

Effect of Promotional Strategies on Customer Loyalty and Repeat Purchase on the Soft Drink Bottling Industry in Ghana with Special Emphasis on Coca Cola's (Coke)

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Abstract

This paper attempts to critically demonstrate the effect that promotional strategies have on the operation of the soft drink bottling industry with emphasis on Coca Cola's (Coke) in Ghana. This area of study was chosen to know if a huge promotional budget brings about retaining customer loyalty and stimulate customers to make repeat purchases. The data were collected via the use of questionnaires since primary data was needed for the research. The questionnaires were administered to the respondents using the simple random sampling technique and the data was then analyzed using SPSS. A total of 400 questionnaires were administered, 375 were received, whereas 25 was not answered properly and therefore omitted. By virtue of this, 350 questionnaires were left to be analyzed. This research is purely qualitative and descriptive. The result of the findings indicated that customer satisfaction has a greater effect on customer loyalty and repeat purchases as compared to promotional strategies. Since promotional strategies do not bring about customer loyalty but instead affect customer repeat purchases. As a result of these findings, organizations ought to focus more on improving their products in order to satisfy customers.

Keywords: Promotional Mix, Promotion, Advertising, Personal Selling, Sales Promotion, Public Relations, Publicity, Customer Loyalty, and Repeat Purchases.

1. Introduction

Promotion and communication can simply be explained as all the activities undertaken by an organization or a company to transmit or disseminate information about the organization to its customers and other stakeholders. Fill, C (1999):

It is important to note that, before the period of marketing orientation, promotion was not considered an essential tool to organizations operating in that era. What they cared about was to produce products, package them attractively, price them competitively, make them available to the market and embark on aggressive selling techniques with the hope of making profits. Kotler et al (2014).

Promotional strategies nevertheless became necessary as the market grew and competition became more intense. Since promotion is an important part of marketing activities and plays a prominent role in the marketing of products and services, it cannot be overlooked by business organizations whose mission is to reach both available and potential customers to achieve their predetermined objectives to make a profit.

Moreover, in this era of marketing, developing a quality product with competitive pricing and presenting it to the market for customers to purchase are not enough. Organizations ought to also engage themselves with their target audience (customers) by communicating with them through promotion to motivate, educate and to persuade customers actively or inactively to buy the (organizations) products or services. Kotler and Keller (2014)

For an organization to meet its set objectives and goals in this unpredictable and competitive business environment, they have no choice but to embark on promotional activities to inform, educate, persuade, and remind both existing and potential customers about the availability of its product on the market.

Promotional activities or strategies thus took various patterns. This is to ensure that all customers will be reached and more so to effectively communicate about the goods and services to the target market. Such activities or strategies are as follows: sales promotion, advertising, public relations, personal selling, publicity, sponsorship and donation, exhibition, direct marketing etc.

Most studies done in the field of customer loyalty were narrowed down by comparing "customer satisfaction to customer loyalty, and perceived value to customer loyalty". (Yang 2004, Gronholdt 2000), indicated that "organizations that struggle to win customer loyalty ought to place much emphasis on satisfaction and perceived value since they have a positive relationship with customer loyalty". Also, Waarden (2008) proposed that "loyalty programme membership on customer purchase behaviour is very vital for organizations aiming to win customer loyalty". This then paved the way for research on how promotional strategies impact customer loyalty and repeat purchase.

This paper therefore attempts to critically demonstrate the effect promotional strategies have on the operation of the soft drink bottling industry with emphasis on Coca Cola's (Coke) in Ghana. This area of study was chosen to know if huge promotional budget brings about retaining customer loyalty and stimulating

customers to make repeat purchases.

2. Literature Review

2.1 Promotion

Promotion can be defined as the activities undertaken by an organization or company to transmit or disseminate information, to persuade, and remind customers and other stakeholders about the organization's products and services available on the market. Evans (1995)

It is important to note that, good idea of how consumers react to promotional messages plays an instrumental role in helping managers to come up with effective and efficient promotional strategies, which will then aid in providing a new lens in looking at how consumers behave when purchasing an organization's products or services.

