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## Impact of Promotional Activities on Consumers' Patronage on Alcoholic Products in Ilesa, Osun State, Nigeria

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### **Abstract:**

*Brand awareness is a function of the brand related exposures to promotional mix based on individual customers' experience of searching for the products of their choice. Beer is the most widely consumed alcoholic drinks in Nigeria and it is the third most popular drink besides water and tea. The study determined the impact of promotional activities on consumers' patronage of alcoholic products and ascertained the joint relationship between promotional activities and consumers' patronage of alcoholic products in Ilesa, Osun State. The population of the study was 856,400 and simple random sampling technique was adopted to have a proportional representation of 80 respondents from six Local Government Areas of Ilesa and environs. The study anchored on the hierarchy of effects and planned behaviour theories. Two hypotheses were tested: H1: Promotional activities have no significant impact on consumers' patronage of alcoholic products and H2: Promotional activities have no joint relationship with promotional activities and consumers' patronage of alcoholic products. Data generated were analyzed using descriptive and inferential statistics at 0.05 significant levels. The result revealed that promotional activities have positive and significant impact on consumer patronage ( $\beta = 0.128$ ,  $t = 1.107$ ) while promotional activities have joint relationship with consumer patronage of alcoholic products ( $F_{74} = 1.073$ ;  $R = .720$ ;  $R^2 = 0.841$ ; Adjusted  $R^2 = 0.581$ ;  $p < 0.004$ ). This study concluded that promotional activities (advertising, sales promotion, personal selling, direct marketing) have significant impact on consumers' and joint relationship with promotional activities and consumers' patronage on alcoholic drinks in Ilesa, Osun State. It is therefore recommended that alcohol producers should engage in regular survey to monitor the effectiveness of their existing promotional activities in the target market.*

**Keywords:** Marketing mix, promotional activities, consumers' patronage, sales promotion and advertising

### **1. Introduction**

Promotion also called marketing communication is the means by which an organization informs, persuades and reminds consumers directly or indirectly about its products and brands. Zekeri (2004, p.131) define promotion as any technique that persuasively communicates favourable information about a seller's product to potential buyers. Promotional activities according to Kotler & Keller (2007, p.536) contributed to brand equity and image in many ways by creating awareness of the brand. In today's competitive market, the goal of an organization is to create brand awareness, product loyalty, repeat purchase and corporate image. Promotional activities do change customer perception about a brand. Prospects are informed and persuaded to buy the organization's products and services while reassuring them of the existing brands and their augmented benefits. Promotion includes advertising, sales promotion, personal selling, direct marketing, public relations and publicity, events and experiences. It also included such promotional gimmicks such as games, contests, posters, leaflets, coupons, sports, entertainment, seminars, exhibitions, lobbying, samples, telemarketing and trade shows.

Marketing communication is a crucial part of the alcohol supply chains in Nigeria. Alcohol is a product category that is heavily supported by advertising and sales promotional activities as a result of the international companies that are involved. The contemporary marketing communications process and components used by producers of alcoholic products in Nigeria are: public relations, corporate communication, television and radio advertising, social network media, cinema advertising, billboards, consumer and trade promotion. Over the years, alcohol producers in Nigeria embarked upon various promotional activities that increased the patronage of their customers and the share of the market. According to Disu (2018, p.2), Nigerian alcohol producers spent ₦88 billion in 2017 out of which larger beer accounted for ₦3.26 billion (3.7%) and spirits accounted for ₦1.4 billion (1.6%). Despite the high incidence of substance of alcohol abuse and religious beliefs in Nigeria, marketing of alcohol products (beer, spirits and the locally brewed drinks) have been on the increase as reported by Stanbic IBTC Bank analyst, Eigbe (2012), and cited in Vanguard (Monday, September 3, 2012, para.1).

