To establish the validity of the research instrument, the researcher sought the opinions of marketing researchers and experts, including the study's supervisor. This enabled the instrument to be changed along these lines, thereby improving its validity. Cronbach's Alpha was used to test the interior consistency strategy. A reliability of greater than 0.7 was obtained, and this was deemed reliable. According to Hyett, Kenny, and Dickson-Swift (2014), higher alpha values are preferable; as a general rule, a reliability of 0.70 or higher (obtained on a significant sample) is acceptable.

The researcher obtained the necessary approvals. This includes obtaining a research authorization permit from the National Commission for Science, Technology, and Innovation (NACOSTI). The researcher ensured that the research assistants understood the procedures and requirements. The research assistants were given enough copies of the self-administered data collection instruments, as well as accompanying letters that obtained informed consent and assured respondents of their confidentiality. These were distributed to respondents at their desks and other convenient locations, with an agreed-upon date to collect them after some time. The letter of informed consent was collected as soon as the respondents signed. By separating the letter from the questionnaires, anonymity was maintained.

Data was organized and ordered for precision and clarity, then characterized, coded into a coding sheet, and analyzed with a Statistical Package for Social Sciences (SPSS 24). The SPSS software was used in the data analysis because it is simple and easy to use. Quantitative data was presented in frequency and percentage tables, charts, and bar graphs. Means were also used to analyze the quantitative data. Thematic analysis and verbatim reporting were used to analyze qualitative data. Inferential analysis was also performed to determine the link and weight of the relatedness of the study parameters. The results of the study were displayed using graphs and tables

## **RESEARCH FINDINGS AND DISCUSSION**

The study administered 83 questionnaires for data collection. However, 62 questionnaires were properly filled and returned. This represented 75% overall successful response rates. This implies that 75 percent response rate was appropriate for data analysis

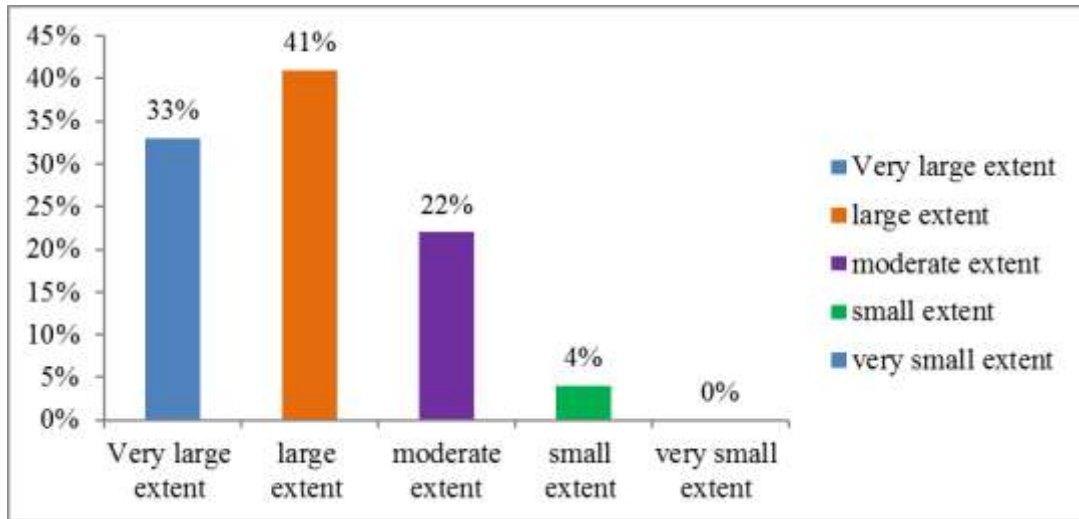
### **Demographic Information**

The study found out that, 9(15%) of the respondents stated that they were under the age of 30 years. 27(43 %) said they were between the ages of 31 and 40, 15 (24 %) said they were between the ages of 41 and 50, and 11 (18 %) said they were above 50. This means that the bulk of the human resource was between the ages of 31 and 40. The effectiveness of human resource managers in the marketing sector is determined by their age. Human resources between the ages of 31 and

40 have been in the business for a long time and therefore have a greater understanding of the organization's policies than the younger employees.

**Extent to which the Company has adopted Consumer Promotion**

The respondents were asked to identify how far the business has used consumer marketing as a sales promotion technique in its operations, and the results are displayed in Figure 4.1.



**Figure 2: Extent to which the Company has adopted Consumer Promotion**

**Source: Research Data (2021)**

According to the results, 33 % of respondents cited to a very large degree, 41 % cited to a big extent, 22 % cited to a moderate level, 4 % quoted to a small extent, and none cited to a very small amount. This indicates that the business has heavily relied on customer marketing as a sales promotion technique.