2.2 The Objective of Promotion in the Marketing Mix

Promotion is a crucial part of the four (4) marketing Ps (Dibb et al., 1994) and by this, it cannot be overlooked in achieving marketing objectives. The main purpose of promotion is to make both existing and potential customers aware of the availability of an organization's products and services on the market. It is worth noting that, the purpose of promotional mix tools includes: retaining customer loyalty, increasing market share; encouraging repeat purchases, increasing sales volume, and informing and educating customers among others.

Dibb, et al (1997) defined promotional strategies as "a plan for the optimal use of the elements of promotion; advertising, public relations, personal selling, sales promotion etc."

Promotional mix tools are "the tools used in encouraging customers to actively use an organization's products or services" Cole (1996). They are the ways by which organizations disseminate information to individual customers and organizations to make a purchase by creating attention, by stimulating interest and persuading them (existing and potential customer) to adapt their products and services. Also, Ross (2001) defined promotional mix as "the integrated marketing communication activity of an organization's product".

2.3 Promotional Mix Tools

A product or service, be it new or existing needs to be drawn to be brought to the attention of its target customers. To achieve that, organizations ought to use the following promotional tools.

- Sales Promotion
- Publicity
- Public Relation (PR)
- Direct Marketing
- Advertising
- Personal Selling

The main purpose of an organization's promotional strategy is to make customers aware of its products and services for them to adapt such products and services.

Stages of Product Awareness

Stage 1: Unawareness

Stage 2: Awareness

Stage 3: Interest

Stage 4: Desire

Stage 5: Conviction

Stage 6: Adoption

Source: Ross (2001)

2.3.1 Personal Selling

This involves paid marketing activities whereby sales representatives of an organization meet customers one on one to introduce a product or service to persuade them to make a purchase. Kotler, P. et al (1999). The sellers involve in personal selling strategies go through a selling process, from introducing the product to the potential customer to the time they close the sale. Organizations that dwell more on advertising are regarded as using the "pull strategy", whereas those that embark on personal selling are said to be using the "push strategy".

2.3.2 Sales Promotion

Blattberg and Neslin (1990) defined sales promotion as "a promotional marketing tool meant to stimulate and encourage both existing and potential customers to make a purchase." "These include marketing activities except for personal selling, publicity, advertisement, public relations among others which are aimed at encouraging customers to buy." Fill, C. (1999).

Sales promotion activities could either be a short-term or a long-term programme which mainly use incentives to encourage product or service trial and purchases from customers. These incentives could be in the form of price reduction sales, double pack, free sample, buy two get one free, and discount. Kotler and Keller

(2014). Also, Sureshet al (2015) found out that, sales promotion plays a significant role in consumer purchase decision through offer, premium and contest organised by firms.

2.3.3 Advertising

Advertising is the act of communicating persuasive message(s) about an organization’s products or services to its target audience via spoken and written words. Advertising messages are disseminated through both the electronic and print media. These medias include: television, radio, cinema, internet (electronic), newspapers, magazines, direct mail, billboards (print media) etc.

Kotler (1999) defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (advertiser).

2.3.4 Public Relation

Public relation is one of the promotional tools which is being overlooked by most organizations. It is simply how firms relate to the public via communication and corporate social responsibility programs (CSR). The principal purpose of an organization’s public relation activities is to establish a better customer relationship. It also leads to an increase in customer base and repeat purchases because of the value laden relationship the organization has established with its public.

2.3.5 Publicity

What differentiates publicity from other promotional tools is its costless nature. Cole (1996) defined publicity as the reportage of news with regards to a firm’s products or services either in the print or electronic media. Publicity is a vital promotional tool because of the fact that it helps organizations in establishing good will with the public.

