

An Assessment of Sales Promotion Techniques in the Stimulation of Toothpaste Patronage in Ado-Ekiti, Nigeria

Patrick Olajide Oladele, Ph.D
Professor of Business Administration,
Department of Business Administration, Ekiti State University, Ado-Ekiti

Atanda Adewale Oyerinde, Ph.D
Associate Lecturer
Department of Accounting, Caleb University, Imota, Lagos State

Chibogu Nicholas Okolugbo*
Lecturer
Department of Business Administration, Ekiti State University, Ado-Ekiti
okolugboen14@gmail.com; okolugboen@yahoo.com

Ebenezer Ademola Adegbola
Postgraduate Student
Department of Business Administration, Ekiti State University, Ado-Ekiti

Abstract

There are many players in the Nigerian oral care market such as Unilever, PZ Cussons, Procter and Gamble, Dabur, GlaxoSmithKline, to mention a few. The objective of this study was to identify the various promotional techniques employed by these toothpaste marketers and to determine their effect on consumers' patronage. Data were collected through a self-administered questionnaire to 320 respondents representing households who use toothpaste in Ado-Ekiti. Logit regression model was used to determine the relationship between respondents' demographic data and promotional tools. Four hypotheses were stated and tested using chi square (X^2) analysis. It was found that consumers' patronage of toothpaste is influenced by (1) jingles and advertisement in the media; (2) information on the toothpaste pack; (3) promos of people with white teeth; and (4) free samples and the gifts attached. Information on the toothpaste pack had the highest influence ($X^2_{cal}=151.68$) on patronage with a mean score of 3.00. This revealed that consumers are becoming knowledgeable and sophisticated in their toothpaste purchase decision. Free samples and gifts attached to the toothpaste had the least influence ($X^2_{cal}=25.43$) on patronage with a mean score of 2.46. There is an obvious need for marketers to assess the promotion technique that will be most appreciated by the different market segments. The study recommended that marketers should always provide correct information about their products as consumers can use several means to authenticate the correctness of such information; they should emphasize the benefits of using the product; and be creative in the combination of promotion mix that they present to the consumers in order to stimulate sales and maintain a sustainable competitive advantage especially in the toothpaste market where there are many players and competing brands.

Keywords: Sales promotion, promotion techniques, patronage, toothpaste, stimulation

INTRODUCTION

In the Nigeria oral care market, the following products are available: toothpaste, toothbrush, mouthwash, oral sprays, oral rinses, and the traditional chewing sticks. The brands of toothpaste include Colgate, Oral B, Close-up, Pepsodent, Macleans, Sensodyne, MyMy, Dabur, to mention a few; and these come in different colour variants, sizes, and compositions. Vani, Babu and Pancharaman (2011) remarked that toothpaste manufacturers have introduced many varieties of toothpaste with different ingredients to solve the problems of consumers. During advertisement and sales promotion, toothpaste marketers try to educate consumers about the active ingredients of their products. Newell and Marier (2007) in Rasool *et al* (2012) reiterate that the advertiser displays the products by a different meaning on the television and the marketer delivers to the users as their needs and wants. According to Gunsolley (2006), toothpaste contains active ingredients that perform specific functions. These ingredients are abrasives, fluorides, desensitizing agents, anti-plaque agents, and anti tartar ingredients. It also contains detergents, humectants, thickeners, preservatives, flavouring agents, sweeteners and colouring agents. The abrasive performs the primary function of removing stains from the teeth, while the fluoride prevents cavities and make the tooth to be more resistant to acid attack. The surfactant, which is the foaming agent, increases the cleansing power of the toothpaste, while the anti-plaque agent reduces tartar and plaque growth on teeth. The humectants help the toothpaste maintain its moisture, while thickeners are added to provide body for the toothpaste. The preservatives prevent the growth of microbes in the toothpaste, while

flavouring agent and sweeteners are added to improve the taste of the toothpaste. The colouring agents provide the toothpaste with pleasing appearance (*Wikipedia*, 2013).

The availability of many competing brands of toothpaste in the market in Ado-Ekiti, Nigeria has made the competition to be very stiff and this has also motivated the various toothpaste producers to embark on aggressive sales promotion techniques to induce the trader (wholesalers and retailers) or other channel members and consumers to patronize their brand of toothpaste. The researchers were therefore motivated to assess the sales promotion techniques employed by these industry players in stimulating the patronage of toothpaste in Ado-Ekiti metropolis.

LITERATURE REVIEW

The literature provides several definitions of sales promotion (Oyedapo, Akinlabi and Sufian, 2012). Kotler (2001) describes sales promotion as adverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular brand, products, or service by consumers or traders. He added that sales promotion had more impact at mature stage of a product and that product managers might try to stimulate sales by modifying one or more marketing mix elements. The American Marketing Association (AMA) in Oyedapo et al, (2012) defined sales promotion as those marketing activities other than personal selling, advertising, publicity that stimulate consumer purchasing and dealer effectiveness such as display, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine.