Beer consumption is about 19.5 million hectoliters in 2012 and growing at about 8.9 % per year (Vanguard Newspaper, Monday, September 3, 2012). Owoeye (2018) reported that Africa was the fastest growing region for beer consumption of which Nigeria however, leads the pack of ten biggest beer drinking countries on the continent. Beer brands make up just 16% of alcohol consumption in Nigeria while other drinks (spirits and locally brewed drinks) make up 84%. It was also reported that there was high alcohol consumption among Nigerians who are now switching to

herbal-mixed alcohol drinks such as Aloma Bitters, and Origin alcohol, Star Herbal and others are available in sachets, cans and small bottles. This was corroborated in the findings of Dumbili & Williams (2016, p.135) which showed that promotional activities are common on campuses, off-campus and leisure sites where students are exposed to diverse sales promotion strategies. Vanguard Newspaper (Wednesday, October 14, 2020, para.3) reported that Guinness, one of the leading producers of alcoholic drinks in Nigeria has worked out an initiative programme tagged 'DrinkiQ Quiz' through the Ministry of Youths and Sports where youths between the ages of 18-35 years will participate via the Nigeria Online Youth Assembly Platform. The drinking quiz aimed at testing the knowledge of the youth as how much they know about alcohol while educating them on responsible drinking, facts, causes and consequences surrounding under-age drinking.

### 1.1. Objectives of the Study

The objectives of the study are to:

- Determine the impact of promotional activities on consumers' patronage on alcoholic product in Ilesa, Osun State:
- Ascertain the joint relationship between promotional activities and consumers' patronage on alcoholic product in Ilesa, Osun State.

### 1.2. Research Questions

- To what extent does promotional activity have impact on consumers' patronage on alcoholic products?
- Do promotional activities jointly affect consumers' patronage on alcoholic products?

## 2. Literature Review

### 2.1. Conceptual Clarifications

Consumers are individuals and households that buy company's products for personal consumption. The activity that the consumers undertake when obtaining, consuming, disposing and buying of products and services is known as consumer behaviour. Consumer behaviour is the dynamic interaction of the individual thoughts, feelings, actions and behaviour towards the consumption of an organization's products. Consumers are unpredictable, flexible, inconsistent, emotional, sometimes rational, at other times irrational, and ever-changing organisms; hence their desire to patronize an organization's product would be on the service quality and promotional tools offered by the organization.

Consumers are value-driven and this value is positioned in the minds of the individual's belief system, serving as prototypes from which attitudes and behaviours develop, thereby, consumers tend to have a change of behaviour to what products they believed would meet their value demand. It showed that personal values have significant positive impact on the intent to engage in sustainable behaviour in patronizing a particular product or service for a longer duration. Repeat purchase can be ascribed to consistent patronage that is borne out of customers' satisfaction with specific products. It can also be seen as the buying of a product or services by a consumer of the same brand. Repeat purchase customers are customers who are satisfied emotionally, intellectually, physically by organization offerings which could be in form of a product which exceeds their expectations.

### 2.2. Promotional Mix

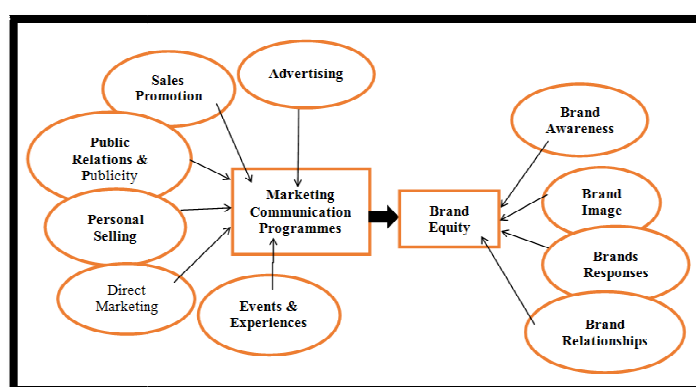


Figure 1: Integrated Marketing Communication  
Source: Kotler & Keller (2007). Marketing Management P.537

The various mixes of promotions are exhibited on Figure 1 which comprised advertising, sales promotion, public relations and publicity, personal selling, direct marketing, events and experiences. Promotional activities are important to change customer perception about a brand. Promotion of alcoholic products aimed at identifying, informing, persuading and retaining customers for profitability. Alcohol products in Nigeria are heavily supported by advertising and sales promotional activities such as television, radio, cinema, sales promotion and social media networking on internet. Over the years, the producers of alcoholic products in Nigeria embarked on various promotional activities to create awareness, increase the patronage of their brands and increase market shares.