3. Promotional tools Strategies

When promoting their products or services to the target market, marketing managers most often select either the push or pull strategy or a combination of both

3.1 Push strategy: this is a strategy whereby an organization uses intermediaries to reach the final users of its products. The organization makes use of the distribution channels to push its products to the final users. The push strategy is when an organization promotes or markets programmes to wholesalers and retailers (channel member). A typical example of an organization using the push strategy is Coca Cola Company

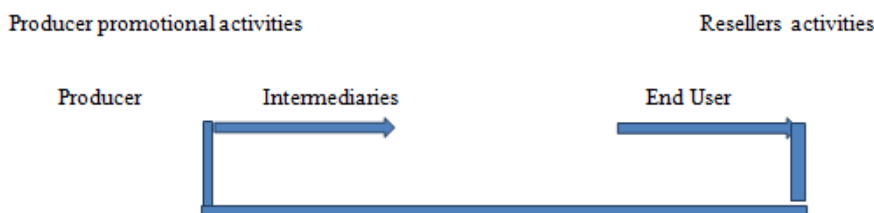
3.2 Pull strategy: Organizations using the pull strategy usually targets the final consumer. The promotional message(s) is designed to stimulate the final consumer to make a purchase. There is minimal or no use of intermediaries. The pull strategy is the most used strategy compared to the push strategy.

In this strategy, the consumer’s demand pulls the product through the channel.

The two strategies can be applied simultaneously. Nevertheless, the B2C (business to consumer) use more of the pull strategy whereas the B2B (business to business) dwell more on the push strategy.

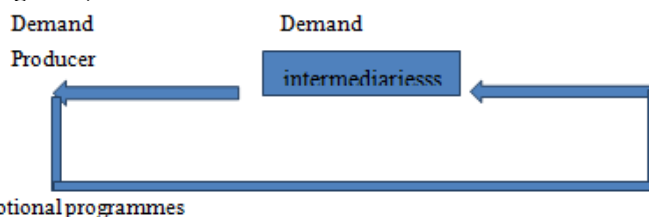
Push against Pull Strategy

Pull Strategy (Figure 1)



Source: Cole (1996) “Push Strategy”.

Pull Strategy (figure 2)



Producer’s promotional programmes

Source: Cole (1996)

4. Customer Loyalty

Researchers in the field of marketing have made use of behavioral and attitudinal means in defining what brand loyalty is, since is difficult to measure. (Zeithaml,2000 and Oliver,1999;). Taking it from attitudinal perspective, customer loyalty is seen by some researchers as the eagerness to sustain a value laden relationship between an organization and its customers (Czepiel & Gilmore, 1987). From another perspective, which is the behavioural perspective, customer loyalty is a repeat purchase, thus, how often a customer patronises an organization's product or service within a portfolio as in relation to the overall patronage made by the same consumer in that portfolio (Neal, 1999).

4.1 Brand-Loyalty Stages

Four brand-loyalty stages were proposed in relation to the cognition affect conation pattern. Oliver (1999)

- ❖ Step one is cognitive loyalty: here, customers become loyal to a brand base on the information they have about the brand.
- ❖ Step two is affective loyalty: here, it shows customers impression toward a brand which are often positive.
- ❖ Step three is conative loyalty: it is also known as behavioural intention. Here, the customer shows a strong desire to buy, but in some situations consumer's desire to buy often do not materialise.
- ❖ Step four is the final stage which is the action stage. Stage is the action. Here, the customers move from the state of intention into a state of action. At this juncture, the customers' main motive is to overcome any challenges to patronise whatever they desire. Irrespective of the fact that action loyalty is crucial, it is difficult to measure and most often not easy to observe.

The brand loyalty stages stated above were proposed because the customer's intention doesn't necessarily lead to action, therefore repeat purchases would not reflect intentions.

Loyalty is something unique for an organization and its customers which cannot be over emphasised. Customers' loyalty to an organization or brand is an indication of competitive advantage, profit, growth and asset (E.W. Anderson & Mittal,2000). Organizations that deliver superior value compared to what competitors offer will get customers who are willing to pledge their loyalty to the organization's products and services (Reichheld,1996). Most often, loyal customers tend to overlook flaws in customer service, spread positive word-of-mouth information about a product to friends and family, and are generally not sensitivity to price.