Blattberg and Neslin (1990) classified sales promotion into three major types: consumer promotions, retailer promotions, and trade promotions. Consumer promotions are promotions offered by manufacturers directly to consumers. Retailer promotions are promotions offered by retailers to consumers. Trade promotions are promotions offered by manufacturers to retailers or other trade entities. This study is focused on promotions offered to the consumers, therefore a combination of consumer and retailer promotions. Throughout the world, sales promotions offered to consumers are an integral part of the marketing mix for many consumer products (Teunter, 2002). In the literature, many other nomenclatures of classification of sales promotions exist. Marketing managers use price-oriented promotions, such as coupons, rebates, and price discounts to increase sales and market share, entice consumers to trial, and encourage them to switch brands or stores. Non-price promotions such as sweepstakes, frequent user clubs, and premiums add excitement and value to brands and may increase brand attractiveness (Teunter, 2002).

Sales promotions could be in form of monetary and non-monetary ones (Oyeniya, 2011). These types provide both utilitarian and hedonic benefits to the consumers. Utilitarian benefits refer to such benefits such as quality, convenience in shopping, saving in time efforts and cost (Luk and Yip, 2008). Utilitarian benefits can also be in form of monetary savings, increased quality (higher quality products become attainable), and convenience (Huff and Alden 1998, Chandon, Wansink and Laurent, 2000). Hedonic benefits on the other hand refer to value expression, exploration, entertainment, intrinsic stimulation, and self-esteem (Chandon *et al*, 2000). According to Luk and Yip (2008) monetary promotions are incentive-based and transactional in nature and provide immediate rewards and utilitarian benefits to the customers, while non-monetary promotions provide hedonic benefits but weaker utilitarian benefits (Kwok and Uncles, 2005). Monetary promotion have been reported to be preferred over non-monetary promotion across all consumer goods in terms of their ability to elicit purchase intentions (Luk and Yip, 2008; Kwok and Uncles, 2005). Several other studies had reported different impact of sales promotion on consumer behavior. Blattberg and Wisniewski's (1989) study reported that consumers gain more from price cut when buying an established up-market brand than a mass-market brand. Pauwels, Hanssens and Siddarth, (2002) argued that price promotion elicits temporary changes in brand and product choices and purchased quantity for established brand in mature market. These changes are because up-market brands are associated with prestigious brands with high level of reliability, low level of risks, greater concerns for customer's needs and stronger hedonic benefits (Luk and Yip, 2008). It is not conclusive in literature whether sales promotion can enhance or undermine brand preference beyond the time they are offered (Luk and Yip, 2008; DelVecchio, Henard and Freling, 2006).

Another sales promotion classification can be price and non-price. Price-oriented promotions such as coupons, rebates and price deals are organised to increase sales and market share, entice trial, as well as to encourage brand switching (Dotson and Hyatt, nd). Huff and Alden (1998) found that non-price promotions such as contests and premiums add excitement and value to brands, which may actually encourage brand loyalty. Simonson (1999) suggested that, in order to be successful, such non-price promotions must add value to the transaction or else risk a significant decrease in the sales of the core product once the promotional offer has ended. Loyalty or continuity programs such as frequent user programs and shoppers' cards, which reward consumers' repeat purchasing of a particular brand or at a particular outlet, have their greatest value in encouraging consumers with divided loyalty to purchase a given brand (Shimp 2000). Most of the research on sales promotion focuses on the strategic uses of various promotion techniques and the desired behavioral responses, with little tie-in to segmentation theory. That is, there is an assumption that consumers across groups

have a relatively uniform response to the various sales promotion incentives. According to Peattie and Peattie (1995) cited in Fam *et al* (2008), sales promotion can be divided into two groups: ‘value-increasing’ and value-adding’ promotions. Value-increasing promotions popularly used by retailers are price deals, coupons, and refund. Value-adding promotions include free gifts, samples, loyalty schemes, etc.

Promotion and Consumer Demographics

Demographics are the vital statistics, which describe a population. Demographics are useful to marketers because they are related to the behaviour of consumers and are relatively easy to gather. The demographic characteristics are consumers’ age, gender, family, life cycle, income, ethnicity and other characteristics such as education, occupation, religion and nationality (Awunyo-Vitor, Ayimey and Gayibor, 2013). Numerous variables have been proposed to describe the relationship between sales promotions and consumer buying behavior (Teunter, 2002). Consumer demographics (income, household size, children, etc.), household psychographics (deal proneness, variety seeking), and product category characteristics (volume, perishability, price) are just some examples.

As cited in Teunter (2002), since the 1960s, managers and researchers have tried to identify the characteristics of those households that are responsive to sales promotions (Webster 1965; Massy and Frank 1965; Blattberg and Sen, 1974; Blattberg *et al*, 1978; Cotton and Babb, 1978; Bawa and Shoemaker, 1987). Several factors have been identified. Income, size of the household, composition of the household, education, and type of housing are just some examples of household characteristics used to predict whether a household is likely to buy on deal or not. Besides household characteristics, psychographic variables (such as variety seeking) also have been used. Previous studies have come up with conflicting findings regarding the drivers of promotion response. For example, some researchers found that income has a negative influence on promotion response (Ainslie and Rossi, 1998), whereas others have found no effects (Webster, 1965), non-linear effects (Narasimhan, 1984), or positive effects (Inman and Winer 1998).

