

Esther Fonkeng

HOW SALES PROMOTION AFFECTS SALES VOLUME

Guinness Cameroon S.A.

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

International Business

February 2021

ABSTRACT

Centria University of Applied Sciences	Date February 2021	Author Esther Fonkeng
Degree programme International Business		
Name of thesis HOW SALES PROMOTION AFFECTS SALES VOLUME Guinness Cameroon S.A.		
Instructor	Pages 38+4	
Supervisor Johanna Österberg-Högstedt		
<p>This study explains how sales promotion affects sales volume. The aim of this thesis is to examine how sales promotion affects level of sales. The objectives include exploring sales promotion activities, the relevance of sales promotion and its influence on sales of a business and to make recommendations to the commissioner on how to increase sales through sales promotion.</p> <p>Concepts relating to sales promotion such as the nature, objective, types and relevance of sales promotion are discussed in this work. The theoretical aspect of this project includes the types and relevance of sales promotion. The concepts and theories are based on available documentation, books, e-books and material from credible online sources. The quantitative methods of data collection were used in this work. 30 questionnaires were answered by workers of Guinness Cameroon, Buea municipality. The responses were presented and analysed. Quantitative method of data analysis was used to get data on the effects of sales promotion from the company's perspective. The results of the analysis show that when a company embarks on sales promotion, it experiences a positive increase in sales. The questions on the questionnaire were analysed, and conclusions drawn. The results of this study show that Guinness Cameroon uses different sales promotion techniques to ensure continual survival and sales.</p>		
Key words Customer, promotion, Sales, Volume.		

ABSTRACT
CONTENTS

1 INTRODUCTION.....	1
2 GUINNESS CAMEROON SA.....	3
3 SALES PROMOTION	5
3.1 Definition of sales promotion	5
3.2 Objectives of sales promotion	6
3.3 Types of sales promotion	7
3.3.1 Consumer sales promotion	7
3.3.2 Trade sales promotion	9
3.4 Sales promotion strategies	10
3.5 Relevance of sales promotion to businesses	12
4 SALES VOLUME.....	14
4.1 Determinants of sales	14
4.1.1 Internal factors affecting sales	15
4.1.2 External factors affecting sales	16
4.2 Relevance of sales to a company	17
5 THE STUDY.....	20
5.1 Quantitative research method.....	20
5.2 Reliability and validity of the study.....	21
6 PRESENTATION OF FINDINGS AND ANALYSIS	23
6.1 Sales Promotion.....	23
6.1.1 Effectiveness of sales promotion techniques on sales volume	23
6.1.2 Sales promotion is compulsory if a firm must attain its sales target.....	24
6.1.3 Sales Promotion campaigns need to be carried out regularly.....	25
6.1.4 No product can survive competition without intense promotion.....	26
6.1.5 Sales promotion is a strong tool to enhance a positive buying behavior.....	26
6.1.6 Sales Promotion increases an organization’s target market to boost sales.....	27
6.1.7 Sales promotion is a powerful tool capable of researching and motivating large audiences.....	28
6.1.8 The Sales promotion programs of a company has an impact on its sales as a whole ..	28
6.1.9 Consumer loyalty can be further guaranteed through consistent sales promotion	29
6.2 Analysis	30
7 DISCUSSION AND RECOMMENDATIONS.....	31
8 CONCLUSIONS	32
REFERENCES.....	33
APPENDIX 1	37

FIGURES

FIGURE 1. Organigram Guinness Cameroon.4

FIGURE 2. Types of sales promotion.....10

FIGURE 3. Sales promotion strategies12

FIGURE 4. Effectiveness of sales promotion techniques on sales volume.24

FIGURE 5. Sales promotion is compulsory if a firm must attain its sales target.25

FIGURE 6. Sales promotion campaigns need to be carried out regularly.....25

FIGURE 7. No product can survive competition without intense promotion.26

FIGURE 8. Sales promotion is a strong tool to enhance a positive buying behavior.....27

FIGURE 9. Sales promotion increases an organization’s target market to boost sales.27

FIGURE 10.Sales promotion is a powerful tool capable of researching and motivating large audiences.
.....28

FIGURE 11. The sales promotion programs of a company have an impact on its sales as a whole.29

FIGURE 12. Consumer loyalty can be further guaranteed through consistent sales promotion.29

1 INTRODUCTION

Many businesses in the world today are faced with fierce competition. Most have resorted to engaging in marketing activities that can boost sales and increase business revenue and profitability. Businesses exist with the aim of maximizing profits and minimizing loss. Many businesses intend to become leaders in their market share and maximize profits. Customers, however, are key in businesses achieving their goal of profit maximization and larger share of the market. Businesses have turned towards marketing activities that have an impact on the customer's behavior. Sales promotion is one of the major marketing activities that have a direct impact on the behavior of a business' customers. Positive customer behavior due to sales promotion, will lead to increase sales volume, revenue, and profitability.

The aim of this thesis is to examine how sales promotion affects level of sales. The objectives include exploring sales promotion activities, the relevance of sales promotion and its influence on sales of a business and to make recommendations to the commissioner on how to increase sales through sales promotion. The concepts relating to sales promotion such as the nature, objective, types, and relevance of sales promotion will be discussed in this work. The theoretical aspect of this project includes the types and relevance of sales promotion. The concepts and theories are based on available documentation, books, e books and material from credible online sources.

This thesis is divided into 8 chapters. Chapter one is the introduction, chapter 2 is about the commissioner, Guinness Cameroon SA. Chapters 3 and 4 are the theoretical part of this work. Chapter 5 is the study, chapter 6 is data presentation and analysis, chapter 7 is recommendations to the commissioner and discussion, and chapter 8 is conclusions. The theoretical part of this thesis will embody materials from books, eBooks, and trustworthy online sources.

The quantitative methods of data collection were used. At least 30 questionnaires were administered to the workers of Guinness Cameroon on the effect of sales promotion on sales volume. The responses were presented and analysed. Quantitative method of data analysis was used to get data on the effect of sales promotion from the company's perspective. The questions on the questionnaire were formulated to avoid misleading and unethical questions. They were analysed and drawn.

The commissioner Guinness Cameroon is a Cameroon based company in the brewery industry. It is the world's fifth largest Guinness market with respect to volume and the second largest in Africa. Guinness came to Cameroon in the year 1967. It has branches in major cities all around the national territory.

Guinness has a considerable market share, and it is easy to notice that many people love it. The company has diverse products and through competition with the other two brewery industries in the country, it is natural that the company will seek to introduce new products and upgrade the image of the existing ones.

2 GUINNESS CAMEROON SA.

Guinness was founded by Arthur Guinness in Leixlip Ireland. He signed a 9000-year lease on the discussed brewery at St. James Gate, Dublin in Ireland. The first export shipment of Guinness stout left Dublin for England in 1769 to Great Britain. Guinness soon became the largest brewery in the world having an annual production of more than a million barrels. By 1930 Guinness became the seventh largest company in the world (Brief History of Guinness Beer 2017). Guinness first ever advertisement was the slogan ‘Guinness is good for you’. It was published in the British National Press. In 1997, Guinness merged with IDV and became a subsidiary of Diageo PLC. It is now the worldwide leader of premium beverages. It has a range that includes huge brands in the world of wines, beers, and spirits, 29 of which rank as among the top 100 spirits globally. (Guinness Storehouse. Archive fact sheet 2002.)

Guinness Cameroon is a Cameroon based company in the brewery industry. Guinness Cameroon began because of merchants taking bottles of Guinness in their ships from Europe to Africa. Cameroonians liked the product. Guinness Ltd London began officially exporting Drinks to Cameroon. This led to the creation of Guinness Cameroon SA in 1967 with the first Guinness depot being opened in Limbe, Cameroon. A brewery was built in Douala Cameroon two years later and production took off firmly in 1970. Guinness Cameroon is the world’s fifth largest Guinness market with respect to volume and the second largest in Africa. It employs more than 440 dedicated employees and has 29 distributors across the national territory. It has branches in major cities all around the national territory. It currently has an 18.2% market share of beer in Cameroon and it is the number one Guinness foreign extra stout brand in Cameroon. Guinness Cameroon has the ambition to become the best performing, most trusted and respected consumer product company in the country. (Diageo Guinness Cameroon 2020.) Guinness Cameroon is constantly innovating which sustains its success. It is in a constant search of ways create new experiences each year for the millions of Cameroonians who enjoy its brand. This can be seen in its introduction of new blends such as Guinness Chocolate Stout-Special edition and Guinness Triple Black. (Diageo Guinness Cameroon 2020.)

Guinness Cameroon produces stout drinks in big and small bottles alongside other brands. Its products include Malta Guinness Cameroon’s no. 1 malted soft drink, Smirnoff ice Cameroon’s no. 3 RTD brand, Black and White Cameroon’s biggest mainstream spirit brand, Black Label, Guinness Triple Black, Satzenbrau, Gold Harp, Orijin, Guinness Smooth and Malta Quench. Guinness Cameroon is the first Diageo market to bottle Scottish whisky (Black and White). It is also the first market to launch Guinness

triple black. Guinness has been the strongest beer brand since 2015. Its quality and distinctiveness are major reasons why its customers love it. Guinness Cameroon has branches all over the national territory. However, this project considers the Douala branch for this research. (Diageo Guinness Cameroon 2020.)

