

**EFFECTS OF PROMOTION ON CONSUMER PURCHASE DECISION IN BEVERAGE
INDUSTRY**

A CASE STUDY OF COKE CONSUMERS IN NAIROBI.

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DECLARATION

We, Aida Alazar, Khadija Ali, Mercy Kaponda and Kelvyn Illa declare that the work contained in this management research paper is our work and has not been previously submitted by us or other persons for a degree at any other university or institution.

Signature..... **Date**.....

Signature..... **Date**.....

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Signature..... **Date**.....

This proposal has been presented for examination with our approval as the university supervisors.

Signature **Date**.....

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Riara University

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ABBREVIATIONS AND ACRONYMS

CPD – Consumer Purchase Decisions

D.V – Dependent Variable

I.V – Independent variable

UK – United Kingdom

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ABSTRACT

In today's world in order to survive in a competitive market place, businesses must take part in sales promotion. The market is becoming more and more diverse and businesses are using sales promotion to ensure product sustainability. Customer awareness of offerings in the market has increased and consequently what they expect from the products being offered has also increased. Access to information has been heightened by virtue of the Internet technology and this has led to the increment of customer bargaining power on any purchase decision. Due to this, present day marketers have been faced with a great challenge of meeting the ever-growing expectations of customers. This research aims to understand the effects sales promotion has on the purchase decision of Coke soft drink consumers. The objective of the research was to determine which of the sales promotion framework affects the purchasing decisions of consumers of the beverage industry and how. Owing to this, the research was delineated to consider the outcomes of sales promotion, primarily the result of price discount, coupon discount and free samples on consumer purchase decision of Coke soft drink. The significance of this research was to assist marketers understand, examine and explore what styles of marketing plan should be selected from a pool of assorted promotional approaches after they plan and device a sales promotion venture. In addition to that the research will benefit consumers, in that, a study on their consumer purchase decision will result in better products that will seek to satisfy the needs identified during the research. The study was an explanatory one and the research was done by collecting information through questionnaires, where the goal was to evaluate and obtain new insights, in addition to, locating and outlining relationships among the different phenomena in question. The study focused on consumers in Nairobi to get a representative sample size. Convenient Sampling method was used to draw data from the researcher's target audience. Qualitative research was used to get descriptive, in-depth data from the respondents who were dispensed with the questionnaires. Qualitative analysis was done thematically and descriptively. Tables and graphs were generated to draw distinct frequencies of the effects sales promotion has on consumer purchase decision on Coke soft drink consumers. In view of the findings of this study, Free Samples, Coupon Discounts and Price Discounts as a matter of fact do affect Consumer Purchase Decision in the Beverage Industry in this account, Coke consumers.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

According to Kotler (2016), promotion has the essential factors related to the required business result in an aggressive marketplace. It is an essential factor that is required to produce sustainability in a competitive market place. Consumer purchase decision helps markets to identify how consumers complete the journey from knowing about a product to making the purchase decision. It is all about attracting the right customer, getting them to buy often and in higher quantities and to bring you even more customers (Anderson & Narus, 2017). Thai (2014) asserts that consumer purchase decisions can be seen as the mirror image of customer defection. It merely defines the ability of a company to keep its existing customers. It is the measure of the ability of a company to give sufficient value with its services or products for shoppers to keep them returning (Abishua, 2016).

Promotion and consumer purchase decisions are often best explained by exploiting the cognitive dissonance theory. This theory is a psychological analogy compared with self-question once deciding. In advertising, it is oftentimes alluded to as purchaser's regret, associated identifies with the vulnerability purchasers feel behind deciding on an intense shopping for selection (Zhang, 2015). As a firm, comprehending capability for dissonance and tending thereto helps in preservation of purchasers. In buyer behavior, psychological discordance happens in the middle of the post-buy evaluation, the final phase within the normal consumer primary leadership handle. This is when a buyer spends time contemplating a buy ensuing to utilizing the item or actualizing it (Campton, Inglis & Omar, 2017)

A positive gauging instigates to reuse business ideas plus, ultimately, builds commitment. A negative experience or stable opinions of unreliability increment the potential that the buyer will pick an item or administration whenever, or even look to give back an item for a discount where that is conceivable. That being so, suitable and appropriate marketing strategies are influential at this stage. If appropriately applied, the post-purchase assessment will produce positive results which will intensify customer retaining (Piercy, 2016). Resultantly, marketers nowadays look for more cost-effective methods to put their message forward to their target market and are steadily withdrawing from orthodox above the line media advertising, towards the various options of below

the line sales promotion (Yang, 2015). Traditional methods of advertising have been known to hinder the measuring of their effectiveness (Yang, 2015). Manufacturers allocate around 75 per cent of their marketing communication budget to sales promotion to influence consumer behavior (Familmaleki, 2015).

In today's complex and undependable business environment, marketers are frequently encouraged by the persistent change in what customers want. Aggressive market competition, recent entrants in the market, convenience of alternative products, present a challenge to liaise their marketing goals. The power has shifted from marketers to consumers, forcing marketers to guarantee they put out products that have unique features and are of high quality, in order to give consumers a reason to buy from them and remain loyal to them (Rambitan, 2013). Moreover, the persistent adjustments in the society, the economy and environment, is directly related to customers' preferences and tastes.

The alteration of power from marketers to customers has stipulated marketers to ascertain that their goods are distinct and superior to give customers a cause to buy their products plus stay loyal to them (Rambitan, 2013). Moreover, the shift, in particular, economic environmental plus social factors, has affected how consumers change their preferences. People's needs and perceptions of provocation change according to their surroundings, and it's attributed from the necessity of concreteness and short-term orientation that sets apart sales promotion rather than advertising. This is the main reason why marketing plans of action have been modified to this recent tendency; looked away from advertising so as to approach sales promotion. Additionally, with limits in the marketing budget, marketers are facing great pressure and hindrance to communicate their goals of marketing to the consumers (Hawkes, 2019).

Kenyan customers have become quite price-conscious and fast-moving consumer goods have slowly become quite competitive. Leading fast-moving consumer goods firms in Kenya more often than not use price discounts in as well as sales promotional campaigns, for instance: store renovations, marketing events, and lengthening of opening hours (Otieno, 2016). To accomplish development and targeting a proper sales promotional plan, a firm must first begin by identifying their target market and investigate what stimulus they answer to (Schultz and Robinson, 2018). So, it is crucial to understand the characteristics of consumers and the way their characteristics

influence how they answer to products under sales promotion, at product classification as well as the independent brand levels.

1.2 Statement of the Problem

Customers' lifestyle and preference has dramatically changed over the past decade or so (Cummins, 2018). Awareness of offerings in the market by customers has increased and what they expect from the products being offered. Access to information has been heightened by virtue of internet technology and has led to the increase of customer bargaining power on any purchase decision. As a consequence, present day marketers have been faced with a great challenge of meeting the ever-growing expectation of customers (James, 2017).

Marketers have relied upon promotion to fulfill the changing demand of customers and the market as a whole. Consumer promotions are offered to consumers by producers and are designed to stimulate the buyer to form a procurement right after being exposed to the consumer promotion (Taylor, Cameron & Pilarcik, 2010). Marketing campaigns that include various incentives are favored most by the market. This is because of their short-term nature to stimulate quick purchase of goods or services in great quantity. Sales promotion is an incentive that has proved influential, pushing customers into forming instant buying decisions without pause (Kotler, 2016).