### 2.2.1. Advertising

Kotler & Keller (2007, p.536) define advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising serves three main functions of informing, persuading and reminding customers of a particular good or service. Advertising objectives describe the effect sought by advertisers on a specified target market which may either be to inform, increase sales or change attitude.

Year	Television	Radio	Outdoor	Press	Total
2015	39.0	15.1	20.1	23.7	97.9
2016	31.5	12.6	28.8	18.1	91.0
2017	33.5	12.4	24.6	17.6	88.1
Total	104.0	40.1	73.5	59.4	277.0

Table 1: Advertising Expenditure in Nigeria: 2015 – 2017 (NBillion)

Source: Researcher Compilation (2018) from www.awesome.com

Table 1 revealed that in 2015, total advertising expenditure was ₦97.9 billion while in 2016, it was ₦91 billion which was a decrease of 7% and ₦88.1 billion in 2017, a decrease of 3% compared to 2016 figure. The decline in the advertising expenditure was as a result of recession in Nigeria during these periods (2015-2017). The advertising expenditures for the three years was ₦277.0 billion out of which television advertising share was ₦104 billion (37.55%); Radio ₦40.1 billion (14.48%); Outdoor advertising ₦73.5 (26.53%) and Press advertising ₦59.4 (21.44%). Television advertising ranked the highest advertising expenditure followed by Outdoor advertising while Press and Radio advertising came third and fourth respectively.

### 2.2.2. Sales Promotion

Sales promotion is referred to as those marketing activities other than personal selling, advertising and publicity that stimulates consumer purchasing. Aworemi, Oyedokun, Ajagbe & Wojuade (2008, p.182) opined that sales promotion are usually short campaigns often ran with media most of which involved the collection of either products produced or services rendered by the advertisers. In the alcohol industry, sales promotion includes product samples, price off, rebates, discounts, contests, coupon redemption, cash offer, free drinks and other promotional materials such as gift items like T shirts, exercise books, pens and so on are frequently used to motivate consumers to buy their products. Others are the sponsoring of National Annual Essay Competition, regular sponsors of fashion and beauty contests show, sporting activities, sponsoring of musical segments on radio, end of year carnival at the beaches and parks, buy five and get one free and in-bar promotion are used generally by all the alcohol producers to influence and change attitudes of the consumers to their brands.

### 2.2.3. Personal Selling

Personal selling is the presentation of goods and services on one-to-one basis to potential customers through persuasion. It is an oral presentation by a company's sales force to potential customers to buy his products. Kotler & Keller (2007, p.556) posited that personal selling is the most effective tool to build up buyer's preference, conviction and action.

## 2.3. Alcoholic Industry in Nigeria

S/N	Name of Beer Companies	Date of Establishment	Brand of Larger Beer
1	Nigerian Breweries Plc, Lagos	1946	Star, Gulder, Heineken, Star, Tiger, Herbal, Bitter and Stella
2	Guinness Nigeria Plc, Lagos	1962	Stout, Harp, Satzenbrau and Origin (alcohol)
3	Champion Breweries Ltd., Uyo	1974	Champion
4	International Breweries Plc, Ilesha	1978	Trophy Larger, Goldberg, Budweiser
5	Life Breweries Ltd, Onitsha	1979	Sparkling Larger
6	Consolidated Breweries, Awo-Omama	1980	33 Export Larger
7	Sona Breweries Plc, Sango-Ota	1980	Tusk, Wilfort Dark Ale Stout
8	Mopa Breweries, MopaKogi	1980	One Larger Beer, Lion Stout
9	Jos International Breweries, Jos	1980	Rock Larger Beer
10	Standard Breweries Ltd. Ibadan	1981	Club Larger Beer
11	Pabod Breweries, (SABMiller) Port-Harcourt	1982	Grand Larger
12	Intafact Beverage Ltd, (SABMiller) Onitsha	2012	Hero, Castle