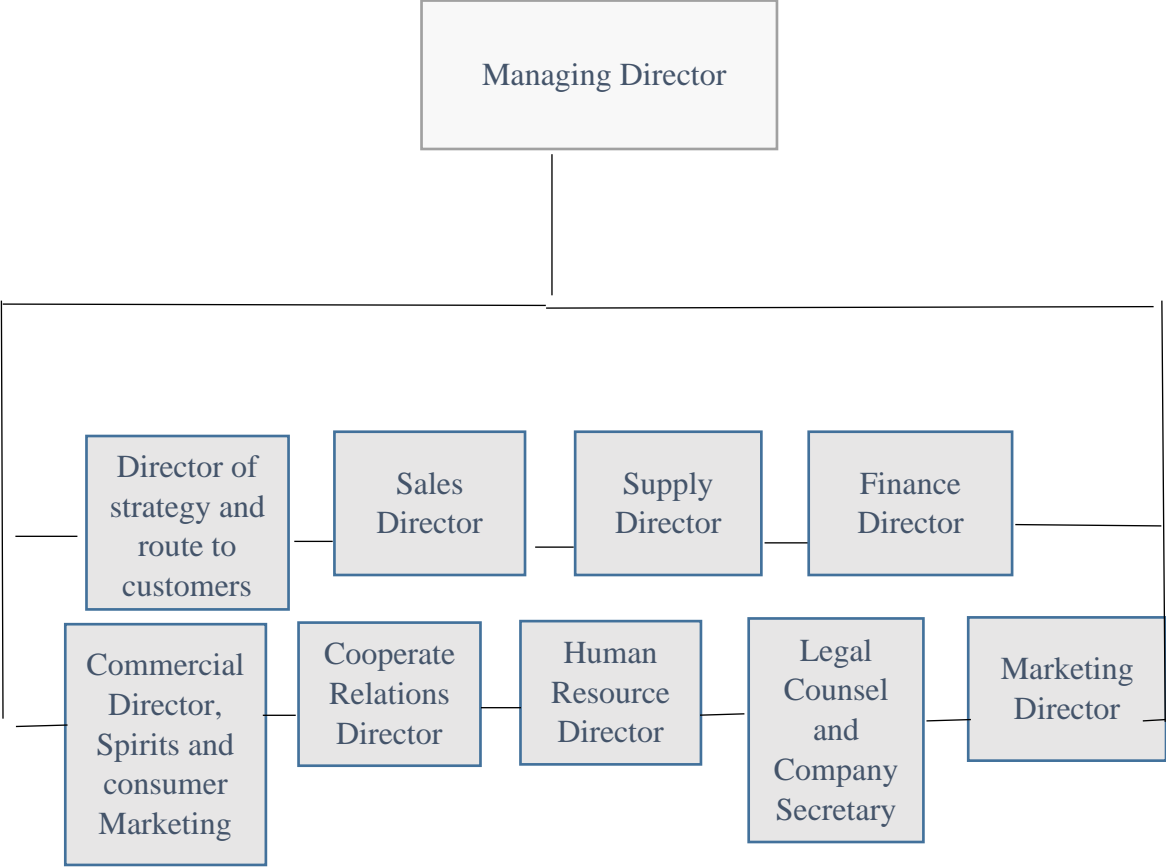


FIGURE 1. Organigram Guinness Cameroon. (Adapted from Diageo Guinness Cameroon 2020.)

3 SALES PROMOTION

Sales promotion is part of the promotional mix alongside advertisement, personal selling, direct marketing, and public relations. Sales promotion is restricted, to direct inducement on a short-term basis given to consumers or trade to stimulate purchase of products and services. The direct inducements cover a whole package of coupon, price off, premium, larger quantities, free gifts, displays, shows, exposition and demonstration. (Chunawalla 2007.) Stepping out to the markets, one often realizes shops offering discounts almost in all its products, or one dealer strongly pushing one brand over the other. These are perfect examples of sales promotion in action. Sales promotion has many definitions according to different writers and scholars.

3.1 Definition of sales promotion

Sales promotion is a part of the promotional mix. It is a short-term customer-oriented strategy by which a business stimulates demand by making its products look more attractive and worthy. It is a short-term strategy used by businesses to stimulate the demand of a product and increase sales. (Kaser 2012.) Sales promotion consists a diverse collection of short-term incentive tools designed to trigger greater purchase of a product by the consumer. (Kotler 2003.) Sales promotion are the marketing activities that stimulate consumer purchasing and dealer effectiveness other than personal selling, publicity, and advertisement. (Achumba 2002.)

Sales promotion has as primary objective immediate sales. (Palmer 2004). According to Aderemi (2003), sales promotion is that activity which firms undertake with the aim of increasing the sales of a product, its usage or trial. It involves providing incentives to customers or distribution channels with the aim of boosting sales of the given product. It is a competitive tool which can be used by firms in that it provides extra incentive which causes the target market to purchase and prefer one brand over the other. Neilson (2011) defined sales promotion as marketing activities used by companies mainly to cause a temporary increase in sales to gain sales volume and market share. Sales promotion is known to greatly increase purchases and income. This does not occur for a long time but over a limited period or once. It is an activity meant to influence the behaviour of an identified group of customers by making special offers over a limited period. Similarly, (Kotler & Keller 2011) define sales promotion as a direct inducement with the main objective of creating immediate sales by offering incentive or extra value for

the product to distributors and the consumer. According to Shimp (2003), sales promotion is that incentive used by the producer to prompt the marketing intermediaries like wholesalers, retailers, and other channels of distribution and or consumers to buy a product or brand and to encourage aggressive sales.

3.2 Objectives of sales promotion

Sales promotion has several objectives with the main objective being to increase sales and a change in the demand pattern of a product. (Kaser 2012.) Sales promotion has specific objectives explained below. Sales promotion has as objective to create a market for new products. Most companies find it difficult to establish demand for a new product in a market of similar products. Sales promotion comes in handy to motivate prospective customers to try new products and services and dealers to introduce the new product into the market. This can be achieved by promotion strategies like penetration pricing, offers, discounts, free samples, and scarcity principle. (Kaser 2012.) Another objective of sales promotion is to remain competitive. For many companies to remain in a competitive market, they undertake sales promotion activities. To compete with competitor's short-term marketing strategies, companies use temporary sales promotion techniques. (Kaser 2012.)

Adding to the stock of dealers is another objective of sales promotion. Wholesalers and retailers often deal with a wide variety of products. Their task to sell the product becomes easier if the producer supplements their efforts by sales promotion measures. This increases the sales of a product and the intermediary's income hence causing them to prefer the brand to others. (Asongkeng 2012.) Taking products to new markets often is a difficulty most companies face because new markets are hard to enter. Sales promotion increases attraction to a product and increases customer's propensity to try a new product. (Pahwa 2019.)

Sales promotion also has the objective of increasing brand awareness. It includes attractive incentives which increases brand awareness hence more sales. (Pahwa 2019.) Sales promotion also induces existing customers to purchase more of a product. Most often, Sales promotion devices are used to induce a company's existing customers to purchase more. A company's sales promotion tackles poaching strategies of competitors and keeps existing customers with its brand. (Pahwa 2019.)

3.3 Types of sales promotion

Sales promotion has been broadly divided into two parts taking into consideration the targeted group for the promotion. It can either be consumer sales promotion which is directed to the final consumer, and trade sales promotion which is directed at retailers, wholesalers, or other business buyers. (Kaser 2012)

3.3.1 Consumer sales promotion

Consumer sales promotion deals directly with the final consumer. This promotional activity is focused on the consumer. Consumer oriented sales promotion has as its main objective to directly increase sales by attracting new customers and wooing existing customers (Kaser 2012). Good consumer sales promotion should encourage customers to buy the company's brand over another, enable customers to obtain trial purchase, should be able to join force with advertising to reinforce sales and prevent competition in advance.

There are many sales promotions techniques used when a sales promotion is targeted to consumers. (Kaser 2012). These sales promotion tools used in consumer-oriented promotion are explained below. Free Samples is when a company gives out free sample of its products to consumers. Sampling is a good way to introduce a product in the market and to create awareness of the product. (Bhasin 2019.) It increases brand awareness and stimulates the psychology of ownership and the customer chooses the promoted product if the free sample was appealing to him. (Kaser 2012.) Gifts is the company offering gifts to the consumers. It is one of the common ways of promotion used during festive seasons or expected pick seasons. This increases sales as the consumers anticipate that they might win a gift. (Bhasin 2019.) This attracts consumers because they get more while they paid for less. Percent off is consumer sales promotional technique that offers lower prices than the original price. This technique has the purpose of boosting up sales in off seasons and the first stage of a new product that has just been launched in the market. Its aim is to increase new customers, entice former customers to return, maintain current customers, provide lower prices for products, and enable the company to create new segments among price sensitive customers. (Kazmi & Satish 2008.)

Discount is the most common type of sales promotional strategy. It can be a trade discount or a consumer discount. Discount is mostly used because it works. (Bhasin 2019.) It is a deduction off the usual price of a product. Discounts is a good measure to increase sales in a short run. Consumers go for discounts

as it enables them purchase products they could not afford before the discount. (Pahwa 2019.) Coupons being one of the most common sales promotion technique, includes special price coupons, discount coupon, free goods, and value-added giveaway coupons. Coupons are essential discounts which make consumers feel like they have had a bargain. (Kazmi & Satish 2008.)

Hughes (2019) discusses in his blog that coupons can help drive sales, get more return customers and clear out unwanted stock of products. Coupons can be used more effectively by using strategies like; they can be offered to first time buyers and existing customers, it can be used to drum up excitement during specific periods, offering price minimum coupons to increase a company's per-sale averages and creating 'buy one get one free' coupons to move less popular items. Hughes also brought out that coupons motivate customers to make purchases when they think the prices are high. It is also an incentive for a customer to buy a company's product over its competitors. Coupons instigate customers to act. (Bhasin 2019.)

Financing allows customers make payments for a product on equated monthly instalments (EMI) or other financial options. EMI is a fixed payment amount made by a lender or customer at a specific date monthly and over a specified number of years. The amount repaid includes a less interest and a minor processing fee. This is mostly used by companies which have huge resources to act as financiers. (Bhasin 2019.) These finance schemes make it easier for customers to purchase expensive products. Bundling is commonly used as a type of sales promotion. It is grouping a combination of products together at the same price. (Bhasin 2019.) It is selling the bundled products at a lesser price than they would have been sold as separate items. This is a good way to reduce unsold stock. (Kaser 2012.) Bundling is disadvantageous in that; the customers may think one of the products is of a poor quality. If all products are of an excellent brand, the bundled product will have higher sales and defeat competition. (Bhasin 2019.)