However, promotion is included in the foremost important elements of marketing mix designed to stimulate consumers to react immediately i.e. to make an incentive that encourages consumers to get a product as fast as possible, more routinely and/or in large amounts than when promotion is absent (Hawkes, 2019). Consistent with the institute of Sales Promotion, UK “promotion is a range of tactical marketing techniques designed with a strategic framework to add a value to a product or service in order to achieve specific sales and marketing objective” In summary sales promotion can be considered a suggestion of an inducement to result in a desired sales outcome (Gilbert & Jackaria, 2017). As claimed by Gilbert & Jack aria (2017) major purchasing decisions made by customers are three: 1. what to buy? 2. What quantity to buy? 3. What brand to purchase from? Sales promotion affects and has a bearing on these purchasing decisions. The advantage of promotion is to charm new pools of consumers away from competitors steering them towards switching brands or just prompt customers you already have to shop for more (Mittal & Sethi,

2016). There are two types of promotion; value promotion and price promotion. Under value promotion there is prize draws, container promotions, competition and premiums. Price promotion by contrast, includes pence off flashes, discount coupons, buy one get one free and further filled packs (Cummins, 2018). One issue in relation to promotion is the efficacy of each sales promotion, i.e. which is more efficient than the other, enough to influence a consumer's purchasing decision. Not much research has been done that integrates all the types of promotion and their element, some studies done prior mostly specialized in either non-price or price promotion. Therefore, how each type of promotion plays a part in the purchase decision of consumers is still unknown.

In Kenya, promotion is an essential part of the marketing activity accustomed to making sure sales volumes are maintained in the course of economic fluctuation periods (Kimani, 2017). Therefore, this paper investigated the breach created by the restricted span of valuable research on addressing the results of promotion and the effect it has on consumer purchase decisions. Thus, an issue statement addressed the problem of how promotional tools like coupon discounts, price discounts, free samples, influence the purchasing decision of a customer. To be more specific, we desired to look at the efficacy of sales promotion as a promotional tool for Coke soft drink with the main target of the views of the buyer. Fast-moving commodity firms are aware that these promotional tools are useful but they're unsure which one amongst those promotional frameworks will work best for them. In their study, they stressed about various promotions, and recommended further studies on the consequences of promotion on consumer purchase decisions in firms.

1.3 Objectives of the Study

1.3.1 General objective

The study intended to find out the effects of promotion on consumer purchase decisions from the outlook of the coke consumers in Nairobi.

1.3.2 Specific objective

- i) The effects of a price discount on consumer purchase decisions.
- ii) To understand the effects of coupon discounts on consumer purchase decisions.
- iii) To investigate the impact of free samples on consumer purchase decisions.

1.4 Significance of the Study

Sales promotions are always more successful because they have key impact on sales. Comprehending how customers view non-price advancement approaches like store advertising can be practical for the corporation to alter or to regulate their sales promotional plan and it should enable companies to use their own position within the market by placing equal numbers of efforts to promotions they provide and the promotions that customers prefer. Hence, the aim of this research was to assist marketers understand, examine and explore what styles of marketing plan should be selected from a pool of assorted promotional approaches after they plan and device a sales promotion venture. The aim was, additionally, to examine what are the elements that can encourage customers to decide on the promotional framework while making their own purchase decision.

To the customers, a study on their consumer purchase decision will result in better products that will seek to satisfy the needs identified during the research. During the data collection, consumers were expected to give their honest feedback. The research study hoped to reduce disparities on finite analysis of consumers in the local market. Moreover, it complemented the extensive international research on digital marketing. To other Scholars, the research paper helped answer in further study on how a sales plan is an important marketing tool used to maintain the number of sales volumes during economic fluctuation times.

1.5 Scope of the Study/ Delimitation of the Study

This research was restricted to the analysis of particular promotion techniques and to take a look at how each promotion channel works better than the other. Owing to this, the research was delineated to consider the outcomes of sales promotion, primarily the result of price discount, coupon discount and free samples on consumer purchase decision of Coke soft drink. Additional sales promotion approaches and other types of soft drink products were not included in the study. The study concentrated on the year 2018 and 2019. Furthermore, this exploration was geographically narrowed to Coke soft drink consumers in Nairobi for the grounds mentioned above.

1.6 Research questions

- i) What was the impact of a price discount on consumer purchasing decisions?
- ii) Under which circumstances did price coupon affect consumer purchasing decisions?
- iii) How did free samples affect consumer purchasing decisions?

1.7 Limitation of the Study

This work was carried out under a tight school pressure schedule and workload, making it necessary to devote limited time to do it and had sleepless nights.

Due to time constraints, the study was confined to Nairobi. It also took relatively longer to fill in the questionnaires. The researcher encountered funding constraints that did not enable more comprehensive coverage of all constituencies in Nairobi County to provide necessary information for broader and detailed content. Thus, the research findings did not apply to all constituencies in the county. Despite the limitations, there was a lot of coordination among participants, facilitating adequate justifiable questionnaires for analysis. Likewise, due to the homogeneity of the brand's customers, "Coke," Nairobi's responses were applicable for a wider part of the country.

1.8 Organization of the Study

The Study was organized into three chapters; the first chapter contained the introduction which consisted of the Background, Problem statement, the Objectives of the Study achieved, Significance of the Study, The scope of the course, and Organization of the Study. The second chapter carried a literature review about the subject matter, which included theoretical reviews, empirical reviews of the Study's literature, and the conceptual framework. Chapter three covered the research methodology. It was made up of a description of the approach the research appropriated in order to answer the questions posed by the researcher, the research design, the target population, the sample size, the sample techniques, and the source of data, the collection techniques, and the data analysis method.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter assessed the concepts and theories pertinent to sales promotion. The conditions in which sales promotions progressed, and prior studies that looked at this were discussed in summary in this chapter. The literature review includes these sections: Theoretical framework, the concept of sales promotion, research gaps and the conceptual framework.

2.2 Theoretical Literature

This research was based on the Push theory as discussed below.

2.2.1 Push Theory

The theory of 'push' foremost introduced by Rosenstein-Rodan is a rigorous variant of the proposition of 'balanced growth'. The heart of push theory is that hurdles faced during development are intimidating and pervading. The process of development, in nature, is not easy and continuous. It entails a sequence of interrupted 'jumps'. The factors that influence economic growth, even so operationally linked to each other, are distinguished by various "discontinuities" and "hump." Consequently, any plan of action of the development of the economy that counts on the philosophy of economic "gradualism" is doomed to be disheartened. What is required is a "huge push" that revokes the inceptive inertia of the inert or lifeless economy. Only then can an effortless journey of the economy in the direction of high productivity cum income be secured (Rosenstein-Rodan, 1990).

Alexander (1998) asserts that firms have a strategic option when they plot their structures cum procedures. While deliberate decision-makers are to a certain extent, limited by dependent or circumstantial factors, they nevertheless have space for strategic navigating. From a calculated choice outlook, positioning the resources of an organisation within the context of the organization is seen as an essential detail for tactical decision-makers who perpetually assess the threats and opportunities of the environment as well as examine other strategic choices thus attaining a strategic position with the ever changing environs. For that reason, strategic re-establishment and repositioning are the chief matters in this theory. Johnston (1998) farther expresses that by selection of proper strategic substitutes, organizations expand their flexibility while authorizing

and energetically fashioning the environs of the organisation. It is exhibited in the option of strategic familiarization.

Without considerable momentum being transmitted to the economy, it fails to gain self-generating and progressive growth. An absolute minimum of starting speed is essential if at all, the race is run. A necessary thrust of a specific minimum size is recommended that conquers the various intervals and agreements in the economy and offset the scale's diseconomies that arises once development starts (Rosenstein-Rodan, 1990). According to Kucuk (2004), the product is one of the cues a consumer used to assort a product or the product stocked in the store, making inferences about the product. Furthermore, price is a cue to choose a product. It is either a fast-moving consumer goods such as that of Coca-Cola Company, which owns their label. According to Burnkrant (2005), consumer purchase decisions contribute to more success in making sure products' inferences if their cues are consistent. Emotional and behavioral outcomes are shaped by the attributions a consumer holds according to the attribution theory. Therefore, the attributions of a consumer form their actions.