**How Various Consumer Promotion Strategies Affect Marketing Performance**

**Table 2: How Various Consumer Promotion Strategies Affect Marketing Performance**

	<b>V.G. Extent</b>	<b>G. Extent</b>	<b>M. Extent</b>	<b>S. Extent</b>	<b>None</b>
<b>Statement</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Free samples	52	39	9	0	0
Demonstration	37	31	19	13	0
Price-off and special sales	44	40	6	10	0
Premium offer	37	39	10	14	0
Promotions are mostly based on merit.	35	45	5	0	0

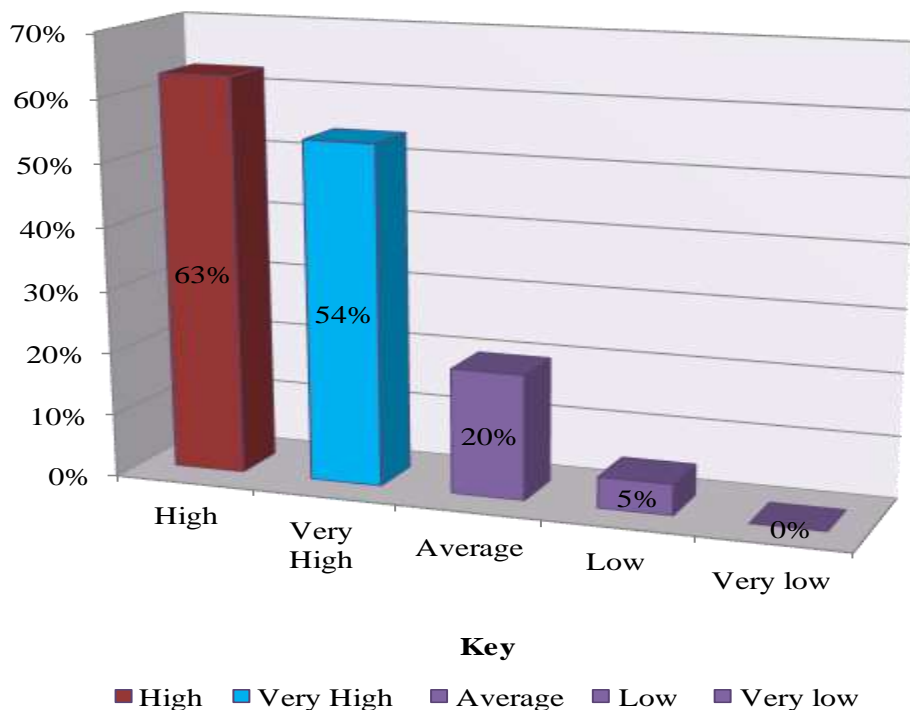
According to the results, 52 % of respondents said free samples have a very large impact on marketing success, 39 % said they have a large impact, and the remaining respondents said they have a moderate impact. This means that free samples have a significant impact on marketing performance. The study's results are in line with those of Tharman (2014), who found that giving out free samples is a frequent and effective promotional strategy for numerous goods. In his

investigation, the researcher found that 78 % of the companies questioned gave out free samples, which had a favorable effect on marketing results. Furthermore, 37% of respondents said that demonstration has a very big impact on marketing performance, 31% said it has a big impact, 19% said it has a moderate impact, and 13% said it has a little impact. This indicates that demonstration has a significant impact on marketing performance.

According to the results, 44 % of respondents believe that price reductions and special promotions have a significant impact on Nairobi Bottlers Company's marketing effectiveness. Furthermore, 37% of respondents said that premium offers have a very big impact on Nairobi Bottlers Company's marketing performance, 39% said it has a big impact, 10% said it has a moderate impact, and 14% said it has a little impact. According to the results, 35% of respondents said promotions are largely based on merit, 45 % said it is mostly based on merit, and 5% said it is mostly based on merit. This means that merit-based promotions have a significant impact on Nairobi Bottlers Company's marketing success. Merit promotion, according to Mathis and Jackson (2014), should be based exclusively on work-related factors that are consistent with genuine job needs. The system for controlling appointments and promotions helps to recruit and retain top talent while also preserving staff morale.

**Overall level of Market Performance of Nairobi Bottlers Company**

The respondents were asked to rate the overall level of market performance of Nairobi Bottlers Company over the last 5 years. The findings were as indicated in Figure 3.