Table 2: Names of Beer Companies and Date of Establishment

Source: 2018 Researcher Compilation

Table 2 showed top producers of beer in Nigeria. Nigerian Breweries Plc (NB Plc) and Guinness Nigeria are the two giants in the alcohol industry in Nigeria that were established in 1946 and 1962 respectively. They are also the two largest capitalized companies in Nigerian Stock Exchange market (Obot & Ibanga, p.1). Nigeria Breweries Plc is the pioneer largest brewery company in Nigeria that serves the Nigerian market and other West African countries. It is owned by Heineken Brouwerijen BV (37.73%), Distilled Trading International BV (16.36%), Stanbic Nominees Nigeria Ltd. (15.53%), individuals and institutions (30.35%). (NB Plc) acquired a controlling interest in Sona Groups in 2011 and also merged with Consolidated Breweries Plc.

Guinness Nigeria is the second largest brewery company with its popular premium drink 'Guinness Stout'. It is owned by Diageo Plc of the United Kingdom. It acquired the right to distribute McDonnell's, a mainstream spirits brand of United Spirits Limited in Nigeria and introduced Origin brand with alcohol and non-alcohol contents into the Nigerian market. In 2017, Anheuser-Busch InterBev, the world's largest brewer acquired 72.17% of SABMiller shares in International Breweries Plc, Ilesha and has controlling interests in the company. A merger arrangement was later consummated with International Breweries Plc and two other local brewers: Intafact Beverage Ltd. Onitsha, the maker of Hero larger beer and Pabod Breweries Ltd., Port-Harcourt, the maker of Grand larger beer. This made International Breweries Plc the third largest brewery company in Nigeria with its popular brand 'Trophy' and 'Budweiser'.

The World Health Organization (2014) reported that Nigeria consumed an average of 23.1 liters of pure alcohol annually while 50.1g of pure alcohol is consumed daily by drinkers between the ages of fifteen years and above. Competitions among alcoholic companies in Nigeria are so fierce that they are all fighting to be the industry leader. In order to remain number one in the industry, alcohol producers maintained heavy promotional budget to increase their brand awareness, images and relationships with customers. For instance, International Brewery Ilesha introduced a new drink called 'Budweiser' and pitched its tent on media side by sponsoring exclusive broadcast rights for the FIFA world cup in Russia 2018 with DSTV, Nigeria largest pay television platform in an attempt to strategize its new product. Nigeria Breweries Plc responded with their own massive media support by launching the 'Stella Brand' to compete directly with Budweiser. As if this was not enough, another leader in the industry, Guinness also doubled on their popular Origin drinks by launching these products in new pet bottles (Owoeye, 2018).

#### 2.4. Traditional Alcoholic Beverages

Owoeye, (2018), reported that beer brands make up just 16% of alcohol consumption in Nigeria while other drinks (spirits and locally brewed drinks make up 84%). As a result of the economic downturn, consumers resulted into drinking of traditional alcoholic beverages. The World Health Organization (2004) Global Status Report on Alcohol, the following recognized the following traditional alcoholic beverages.

- Burukutu—This is a popular alcoholic beverage of a vinegar-like flavour prepared from sorghum grains and fermented guinea corn and consumed in the Northern Guinea savanna region and in the southern part of Nigeria.
- Palm wine – This is the whitish sap collected in vessels attached to the base of the palm tree from where some leaves have been removed. It has alcohol content of 3%.
- Pito – This is the traditional beverage of the Binis in Edo State of Nigeria and is popularly consumed throughout Nigeria owing to low prices. The alcoholic content is 3%.
- Ogogoro – This is also known as Kankanna or Apetesi, gin-like drink distilled from oil or raffia palm tree.