The advantage created by an advertisement may additionally vary depending upon the various marketing types like free samples, price discounts, coupons, etc. It directly influences consumer purchase decisions and promotes the selling process by guiding consumers to create an immediate purchase. Customers seek more fun from the brands they buy, marketing offers novelty, eagerness, and humor at the sale point, which they reply to (Vahie & Paswan, 2006). Consumer purchase decision and push theory have supported evidence that consumption for a few product categories respond to promotion. Within the business field, a publicity strategy is one of the activities aid in profiting firms. The buyers are too many, broadly spread, and diverging in their needs. Consequently, an advertisement strategy is used to see the goods or services from the customer's point of view and interface the message within the customer's language. Stockpiling escalates the consumption of high satisfaction products, relatively low convenience products (Featherstone, 2007).

2.3 Empirical literature

2.3.1 Consumer purchase decisions

Consumer purchase decisions can be explained as the cerebration process that causes a consumer to recognize a need, evaluate all the options, and make the choice to buy a specific product and brand (Reed, n.d). Consumers rely upon a few pieces of selective information with which they feel can guide and help them to decide how the product might perform relative to competing brands (Akpoymare, Adeosun & Genii, 2012). Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision (Lautiainen, 2015). According to Lautiainen (2015), there are characteristics behind every buying decision that can come from cultural, social, personal or psychological factors; and marketers use these factors to sway consumers' purchase decisions.

Businesses nowadays place huge significance on processing and grasp consumer behavior because it yields quite a few benefits (Shrestha, 2015). Once personalized behaviors are analyzed the prediction of future trends comes easily (Kumar, John & Senith, 2014). Businesses must understand and recognize the power consumer behaviour has on consumer purchasing decisions (Shrestha, 2015); reason being that it attempts to understand how the decision making process goes and how it impacts consumer buying behavior (Solomon, 2004). Additionally, Solomon, Bamossy, Askegaard, and Hogg (2010) defined consumer behavior as the study of the activities that take place when a person or persons choose, acquire, use or do away with products, services, experiences to satisfy need and desires.

As stated by Akpoymare, Adeosun and Ganiyu (2012) consumers do not obtain perfect information - in fact even when presented with what economists would call 'perfect' information; they are unable to grasp and discern some technical aspect of the information. The consumer buying decision process consists of five stages: 1) Problem recognition 2) seeking of information 3) Evaluating the options presented 4) Making a decision to purchase 5) After-purchase behavior (Qazzafi, 2019). This is further illustrated in figure 2.1

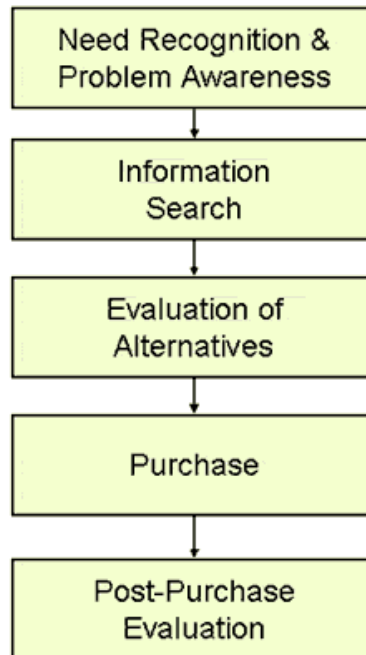


Figure: 2.1 Consumer purchase decision-making process

Source; tutor2u

2.3.2 Free Samples

Free sample is a portion of a product given to customers for free in the hopes that they will buy the product. Free samples act as a stimulus that persuades individuals into the trial of a new product especially during the introduction stage of the product (Ahungwa, 2018). Freitas and Harmerski (2017) found that tasting as a type of sales promotion is a good way to influence potential consumers' purchasing behavior, yielding a higher percentage of sales, with 93% consumer choice. Free samples may be limited to relatively small purchases. However, small purchases may eventually lead to larger ones. There is value in merchandise testing and having direct behavioral experience with a product, and marketers recognize this (Ashraf, Rizwan, Iqbal & Khan, 2014). Though highly impactful, according to Orji, Oyenuga and Ahungwa (2020), free sampling as a sales promotion tool is the most expensive.

Free samples has been known to increase consumer trust because interactions between merchants and customers is encouraged (Kiran, Majumdar & Kishore, 2012). As found by Bawa & Shoemaker (2004), under free sampling there are two kinds, namely: 1) In-store sampling 2) Home-delivered sampling. In-store sampling, customers are exposed to the free samples at the store and are able to purchase the product immediately after interacting with it. As for home-delivered sampling, there would be a longer duration before the customer makes the purchase. However, free sample deliveries are personal in nature and may prompt customers to make a purchase.

According to Bawa & Shoemaker (2004), the probable effects of free samples on gradual consumer purchasing are three, namely: acceleration, cannibalization and expansion effects. In acceleration effect, consumers begin to rebuy the sample product earlier than they usually would. Cannibalization is defined as a reduction in sales amount, profit or market share of one product caused by the introduction of a new product by the same producer (Kotler & Keller, 2012). An expansion effect gave consumers the urge to purchase, consumers would not want to buy the brand's product if there is no free sample.

Banks (2003) suggests that when it comes to sales promotion- complementing products through bonus packs, pushing consumers to try products via free samples and coupons, intermediaries have expeditiously increased the possibility of influencing their customers' behavior.

2.3.3 Coupon Discounts

A coupon discount is a guarantee entitling the provider with an assertive saving on purchasing a selected product, dispatched, bound in other goods and are usually placed in magazine and newspaper advertisements (Price, 2000).

Coupon discount is mainly considered as the preferred tool by marketers to revive consumers by giving them a voucher or guarantee that saves them more money in case they want to get a product within the future, such as a 35% cut from the paramount cost or a set discount sum such as \$8 per piece (Fill, 2012; Harmon and Hill, 2013; Ndubisi and Chew, 2016). Coupons are advertisement tools that offer a discount price to the consumers, which encourages trials. As stated by Cook (2013), customers can be more convinced with the coupon's strategy since it is a useful test buying

tool. It is considered an excellent method to convince customers' brand switching. Studies suggest that market share does increase during the period immediately after the coupons are distributed. In 2009, the amount of coupon discounts used in the United States of America set a new record because consumers redeemed \$5.5 billion value of coupon discount, a 29% jump from the previous year (Webley, 2011). Venkatesan and Farris (2012) proposed that customized coupons usually increase sales promotion effectiveness and total positive financial performance. In recent times, consumers expanded their use of coupons as a cost-saving measure in turbulent economic environments (Spiekermann, 2011). As stated by Gilbert and Jackaria's (2017), they established that coupon promotions have no notable result on the number of products purchased by the consumers.

The coupon provides an advance discount on services or goods. It is customarily issued separately from the goods or service itself. Coupons which offer a cut on the next purchase of service or good are frequently located on consumer brand goods (Cummins, 2008). For advertisers and marketers, a coupon could be a considerable tool because it expands advertising effectiveness (Kim, 2014). Retailers and manufacturers circulate coupons to improve or enhance sales through higher purchases by existing customers or lure non-customers into a test purchase. Coupons that are printed by retailers, they are given out directly to the consumers and some use intermediaries like wholesalers and retailers. Coupon discounts for products are essentially a cause of frequent purchases and can be used as a reward for loyalty. Coupons promotion can only allow the customers to receive a specific advantage and only the coupon holder can obtain the product or the service. Coupons have advantages and trends towards the market in a way that they will improve the sales in an exceedingly short period. Coupon discounts can stimulate customers to turn to other brands or products (Ndubisi & Tung, 2015).