Literature discusses the effect of income on deal proneness along the same line as the education effect (Kwon and Kwon, 2007). The underlying assumption is that income and education define one’s social standing. Identification of social status is now believed to be influenced by educational credentials, occupation, family history, social skills, status aspirations, cultural level, and community participation (Coleman, 1983), because all of these factors have effects on social life.

Sales Promotion and Patronage

Sales promotion influences buying decisions of customers (Awunyo-Vitor *et al*, 2013). A broad variety of rational motives can be used as the source for advertising appeals such as convenience, economy, health, sensory benefits, quality, performance, comfort, reliability, durability, efficiency, efficacy etc; all of these are meant to stimulate the consumer to patronize a product (Duncan, 2002 cited in Olufayo *et al*, 2012). Consumer buying behavior includes both mental and physical activities of a consumer. It covers both visible and invisible activities of a consumer and is also very complex and dynamic in nature. Consumer behaviour is the sum total of the behaviour of a number of persons. It is influenced by a number of market stimuli offered by the marketer as it involves both psychological and social processes. According to Vani, Babu and Panchanatham (2010), the buying decision process comprises five stages consumers go through in making purchases; the stages are need recognition, identification of alternatives, evaluation of alternatives, purchase *and* related decisions and post-purchase behaviour. Vani *et al* (2010) further explained that buying decisions are either of high-involvement or low-involvement. Low-involvement decisions include fewer stages while a high-involvement consists of all the five stages. Low involvement situations occur when there is a brand and store loyalty and impulse buying.

METHODOLOGY

The study adopted a survey research design. It involved the use of questionnaire to investigate the influence of packaging on customer patronage of toothpaste brands in Ado-Ekiti metropolis from different socio-economic backgrounds. Ado-Ekiti, the capital of Ekiti State, Nigeria, according to the National Population Commission (2006) census had a population of 308,621. As at 2013, the population could not be estimated as there were no existing data. The purposive sampling technique was used to select 320 customers who visited eight major supermarkets in the metropolis to purchase toothpaste. An assessment of the supermarkets’ sales records revealed that an average of 10 consumers patronized these supermarkets weekly. The researchers therefore took this as a fair representation of the number of customers to whom the questionnaire be administered per week. Copies of the questionnaire were administered within 4 weeks with the help of eight field assistants; which brought the total respondents of each supermarket to 40; as such, the total sample size was 320 respondents. As soon as consent was got from the respondents, the questionnaire were administered immediately and collected. In all, 320 copies of questionnaires were successfully administered and retrieved.

The instrument (sets of questionnaire) used for data collection was divided into two sections. Section A contained respondents’ demographic and psychographic characteristics; section B contained questions designed to measure influence of promotion techniques on patronage; Data obtained from the questionnaires were

analyzed using frequency tables, logit regression analysis, and non-parametric Chi-square (χ^2) analysis. Analysis was carried out using SPSS 17 software for windows.

RESULTS AND DISCUSSION

Results

Demographic characteristics of consumers

Table 1 gives a summary of demographic characteristics of respondents in this study. The table shows that the majority of respondents were females (53.1%) while males were 46.9%. The table also indicates that 77.8% of the respondents being the majority were mature adults within 26-60 years age bracket; 16.9% of them were within 16-25 years age group; 2.8% were above 60 years; while interestingly, 2.5% of the respondents were under 16 years of age. Table 1 reveals that 78.1% of the respondents had university education, 13.4% had other forms of education (technical), 7.2% had secondary school education, 1.2% and the remainder attended primary school. The monthly income of respondents indicates that the majority of them (32.2%) earn between ₦50,000 and N100,000 (approximately 800USD); the least category of earners were those who earned above N100,000 monthly (17.8%). The reason for this differential in income could be because the majority of the working class are middle to lower level civil service employees as well as employees of small and medium scale enterprises. From Table 1, 25% of the respondents had family size of 5; 20.6% had 6, 19.4% had 4; 1.9% were unmarried, and 5% were couples without children. Majority of respondents (66.9%) purchased toothpaste every month, 26.2% bought it every fortnight; while 6.9% purchased every week.