Contests is a common promotional tool used by companies to attract customers to its product. It requires that customers complete a sort of challenge like a trivia question or demonstrate a talent or skill. Different kinds of contests can be run with the objective of gathering more customer information, motivating the customers to try the product or create awareness about a new retail place. (Bhasin 2019.)

Refunds and rebates in sales promotion is an offer made by a company to return a certain amount of money when a product is purchased either alone or in combination with other products. This is usually done after the consumer supplies proof of purchase. (Kazmi & Satish, 2008.) This has the purpose of

increasing purchase quantity or frequency of purchase. Bulk purchase sale promotion is carried out by granting discounts to customers who purchase in bulk. This is a great sales promotion tactic when a company wants to reduce inventory. Exchange discounts is a consumer sales promotion technique where the customer can exchange an old product for a new product. They receive a discount based on the valuation of your old product. (Bhasin 2019.) Exchange discounts attract customers since they can receive value even for their old products.

Shipping schemes is a promotion technique on shipping cost. Sometimes huge shipping costs discourage the customers from buying products. This is a promotion technique offered to customers if they buy goods worth a certain amount. This promotes customer buying decision. It pushes customers to fulfilling the amount criteria by purchasing more products to claim the shipping offer. (Pahwa 2019.)

3.3.2 Trade sales promotion

This is a sales promotion strategy carried out bearing in mind the intermediaries, dealers, distributors or agents. In the trade sales promotion, offers are made within trade channels with the intention to lure the wholesalers, retailers, agents and distributors. The intent of trade sales promotion is to get more shelf space compared to competitors and motivate intermediaries to sell more of the brand's products hence increase sales indirectly. (Kaser 2012) Techniques for trade sales promotion involve point of purchase displays which is the company providing free point of purchase display units to retailers to boost their sales. Trade show is an example of trade sales promotion. A trade show is where a business promotes its products to thousands of traders. During trade shows, huge discounts are given compared to being bought normally. (Pahwa 2019.)

Another sales promotion technique is the push money or spiffs trade. It consists of a company giving extra payments to traders to motivate them to meet specific goals. Deal Loaders is another technique in sales promotion where gifts are given to traders for ordering up to a certain quantity of products. (Pahwa 2019.) Trade Deal is a trade sales promotion technique that involves giving special concessions to merchants to encourage them to promote a specific product and increase its sales for a short period of time (Pahwa 2019.) Buying Allowances are special discounts provided to the traders when they order a specified number of products. (Kaser 2012.)

Quantity Discount is a sales promotion technique which makes provision for more discount as more quantities of a product are purchased. The quantity discount is applicable to both traders and customers. Traders (dealers, wholesalers, retailers) receive a discount of 5-10% if they purchase a higher quantity of the product. (Bhasin 2019.)

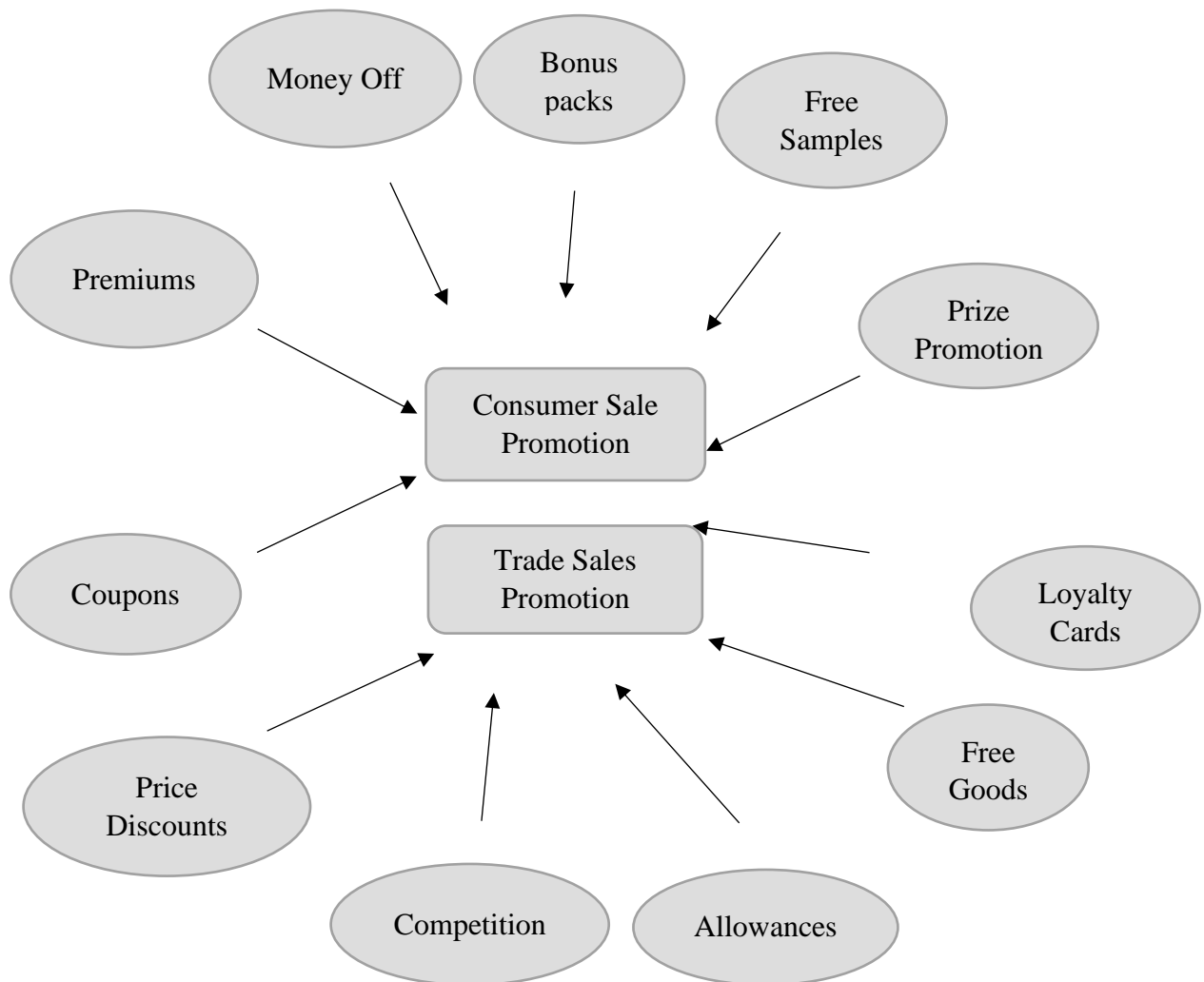


FIGURE 2. Types of sales promotion. (Adapted from Ahmed, Farooq & Mir 2012.)

3.4 Sales promotion strategies

Sales promotion strategies are increasingly becoming important. To succeed in the market, companies must understand their audience and put in place appropriate sales promotion strategies. Promoting the

company's products for sale is the most important part of its daily activities. Today's business world and consumer operating society functions by sales promotion and sale promotion strategies (Ahmed, Farooq & Mir, 2012) There are three types of sales promotion strategies, push, pull and a combination of the push and pull strategy.

The push strategy is a strategy which the manufacturer attempts to push the products towards the consumer. This strategy uses a company's sales force and trade promotion strategies to induce consumer's demand for its products. This strategy entails convincing trade intermediary channel members to push the product through the distribution channels to the ultimate consumer through promotions and personal selling efforts. This implies, the producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promotes it to consumers. (Smriti 2012.) In the Push sales strategy, the producer pushes the products from supply chain to the customers. This is done by giving incentives to the middlemen to increase the motivation so that they recommend or convince the final customer to buy the product. The push promotion strategy uses the following incentive: sales premiums, discount to whole sellers, buy back guaranty, stock on credit, bonus to sale team, referral system, allowances, free trials, and contests. (Fine 2017, 13.)

The pull sales promotion strategy is that which the company focuses its promotional efforts on the end user of the product to increase the products market demand. Pull strategy requires a high amount of investment funds on promotion activities to create brand awareness. This strategy is the best when distributors are not willing to promote or recommend a product. The company pulls the customers from the marketing channels by advertng the products to attract large number of consumers and bring the consumers to the sale point of the products. (Fine 2017, 13.)

Pull sale strategy has as objective to convince customers to try out a new product, attract them towards existing products, cause the consumers to reject competing products, create customer loyalty and build strong customer relationships. In response to this, the consumers contact the retailers for the products, the retailer goes on to contact the whole sellers and lastly whole sellers contact the manufacturers for the products. Incentives for pull marketing include free samples, sales coupons, refunds, rebates, sale premiums, advertising specialties, loyalty programs for customers, patronage rewards for consumers, contests, sweepstakes and point of purchase displays. (Fine 2017, 13.) The pull strategy is focused on raising demand for the products that are in the market. Once the demand has been raised, consumers pull from retailers, who in turn pull from wholesalers, who pull from manufacturers. All the pull incentives used, target the end user. (Cornish 2013.) Most manufacturers today use both the push and the pull

strategy to increase market demand, obtain large market share, overcome competition in the market and boost sales. The push and pull strategies make use of a combination of incentives such as offering customers coupons, free gifts or free trials, customer loyalty incentives, customer referral incentives to drive customer traffic. (Fine 2017, 13.)