As stated by Diamond and Sanyal's (2013), consumers tend to prefer promotions offering "free" to satisfy those showing "discount" interest. It is because they recognize non-financial advertisements as "gains" while financial promotions as "reduced losses" (Campbell & Diamond, 2013). Therefore, coupons that offer "free" products would have a significant rate of redemption than coupons that offer discounts. According to Schultz (2011), coupon discount provides retailers with more advantages that include the power to draw in current buyers, brand switchers, and deal prone buyers. Coupon discount can be understood by the consumers and may be highly helpful for trail purchases (Cook, 2013). Online coupons have benefits as compared to traditional media. One

advantage is saving in cost and time. The online medium can seriously lower the value related to development, database creation, and distribution. A shorter time period is needed to produce and be able to distribute online coupons (Carmody, 2015). From a consumer's perspective, online coupons are beneficial because they also cut the time and energy required to look, sort, and organize coupons (Fortin, 2016).

Even if the online coupon discount has benefits, they can also present some problems (Fortin, 2016). Marketers cannot have control of the number of coupons downloaded; hence, the rates of redemptions may not be predictable. It would hamper the promotional objective of coupon discount to be achieved. There may be risks of forgery. Only a few IT-specialist consumers can maneuver the coupon discount graphics and perhaps change the face value or expiration date, this might even deteriorate coupon providers' control over allocation.

2.3.4 Price discounts

Price is an essential constituent of the marketing mix as it gives income, and determining the price is among the crucial yet delicate facets of marketing (Shrestha, 2015). In nearly every market in the world, price denotes the stage at which buyer and seller are ultimately in consensus. Manufacturers, Wholesalers and retailers in contemporary time business frequently come up with non-price points of difference, for example, branding, packaging, product standard and services in opposition to their competitor (Shrestha, 2015).

Nonetheless, stiff competitiveness in the sales outlets and with increased potential of the competitors to mirror every one outlook of non-price factors has made it hard for marketers to gain the trust of customers. On account of Kim Xu, and Gupta (2012), establishing buyer trust is particularly an element shaping the successful outcome of a business. Consequently, many manufacturers, companies, wholesalers and retailers use price-based discounts to impact consumer purchase behavior. Price discounts give buyers commodities at a minimized price from the ongoing cost of the item (Shrestha, 2015). However, according to Yooh, Oh, Song, Kim and Kim (2014) price as an interesting prompt, is preferably perceptible than quality.

Price discount generally lowers the price for a designated amount or enlarges the amount available at the constant price, thus reinforcing the value and coming up with an economic enticement to

acquiring a product. Nevertheless, if buyers equate promotions with more inadequate brand value, then, apropos of that quality is significant, a price discount might not secure the degree of sales rise, and the economic returns alternatively could have generated (Shrestha, 2015).

Gupta & Cooper (2013) further discovered that giving discounts on a business has a significant effect on customer purchase decisions. Also, as stated by Agbi & Mande (2016), price cuts have unveiled ample attestation that price discounts possess a pre-eminent effect on the consumer purchase decision. Exploration is done Agbi & Mande (2016) on the outcome of sales promotions on consumer purchase decisions dyed in the wool that discounts could be the grounds customers obtain products and that customers would buy from a company extending discounts. Appropriately to these unearthing, it is high-priority for Coca-Cola to use values or instead for coke to be on deal. In brand switching, buying stimulation, stock accumulating, product testing and spending more in the shop, price discounts do a notable role (Farrag, 2010). Osman, Fah & Foon (2011) found that price drops take part in an essential role in shaping the actions of customers purchasing trials and rising short sales. As stated by Mittal & Sethi, (2011) to prompt stock stacking and buy stimulation, price discounts are established to be exceedingly compelling, modest in brand switching and new product trials, yet not adequately sufficient to convince customers to use up more.

2.4 Conceptual Framework

The figure below shows the relationship between the dependent and independent variables of this research. It shows the consumer's purchasing decision is a dependent variable as it depends upon various sales promotion frameworks. On the other hand, price-based promotion such as coupons, price discount and non-price based promotion framework such as free samples are independent variables

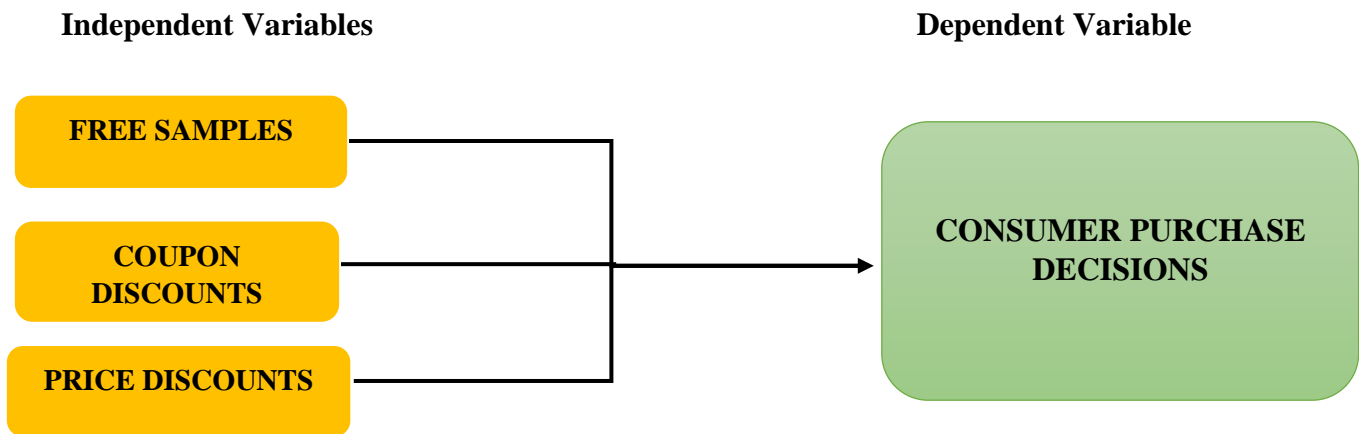


Figure 2.2: Conceptual Framework

Source: Authors, 2020.

2.5 Summary of literature and Research Gaps

Steadily, sales promotion is now an essential part of consumer marketing. Formerly, advertising as a tool, used to be what marketers look to for effective marketing. However, presently marketers pay more attention to sales promotion and are progressively moving away from long-established methods of advertising to sales promotion. Several circumstances caused this change from conventional methods of advertising to the large-scale rise of sales promotion (Cummins, 2018).

To begin with, many of the services and goods that these companies offer are encountering lessening real differences. Secondly of all, nowadays companies are pressured into achieving short-term results due to fierce competition in the marketplace. Also, with the arrival of Internet technology, customers are now more knowledgeable about product offerings. Consequently, it has had an effect on firms to battle harder and quickly for each sale (Cummins, 2018).

In a different analytical study by Meyer (2013) reveals that consumption is a native decision variable powered by advancement and accumulation of stock brought about by promotion stemming from forward looking behavior. There are not many research studies addressing the purchasing strategies consumers take on in reaction to a particular advertisement or to inspect how

common this promotion is in the target market. Blattberg & Neslin (2016) elucidates buying strategy as a general purchase pattern which includes a number of aspects of purchase behavior for instance, private deal and brand proneness as well as brand loyalty. Having a clear understanding of the many ways consumers reply to promotion will assist managers to come up with an appropriate promotional campaign and it will be possible to collaborate with consumer purchase decision theorists looking to comprehend the effect of various kinds of environmental prompts on buyer purchase decisions.

Marketers utilize various kinds of promotions that are price-oriented for instance rebates to encourage sales increment, stimulate trial, and hoist brand switching. Non-price promotions like premiums excite buyers and add worth to brands and may promote loyalty to the specific brand (Aaker, 2013). Besides, consumer's desire promotions plus they are unfailingly looking to capitalize on some form of advertising. They provide valuable services such as financial assets, added value, and increase in quality, increase in convenience, as well as other benefits such as exploration, entertainment plus self-expression (Chandon et al., 2013).