5. Customer Repeat Purchase

Customer repeat purchase is an act whereby a customer(s) get stimulated or encouraged to buy a product or brand overtime due to the satisfaction he/she gets from using it. Here, a customer does not need to follow the decision-making process when making a purchase since he or she is already accustomed to the brand. This then makes it much easier for the customer to make a choice when the need arises.

5.1 Customer Repeat Purchase Behaviour

According to Jarvis and Wilcox (1977),customer repeat purchase behaviour deals with how customers set aside a certain amount of money for the purpose of purchasing a particular or certain amount of products. This attitude, nevertheless, most often than not emanate out of numerous factors. One of the prominent factors is the psychological commitment of consumers to a brand. This repeat purchase attitude, in addition to a psychological feeling has a direct relationship with product loyalty. According to Jacoby and Kyner (1973), loyalty, which has both psychological dispensation and behavioural, is one of the forms of the general type of repeat purchase.

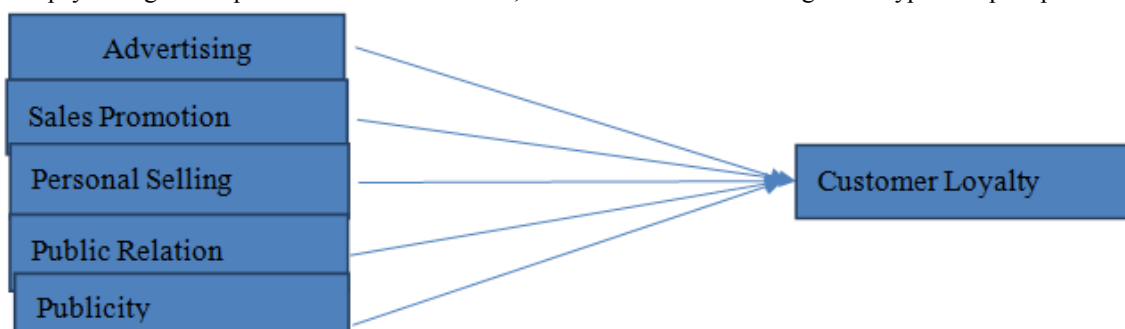


Figure 3. Theoretical Model One

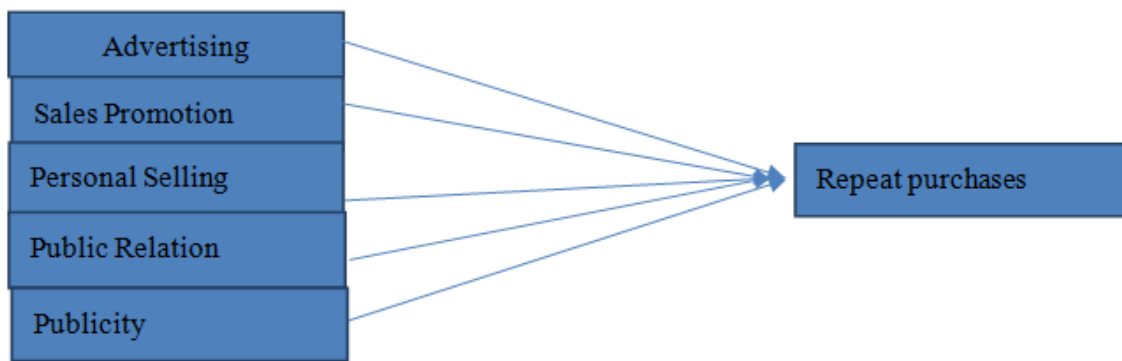


Figure 4: Theoretical Model two

6. Research Methodology

The sample for the research were people who drink coke. The data for this research were collected via the use of questionnaires. The research type is a qualitative research and the type of data used was purely primary.

Simple random sampling technique was used to collect data for the paper. This was used to give an equal chance to each member of the population to be selected, and was analyzed by using SPSS.

In all, four hundred (400) questionnaires were circulated and three hundred and seventy-five (375) were returned by the respondents. Out of the three hundred and seventy-five (375) questionnaires returned, twenty-five(25) of them were deemed invalid because some of the questions were not answered, whereas some of the answers to the open-ended questions had nothing to do with the research objective; leaving three hundred and fifty (350) questionnaires valid for the research.