### 3. Theoretical Framework

This study is anchored on two theories: The theory of hierarchy of effects and the theory of planned behaviour. These two theories formed the theoretical foundation on which the promotional activities and consumer patronage was anchored.

#### 3.1. The Hierarchy of Effects Theory

This theory created by Lavidge & Steiner in 1961 was modeled on how advertising influences consumer's decision to purchase or not to purchase a product or service. The theory is an advanced advertising strategy that developed well persuasive message to build brand awareness over time (Kenton, 2018). The relevance of the theory was that it was used to set up a structured series of advertising message objectives for a particular product with the goal of building upon each successive objective until a sale is ultimately made.

#### 3.2. Planned Behaviour Theory

This theory started as theory of the Reasoned Action in 1980 to predict an individual's intention to engage in behaviour at a specific time and place. The theory modified sales promotion stimuli which change the beliefs, attitudes and intentions and behaviour of individual consumers. The customers' behaviour may be changed if the intervention influences consumers' attitudes and beliefs about the product or service. The relevance of the theory was that a worthwhile promotional activity from the organization impacts the behaviour of the consumers to buy the product.

#### 3.3. Empirical Review

Adeolu, Taiwo & Matthew (2005, p.9) conducted a study on the influence of advertising on consumer brand preference. Their findings revealed that both male and female and different age groups consumers were influenced by advertising in their preference for the brand. Ibrahim (2009, p.84) conducted a study on the influence of television advertising on the consumption of Indomie by female staff of tertiary institutions in Taraba State. The study found that television advertising largely influenced the way and manner consumers decide on the consumption of the products.

Shallu & Gupta (2013, p.1) conducted a research on the impact of promotion activities on consumer buying behaviour and found that promotional activities have positive effect on consumers' purchasing behaviour or brand choice in cosmetic industry. Enitilo, Ajayi & Famuagun (2017, p.414) conducted a research on influence of promotional activities on consumers' patronage of insurance business in Ado Ekiti metropolis, Nigeria and confirmed the importance of marketing communication mix elements in the services of insurance organizations. Their result also showed that there is a strong and positive significant relationship between direct marketing and consumers' patronage of insurance businesses. In the same manner, Pembi, Fudamu & Adamu (2017, p.31) carried out a research on the impact of sales promotional strategies on organizational performance in Nigeria and found that sales promotion has significant impact on organizational performance.

#### 4. Methodology

The study adopted a survey research design. Data were gathered through self-administered questionnaire. The questionnaire consisted of three sections: Sections A, B and C which contained demographic information about respondents; promotional activities used by alcoholic companies and response of consumer behaviour toward alcoholic patronage respectively. The respondents of this study are consumers of alcoholic products in all the six local government areas in Ilesa and its environs. Ilesa was chosen because International Brewery is located in Ilesa Township with its popular brand 'Trophy larger beer' that served the adjoining local government areas that has common culture and dialects. The population of the study was 856,400 respondents and sample size of 400 out of which 80 respondents were chosen on random basis. Questionnaire was administered by the researcher to respondents in various hotels, restaurants and beer parlours/shops in all the six local government areas in Ilesa land. Data gathered were sorted, coded and analyzed using descriptive and inferential statistics.

##### 4.1. Population and Sampling Techniques of the Study

No	Local Government	Population	Sample Size	Random Sample
1	Ilesa West	147,100	$\frac{147,100 \times 400}{856,400} = 68$	$\frac{68}{5} = 14$
2.	Ilesa East	145,200	$\frac{145,200 \times 400}{856,400} = 68$	$\frac{68}{5} = 14$
3.	Atakumosa West	94,100	$\frac{94,100 \times 400}{856,400} = 44$	$\frac{44}{5} = 8$
4.	Oriade	204,300	$\frac{204,300 \times 400}{856,400} = 95$	$\frac{95}{5} = 19$
5.	Atakumosa East	104,800	$\frac{104,800 \times 400}{856,400} = 50$	$\frac{50}{5} = 10$
6.	Obokun	160,900	$\frac{160,900 \times 400}{856,400} = 75$	$\frac{75}{5} = 15$
	Total	856,400	400	80