Table 1: Demographic characteristics of consumers

Variable	Option	Frequency	Percentage (%)
Sex	Male	150	46.9
	Female	170	53.1
Age Group	5-15	8	2.5
	16-25	54	16.9
	26-60	249	77.8
	61 and above	9	2.8
Educational Level	No Schooling	-	-
	Elementary School	4	1.2
	Secondary School	23	7.2
	University	250	78.1
	Any Others	43	13.4
Monthly Income Level	Below N30,000	74	23.1
	Below N50,000	88	26.9
	Below N100,000	108	32.2
	Above N100,000	57	17.8
Family Size	1	6	1.9
	2	16	5.0
	3	33	10.3
	4	62	19.4
	5	80	25.0
	6	66	20.6
	7	37	11.6
	8	20	6.2
Buying Frequency	Every Week	22	6.9
	Every Two Weeks	84	26.2
	Every month	214	66.9

Source: Researchers' Field Survey (2013)

Consumer demographics mostly influenced by sales promotion

Table 2 presents the result of the Logit regression estimate used in evaluating the relationship between the respondents' demographic characteristics and promotion influence on rate of toothpaste patronage. In Table 2, the co-efficient of variables sex (0.336), educational qualification (0.701), income (0.008) and buying frequency (0.441) showed that they have positive relationship with promotion to influence the rate of toothpaste patronage; while variables such as age and family size had co-efficient of -0.435 and -0.220 respectively, meaning that they had negative relationships with promotion to influence the rate of toothpaste patronage.

However, the p value (0.05) is less than the z score for sex (0.166), age (0.123), and income (0.05). The p value (0.05) is greater than the z score for educational qualification (0.007), family size (0.004), and buying frequency (0.014). This means that sex, age and income of respondents were not significantly influenced by promotion

techniques to affect the rate of toothpaste patronage. Also, this result means that, educational qualification, family size and buying frequency of respondents are significantly influenced by promotion to affect the rate of toothpaste patronage. From the data presented in Table 2, $p > \text{Chi}^2$ value of 0.0003 indicating that the model is significant, and the pseudo R^2 value of 0.589 attests to the goodness of fit of the model. This means that for any change in the rate of patronage, the combined independent variables comprising the demographics account for about 59%.

Table 2: Sales promotion influence on consumer demographics

Demographic characteristics	Coefficient	Standard Error	P > Z
Sex	0.336	0.243	0.166
Age	-0.435	0.282	0.123
Education qualification	0.701	0.260	0.007
Income	0.008	0.124	0.05
Family size	-0.220	0.772	0.004
Buying frequency	0.441	0.180	0.014
Const.	-0.689	1.00	0.492

Source: Researchers' Field Survey, 2013

LR chi^2 (6) = 25.38
 Pseudo R^2 = 0.589

Prob > chi^2 = 0.0003
 Log likelihood = -202.67

Effect of promotion on toothpaste patronage

In achieving this objective, respondents were asked to express their opinions using a 4-point Likert scale from strongly agree (4) to strongly disagree (1). The probability of obtaining one opinion out of four is $\frac{1}{4}$; this means that the expected frequency of any one opinion from the total sample of 320 respondents is $320 \div 4 = 80$ (Modi and Jhulka, 2012).

Effect of media jingles and advertisement on toothpaste patronage

Table 3 presents the responses concerning whether jingles and advertisements in the media about the toothpaste brands influenced the respondents to buy. Out of the total 320 respondents, 14.69 strongly agreed, 42.19% agreed, 34.38% disagreed, while 8.75% strongly disagreed.

Table 3: Responses concerning whether media jingles and advertisement influenced rate of patronage of toothpaste

Responses	Frequency	Percentage
Strongly Agree	47	14.69
Agree	135	42.19
Disagree	110	34.38
Strongly Disagree	28	8.75
Total	320	100.0

In testing the hypothesis, Chi-square analysis was adopted. From Table 4, the calculated Chi square value (X^2_{cal}) is 96.48; with a degree of freedom ($df = \sqrt{2X^2} = 14$) and 0.05 level of significance, tabulated Chi square value (X^2_{tab}) is 23.68. Since X^2_{cal} is greater than X^2_{tab} , the null hypothesis (H_0) that jingles and advertisement in the media do not significantly influence toothpaste patronage is rejected; therefore, the alternate hypothesis is accepted. This implies that, consumers' patronage of toothpaste is influenced by jingles and advertisement in the media.

Table 4: Chi-square analysis on the effect of media jingles and advertisement on toothpaste purchase decision

Response categories	fo	fe	fo-fe	(fo-fe) ²	(fo-fe) ² /fe
Strongly Agree	47	80	-33	1089	13.61
Agree	135	80	55	3025	37.81
Disagree	110	80	30	900	11.25
Strongly Disagree	28	80	-52	2704	33.80
	320			$\Sigma =$	96.48
Where fo=	frequency observed				
fe=	frequency expected				

Influence of information on the toothpaste pack on toothpaste patronage

Table 5 present respondents' responses on whether they consider the information on toothpaste packs as true and if it influences them to buy. Out of the total 320 respondents, 27.81% strongly agreed, 51.88% agreed, 12.81% disagreed, while 7.5% strongly disagreed.