A wide range of literature has evaluated how consumers answer to sales promotions, most especially coupons (Sawyer & Dickson, 2014), (Bawa, Kapil & Shoemaker, 2017) and (Leone & Srinivasan, 2016). Regardless, critical omissions wait to be looked into. There is a generally concurrence that sales promotions are not easy to systematize due to legal, cultural and economic dissimilarities (Huff & Alden, 2018). There should be understanding amongst multinational firms on how customer responses to sales promotions differ at inter-state, provincial and country levels (James, 2014). On the account of Blattberg & Neslin, (2013), sales promotion is a called-for additive when it comes to marketing campaigns which is a group of motivating factors to persuade a consumer to make the speedy or more excellent acquisition of particular goods.

Correspondingly, Brassington & Pettitt (2013) voice that sales promotion is an assortment of marketing techniques that are structured to put in value to a good or services not to mention the standard offering to seize set marketing or sales targets. Shimp (2013) defines it as incentive towards the sales force by a manufacturer or retailer with the intent to improve sales output aggressively or otherwise. In turn, expecting this effort to induce buyers to purchase the products. Sales promotion is an important driver in gaining market control and consumer reach weighing in

a significant impact in the purchase decision by the end consumer. Drawing from the above the recurring theme that is in rapport with the definitions put forward is that sales promotion provides added value to services and goods which in turn provides additional incentive influencing a buyer's final decision in the purchase of a sales offering.

An exploration was done by Chang (2017), titled "Effects of sales promotion on consumer involvement in purchase intention", notes that sales promotion has been the routine marketing of businesses in appealing consumers to making orders and increasing media exposure in recent years. Sales promotion can be defined as a short term incentive to persuade customers to buy your product. According to this study sales promotion should be applied to reinforce customer knowledge about your work allowing consumers to appreciate the product, shape the unique property of the brand, connect consumers with the brand and promote the reputation of the brand. However, free samples as a type of promotion, although being used for many years, lack enough data on their effectiveness.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

The methodology that was used in this study is discussed in this chapter. In this chapter particular attention was given to research design, operationalization and measurement of variables, target population, sampling design, data collection, data collection procedure, data analysis and presentation and ethical considerations.

3.2 Research design

Research design set the approach to the data required, how the data was to be collected and analyzed, which aimed to generate answers for the research questions (Grey, 2014). This study was appropriate for the causal/explanatory research design. This type of research design looks to elucidate and interpret the descriptive information. Explanatory research tries to find the source of cause and motive and present the proof to hold up or deny a hypothesis. It also seeks to locate and outline relationships among the different phenomena in question (Boru, 2018). The study aimed to find correlations between sales promotion and consumer purchase decisions. In order to accomplish this, it drew statistical, quantitative results and additionally searched to present a defending evidence supporting the already established relationship with qualitative study (Boru, 2018).

3.3 Operationalization and measurement of variables

The independent variable in the study was sales promotion which was measured using its efficiency with the terms of giving out price discounts, free samples, and coupon discounts. The consumer purchase decision was a dependent variable in the study; it was a subjective measure of how well a firm could enhance brand awareness, quality service and perceived value which mainly depended on the firm's overall sales promotion over a given period.

Table 3.1 operationalizing variable

Variable	Definition	Operationalizing
Free sample	Any activity which involves the use of trail size portions of a product to attract consumers to buy (Shimp, 2003).	Offering customers, a small amount of a product without asking for payment in high hopes of purchase.
Coupon Discount	Is an authorization given to a customer to save on purchase of a product as long as they bear the proof? It can be delivered via mail, attached to another product or magazine or newspaper ads (Price, 2000).	Is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.
Price Discount	Is a valuation approach where goods or products were at a reasonably discounted buying price, and it seemed to be a reduced cost to the consumer (Fill, 2002).	Offering of consumers products at a fraction of the original price.
Consumer Purchase Decision	Is the study of how people make decisions about what they purchase (Kumar, John, & Senith, 2014).	Is the critical consideration that leads a consumer towards recognition of a need, evaluating all options that they have, and making the decision to choose a specific product and brand?

Sources; Authors, (2020).

3.4 Target Population

In this study, the researcher identified the target population as Coke soft drink consumers. Kenya is home to approximately 45million people. The study focused on consumers in Nairobi to get a representative sample size. To draw information from knowledgeable respondents, every research method had its strong points and shortcomings, and some conceptions were more to the purpose studied through specific methods than others (Babbie, 2010). The researcher used a convenient sampling method by way of an online questionnaire. This method of sampling was used since it was easy to carry out with few rules governing how the data was collected. Additionally, the relative time and cost were small.

3.5 Sampling Design

Contributors to the study who had previously been exposed to the phenomenon being investigated were referred to as sampling in qualitative research. Respondents like those delivered rich data and oftentimes represent the significant or judgmental sampling (Fossey, Harvey & McDermott, 2010). Participants in the research were those that were familiar with and consumed Coke soft drink. The reasoning behind this was that the chosen participants had previously been exposed to the brand and its offerings, and thus able to provide the researcher with meaningful data using questionnaires. It was then possible to generalize the characteristics of the sample to the population. Convenient Sampling method was used to draw data from the researcher's target audience. The Convenient Sampling procedure was therefore be used to get data from the different coke consumers. The study targeted 120 respondents. The previously mentioned was classified as a non-probability method of sampling employed for data collection from population members who were accessible to study. It was a type of sampling where the accessible primary data sources were used for the research without needing any additional requirement. Simply put, this sampling method entailed getting participants wherever one can find them and typically at their convenience. In convenient sampling there is no inclusion criteria to identify before subject selection (Saunders, Lewis, P, & Thonhill A, 2011).

3.6 Data Collection

The data collection instrument that was utilized to gather primary data was online questionnaires that was distributed amongst the respondents. The questionnaires consisted of both closed and open-ended questions. According to Lambert and Yanchar (2016) questionnaires are effective as give the respondent more time to answer all questions asked, it offers the respondent a sense of security and confidentiality while answering the questions and it is a method that is not biased. Use of questionnaires was also be more convenient to the researcher in terms of effort, cost and time.

3.6.1 Validity

Validity was meant to establish the connection between the variables of significance and the data collected (Lambert & Yanchar, 2016). To ensure the accuracy of the data, the researcher pretested the questionnaire and analyzed the results and made amendments where necessary. This ensured that the data collected was valid.

3.6.2 Reliability

Reliability is concerned with the relevance of the question asked. It seeks to measure the level at which the instrument of research will give rise to the same outcome after recurrent trials (Lambert & Yanchar, 2016). The researcher administered the questionnaire to a few respondents and repeated the same after 2-3 days. This was aimed at achieving consistency of the questionnaire and affirmed the responses from the target population.

3.7 Data Collection Procedure

The study used primary data. This data collected using questionnaires was self-administered. There was use of structured questions so as to conserve time and money as besides facilitating a more straightforward analysis. The questionnaires were administered using an online platform. Questionnaires were used because it allowed the respondents to fill the questions quickly.

3.8 Data Analysis and Presentation

Data collected through questionnaires was analyzed. Qualitative analysis was done thematically and descriptively. Tables and graphs were generated to draw distinct frequencies of the effect's sales promotion had on consumer purchase decision on Coke soft drink consumers.

3.9 Ethical considerations

All researchers must be aware of research ethics. The researcher conducting the study must be conscious of essential responsibilities and obligations, whereas the respondent who has agreed to participate in the study must cooperate and be truthful to a survey or interview (Sekaran, 2013). Therefore, the study was conducted with fair-mindedness by eliminating all potential conflict. Permission to conduct the study was required from the Riara University research office and the individuals involved. Persons involved were let to exercise their rights to either choose to participate or not. Confidentiality and anonymity of respondents and information obtained was put into consideration.

CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSIONS.

4.1 Introduction

This chapter is about data analysis, presentation and interpretation of collected data from the field. The information collected has been presented in graphs, tables and charts. The information analyzed was interpreted in relation to the research objectives.

4.2 Response rate

Table: 4.1: Response rate

Response	Frequency	Percentage
Actual Response	184	98%
Not Responded	4	2%
TOTAL	188	100%

Source: Primary data (2020)

Out of the 188 questionnaires that were administered to the respondents, 184 responded thus recording 98% rate which was adequate for analysis. In this respect 184 constitute 100%. The response rate was very high, the respondents were so willing to participate and willing to provide information that is required by the researcher.

4.3 Demographic Information

Demographic information is a set of characteristics, behavior or trend observed in a given study of a target population. The section provides age bracket, year of study, employment status, level of income, gender and occupation of the respondents. Demographic information was very important since it provided the composition characteristics of the target population.

4.3.1 Gender of participants

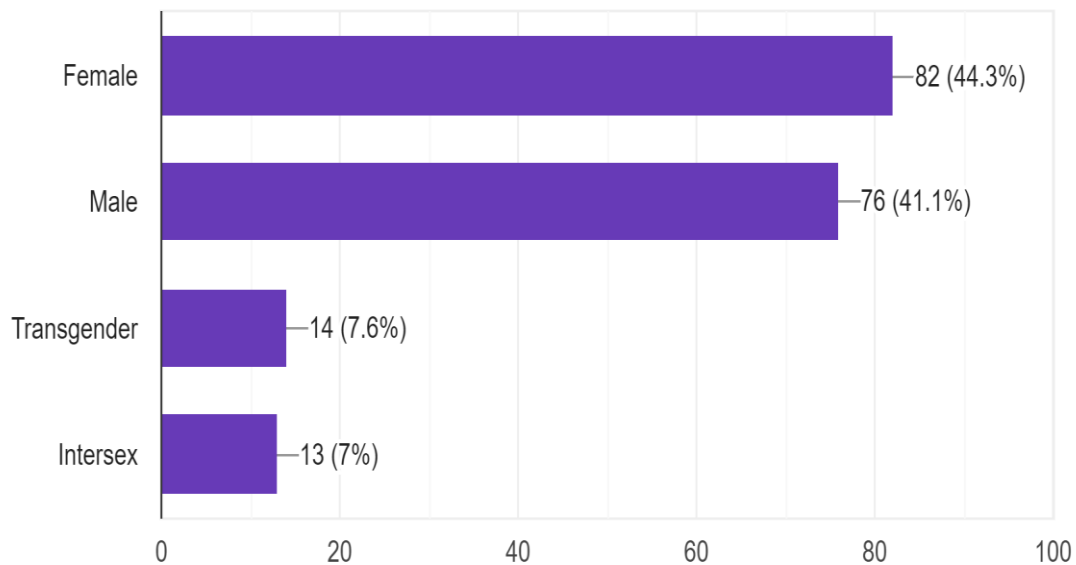


Figure: 4.1 Gender

Source; Primary Data, 2020

Based on the reported research in figure 4.1, bigger percentage of 44.3% are female, 41.1% are male, 7.6% transgender followed by 7% are intersex. The results shows that majority of the respondents were female and distribution was uneven.

4.3.2 Age Distribution

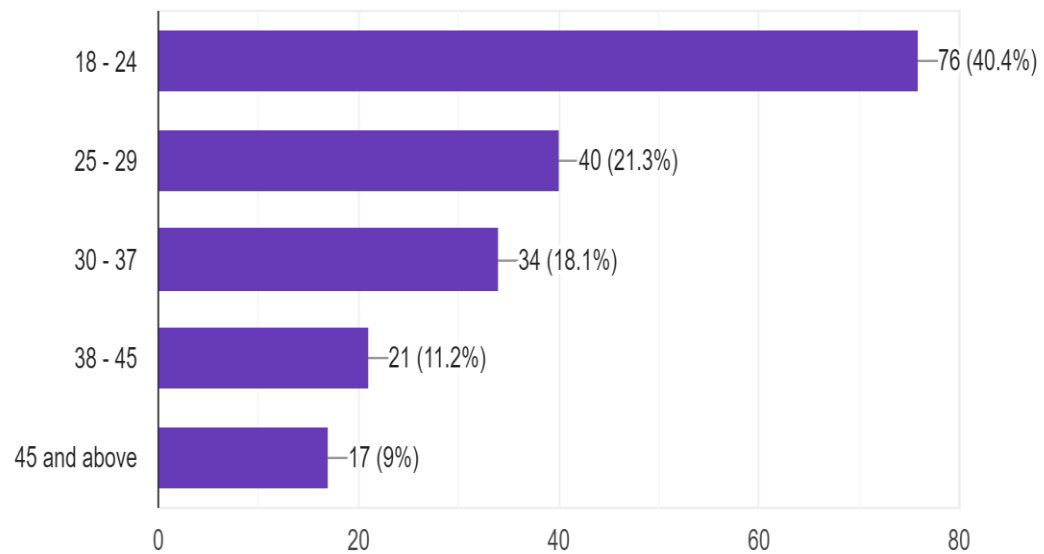


Figure: 4.2 Age

Source; Primary Data, 2020

The researcher assessed the age of respondents, and its clearly showing the opinions of different age distribution of respondents which is very essential in data collection process.

Figure 4.2 shows that 40.4% of the respondents indicated that they are between 18-24 years old, 21.3% of the respondents are between 25-29 years old, 18.1% indicated are between 30-37 years, 11.2% indicated are between 38-45 years old and the lowest is 9% who indicated that they are 45 and above. It can be noted that the majority of the respondents are between 18-24 years old.

4.3.3 Frequency of taking Coke

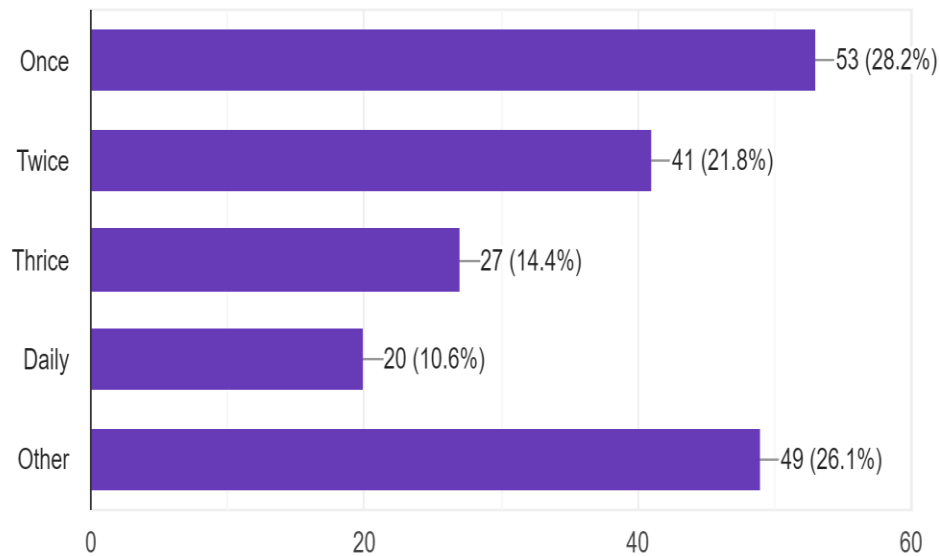


Figure: 4.3 Frequency of taking coke

Source; Primary Data, 2020

The researcher assessed the frequency of taking coke of the respondents, figure 4.3 above indicated that 28.2% take soda once a day, 26.1% are taking more than daily, 21.8% are taking twice a day, 14.4% are taking thrice a day and lowest is 10.6% are taking daily, its concluded that most of the respondents are taking coke once a day.