Table 3: Population of Local Government Areas in Ilesa Land

Source: National Population Commission of Nigeria (2006). Population Census Figure

Table 3 showed that the population of the study was made up of 856, 400 people of the six local government councils in Ilesa land according to the National Population of 2006. Simple random technique was used to reach 80 respondents at the bar, hotels, restaurants and beer parlour shops in Ilesa land. 19 respondents were randomly chosen at Oriade with the highest population while 14 respondents each were chosen from Ilesa local governments East and West whose population were very close while Obokun has 15 respondents and 10 and 8 respondents each from Atakumosa East and West respectively.

##### 4.2. Sample Techniques

The sample for this study was derived from Yamane (1964) sampling formula cited in Ajao (2016) as follows:

$$\frac{N}{1+N(e)^2}$$

Where n = the anticipated sample size

N = population size

e = limit of error tolerance (0.05) or 5%

$$n = \frac{856,400}{1+856,400(0.05)^2}$$

$$n = 400$$

### 4.3. Test of Hypotheses

#### 4.3.1. Hypothesis 1

- $H_0$ : Promotional activities have no significant impact on consumers' patronage of alcoholic products in Ilesa, Osun State.
- $H_1$ : Promotional activities have significant impact on consumers' patronage of alcoholic products in Ilesa, Osun State.

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.454	.192		7.560	.000
	To what extent do promotional activities influence consumers' patronage towards alcoholic products in Ilesha?	.107	.097	.128	1.107	.002

Table 4: Coefficient Determination of Promotional Activities on Consumers' Patronage of Alcoholic Products in Ilesa, Osun State, Nigeria

a. Dependent Variable: Sales Promotion Influence the Patronage of Alcoholic Products

Table 4 showed that promotional activities ( $\beta = 0.128$ ,  $t = 1.107$ ) have significant effect on consumers' patronage of alcoholic products in Ilesa, Osun State and are statistically significant at 0.05 level. Therefore, the null hypothesis is rejected while alternative hypothesis is accepted. It shows that there is significant contribution of promotional activities on consumers' patronage of alcoholic products in Ilesa, Osun State, Nigeria. This finding was in agreement with the findings of Adeolu, Taiwo & Matthew (2005), Ibrahim (2009) and Shallu\* Gupta (2013).

#### 4.3.2. Hypothesis 2

- $H_0$ : Promotional activities have no joint relationship with consumers' patronage on alcoholic products in Ilesa, Osun State.
- $H_1$ : Promotional activities have joint relationship with consumers' patronage on alcoholic products in Ilesa, Osun State.

### 4.4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 <sup>a</sup>	.841	.581	.537

Table 5: Regression Analysis of Promotional Activities on Consumers' Patronage of Alcoholic Products in Ilesa, Osun State

a. Predictors: (Constant), Are You Satisfied towards Advertisement of Alcoholic Drinks?

Model	Sum of Squares		Df	Mean Square	F	Sig.
1	Regression	.309	1	.309	1.073	.004 <sup>b</sup>
	Residual	21.322	74	.288		
	Total	21.632	75			

Table 6: Anova<sup>a</sup>

a. Dependent Variable: Promotion Activities Have Joint Relationship with Alcoholic Product Consumption.

b. Predictors: (Constant), Are You Satisfied Towards Advertisement of Alcoholic Drinks