Table 5: Responses concerning veracity of information on toothpaste pack and its influence on purchase decision

Responses	Frequency	Percentage
Strongly Agree	89	27.81
Agree	166	51.88
Disagree	41	12.81
Strongly Disagree	24	7.50
Total	320	100.0

In testing the hypothesis, Chi-square analysis was adopted. From Table 6, the calculated Chi-square value (X^2_{cal}) is 151.68; with a degree of freedom ($df = \sqrt{2X^2} = 17$) and 0.05 level of significance, tabulated Chi-square value (X^2_{tab}) is 27.59. Since X^2_{cal} is greater than X^2_{tab} , the null hypothesis (H_0) that information on the toothpaste pack are true and do not significantly influence toothpaste patronage is rejected; therefore, the alternate hypothesis is accepted. This implies that, consumers' patronage of toothpaste is influenced by the veracity of information on the toothpaste pack.

Table 6: Chi-square analysis of the veracity of information on toothpaste pack and its influence on respondents' purchase decision

Response categories	fo	Fe	fo-fe	(fo-fe) ²	(fo-fe) ² /fe
Strongly Agree	89	80	9	81	1.01
Agree	166	80	86	7396	92.45
Disagree	41	80	-39	1521	19.01
Strongly Disagree	24	80	-56	3136	39.20
	320			Σ =	151.68
Where fo= frequency observed fe= frequency expected					

Effect of promos involving people with white teeth on toothpaste patronage

Table 7 presents the responses of respondents on whether promotions of people with white teeth attracted them and influenced them to buy toothpaste. Out of the total 320 respondents, 19.69% strongly agreed, 41.56% agreed, 26.88% disagreed, while 11.88% strongly disagreed.

Table 7: Responses on whether promos involving people with white teeth created attraction for them to buy the toothpaste brand

Responses	Frequency	Percentage
Strongly Agree	63	19.69
Agree	133	41.56
Disagree	86	26.88
Strongly Disagree	38	11.88
Mean	320	100.0

In testing the hypothesis, Chi-square analysis was adopted. From Table 8, the calculated Chi-square value (X^2_{cal}) is 61.23; with a degree of freedom ($df = \sqrt{2X^2} = 11$) and 0.05 level of significance, tabulated chi square value (X^2_{tab}) is 19.68. Since X^2_{cal} is greater than X^2_{tab} , the null hypothesis (H_0) that promos involving people with white teeth do not significantly influence toothpaste patronage is rejected; therefore, the alternate hypothesis is accepted. This implies that, consumers' patronage of toothpaste is influenced by promos involving people with white teeth.

Table 8: Chi-square analysis on the effect of promos involving people with white teeth creating attraction for them to buy the toothpaste brand

Response categories	fo	fe	fo-fe	(fo-fe) ²	(fo-fe) ² /fe
Strongly Agree	63	80	-17	289	3.61
Agree	133	80	53	2809	35.11
Disagree	86	80	6	36	0.45
Strongly Disagree	38	80	-42	1764	22.05
	320				61.23
Where Fo= frequency observed Fe= frequency expected					

Effects of free samples and the gifts on toothpaste patronage

Table 9 presents the responses of respondents on whether free samples and gifts attached to toothpaste influenced them to buy. Out of the total 320 respondents, 15.94% strongly agreed, 31.88% agreed, 31.88% disagreed, while only 20.31% strongly disagreed.

Table 9: Responses on whether free samples and the gifts attached to toothpaste influenced purchase decision

Responses	Frequency	Percentage
Strongly Agree	51	15.94
Agree	102	31.88
Disagree	102	31.88
Strongly Disagree	65	20.31
Total	320	100.0

In testing the hypothesis, Chi-square analysis was adopted. From Table 10, the calculated Chi-square value (X^2_{cal}) is 25.43; with a degree of freedom ($df = \sqrt{2X^2} = 7$) and 0.05 level of significance, tabulated chi square value (X^2_{tab}) is 14.07. Since X^2_{cal} is greater than X^2_{tab} , the null hypothesis (H_0) that free samples and the gifts attached to toothpaste do not significantly influence toothpaste patronage is rejected; therefore, the alternate hypothesis is accepted. This implies that, consumers' patronage of toothpaste is influenced by free samples and the gifts attached to the promotion of the sales item.

Table 10: Chi-square analysis on the effect of free samples and gifts attached to toothpaste on patronage of the toothpaste brand

Response categories	fo	fe	fo-fe	(fo-fe) ²	(fo-fe) ² /fe
Strongly Agree	51	80	-29	841	10.51
Agree	102	80	22	484	6.05
Disagree	102	80	22	484	6.05
Strongly Disagree	65	80	-15	225	2.81
	320			Σ =	25.43
Where Fo= frequency observed Fe= frequency expected					

Degree of influence of promotion techniques on toothpaste patronage

Table 11 presents the mean score of promotion elements influence on toothpaste patronage. The table revealed that the promotion technique that had the highest influence was the veracity of information on the toothpaste pack with a mean score of 3.00. Promos involving people with white teeth had a mean score of 2.69; media advertisement had a mean score of 2.67; while the least influence on patronage was free samples and gifts with a mean score of 2.43. This showed that consumers are mostly influenced by information the manufacturers give about the toothpaste and the benefits they will derive from using the toothpaste such as having white teeth. The study showed that consumers are not strongly influenced by free samples or gifts.