4.4 Sales promotion

4.4.1 Free samples

The study intends to find out the respondents' outlook in regards to the impact of free samples on consumer purchase decisions among coke consumers. Using the Likert scale the study posed three statements under which respondents were asked to tick where appropriate.

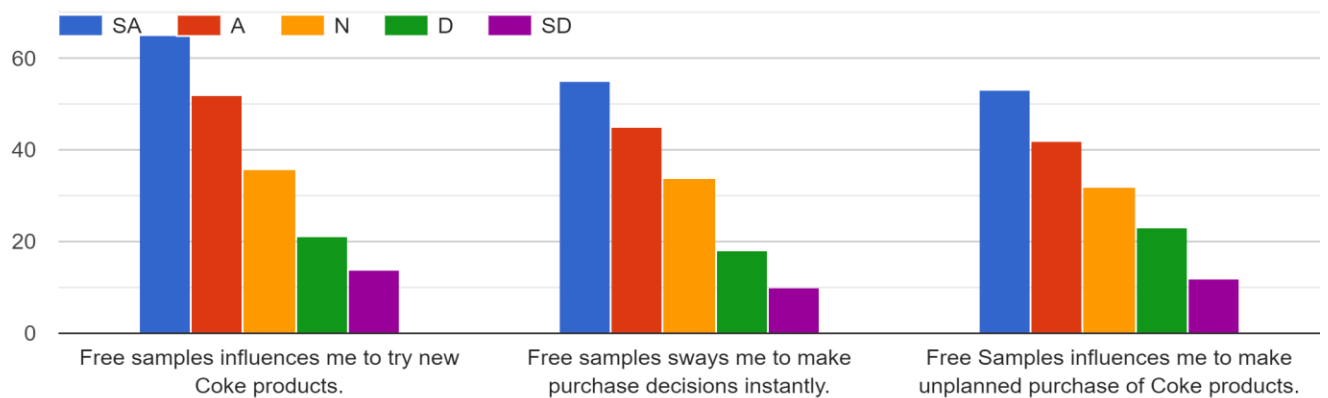


Figure: 4.4 Free samples

Source; Primary Data, 2020

Table: 4.2 Free samples influence me to try new Coke products

Findings	Frequency	Percentage
Strongly agree	65	34.57
Agree	52	27.66

Neutral	36	19.15
Disagree	21	11.17
Strongly disagree	14	7.45
Total	188	100

Source; Primary data, 2020

From the table above 34.57% of the respondents are indeed strongly influenced by free sampling to try a new coke product. 27.66% agree that free sampling does influence them, whereas 19.15% of them remain neutral. Those that disagreed with the statement were 11.17% and those that strongly disagreed and are in no way influenced by free samples to try new coke products were 7.45%.

Table: 4.3 Free samples sways me to make purchase decisions instantly.

Findings	Frequency	Percentage
Strongly agree	55	29.26
Agree	45	23.94
Neutral	34	18.09
Disagree	18	9.57

Strongly disagree	10	5.32
Non response	26	13.83
Total	188	100

Source; Primary data, 2020

From the table above 29.26% of the respondents strongly agree that free samples does indeed sway them to make purchase decisions instantly. 23.94% agree that free samples does sway them and 18.09% remain neutral on the statement. 9.57% disagree and only 5.32% strongly disagree with the statement, whereas 13.83% did not respond to the statement.

Table: 4.4 Free Samples influences me to make unplanned purchases of Coke products.

Findings	Frequency	Percentage
Strongly agree	53	28.19
Agree	42	22.34
Neutral	32	17.02
Disagree	23	12.23
Strongly disagree	12	6.38
Non response	26	13.83

Total	188	100
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Source; Primary data, 2020

From the table above the findings are that 28.19% of the respondents strongly agree with the statement that free samples does influence them to make unplanned purchases of the coke soft drink. 22.34% agree with the statement and 17.02% remain neutral. Those that disagree are 12.23% and those that strongly disagree are 6.38%. 13.83% did not respond to this statement.

Table: 4.5 Free samples on consumer purchase decisions

Free Samples	N	Mean	Std Deviation
Free samples influence me to try new Coke products	188	2.3	1.2424
Free samples sways me to make purchase decisions instantly	188	2.9	1.2298
Free samples influence me to make unplanned purchases of Coke products.	188	2.4	1.2859

N=188

According to the table 4.5 above the respondents had varying opinions about Free samples on consumer purchase decisions. For the case of free samples influence me to try new Coke products, a mean of 2.3 and standard deviation of 1.2424. For the case of free samples sways me to make purchase decisions instantly, a mean of 2.9 and standard deviation of 1.2298. For the case of free samples influences me to make unplanned purchases of Coke products, a mean of 2.4 and a standard deviation of 1.2859. It is evident, however, that majority of the respondents strongly agree that free samples does sway them to try a product presented with a free sample, demonstrating that free samples does indeed have an effect on consumer purchase decisions.

These findings have further proved the statement made by Ahungwa (2018) that free samples act as a stimulus that persuades individuals into the trial of a new product especially during the introduction stage of the product. There is value in merchandise testing and as Freitas and Harmerski (2017) found, tasting as a type of sales promotion is a good way to influence potential consumers’ purchasing behavior. Free samples has been known to increase consumer trust because there is a form of transparency and this encourages them to try the product (Kiran, Majumdar & Kishore, 2012). The findings also proved this as many strongly agree that free samples influence them to try products.

4.4.2 Coupon discount

The second objective of the study sought to investigate the impact of coupon discounts on consumer purchase decisions. The findings of the study are discussed below as explored by the questionnaires that were issued.

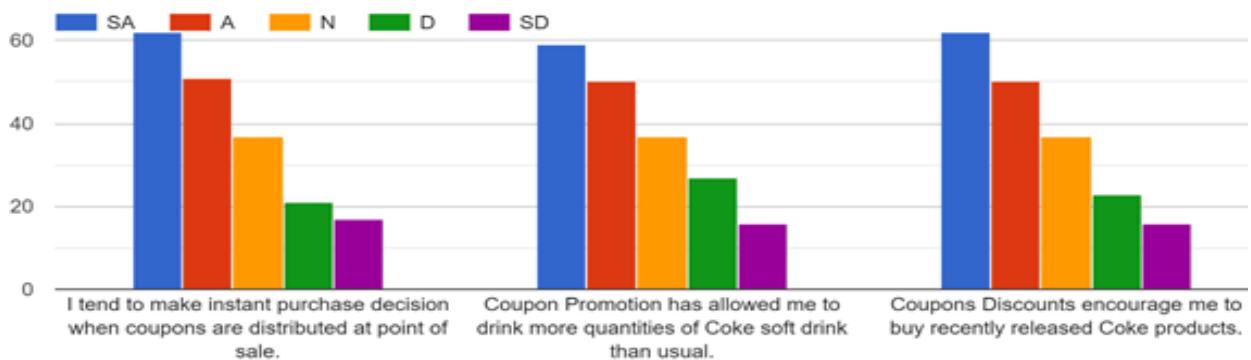


Figure 4.5 Coupon Discount

Source: Primary Data (2020)

Table: 4.6 I tend to make instant purchase decisions when coupons are distributed at the point of sale.

Findings	Frequency	Percentage
Strongly agree	62	32.98
Agree	51	27.13
Neutral	37	19.68
Disagree	21	11.17
Strongly disagree	17	9.04
Total	188	100

Source; Primary data, 2020

From the table above 32.98% of the respondents strongly agree that they tend to make instant purchase decisions when coupons are distributed at the point of sale. 27.13% agree with the

statement and 19.68% remain neutral on the statement. 11.17% disagree and only 9.04% strongly disagree with the statement.