**Figure 3: Overall level of Market Performance of Nairobi Bottlers Company**

**Source: Research Data (2021).**

From the findings 63% of the respondents stated that Nairobi bottlers limited has recorded high performance for the last 5 years, 54% of the respondents stated to a very high level, 20% stated to



an average level while 5% stated to a low level. This implies that Nairobi bottlers limited has recorded high performance for the last 5 years.

### Market Performance of Nairobi Bottlers Company

The researcher sought to find out the extent to which Nairobi Bottlers Company has excelled in the following aspects of market performance in its operations.

**Table 3: Market Performance of Nairobi Bottlers Company**

	V.G. Extent	G. Extent	M. Extent	S. Extent	Not at all
Statement	%	%	%	%	%
Market share	37	34	10	16	3
Customer satisfaction	55	34	8	3	0
Customer loyalty	44	46	7	3	0
Sales volume	37	44	16	3	0

According to the results, 37 % of respondents said market share has a significant impact on Nairobi Bottlers Company's marketing success, while 34 % said it has a significant impact. 10 % said it has a moderate impact, 16 % said it has a little impact, and 3 % said it has no impact on Nairobi Bottlers Company's marketing effectiveness. This means that market share has a significant impact on Nairobi Bottlers' marketing success.

Furthermore, 55 % of respondents said that customer satisfaction affects Nairobi Bottlers Company's marketing performance to a very great degree, 34 % said to a great extent, 8% said to a moderate level, and 3% said to a low extent. This means that consumer happiness has a significant impact on Nairobi Bottlers' marketing success.

Furthermore, 44 % of respondents said that consumer loyalty has a significant impact on Nairobi Bottlers Company's marketing success, while 46 % said it has a moderate impact. 7 % expressed themselves to a moderate degree, whereas 3 % expressed themselves to a low extent. This means that client loyalty has a significant impact on Nairobi Bottlers Company's marketing success. Furthermore, 37 % of respondents said that sales volume has a significant impact on Nairobi Bottlers Company's marketing performance, 44 % said it has a significant impact, 16 % said it has a moderate impact, and 3 % said it has a little impact. This means that Nairobi Bottlers Company's marketing performance is heavily influenced by sales volume.

## INFERENCE STATISTICS

### Consumer Promotion on Marketing Performance

The study sought to establish the correlation between influences of consumer promotion on marketing performance of Nairobi bottlers Ltd. The findings are presented in Table 5.

**Table 4: Consumer Promotion on Marketing Performance**

		Marketing Performance
<b>Consumer Promotion</b>	Pearson Correlation	.443*
	Sig. (2-tailed)	.000
	N	62

\*. Correlation is significant at the 0.05 level (2-tailed).

According to Table 4, there was a moderate positive and statistically significant connection between consumer promotion and Nairobi bottlers Ltd's marketing success ( $r = 0.443$ ;  $p = 0.05$ ). This indicates that customer promotion has an impact on Nairobi Bottlers Ltd's marketing success. The findings agree with Mahmud, (2014) who argue that consumer promotions boost short-term sales to both new and existing customers. Promotional activities involve a range of targeted interactions with stakeholders. Promotion is a very effective method of influencing the results of a business's activities.

**Regression Coefficients**

**Table 5: Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.038	.145		.260	.796
1 Consumer promotion	.596	.107	.548	5.578	.023

The interpretations of the findings indicated follow the following regression model.

$$Y = \beta_0 + \beta_1 X_1 + e$$

When the four independent variables are kept constant, the value of Nairobi bottlers Ltd's marketing performance is 0.038, according to the intercept (0). Furthermore, if all other independent factors are held constant, a unit increase in consumer promotion would result in a 0.596 improvement in Nairobi bottlers Ltd's marketing performance.

Therefore,

$$Y = 0.038 + 0.596X_1 + e$$

**CONCLUSIONS**

The research concluded that Nairobi Bottlers Ltd has chosen consumer promotion as a sales promotion technique and it has a significant impact on their marketing performance. Furthermore, the research concluded that Nairobi Bottlers Company uses a variety of customer marketing tactics, including free samples, demonstrations, premium offers, and monthly promotions. The study also concluded that there is a moderate positive and statistically significant correlation

between consumer promotion and marketing performance of Nairobi bottlers Ltd ( $r = 0.443$ ;  $p < 0.05$ ).

## RECOMMENDATIONS

In the light of the foregoing findings, the study recommends that Nairobi Bottlers Limited ought to focus more on consumer promotion because consumers create more demand for all the types of consumer goods including the fresh drinks supplied by the Nairobi bottlers limited. Thus consumers promote the brand of the company hence leading to increased sales. The study also recommended that further research should be carried out to assess the effect of marketing affects the financial performance of the company.

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