Table 11: Mean scores of promotion techniques

Promotion techniques	Strongly agree	Agree	Disagree	Strongly disagree	Σf	Σwf	Σwf/Σf
	4	3	2	1			
Media jingles and advertisement	47	135	110	28	320	841	2.67
Veracity of information on toothpaste pack	89	166	41	24	320	960	3.00
Promos involving people with white teeth	63	133	86	38	320	861	2.69
Free sample and gifts in the toothpaste pack	51	102	102	65	320	779	2.43

Discussion of Results

This study examines the level of influence promotion techniques applied by marketers have in consumers' buying decision with respect to toothpaste patronage in Ado-Ekiti metropolis. The study shows that various promotional techniques applied by marketers in one way or the other influenced the purchase decision of the consumer (Modi and Jhulka, 2012). The study reveals that consumers have unique personalities that can be influenced by various adverts they see and read. It also shows that what they hear and see through the media may not influence their buying behaviour as much as what they read on the pack of the toothpaste, by way of personal experience.

Data obtained suggest that there were more females than males who visit supermarket to buy toothpastes. This finding is similar to those of Ekeng, Lifu and Asinya (2012) who asserted that it is not surprising as expected, females are more predisposed to shopping for domestic and family needs than men. Gham *et al* (2011) in Ekeng

et al (2012) in their study reported that female shoppers in Pakistan are more involved in impulse buying than the male shoppers. The majority of customers were adult between ages 16 and 60 years; although there were a few minors who participated in the survey. These may represent those who probably were sent to purchase toothpaste by their parents who live within the neighbourhood of the supermarkets. The majority of the respondents were literate which this implies that they were likely to be inclined to more modern oral care products like toothpastes other than the traditional means. Their level of literacy will also influence their ability to read packaging information so as to make informed decisions. The distribution on respondents' monthly income showed that respondents' average incomes were not so dispersed. Being a predominantly civil service working population with pockets of employers of small and medium scale enterprises, income is likely to affect the brand and size of toothpaste purchase. This suggests implies that the respondents' choice of toothpaste to buy will be influenced by price. The respondents' family size settings showed a very wide distribution of number of children of respondents in this survey. The family size characteristics also influenced the frequency of toothpaste purchase.

The logit regression result above revealed that as sex, educational qualification, income and toothpaste buying frequency all have a positive relationship with promotion of toothpaste. This means any increase in these variables will result in increase in the rate of toothpaste patronage. The result further indicated that a unit increase in sex, holding other variables constant will result in 0.336 or 34% increase in the toothpaste patronage. Also, a unit increase in educational qualification will result in 0.701 or 70% increase in patronage of toothpaste. This finding is in contrast with Vani *et al* (2011) which established a negative co-efficient relationship between gender, educational qualification, and marital status and toothpaste buying behaviour in Bangalore city. However, in this study age and family size showed negative relationship with influence of promotion on toothpaste patronage. This indicates that any increment in any of these characteristics will lead to reduction of promotion influence on toothpaste buying decisions among the sampled respondents. Conversely, a unit increase in age, while holding other variables constant, will result in 43.5% decrease in patronage of toothpaste. This means that as the respondents get older, promotional techniques will be less attractive to influence them to buy toothpaste. The finding supports the study of Ekeng *et al* (2012) and Lifu (2012) who asserted that income and gender are inversely related to impulse buying.

The logit regression also revealed that even though sex had a positive relationship with promotion, its level of influence was insignificant as their z scores were greater the p value ($p < z$, $p = 0.166$). Also, respondents' age was found to be insignificant ($p = 0.123$). In the study by Rasool *et al* (2012) consumer income and gender was found to be significant in the relationship between advertisement and consumer behaviour. In Vani *et al's* (2011) study, the number of children in the family was established to be insignificant in influencing toothpaste purchase in Bangalore city. Anwarul (2012) study showed there was no significant difference in the demographics of respondents such as gender, employment status, family size, number of children, or marital status in relation to their response or attitude to cash discount which is one of the widely used sales promotion strategies. Educational qualification among respondents was also found not to have any significant influence among the respondents.

The highest calculated Chi-square (X^2 cal) of 151.68 (with mean score = 3.00) showed that the information on the toothpaste pack was very useful in the decision to patronize the toothpaste brand. This shows that many of the respondents were literate and careful enough to read the information on the toothpaste. This is particularly not surprising in Nigeria, as the National Agency for Food Drugs Administration and Control (NAFDAC) has been advocating and sensitizing consumers on the need to check the content of consumable products before they buy. In addition, marketers must ensure that the information given in the toothpaste pack are true and verifiable. Consumers want to believe marketers, but they want the marketer held responsible for any information given. Consumers in Nigeria are becoming enlightened and sophisticated due to increased level of education and exposure to imported quality products. Consumers check for expiry date, NAFDAC number, nutritional composition of the toothpaste, manufacturer's name, place of production, and so on.