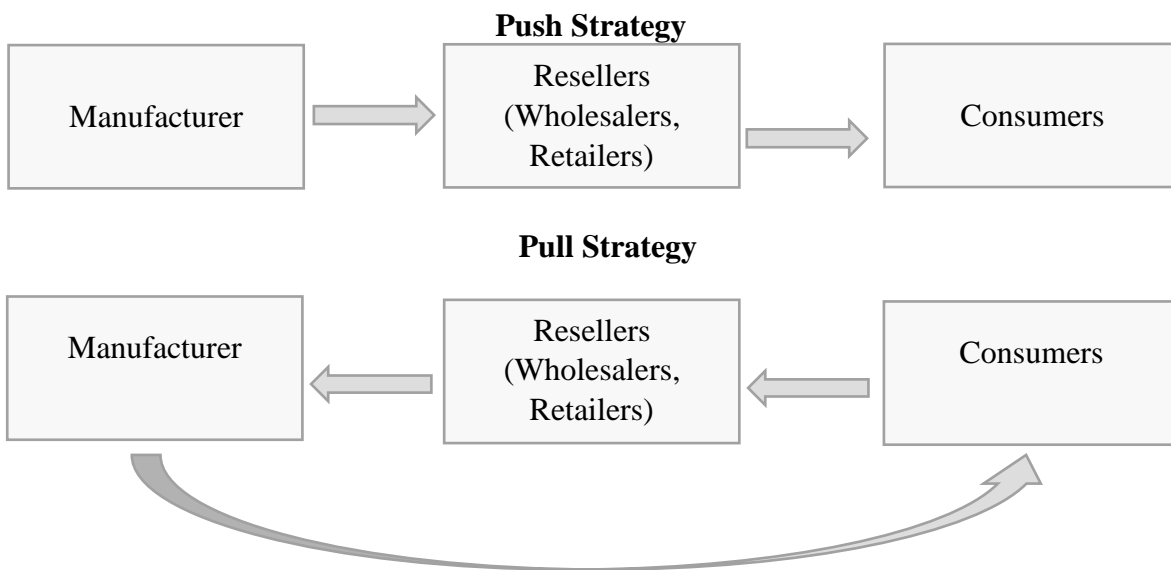


FIGURE 3. Sales promotion strategies (Fine 2017.)

3.5 Relevance of sales promotion to businesses

All businesses intend to sell their products to make a profit. Businesses can either sell directly to customers, sell to intermediaries which then sell to customers or have a hybrid of both selling to customers and to intermediaries. Whichever means is used, effective sales promotion is relevant to increase financial success. (Neslin, Scott, Heerde 2008.) The importance of sales promotion to the producer is explained in the preceding paragraphs. Ultimately, sales promotion leads to an increase in sales by attracting consumers and stimulating them to make larger purchases. In addition, sales promotion helps build brand loyalty. This is because it gives the business the opportunity of attracting loyal and profitable customers which protects against competition. (Odunlami & Ogunsiji, 2011.)

Regular sales of seasonal goods are triggered from sales promotion. Customers tend to buy more of this seasonal good to take advantage of the discount or price reduction. Companies still have regular sales throughout the year even in off seasons and make profits. Non-users tend to try out products when sales promotion is carried out by a business. The business does this by inviting potential purchasers to try the product either without cost or with little cost with the hope that they will buy the product. (Odunlami & Ogunsiji, 2011.)

Most products have an established perceived price and value. By sales promotion techniques, companies change the price value relationship by increasing the value and reducing the price. In a company's market, sales promotion targets the consumers, re-seller, and company's own sales force. Sales promotion acts as a competitive tool in supplying extra incentive and benefits to the target customers hence causing them to purchase one brand over another. Sales promotion is more effective to motivate target market to buy a product for trial and unplanned purchases. (Sharma 2014.) By the business offering free samples, new products can gain the market. More so, producers are enabled to easily capture new markets for their products, and the repeated use of sales promotion tools facilitates the consumers to get a special identification of the product. The satisfaction the consumers derived by continuous usage of the products gradually increases the goodwill of the firm. Companies achieve larger sales, reduced production costs, increase in profits, special identity, and goodwill through sales promotion. This can help these companies to face the competition more effectively. (Sharma 2014.)

4 SALES VOLUME

The term sales include all activities involved in selling a product or service to a consumer or business. But for businesses sales means much more than that. There are entire sales organizations made up of employees that are dedicated to selling the products and services of companies. The activities that lead to the selling of goods or services are described as sales. For some businesses, they have sales organizations that are differentiated into various teams. These sales teams are often determined based on the region they are selling to, the product or service they're selling, and the target customer. (Hart 2020.)

When a transaction between two or more parties takes place in which the buyer receives tangible or intangible goods, services, and/or assets in exchange for money, a sale is said to have occurred. In some cases, sellers are paid other assets. A sale in the financial markets will refer to an agreement made between a buyer and seller regarding the price of a security. A transaction is not considered to be a sale, but rather a gift or a donation if the item or service in question is transferred by one party to the other with no compensation. A transaction must involve the exchanging of goods, services, or payments between a buyer and a seller to be formally considered a sale. (Twin 2020.)

4.1 Determinants of sales

A sale is determined by that the seller provides the buyer with a good or service in exchange for a specific amount of money or specified assets. To complete a sale, both the buyer and the seller must be competent enough to make the transaction. They also must agree regarding the specific terms of the sale. In addition, the good or service that is being offered must be available to purchase, and the seller must have the authority to transfer the item or service to the buyer (Twin 2020.)

Businesses put maximum efforts for expanding sales volume because the only key to survival in the market is sustained growth. There are several means a company resorts to achieving this end which includes introducing new products, promoting them through attractive marketing campaigns and schemes, offering discounts and easier payment options. There are many other factors which affect the sales of the products of a company (Bhasin 2018.) The factors that can affect sales in a business can be principally divided into two groups namely, internal factors and external factors.

4.1.1 Internal factors affecting sales

Internal factors are those factors which arise from within the company and thus the company can have control over them. They can also be referred as the company's response to market changes. The positive control a company can exercise over these factors determines the growth in its sales volume. There are several internal factors affecting sales. The company's product itself is the largest single critical factor which determines the company's sales growth. Products sell when they satisfy the needs of the consumers at reasonable prices. Maintaining the quality of the product, adding, or modifying its functions and utilities with respect to the changing technology and varying tastes and preferences of consumers are things the company needs to be mindful of. (Havaladar & Vasant 2007.)

The marketing strategy which a company employs with regards to its product plays a prominent role in affecting the sales. The selection of correct target markets, brand positioning, correct pricing and choice of suitable distribution channels are marketing strategies that can be used which has tremendous impact on the sales of a product. (Havaladar & Vasant 2007.)

To achieve higher sales volume, the qualifications and mindset of the company's marketing force plays a huge role in winning over more customers as well as coming up with creative marketing strategies, promotion ideas, backing up these ideas with sound market research and desire to keep oneself acquainted and updated with recent market trends along with professional qualifications. (Havaladar & Vasant 2007.)

While striving to achieve higher sales growth, a company must consider technological upgradation. Companies can generate a favourable market base and increase sales by investments into newer, smarter technology and automation of business processes like electronic payment facilities, easier and automated order booking, tracking facilities for shipments in transit, electronic redressal of grievances, among others. (Havaladar & Vasant 2007.)

Availability of right amount of capital at crucial junctures such as introducing a new product, expensive brand-building campaign, switching to more sophisticated manufacturing technology require generous amounts of funds. If the company has the same at its disposal, it can exploit the opportunity to introduce newer business methods that can positively affect the sales of its product. (Havaladar & Vasant 2007.) The sales of the finished products of a company can be affected by building and maintaining a network of suppliers for sourcing raw materials, components, and consumables. This is because the availability

of raw materials at right time ensures seamless manufacturing process and delivery of the right quality of finished goods in the market in right amounts. (Havaladar & Vasant 2007.)

The price of the product is also an important internal factor that affects sales volume. It represents what a company gets as a recompense. To set a price, the seller should have knowledge of the elasticity of the product. An elastic product will react positively or negatively to the slightest change in price and this affects demand positively or negatively. However, changes in prices become less significant when huge sums of money are to be spent. Furthermore, if the market has excess capacity, competition is great, and the customer has the buying power. (Ackel 2005.)

4.1.2 External factors affecting sales

External factors the factors affecting the sales of a product due to the interplay of broad economic, political, technological, and competition forces which can significantly affect the sales of the products of a company. These factors are beyond the company's influence to change. To respond to these changes, the company will have to make befitting strategic moves. (Bhasin 2018.) The external factors affecting sales include changes in the tastes, preferences of consumers as well as their expectations regarding prices, new features, packaging, delivery, after sales services with time cast a huge impact on demand for the company's product. These expectations cannot be controlled by the company. To meet these new requirements, it must adapt its production and marketing strategies. (Bhasin 2018.)

Also, the economic cycle has to do with the growth, expansion, and recession are the different phases the economy of any country undergoes. The phase which is prevalent in the economy will determine the demand for a company's product. Demand is likely to pick up during the growth phase because consumers have more disposable income. During a recession, the economy contracts, the money supply shrinks and so do the demand and supply of a product. Thus, the economic cycle affects the sale of the company's products. (Asongkeng 2012.)

In addition, there are laws and statues governing the country in which any manufacturer or seller sells their products to which they must adhere. The sales of a product in a country are affected by the specific pronouncements of laws regarding the legality of the product, minimum pricing requirements, taxes and advertising restrictions. The market presence of that product are dictated by these requirements. Also, the sales of the manufacturer's product in a market are determined by the market position of the

competitors' products. If the competitor has a very strong brand controlling a large market share, its presence can be quite intimidating, affecting the sales of the rivals' products negatively and vice-versa. (Kaser 2012.)

Fragmentation and niche markets is another external factor that affect a company's sales. Sellers are increasingly leaning towards providing more and more customised solutions to consumers with the advent of technology. This has led to the emergence of many niche markets leading to the subdivision of markets in many smaller, specialised segments that may affect the sales of the products of the company. (Bhasin 2018.)

4.2 Relevance of sales to a company

The sales department plays a pivotal role in the success of an organisation. Sales have the unique and important role of bridging the gap between the potential customer's needs and the products or services that the organisation offers that can fulfil their needs. Sales play a key role in the building of loyalty and trust between customers and business. Customers would choose to recommend a company to a friend or family member or write a great review of your product or service online due to trust and loyalty. Encouraging the customer to recommend a friend or give positive feedback during sales interactions can have an impact on the growth of the business through increased brand awareness and sales. (Oxford college of marketing 2014.)

Sales means revenue which in turn covers expenses. A business' ability to cover its expenses create stable operations and the opportunity for growth. Organizations will often struggle without sales and have a difficult time attracting talent and growing the business. Most companies will struggle to survive without sales. Sales are a fundamental aspect of any successful business. Sales teams are often rewarded based on performance, and the salesperson is motivated by incentives. Better performance means more revenue for the company. (Lazzari 2018.)