The entire survey process ensued by pre-testing the questionnaire. The questionnaire consists of mainly a closed-ended question whereas the open-ended questions has to do with descriptive information from respondents.

Table 1 Do you prefer coke to any other soft drink brand?

		Frequency	Percent
Valid	YES	245	69.4
	NO	105	29.7
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

When the question was asked if the respondents preferred soft drink to any soft drink brand, 245 selected 'yes' representing 69.4% whereas 105 respondents opted for 'no' representing 29.7% of the respondents. From these results, it is obvious that majority of the respondents prefer coke to any other soft drink brand.

Table 2 why do you feel obliged to remain loyal to coke?

		Frequency	Percent
Valid	Promotional Strategies	28	7.9
	Price	31	8.8
	Satisfaction	216	61.2
	Availability	12	3.4
	Taste	63	17.8
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

From table two above, the respondents were asked why they feel obliged to remain loyal to coke, 28 of them representing 7.9% chose promotional strategies, 31 respondents opted for price representing 8.8%, 12 respondents chose availability of the drink which represents 3.4% of the total percentage. Again, 63 respondents

opted for taste representing 17.8%, whereas 216 respondents overwhelmingly selected satisfaction, representing 61.2% of the total percentage. This then negates the research question which states that promotional strategies lead to customer loyalty.

Table 3 Do you drink coke because of what they say in their promotional strategies?

		Frequency	Percent
Valid	Yes	19	5.4
	No	331	93.8
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

From table three above, 19 respondents said they drink coke because of what they say in their promotional strategies representing 5.4%, whereas 331 respondents said "no" representing 93.8% of the total percentage. This tells us that customers do not really focus on the message in the promotional strategies.

Table 4: if no what motivates you to drink?

		Frequency	Percent
Valid	Satisfaction	216	61.2
	Taste	86	24.4
	Price	31	8.8
	Quench Thirst	17	4.8
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

Linking this to table three, table four is answering the alternative question from table three. Here, 216 respondents representing 61.2% opted for satisfaction as the motivating factor for drinking coke, 86 respondents representing 24.4% said they get motivated to drink coke because of its taste, 31 respondents chose price representing 8.8% as the motivating factor for them to drink coke, whereas 17 respondents representing 4.8% said they drink coke to help quench their thirst. Satisfaction gain, supersedes any other reasons for the respondents to drink coke. Here, promotional strategies were not even mentioned by the respondents as the motivating factors for them to drink coke.

Table 5 does the message in promotional strategies encourage you to make repeat purchases?

		Frequency	Percent
Valid	Yes	126	35.7
	No	224	63.5
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

From table five above, when the question was asked whether promotional strategies encourage the respondents to make repeat purchases, 126 respondents representing 35.7% answered "yes", while 224 respondents answered "no" to the question representing 63.5% of the total respondents. This then supports the research question which states that there is a positive effect of promotional strategies on customers repeat purchases.

Table 6 if no, what motivates you to make repeat purchases?

		Frequency	Percent
Valid	Satisfaction	216	61.2
	Taste	86	24.4
	Price	36	10.2
	Quench Thirst	12	3.4
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

In table six above, the respondents were asked to state what motivates them to make repeat purchases, 216 respondents said that they get motivated to make a repeat purchase because of the satisfaction they derive from drinking coke representing 61.2%, 86 of the respondents said that they get motivated by taste representing 24.4%, 36 of the respondents said that they were motivated by the price of the product to make a repeat purchase representing 10.2% of the total respondents, while 12 of the respondents representing 3.4% said that they get motivated to make repeated purchases because they use it to quench their thirst. At this juncture, it is obvious customers place much emphasis on satisfaction than the messages in the promotional strategies.

Table 7 if yes, select your preferred strategy?