Media jingles and advertisement recorded a mean score of 2.67 behind the immediate benefit of using toothpaste which is having the white teeth (2.69). This study showed that respondents are not particularly influenced by advertisement, or rather what the marketers are propagating. They want to experience the product in order to be convinced. Rasool *et al* (2012) reported that modes of advertisement are not significantly associated with user behaviour. However, Daly and Ellen (1993) asserted that advertising impacts consumers through the power of promotional gifts. If the right gift is presented properly, the recipient will want to give something back. The gift is an essential tool in promoting the product. Normally human beings are attracted by any kind of free gift (Vani *et al*, 2010). The result also confirms the view of Peter and Olson (2005) that, for consumers who already patronize a brand, a promotion may be an added incentive to remain loyal.

The study also showed that the least calculated Chi-square (X^2 cal) was 25.43, which was the level of influence of free samples and gifts attached to the toothpaste on customer patronage. This implied that consumers are not particularly influenced to buy a toothpaste brand because of gifts. The level of education and income of the

respondents may have affected their toothpaste purchase decision respondents, because they are employed and earning income, they may not be moved by free samples. The finding of this study agrees with those of Chakraborty *et al's* (nd) study where quantity of gift, attractive discount or incentive was found to be insignificant to influence brand switching or repeat buying. If the respondents were students, the results might have been different. This means that if marketers want to increase sales remarkably they have to target student population in higher institutions regularly, who constitute a major market segment.

CONCLUSION

Consumers are influenced by a mix of promotional techniques. Therefore, marketers must utilize the opportunity of creating captivating, eye-catching, visually attractive advertisements on bill boards, television, newspapers and magazines, that will contribute to the decision making process of their existing and prospective customers. With the advent of information and communication technology and modern mobile cellular phone devices, consumers are becoming more sophisticated in their choices and more adventurous in their quest for knowledge. This trend was revealed in this study as consumers were more interested in information about a product than the promotion jingles and free gifts. Marketers may have to assess the market segment that will appreciate specific promotion techniques in order to get to get maximum response, which will in turn result in increased sales; the primary objective of sales promotion. Marketing organizations may have to set up sales promotion departments and units which will be responsible for carrying out market research on the right sales promotion techniques to apply for each market segment. The information given to consumers about products must be authenticated and proven true and it must function as specified. This is because consumers are becoming more knowledgeable and informed about what they expect of any consumable product. The marketing companies should emphasize the benefits of using a particular the toothpaste as consumers need to know the unique selling point (benefits to consumers) as 'all' toothpastes seem to woo the same customers. There is a need to make the sales promotion participatory for consumers so that they feel a sense of identity with the marketers.

References

- Ainslie, A. and Rossi, P.E. (1998). "Similarities in Choice Behavior across Product Categories" *Marketing Science*, 17 (2), 91-106.
- Anwarul, H. (2012). "Consumer Stance on Cash Concession as a Sales Promotion Schemes" *International Journal of Engineering and Management*, 3 (4), 433- 436.
- Awunyo-Vitor, D., Ayimey, E.K. and Gayibor, R.A. (2013). "Does Sales Promotion Influence Buyer Behaviour? A Study of PZ Cussons Limited" *British Journal of Economics, Management and Trade*, 3 (2), 141-152.
- Bawa, K. and Shoemaker, R.W. (1987). "The Coupon-Prone Consumer: Some Findings Based on Purchase Behavior across Product Classes" *Journal of Marketing*, 51 (4), 99-110.
- Blattberg, R.C. and Neslin, S.A. (1990). *Sales Promotion: Concepts, Methods and Strategies*. New Jersey: Prentice Hall.
- Blattberg, R.C. and Sen, S.K. (1974). "Market Segmentation Using Models of Multidimensional Purchasing Behavior" *Journal of Marketing*, 38 (4), 17-28.
- Blattberg, R.C. and Wisniewski, K.J. (1989). "Price-induced pattern of Competition" *Marketing Science*" 6 (4), 81- 100.
- Chakraborty, R.K., Hossain, M., Azad, H. F. and Islam, J. (nd). "Analyzing the Effects of Sales Promotion and Advertising on Consumer's Purchase Behaviour" *A Working Paper, University of Engineering and Technology, Rajshahi, Bangladesh*.
- Chandon, P., Wansink, B. and Laurent, G. (2000). "A Benefit Congruency Framework of Sales Promotion Effectiveness" *Journal of Marketing*, 64 (4), 185- 199.
- Coleman, R.P. (1983). "The Continuing Significance of Social class to Marketing" *Journal of Consumer Research*, 10, 265- 280.
- Cotton, B.C. and Babb, E.M. (1978). "Consumer Response to Promotional Deals" *Journal of Marketing*, 42 (3), 109-113.
- DelVecchio, D., Henard, D.H. and Freling, T.H. (2006). "The Effect of Sales Promotion on Post Promotion Brand Preference: A Meta Analysis" *Journal of Retailing*, 83 (3), 11- 24.
- Dotson, M.J. and Hyatt, E.M. (nd). "Sales Promotion Preferences: A Demographic Analysis" *A Working Paper, Appalachian State University*, 1- 8.
- Ekeng, A.B., Lifu, F.L. and Asinya, F.A. (2012). "Effect of Demographic Characteristics on Consumer Impulse Buying among Consumers of Calabar Municipality, Cross River State" *Academic Research International*, 3 (2), 568- 574.
- Fam, K., Yang, L. and Tanakinjal, G. (2008). "Innovative Sales Promotion Techniques among Hong Kong Advertisers- A Content Analysis" *Innovative Marketing*, 4 (1), 8- 15.