Sales creates a system, or process for growth. When a company can define the method by which they identify a customer, present to the customer, and are able to close the customer in a duplicatable and scalable manner, then they can build a sales team around this process. (Rupareliya 2020.) Companies need to strike out a balance between development and. Start out too aggressive with sales, and you may find yourself losing on quality and resources invested in product development. Wait too long before you

start selling, however, and revenue suffers – thus hindering your ability to hire and grow. Sales drive growth, hence, planning for that growth will help the company structure their business model. (Lazzari 2018.)

Sales are linked to revenue. Quarterly performance can be forecasted by setting sales goals. There is no guarantee that the goals will be. To drive revenue in the right direction, employees should be motivated by offering them incentives. The goal-oriented environment combined with incentive-based payment structures makes sales a high pressure, high reward job role. (Lazzari 2018.) Sales are used to structure growth and scale a business. A controlled environment can be created by having a good idea about the revenue capabilities attached to a single sales member and the level of support staff, account management and product development required to meet the demands of new sales. A major advantage for any business is the ability to make informed decisions while managing growth effectively from an organizational standpoint. (Lazzari 2018.)

Salespeople deal directly with customers. Feedback on customer desires is valuable for product development teams. Listening to the customer and adjustments made based on feedback can increase sales while building rapport and customer trust. In some cases, a minor adjustment based on feedback will increase sales rates significantly. (Lazzari 2018.) Excellent salespeople are those that not only make the sale but create a long-lasting impact on the customer. Long term customer relationships lead to repeat custom, referrals and increase the brand's reputation by word of mouth. Performing sales follow-ups is one of the keys to customer retention through sales. Companies should therefore take advantage of the potential impact of sales not only on revenue but on brand reputation, long term customer retention and business growth. (Oxford college of marketing, 2014.) Though sales promotions tend to instil more price sensitivity among consumers, it has its place in marketing. Sales promotions are a highly effective tool for new product introductions in competitive markets where there is a need to familiarize a group of consumers with a new product. Sales promotions are also an effective method to increase sales volume in established competitive markets where gains in market share count for the bragging rights the increased share might offer. (Nielsen 2020.)

Sales is the heart of every business. Businesses exist to put their products out in the market to meet customer's needs in returns make profit. Ensuring a company's products or services are purchased by customers is the most important task of a business organisation. There is no business without sales. Marketing plans and strategies are ways companies use to increase sales. For companies to increase

sales, they need to increase their sales related activities to get their products out to the market. The more the sales of the product or services, the higher the revenue the company gets. (Rahman 2010.)

These marketing activities that help boost sales in a company include advertising which is creating awareness in the market of what the company is selling. Companies also offer special deals to customers to motivate them to buy the company's products. These are promotional activities. Telemarketing which is getting sales through phone calls also boosts sales. Internet marketing and word of mouth which are referrals from existing customers are other great ways to boost company sales. Business owners, of either big or small companies have the responsibility to continue ensuring their companies record higher sales volumes. Without companies guaranteeing sales, they will slowly die off. (Rahman 2010.)

5 THE STUDY

This study is composed of a theoretical and practical framework. Reviews from articles, e-books, journals, books, reports, dissertations, and scientific research publications related to the study were used in the development of the theoretical framework. This was done to throw more light on the subject under investigation and as such only sources which were reliable and applicable to the study were utilized for the theoretical context.

A questionnaire of 11 questions was used for the collection of data for the study. The questionnaire comprised of 9 closed ended questions and 2 open ended questions. This survey was done with a sample of 30 Guinness Cameroon workers who willingly participated. The response rate was 99.9%. The questionnaires were sent and filled using survey monkey by the respondents. Answered questionnaires were received via survey monkey on the 25/11/2020. The questionnaires were partitioned into two sections, the first section constituted collected data pertaining to Sales promotion in the organization. The second section contained 8 closed ended questions and focused on sales promotion and sales volume in the organization.

Respondents were required to provide answers to the closed ended questions base on programmed responses provided in the questionnaires. The first segment of the questionnaire had to do with open ended questions and a closed ended question. The second part had to do with closed ended questions and participants were required to tick on the appropriate square based on their level of agreement.

5.1 Quantitative research method

Quantitative research is the systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Information is gathered from respondents using sampling methods, sending out online surveys, online polls, questionnaires among others, the results of which can be depicted in numerical form. The quantitative research templates are objective, elaborate and many times, is investigational in nature. The results obtained from this research method are logical, statistical, and unbiased and can be used to predict the future of a product or service and make changes accordingly. (Crossman 2018.) Quantitative research is based on the conclusion based

on the number of instances that support it, that is enumerative induction. It tries to discover the number and the type of people that have a particular characteristic in a sample population. The aim of this research method is to make inference to a characteristics or relation between variables. (Brannen 2017.)

The quantitative research method aims at collecting numerical data from a group of people and then generalizing the results to a larger group of people to explain a phenomenon. Researchers usually use quantitative research when they want to get objective and conclusive answers. Quantitative research often uses deductive logic, in which the researcher collects data and uses this data to determine whether there is empirical evidence to support the stated hypothesis exists. (Bhatia 2018.)

5.2 Reliability and validity of the study

Reliability and validity are concepts used to measure the quality of research. These are two most important fundamental features in the evaluation of the measurement instruments for a good research (Mohajan 2017.) They indicate how well a method, technique or test measures a thing. Reliability investigates the consistency of a measure whereas validity looks into the accuracy of a measure. Reliability is about the replicability of a research and the accuracy of the procedures and research techniques. Validity shows how successfully a research has achieved what it is set out to achieve. Validity is about truthfulness. A measure shows validity if it measures what it intends to measure. Reliability on the other hand is the extent to which a measure yields the same scores across different times, groups of people, or versions of the instrument. Reliability is about consistency. (Vanderstoep & Johnston 2009.)

Reliability is a measure of the consistency, precision, repeatability, and trustworthiness of a study. (Chakrabarty 2013.) This consistency, precision, repeatability refers to producing the same results under the same measurements, the stability of a measurement with respect to time, and the similarity of measurement in each time. It depicts the extent which a research is error free, and therefore insures consistent measurement across time and across the various items in the instruments. (Chakrabarty 2013.) Reliability can be measured in different ways depending on the chosen method of the research. Reliability measures the relations of the study and if the collected data are accurately obtained. The test-retest reliability measurement means that if one were to conduct the exact same research in a short period of time the second study need to have the same outcome as in the first one to give the first study high reliability. (Maede 2005.)

Validity in quantitative research determines whether, the research measures what it is intended to measure or the extent to which the research results are truthful. It proves whether the research hits the mark it intends. The systematic theory of validity has to an extent been referred to as positivism. In this context, validity is the results and some of evidence, universal laws, objectivity, truth, actuality, deductions. (Joppe 2000.) In quantitative studies there are two broad measurements of validity which are internal and external validity. Internal validity measures the credibility of the research. It indicates if the research has legitimate results based on the selection of target group, how data was recorded and analysed. This tells whether a study can be replicated. (Willis 2007.) External validity deals with the transferability of the results of a given study to other groups of interest. It is the extent the results of a study can be generalized to other populations, settings or situations. It indicates whether a researcher actually measures the right concept or not (Shekharan & Bougie 2010.)

There are several types of validity. This includes content validity, face validity, construct validity, and criterion-related validity. (Creswell 2005; Pallant 2011.) Content validity deals with the extent to which the questions on the research instrument and the scores from those questions represent all possible questions that could be asked about the content of the research. This is to ensure that the questionnaire includes adequate set of items that reflect the concept. (Creswell 2005.)

Face validity though similar to content validity refers to the degree to which a test seems to measure what it claims to measure. It describes the appearance of validity without empirical testing. (Leedy & Ormrod 2004.) Construct validity which is especially important for hypothesis testing and empirical measures for the construction of theories, involves testing a scale in terms of theoretically derived hypotheses regarding the nature of underlying variables or constructs. (Pallant 2011.) Criterion-related validity has as purpose to predict current or future performance. It correlates test results with another criterion of interest and has to do with relationship between scale scores, and some specific measurable criterion. (Burns, Morris, Periard, LaHuis, Flannery, Carretta & Roebke 2017.)

This study uses quantitative methods, precisely survey with the use of questionnaires. The questionnaires will be sent to the workers at Guinness Cameroon S.A through survey monkey and responses will be received by the researcher. Data collected during this research will be analysed and information will be represented using illustrations and narrative texts where applicable. Before questionnaire administration, pre-testing of the questionnaire was carried out on a few randomly selected persons to ensure questions were clear and precise.

6 PRESENTATION OF FINDINGS AND ANALYSIS

The objective of this study was to explore sales promotion activities, the relevance of sales promotion and its influence on sales of a business and to make recommendations to the commissioner on how to increase sales through sales promotion. The aim of this chapter is to analyse the results of the response from the questionnaire which was targeted to workers of Guinness Cameroon.

A questionnaire is a group of questions written with a choice of answers, for carrying out a survey or statistical study. The questionnaire was administered in Cameroon to Guinness workers. A questionnaire of 11 questions was used for the collection of data for the study. The questionnaire comprised of 9 closed ended questions and 2 open ended questions. This survey was done with a sample of 30 Guinness Cameroon workers who willingly participated. The respond rate was 99.9%. The questionnaire was sent and filed through survey monkey.

6.1 Sales Promotion

This section makes use of open ended and closed ended questions. It seeks to enquire the different sales promotion techniques used by Guinness Cameroon, the major objectives for using sales promotion techniques and how effective the techniques used are to the company achieving increase sales volume. The respondents were asked about the different types of sales promotion techniques used by the company. The responses ranged between animation and offering of free bottles, customer incentives, in bar activation, using brand girls to do publicity and van team for promotion. These are amongst the sales promotion techniques used by Guinness Cameroon. The major objectives for employing the above sales promotion techniques given by the respondents are to build the brand, get new customers, increase market share and increase sales volume. The respondents were also asked how effective the sales promotion techniques are in increasing sales volume.