		Frequency	Percent
Valid	Advertising	27	7.6
	Sales Promotion	308	87.3
	Personal Selling	15	4.2
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

Here in table seven above, the respondents were asked to select their preferred strategy, 27 respondents prefer advertising, representing 7.6% of the total respondents; 308 of the respondents prefer sales promotion representing 87.3% while 15 of the respondents prefer personal selling represent 4.2% of the total respondents. here, the respondents overwhelmingly opted for sales promotion with a staggering 88%. This shows that sales promotion as an element of promotional strategies aids in customers repeat purchases.

Table 8 do you drink coke more when there is a gift involved in sales promotion?

		Frequency	Percent
Valid	Yes	314	89.0
	No	36	10.2
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

Here, in table eight above, the respondents were asked if they drink coke more when there is a gift involved in sales promotion, 314 respondents said yes to this question representing 89.0% of the respondents while 36 respondents said no representing 10.2% of the total respondents. This shows that customers get motivated to make a repeat purchase when there is a gift involved in sales promotion

Table 9 which promotional strategy should the Coca-Cola Company employ to encourage an increase in consumption of its product?

		Frequency	Percent
Valid	Advertising	42	11.9
	Sales Promotion	281	79.6
	Personal Selling	27	7.6
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source:

Here in table nine above, respondents were asked which promotional strategy should the Coca-Cola Company employ to encourage an increase in consumption of its product, 42 of the respondents said that the Company should employ advertising representing 11.9% of the respondents, 281 respondents said that sales promotion should be employed representing 79.6% of the respondents while 27 of the respondents presenting 7.6 % said that personal selling should be used to encourage an increase in consumption. This shows that customers are attracted by sales promotion more than other promotional strategies.

Table 10 have you ever been disappointed in the product before?

		Frequency	Percent
Valid	Yes	46	13.0
	No	304	86.1
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

In table ten above, the respondents were asked if they have ever been disappointed in the product before, 46 of the respondents said "yes" representing 13% while 304 of the respondents said "no" representing 86.1% of the total respondents. The customers overwhelmingly selected "no" as an option whereas a few chose "yes". From these results, there is no doubt that customers are satisfied with the product.

Table 11 among television, outdoor advertising and radio, which media do you prefer for Coca Cola adverts?

		Frequency	Percent
Valid	Television	299	84.7
	Radio	4	1.1
	Outdoor Advertising (Bill Board)	47	13.3
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

In table eleven above, the respondents were asked which media they prefer for Coca Cola adverts, 299 respondents prefer television representing 84.7% of the respondents, 4 respondents prefer radio representing 1.1% of the respondents while 47 of the respondents prefer outdoor advertising (bill board) representing 13.3% of the total respondents. This is obvious that television is the preferred media for Coca Cola adverts.

Table 12 have you been stimulated to make a repeat purchase by the message in the promotional strategies?

		Frequency	Percent
Valid	Yes	84	23.8
	No	266	75.4
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

In table twelve above, the respondents were asked if they have been stimulated to make a repeat purchase by the message in the promotional strategies, 84 respondents said yes representing 23.8% of the respondents while 266 respondents said no representing 75.4% of the respondents. This then supports the research question which states that promotional strategies have a positive effect on repeat purchases.

Table 13: if no, what stimulates you to make a repeat purchase?

		Frequency	Percent
Feels Valid	Satisfaction	203	57.5
	Taste	99	28.0
	Price	48	13.6
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

Linking table thirteen to table twelve, the respondents were asked if their answer is "no", what then stimulates them to make a repeat purchase, 203 said that they make repeat purchases because of the satisfaction they get, representing 57.7% of the respondents, 99 respondents said they were stimulated by taste representing 28% while 48 of the respondents were stimulated by price representing 13.6% of the respondents. So here, the respondents who said they were not stimulated by the message in the promotional strategies are more stimulated by satisfaction, followed by taste and price respectively.

Table 14 are you satisfied with the quality of the product?

		Frequency	Percent
Valid	Yes	304	86.1
	No	46	13.0
	Total	350	99.2
Missing	System	3	.8
Total		353	100.0

Source: Authors' formation

In table fourteen above, the respondents were asked if they are satisfied with the quality of the product, 304 of the respondents said "yes" representing 86.1% while 46 respondents said "no" representing 13.0% of the respondents. This is a clear indication that the respondents indeed like coke.