Table 5 and 6 showed that the overall significance was tested with the help of ANOVA and regression analysis. The entire model as measured by the F-statistic demonstrated that the calculated F-stat. which is 1.073 is statistically significant at 0.01. The estimated value of  $R^2$  value of 0.841 signifies that about 84.1% of the variation in consumer's patronage of alcoholic products in Ilesa, Osun State was accounted for by the promotional activities (advertising, sales promotion, personal selling and billboards) used by the alcohol producers. The adjusted R-square in the table also showed that the dependent variable (consumer patronage) was affected by 58.1% by independent variables. This result indicated that promotional activities are good predictors of consumers' patronage of alcoholic products in Ilesa, Osun State. Therefore, the null hypothesis is rejected while alternative hypothesis is accepted. This shows that promotional activities do jointly predict consumers' patronage on alcoholic products in Ilesa, Osun State, Nigeria. The finding is in agreement with the research conducted by Enitilo, Ajayi & Famuwagun (2017) & Pembu, Fudamu & Adamu (2017) that promotional activities are good predictors of consumers' patronage in insurance business and organizational performance.

## 5. Discussion and Summary of Findings

From the two hypotheses tested for this research work, it was discovered that promotional activities have significant relationship on consumer patronage of alcoholic products. This is in line with the findings of Adeolu, Taiwo & Matthew (2005), Ibrahim (2009), Shallu & Gupta (2013), Enitilo, Ajayi & Famuagun (2017) & Pembu, Fudanu and Adamu (2017). The study also shows that there is strong relationship between promotional activities (television, radio, sales promotion, personal selling, and outdoor advertising) and consumers' patronage towards alcoholic products in Ilesa.

The study also investigated promotional activities on consumers' patronage of alcoholic products in Ilesa. The number of questionnaires used was eighty (80) to obtain necessary and relevant information from respondents. The methods used include frequency distribution statistics, percentages, correlation, ANOVA, and regression analysis that were used to test hypotheses 1 and 2.

The findings were summarized as follows:

It was discovered that alcoholic drinks are of three different types namely: larger beer, spirits and traditional alcoholic drinks which include the herbal drinks. All the leading alcohol companies used television, radio, billboard, and sales promotion to persuade their consumers to buy their brands while they equally sponsored annual essay competitions among Nigerian students in both secondary and tertiary institutions. Some of the producers of alcoholic drinks sponsored fashion shows and beauty contests in higher institutions. Some alcohol companies sponsored radio phone-in programmes where callers are rewarded with cash gifts if they successfully answered questions about their brands.

Other findings include the sponsorship of carnival programmes at the beach and motor parks by alcohol companies while free drinks are offered to brand loyalists who when they open their drink and a winning bottle is indicated inside the cap. They are also involved in dealers' promotions where different dealers' promotions are offered to motivate the channel members. Majority of the alcohol producers involved their sales force to engage in 'In-bar promotions' activities during the week days and weekends where consumers are offered free, discounted drinks and other sales promotion materials. Some manufacturers of alcoholic drinks now produce alcoholic drinks that contain medicinal herb which has the potency to heal certain diseases if and when taken by potential customers.

## 6. Conclusion

A number of studies have underscored promotional roles in the marketing of goods and services. Advertising when combined with personal selling and other promotional tools increase sales. It is on record that most of the marketing activities of the alcohol industry in Nigeria seem to be diverted at youths and young adults (Obot & Ibanga, 2017, p.10). Based on the findings of the investigation, it was concluded that promotional activities (television, radio, billboards, personal selling and sales promotion) have strong impact on consumers' patronage of alcoholic products in Ilesa, Osun State, Nigeria. The findings also predicted that there is joint relationship of promotional activities and consumers' patronage on alcoholic products in Ilesa, Osun State Nigeria.

## 7. Recommendations

The following recommendations are made to producers of alcoholic products:

- Companies at all-time should plan, organize, direct and control sales promotional activities/strategies in order to be effective and efficient to achieve the organizational objectives.
- Emphasis should be placed on advertising messages and slogans that will increase consumers' patronage and change attitude of consumers to their brands.
- Effective advertising messages should be produced on the newly developed herbal products that will change attitudes of consumers toward the consumption of the herbal products that have no alcoholic content as a result of religious beliefs.
- Regular survey should be conducted regarding the effectiveness of the existing promotional activities in the target market.

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