6.1.1 Effectiveness of sales promotion techniques on sales volume

The respondents were given the option to choose if the sales promotion techniques used by company are very effective, effective or not effective in achieving increase sales volume. From the responses depicted

in figure 4 below, it can be observed that all the respondents indicated that the sales promotion techniques used by Guinness Cameroon are effective in increasing sales volume.

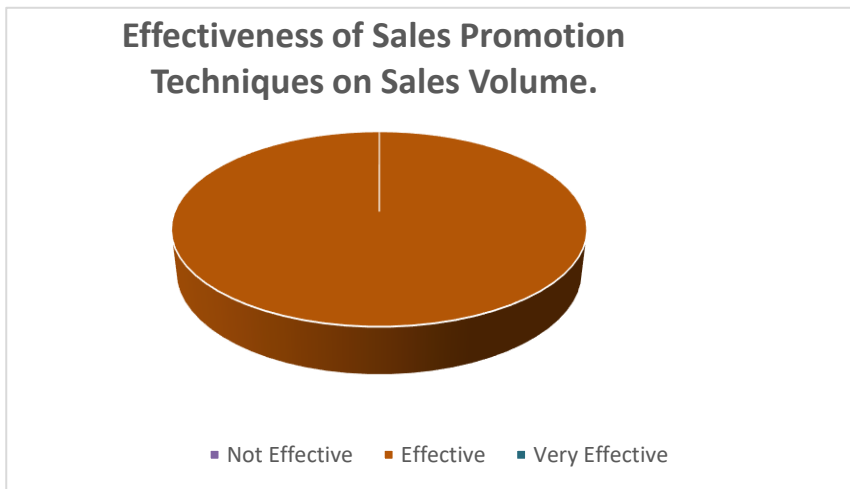


FIGURE 4. Effectiveness of sales promotion techniques on sales volume.

6.1.2 Sales promotion is compulsory if a firm must attain its sales target.

Figure 5 shows that a majority 86% (26 out of 30) of the participants agree and strongly agree that sales promotion is compulsory if a firm must attain its sales target and 14% (4 out of 30) participants disagreed to this. This implies sales promotion is compulsory if a firm must attain its sales target. Companies are always out to expand their market and get a market share as large as possible. The larger the market share, the larger the sales of a company and the larger the profitability of the company. Sales promotion is one of those strategies that enable a firm to attain increased sales volume.

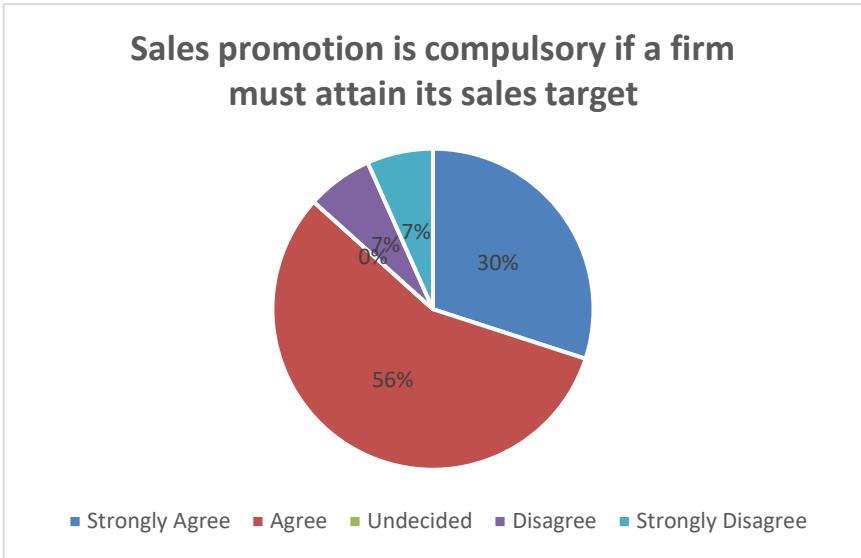


FIGURE 5. Sales promotion is compulsory if a firm must attain its sales target.

6.1.3 Sales promotion campaigns need to be carried out regularly.

From figure 6, it can be observed that 64% (19 out of 30) of the participants were positive to the fact that sales promotion campaigns need to be carried out regularly. 20% (6) were undecided and 16% (5 out of 30) participants disagreed. From this it can be depicted that sales promotion campaigns need to be carried out regularly by the company.

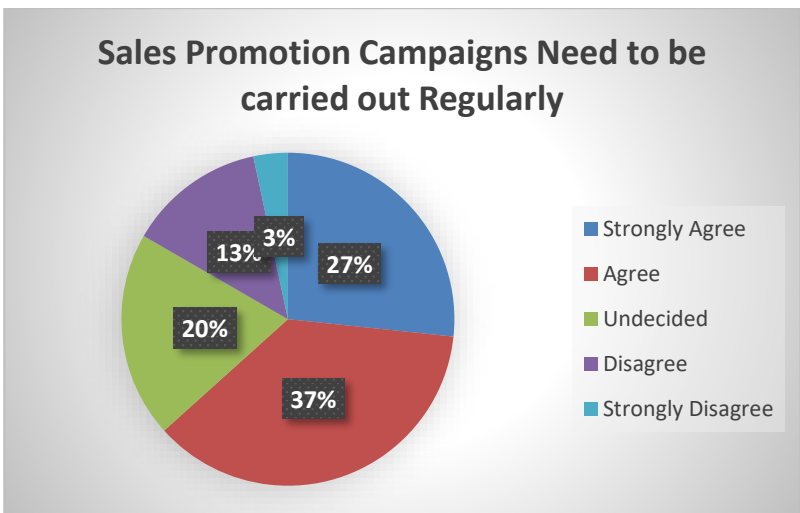


FIGURE 6. Sales promotion campaigns need to be carried out regularly.

6.1.4 No product can survive competition without intense promotion.

From the figure below, the responses prove that 64% (19 out of 30) of the respondents agree and strongly agree that no product can survive competition without intense promotion. 10% (3 respondents) were undecided and just 26% (8 out of 30) of the respondents disagreed to this. This implies for products to survive competition; intense promotion must be carried out on the brand.



FIGURE 7. No product can survive competition without intense promotion.

6.1.5 Sales promotion is a strong tool to enhance a positive buying behavior.

Going by figure 8, 70% (21 out of 30) of the respondents strongly agreed that sales promotion is a strong tool to enhance a positive buying behavior. 20% (6 respondents) were undecided and 10% (3 respondents) disagreed. This implies that, sales promotion enhances buying behavior. Customers' turn to purchase more when a company carries out sales promotion. This implies an increase in sales volume.

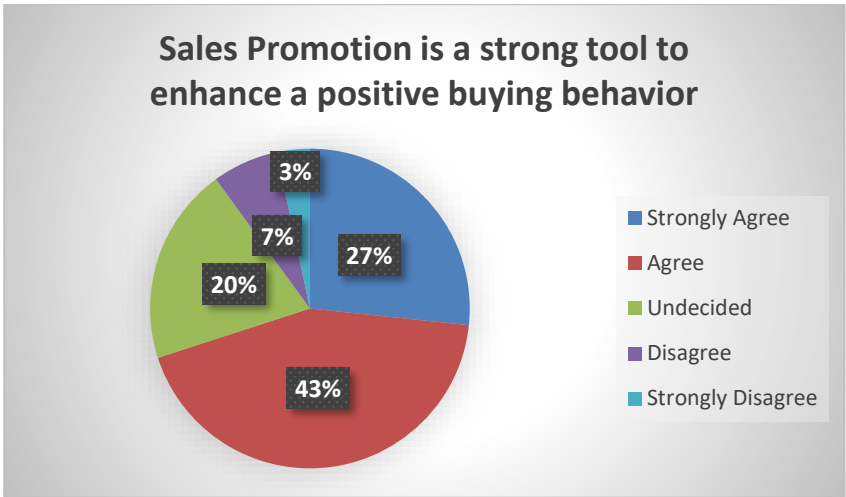


FIGURE 8. Sales promotion is a strong tool to enhance a positive buying behavior.

6.1.6 Sales Promotion increases an organization’s target market to boost sales.

Figure 9 clearly depicts that; sales promotion increases an organization’s target market to boost sales. This can be seen with most of the respondents (84%), which forms up to 25 out of the 30 respondents agreeing and strongly agree that sales promotion increases an organization’s target market to boost sales. Just 4 respondents (13%) disagreed to this and 1 (3%) was undecided.

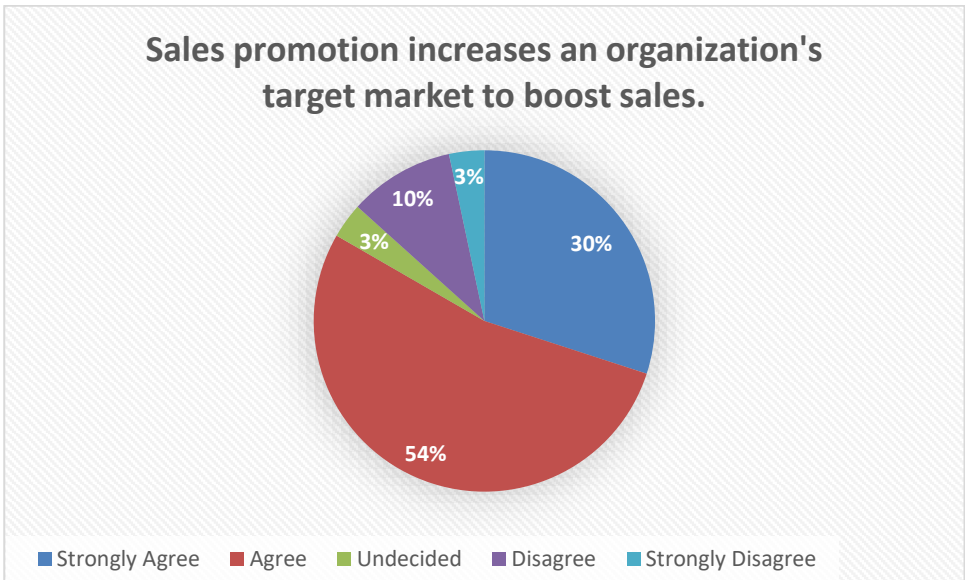


FIGURE 9. Sales promotion increases an organization’s target market to boost sales.