7. Discussion of Findings, Recommendations and Conclusion

7.1 Findings

Data was collected using questionnaires and simple random sampling technique was used. Below are the findings:

Looking at the percentage, it proves that the brand Coke is overwhelmingly popular among the consuming public than any other soft drink brand. By virtue of the information gathered, it shows that Coke is the leading product in the soft drink bottling industry, thus having greater market share and also a "Cash Cow" to the company.

Secondly, the findings prove that customers are not loyal because of the promotional strategies employed by the organization. But instead, they like the product because of the satisfaction they derive from drinking it. This negates the research question which states that promotional strategies lead to customer loyalty.

Thirdly, from the findings, it is clear that promotional strategies lead to customer repeat purchases and this supports the research question which states that promotional strategies lead to customer repeat purchases.

Again, from the findings, it is obvious that customers prefer the sales promotional strategy the most.

It is also clear that customers make repeat purchases when there is a gift involved in sales promotion and also through personal selling.

The finding also indicated that the messages in the promotional strategies do not stimulate the customers to make repeat purchases.

Customers also get stimulated to make repeat purchases because of the satisfaction they get after drinking coke but not necessarily because of the promotional strategies.

The finding also indicated that customers are satisfied with the product but suggested to the organization that there is a need to reduce the sugar level since the customers believe that it is too sugary.

To sum all the findings up, it is without doubt that, customers are stimulated to make repeat purchases via the promotional strategies and satisfaction they get, whereas on the other hand, promotional strategies do not bring about customer loyalty.

7.2 Recommendations

The findings depicted that companies in the soft drink industry ought to focus more on recruiting and training smart and aggressive sales personnel to be able to sell product benefits to customers if they want to get them to remain loyal to the products.

For an organization to continue operating, it needs to hold on to its customers; and to achieve this, firms ought to encourage customers to make repeat purchases by improving the quality of their products to give them satisfaction.

More so, companies ought to focus more on developing persuasive advertising messages and embark on aggressive sales promotional activities to keep their loyal customers, and in the process, convert the disloyal customers into loyal customers. This can be achieved by making switching cost very high.

Organizations in the soft drink industry should focus more on improving the quality of their products in order to satisfy them instead of focusing more on promotional strategies which are not effective.

Since sales promotion that involve gifts stimulates customers to make repeat purchases, organizations should take advantage of that to organise loyalty raffles to help make customers loyal.

Since coke happens to be the cash cow of the company, the revenues derive from the sale of Coke can be used to support other products of the company.

Organizations should also consider minimizing the sugar level since customers complained about the sugary nature of the drink.

7.3 Conclusion

The principal objective of this research was to explore the variables that affect customer loyalty and repeat purchases. The findings suggested that promotional strategies are made up of advertising, sales promotion, personal selling, public relations and publicity and some of these variables affect customer loyalty and repeat purchases. Regarding customer repeat purchases, after careful analysis of the findings it is very glare that promotional strategies such as (advertising, sales promotion, and personal selling) induce and stimulate customers to make repeat purchases, but the promotional strategies do not have a direct bearing on customer loyalty. This study identified that, promotional strategies such as sales promotion help in gaining customer loyalty where as personal selling, public relation and publicity do not have any effect on customer loyalty.

7.4 LIMITATIONS

This research was undertaken in Ghana dwelling on firms operating in the soft drink bottling industry with emphasis on Coca Cola's (coke). This then makes the findings limited to Ghana only and obviously cannot be generalised to match all organizations.

Again, some other promotional variables like direct marketing, exhibition, sponsorship and donation were not captured in this research. Future research could be carried out in different industries and countries to pave the way for improved knowledge of the promotional strategies and their impact on customer loyalty and repeat purchases.

More so, future researchers in this area can evaluate other promotional strategies like direct marketing, exhibition, and sponsorship to see their effect on customer loyalty and repeat purchases.

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