- Gunsolley, J. C. (2006). "Meta- analysis of Six-month Studies of Anti-plague and Anti-gingivitis Agents" *Journal of American Dental Association*, 137 (12), 1649 – 1657.
- Huff, L.C. and Alden, D.L. (1998). "An Investigation of consumer Response to Sales Promotions in Developing Markets: A Three-Country Analysis" *Journal of Advertising Research*, May- June, 47- 56.
- Inman, J.J. and Winer, R.S. (1998). "Where the Rubber Meets the Road: A Model of In-store Consumer Decision Making," Working Paper *Marketing Science Institute* (October), 98-122.
- Kotler, P. (2001). *Marketing Management*. New Delhi: Prentice-Hall of India Private Limited.
- Kwok, S. and Uncles, M. (2005). "Sales Promotion Effectiveness: The Impact of Consumer Differences at an Ethnic Group Level" *Journal of Product and Brand Management*, 14 (3), 170- 186.
- Kwon, K. and Kwon, Y.J. (2007). "Demographics in Sales Promotion Proneness: A Socio-Cultural Approach" *Advances in Consumer Research*, 34, 288- 294.
- Lifu, F.L. (2012). "An Analysis of the Effect of Product Packaging on Consumers; Buying Choice in Calabar Municipality, Cross River State, Nigeria" *Asian Journal of Business Management*, 4(2), 186-191.
- Luk, S.T.K. and Yip, L.S.C. (2008). "The Moderator Effect of Monetary Sales Promotion on Relationship between Brand Trust and Purchase Behaviour" *Brand Management*, 15 (6), 452- 464.
- Massy, W.F. and Frank, R.E. (1965). "Short Term Price and Dealing Effects in Selected Market Segments," *Journal of Marketing Research*, 2 (2), 171-185.
- Modi, S. and Jhulka, T. (2012). "Impact of Promotional Schemes on Buying Decisions of a Consumer" *International Journal of Sales and Marketing Management Research and Development*, 2 (2), 40- 48.
- Narasimhan, C. (1984). "A Price Discrimination Theory of Coupons" *Marketing Science*, 3 (2), 128-147.
- Olufayo, T.O., Ladipo, Bakare, R.D. (2012). "Effect of Advertising on the Patronage of a New Product" *International Journal of Humanities and social Science*, 2 (17), 217- 225.
- Oyedapo, W.O., Akinlabi, B.H. and Sufian, J.B. (2012). "The Impact of Sales Promotion on Organization Effectiveness in Nigerian Manufacturing Industry" *Universal Journal of marketing and Business Research*, 1 (4), 123- 131.
- Oyeniya, O. (2011). "Sales Promotion and Consumer Loyalty: A Study of Nigerian Telecommunication Industry" *Journal of Competitiveness*, 3, 66- 77.
- Pauwels, K., Hanssens, D.M. and Siddarth, S. (2002). "The Long-term Effects of Price Promotions on Category Incidence, Brand Choice and Purchase Quantity" *Journal of Marketing Research*, 39 (4), 421- 439.
- Rasool, M.S., Rafique, Y., Naseem, M.A., Javaid, S., Najeeb, M. and Hannan, M. (2012). "Impact of Advertisement on Consumer Behaviour of FMCG in Lahore City" *Academic Research International*, 2 (3), 571- 574.
- Shimp, T.A. (2000). *Advertising Promotion: Supplemental Aspect of Integrated Marketing Communication*, 5th Ed. Fort Worth, TX: Dryden Press.
- Simonson, I. (1999). "The Effect of Product Assortment on Buyer Preferences" *Journal of Retailing*, 75, 347- 370.
- Teunter, L.H. (2002). "Analysis of Sales Promotion Effects on Household Purchase Behaviour" A Published Thesis, *Erasmus Research Institute of Management (ERIM)*, Erasmus University Rotterdam
- Vani, G., Babu, G.M. and Panchanatham, N. (2011). "The Impact of Demographic Profile on Toothpaste Buying behaviour in Bangalore City" *Kuwait Chapter of Arabian Journal of Business and Management Review*, 1 (1), 1- 13.
- Vani, G., Babu, M.G. and Panchanatham, N. (2010). "Toothpaste Brands- A Study of Consumer Behaviour in Bangalore City" *Journal of Economics and Behavioural Studies*, 1 (1), 27- 39.
- Webster, F.E. (1965). "The Deal-Prone Consumer" *Journal of Marketing Research*, 2 (2), 186-189.
- Wikipedia (2013). Toothpaste Ingredients. Retrieved from <http://en.wikipedia.org/toothpaste>

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