6.1.7 Sales promotion is a powerful tool capable of researching and motivating large audiences.

From the figure below, it can be observed that, sales promotion is a powerful tool in researching and motivating large audiences. This can be seen with most of the respondents (74% which is 22 out of 30 respondents) agreeing to this statement. 7% of the respondents were undecided and 20% (6 out of 30 respondents) disagreed. More people both current customers or potential customers are motivated to purchase more of a product or experiment if they are new customers when a company carries out sales promotion for a brand.

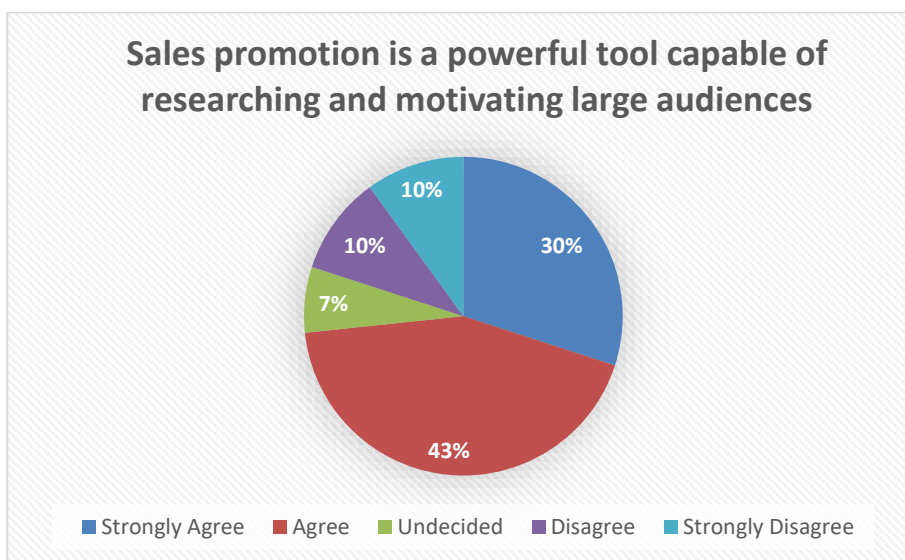


FIGURE 10. Sales promotion is a powerful tool capable of researching and motivating large audiences.

6.1.8 The Sales promotion programs of a company has an impact on its sales as a whole.

Majority of the respondents (84%, 25 out of 30) agreed to the fact that the Sales Promotion programs of a company has an impact on its sales. The extent to which this is true can be seen in a higher percentage of respondents (44%) strongly agreeing to this. 13% of the respondents were undecided and 3% of the respondents disagreed to this. This however implies that the sales promotion is crucial in attaining targeted sales volume.

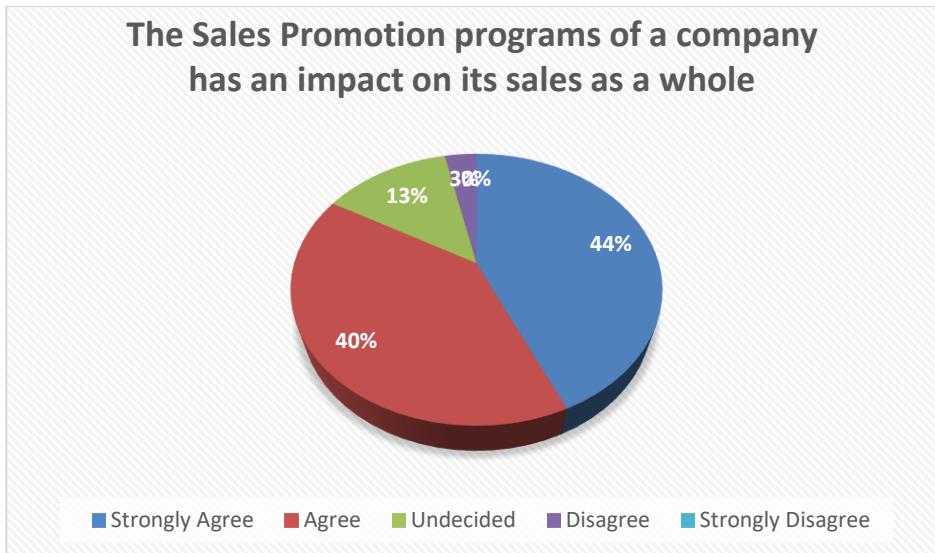


FIGURE 11. The sales promotion programs of a company have an impact on its sales as a whole.

6.1.9 Consumer loyalty can be further guaranteed through consistent sales promotion

A business does not only want to achieve short term sales for its product. It needs to have loyal customers to guarantee future sales of a product. Figure 12 depicts that, 56% of the respondents (17 out of 30) are positive to the fact that consumer loyalty can be further guaranteed through consistent sales promotion. 10% are undecided and 34% (10 out of 30) disagreed to this. This implies, companies can go further from just guaranteeing sales of a brand to guaranteeing customer loyalty to that brand which is future sales by consistent sales promotion.



FIGURE 12. Consumer loyalty can be further guaranteed through consistent sales promotion

6.2 Analysis

This section analyses the results of the study in relation to its objectives. It summarizes and evaluates to ascertain if these results collected align with or deviate from expectation. Conclusions are made based on the analysis of the results. This research collected data from Guinness Cameroon staff. The responses presented depicts the sales promotion techniques used, their purpose and importance and how it affects sales volume. The objectives include exploring sales promotion activities, the relevance of sales promotion and its influence on sales of a business and to make recommendations to the commissioner on how to increase sales through sales promotion.

From the findings of this research, Guinness Cameroon uses animation and offering of free bottles, customer incentives, in bar activation, brand girls to do publicity and van team for sales promotion. The major objectives for employing these sales promotion techniques are to build the brand, get new customers, increase market share and increase sales volume. The respondents find these techniques effective in achieving increase sales volume. It was also found that sales promotion is compulsory if a firm must attain its sales target with majority of the participants agree and strongly agree to this. Companies need to carry out sales promotion regularly. Fierce competition is a major characteristic of today's market. From the findings of this research, intense sales promotion is relevant for a product to survive competition. This can be seen with more than half of the respondents agreeing and strongly agreeing to this.

Customer's buying behavior is the sum of all the customer's attitudes, preferences intentions and finally decisions with regards to the customer's behavior in the marketplace and buying decision. This influences the sales of a company. The workers of Guinness Cameroon think that, sales promotion is a strong tool to enhance a positive buying behavior. Sales promotion also increases an organization's target market to boost sales. Sales Promotion programs of a company has an impact on its sales. Sales promotion can take a firm beyond temporal sales, to having loyal customers who will continue using its brand. Consumer loyalty can be further guaranteed through consistent sales promotion. This is seen from the findings of this research that, over half of the respondent are positive to the fact that consumer loyalty can be further guaranteed through consistent sales promotion. This guarantees future sales of a product.

7 DISCUSSION AND RECOMMENDATIONS

This research was conducted using questionnaires administered to 30 Guinness Cameroon workers. Based on the theoretical literature of this research for many companies to remain in a competitive market, they do undertake sales promotion activities. This is to enable them to compete with competitor's short-term marketing strategies by using temporary sales promotion techniques. This study also found that for products to survive competition, intense sales promotion must be carried out on the brand. From the theoretical literature of this research, it can also be seen that companies implement many sales promotion techniques to achieve their sales target.

Going by the results of the findings, companies such as Guinness Cameroon implement some sales promotion techniques to get a fair increase in volume of sales. In order to meet the desired level of sales, the company needs to implement other sales promotion techniques like quantity discounts and trade deals that can further motivate purchases. Percent off and Contests can also be implemented to boost customers purchase. Discounts on bulk purchase and coupons can also help get more return customers. These sales promotion techniques will drive sales volume higher and hence lead to greater profitability of the company which is the reason why every business exists.

From the survey, majority of the respondents agree that sales promotion has a positive influence on consumer buying behaviour. It is recommended that companies should observe new market trends in demand to understand the changing consumer needs. The business should keep up with the changing needs of customers to secure sales. Intense sales promotion for a DVD in 2020 may not guarantee increased sales. From the findings, companies such as Guinness Cameroon implement many consumer sales promotion techniques like offering of free bottles, customer incentives and publicity, at the expense of trade sales promotion techniques like quantity discounts for traders and customers who purchase more of the product and trade deals.

Guinness Cameroon has been continually innovating and introducing new brands into the market to better satisfy its customers. From the study, it was also found that sales promotion can go further to guarantee customer loyalty. Guinness Cameroon should implement some other sales promotion techniques that can enhance customer loyalty. This includes coupons which can help drive sales and get more return customers, discounts on bulk purchase and gifts.

8 CONCLUSIONS

The aim of this thesis was to investigate how sales promotion affects sales volume. The theoretical part of this thesis contains literature that is relevant to the investigation. It includes sales promotion techniques that companies have used to achieve sales objectives. It examined the theories of sales promotion, relevance of sales promotion. The theoretical part also examines sales and how companies traditionally achieve sales.

The quantitative method of questionnaire was used to carry out data for this thesis. When asked about the effectiveness of the current sales promotion technique, majority of them responded in favor of them and others suggested that other sales promotion techniques be included to boost desired sales volume. Majority of the respondents also said that sales promotion needs to be carried out regularly. The data obtained from the respondents reveal that sales promotion enables the firm to get a greater market share which enables it to secure sales. It also indicates that sales promotion is a tool capable of both motivating large audiences to buy a firm's product and get customers to be loyal. A few respondents however could not decide about the potency of sales promotion, a few said consistency of sales promotion is the only way to guarantee sales in the future. The responses were presented in pie charts and the results were analyzed. From the analysis it can be concluded that companies that embark in sales promotional activities can achieve substantial increase in sales. While it remains that sales promotion activities are many, companies can use the ones they chose depending on their objectives.

Recommendations were also made which included the fact that companies should engage in several forms of promotion to increase sales and also that they should observe the changing trends in demand to know what customers want. Sales promotion is therefore a relevant promotion mix tools that enable companies to achieve sales objectives which guarantees the continuity of the business.

Sales promotion has as the main objective to increase sales and a change in the demand pattern of a product. From this study it can be concluded that sales promotion goes a long way to affect sales volume by researching and motivating large audiences, increasing a company's target market, enhancing positive customer buying behavior, increasing chances of customer loyalty hence impacts the company's sales volume.

REFERENCES

- Achumba, I. 2002. Sales management concepts, strategies and cases. AI-Mark Education research. Vol. 22, 3
- Ackel, P. 2005. Factors Affecting Sales of the Automotive Industry in Europe. London. Oxford
- Aderemi, S. A. 2003. Marketing Principles and Practice. Abuja. Concept Publication Limited.
- Ahmed, A., Farooq, O. & Mir, F. 2012. Effect of Celebrity Endorsement on Customers' Buying Behavior; A Perspective from Pakistan. Interdisciplinary Journal of Contemporary Research in Business, Vol 4, 5.
- Asongkeng, D. 2012 Principles of sales promotion. Limbe. Green Publishing.
- Bhasin, H. 2018. Factors Affecting Sales of A Product. Available. <https://www.marketing91.com/factors-affecting-sales-product/> Accessed 20/5/2020
- Bhat, A. 2019. QuestionPro. www.questionpro.com. Available <https://www.questionpro.com/blog/quantitative-research/> .Accessed 27/5/2020
- Bhatia, M. 2018. Humans of data. Available: <https://humansofdata.atlan.com/2018/06/quantitative-research-methods/> Accessed 9/5/2020.
- Brannen J 2017 Mixing Methods. Qualitative and Quantitative Research. Vol 17, 23
- Brief History of Guinness Beer. 2017. Available: https://www.youtube.com/watch?reload=9&v=p2_4eX2FeW4. Accessed 29/10/2020.
- Burns, G. N., Morris, M. B., Periard, D. A., LaHuis, D., Flannery, N. M., Carretta, T. R., & Roebke, M. 2017 Criterion-Related Validity of a Big Five General Factor of Personality from the TIPI to the IPIP. International Journal of Selection and Assessment, 25, 213–222.
- Chakrabartty, S. N. 2013. Best Split-Half and Maximum Reliability. IOSR Journal of Research & Method in Education, 3(1), 1-8.
- Chunawalla 2007. Advertising, sales and promotion management.
- Cornish V.P. 2013. Pull and Push Marketing Concepts. Revised Edition. New York: S.C Hand and Company Ltd.
- Creswell, J. W. 2005. Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research (2nd Ed.). London. Pearson Merrill Prentice Hall.
- Crossman, A. 2018. Different Types of Sampling Designs in Sociology. An Overview of Probability and Non-Probability Techniques. <https://www.thoughtco.com/sampling-designs-used-in-sociology-3026562> Accessed 3/6/20.

Dare Onifade & Olanrewaju Abi. The nature of sales promotion and organizational productivity. <https://www.academia.edu> Accessed 23/4/20.

Diageo Guinness Cameroon. 2020. Available: <https://www.supplychaindigital.com/company/diageo-guinness-cameroon>. Accessed 20-06-2020.

Fine S. H. 2017. Marketing the public sector: promoting the causes of public and Non-profit Agencies. Chicago. Routledge Publishing

Guinness Storehouse.2012 Archive fact sheet: The History of Guinness.

Hart, M. 2020. What Is Sales? Available: <https://blog.hubspot.com/sales/what-is-sales>. Accessed 19/5/2020.

Havaladar K. & Vasant M. 2007. Sales and Distribution Management: Text and Cases. New Delhi: Tata MacGraw-Hill Publishing.

Hitesh Bhasin, 2019. <https://www.marketing91.com/what-is-sales-promotion>. Sales promotion- best 16 types explained with examples. Accessed:25/09/2020.

Hughes J. 2019. How to use coupon marketing to increase sales at your WooCommerce store. Available: <https://themeisle.com/blog/coupon-marketing/>. Accessed 26/4/20.

Joppe, M. 2000. The Research Process. The UB Journal. Vol 33, 40.

Kaser K 2012. Advertising and sales promotion. Cengage Learning Prints, USA.

Kazmi, S. S. H & Satish, K. B. Advertising and Sales Promotion 3rd Edition. Mumbai: Kapoor Library.

Kotler, P. & Keller, K.L. 2011. Marketing Management, 14th Edition. New Jersey: Prentice Hall.

Kotler, P. 2003. Marketing Management, 11th Edition. New York: Prentice Hall.

Kumar, V. & Shah, D. 2009. Expanding the Role of Marketing: From Customer Equity to Market Capitalization. Journal of Marketing - 73. 119-136.

Lazzari, Z. 2018. Role of Marketing Management in New Product Development. Available: <https://smallbusiness.chron.com/role-marketing-management-new-product-development-47253.html>. Accessed:19/05/2020.

Leedy, P. D., & Ormrod, J. E. 2004. Practical Research, (8th Ed.). Upper Saddle River, N.J: Prentice Hall.

Maede A. J 2005. Qualitative Research Design: An Interactive Approach. Applied Social Research Methods. Vol.41,18

Mohajan, H. 2017. Two Criteria for Good Measurements in Research: Validity and Reliability. Annals of Spiru Haret University, 17(3): 58-82.

- Neilsen, A. C. 2020. Guinness Cameroon. Available: <https://www.diageo.com/en/our-business/where-we-operate/africa/guinness-cameroun/> Accessed 23/4/20.
- Neslin , Scott & Heerde 2008. Promotion Dynamics. Foundations and Trends in Marketing.p 45
- Neilson, L. 2011. The Effects of Sales Promotion. New York: Demand Media.
- Nielsen, L. 2020. The effect of sales promotion on sales volume. Available: <https://smallbusiness.chron.com/effect-sales-promotion-sales-volume-5051.html>. Accessed 19/5/2020.
- Odunlami. B. & Ogunsiji, A. 2011. Effect of Sales Promotion as a Tool on Organizational Performance. Journal of Emerging Trends in Economics and Management Sciences, 2 (1), 9-13.
- Oxford college of marketing. 2014. The important role of sales in an organisation. Available: <https://blog.oxfordcollegeofmarketing.com/2014/10/17/the-important-role-of-sales-in-an-organisation/> Accessed 19/5/2020.
- Pahwa, A. 2019. Sales promotion - definition, strategies and examples. Available: <https://www.feedough.com/sales-promotion-definition-examples-types> .Accessed 23/4/20
- Pallant, J. 2011. A Step-by-Step Guide to Data Analysis Using the SPSS Program: Survival Manual, (4th Ed.) BerkShire: McGraw-Hill.
- Palmer, A. 2004. Introduction to Marketing Theory and Practice, 2nd Edition. United States: Oxford University Press Inc.
- Rahman, A. 2010. Why Sales In Business Is Important. Available: <https://ezinearticles.com/?Why-Sales-In-Business-Is-Important&id=5598784>. Accessed 30/10/20
- Rupareliya M. 2018. Sales Growth and Promotion. A Millennial Approach. 2nd Edition. Kantipur: Razak Publishing.
- Sharma, P (Ed.) 2014. Advertising and sales promotion: by Knowledge Flow. Kindle Edition.
- Shekharan, U. & Bougie, R. 2010. Research Methods for Business: A Skill Building Approach (5th Ed.). New Delhi: John Wiley.
- Shimp T.A. 2003. Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications. Mason. Ohio: Thompson Southwestern. Journal of Marketing Communications, 10(4), 289-290. <https://doi.org/10.1080/1352726042000250498>. Accessed 2/5/20.
- Smriti, C Sales promotion strategies: 3 types of sales promotion strategies explained. Available. <https://www.yourarticlelibrary.com/sales/sales-promotion-strategies-3-types-of-sales-promotion-strategies-explained/22501e>. Accessed 28/9/20.
- Twin, A. 2020 Sale. Available: <https://www.investopedia.com/terms/s/sale.asp>.Accessed 19/5/2020
- Vanderstoep, S. W., & Johnston, D. D. 2009. Research Methods For Everyday Life: Blending Qualitative And Quantitative Approaches. San Francisco: Jossey-Bass.

Willis, J. 2007. *Foundations of Qualitative Research: Interpretive and Critical Approaches*. Yorkshire: SAGE Publications.

APPENDIX 1

**Centria University of Applied Sciences
BSc. In International Business
QUESTIONNAIRE TO GUINNESS CAMEROON STAFF**

Dear Sir/ Madam,

I am a final year student of the above-mentioned institution writing a thesis on “**How Sales Promotion Affects Sales Volume case study of Guinness Cameroon S.A**”. I will be most grateful if you can provide answers to the questions below.

The information you provide will help me fulfill my aim in research and will be treated as confidential and used only for this research.

Instruction: please use a tick (✓) or a brief explanation where appropriate.

Sales Promotion

1. What types of sales promotion techniques are used by Guinness Cameroon?

2. What are the major objectives for employing the above sales promotion techniques?

3. How effective do you think these sales promotion techniques are in increasing sales volume?
 Not effective effective very effective

Sales Promotion and Sales volume

SN	Description	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1.	Sales promotion is compulsory if a firm must attain its sales target					
2.	Sales promotion campaigns need to be carried out regularly					
3.	No Product can survive					

	competition without Intense Promotion					
4.	Sales Promotion is a strong tool to enhance a positive buying behaviour					
5.	Sales promotion increases an organisation's target market to boost sales.					
6.	Sales promotion is a powerful tool capable of researching and motivating large audiences.					
7.	The Sales Promotion programs of a company have an impact on its sales as a whole					
8.	Consumer loyalty can be further guaranteed through consistent sales promotion					

THANK YOU.