Table: 4.7 Coupon Promotion has allowed me to drink more quantities of Coke soft drink than usual.

Findings	Frequency	Percentage
Strongly agree	59	31.38
Agree	50	26.60
Neutral	37	19.68
Disagree	27	14.36
Strongly disagree	16	8.51
Total	188	100

Source; Primary data, 2020

From the table above 31.38% of the respondents strongly agree that Coupon Promotion has allowed them to drink more quantities of Coke soft drink than usual. 26.60% agree on the statement

and 19.68% remain neutral on the statement. 14.36% disagree and only 8.51% strongly disagree with the statement.

Table: 4.8 Coupons Discounts encourage me to buy recently released Coke products.

Findings	Frequency	Percentage
Strongly agree	62	32.98
Agree	50	26.60
Neutral	37	19.68
Disagree	23	12.23
Strongly disagree	16	8.51
Total	188	100

Source; Primary data, 2020

From the table above 32.98% of the respondents strongly agree that Coupons Discounts encourage them to buy recently released Coke products. 26.60% agree with the statement and 19.68% remain neutral on the statement. 12.23% disagree and only 8.51% strongly disagree with the statement.

Table: 4.9 Coupon Discount on Consumer Purchase Decisions

Coupon discount	N	Mean	Std. Deviation
I tend to make instant purchase decisions when coupons are distributed at the point of sale.	188	2.3881	1.2840
Coupon Promotion has allowed me to drink more quantities of Coke soft drink than usual.	188	2.4328	1.2754
Coupons Discounts encourage me to buy recently released Coke products.	188	2.3782	1.26740

N=188

The respondent's views on coupon discount on consumer purchase decision varied according to table 4.9 above; In ascending order for the case of I tend to make instant purchase decisions when coupons are distributed at the point of sale a mean of 2.3881 and standard deviation of 1.2840. For the case of Coupons, Promotion has allowed me to drink more quantities of Coke soft drink than usual a mean of 2.4328 and standard deviation of 1.2754 and for the case of Coupons, Discounts encourage me to buy recently released Coke products a mean of 2.3782 and standard deviation of 1.26740. Evidently, the majority of respondents strongly agree that the coupon discount has an impact on consumer purchase decisions. The findings agree with that of Cook (2013) that coupon discount can be understood by the consumers and can be highly helpful for trail purchases. Customers can be more convinced with the coupon's strategy since it is a useful test buying tool.

It is an excellent method to convince customers to switch brands. Giving coupon discounts help revive consumers by allowing them to save more money in case they want to get more of the product (Fill, 2012).

4.4.3 Price Discounts

The study aims to find out coke’s consumer’s view pertaining to the effect of price discounts on their consumer purchase decisions.

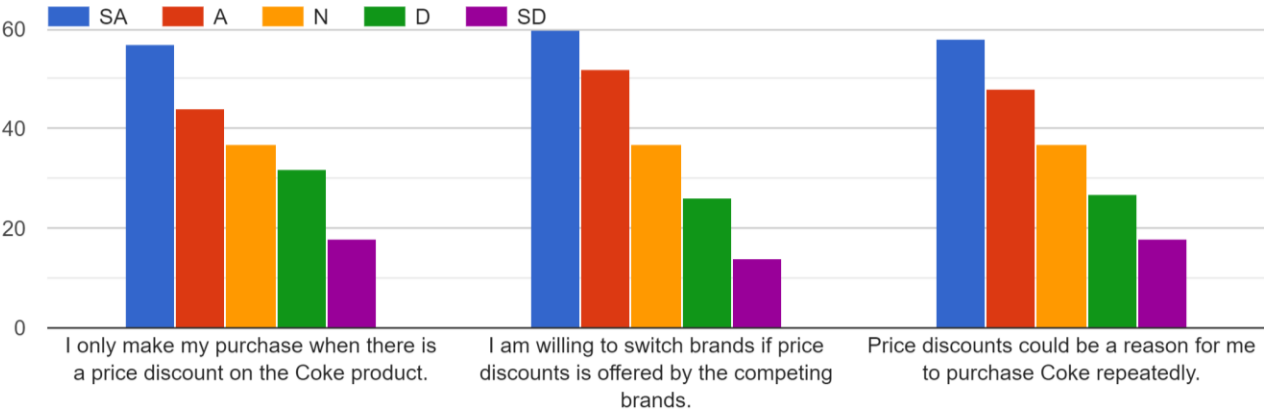


Figure: 4.6 Price Discounts

Source; Primary Data, 2020

Table 4.10 I only make my purchase when there is a price discount on the Coke product

Findings	Frequency	Percentage
Strongly Agree	57	30.3

Agree	44	23.4
Neutral	37	19.7
Disagree	32	17
Strongly Disagree	18	9.6
Total	188	100

Source; Primary data, 2020

From the table above, 30.3% strongly agree that they only make coke purchases when there is a discount. 23.4% agree while 19.7% are neutral. On the other hand, 17% disagree and 9.6% strongly disagree that they only make purchases on coke products when there is a discount

Table 4.11 I am willing to switch brands if price discount is offered by the competing brand

Findings	Frequency	Percentage
Strongly Agree	60	31.7
Agree	52	27.5
Neutral	37	19.6
Disagree	26	13.8

Strongly Disagree	14	7.4
Total	188	100

Source; Primary data, 2020

From the table above, 31.7% strongly agree that they are willing to switch brands if a price discount is offered by the competing brands. 27.5% agree while 19.6% are neutral on the same matter. On the other hand, 13.8% disagree and 7.4% strongly disagree that they are willing to switch brands if a price discount is offered by the competing brands.

Table: 4.12 Price discounts could be a reason for me to purchase Coke repeatedly

Findings	Frequency	Percentage
Strongly Agree	58	30.8
Agree	48	25.5
Neutral	37	19.7
Disagree	27	14.4
Strongly Disagree	18	9.6
Total	188	100

Source; Primary data, 2020

From the table above, 30.8% strongly agree that price discounts could be a reason they purchase coke repeatedly. 25.5% agree while 19.7% are neutral on the same matter. On the other hand,

14.4% disagree and 9.6% strongly disagree that price discounts could be a reason they purchase coke repeatedly.

Table: 4.13 Price Discounts on Consumer Purchase Decisions

Coupon discount	N	Mean	Std. Deviation
I only make purchases when there is a price discount on Coke products.	188	2.5075	1.3458
I am willing to switch brands if price discount is offered by the competing brands.	188	2.3632	1.2727
Price Discounts could be a reason for me to purchase coke repeatedly.	188	2.4478	1.3223

N=188

From the table 4.13 above the respondents had different views about price discounts on consumer purchase decisions. In the first case, I only make purchases when there is a price discount on coke products, a mean of 2.5075 and standard deviation of 1.3458. In the second case, I am willing to switch brands if price discount is offered by the competing brand, a mean of 2.3632 and standard

deviation of 1.2737. In the third case, price discounts influence me to purchase coke repeatedly, a mean of 2.4478 and a standard deviation of 1.3223. This primary data agrees with the statement by Gupta & Cooper (2013) that giving discounts on a business has a significant effect on customer purchase decisions.

These findings agree with the statement made by Shrestha (2015) that companies, manufacturers, wholesalers and retailers use price-based discounts to impact consumer purchase behavior as price discounts give buyers a minimized price. Also, the statement made by Gupta & Cooper (2013) that giving discounts on a business has a significant effect on customer purchase decisions is totally true according to the findings above. Our findings further prove the truth in an exploration done by Agbi & Mande (2016) on the outcome of sales promotions on consumer purchase decision dyed in the wool that discounts could be the grounds customers obtain products as 30.8% strongly agree that they only buy coke when a price discount is offered. Lastly as per our findings, the study done by Mittal & Sethi (2011) that price discounts are established to be exceedingly compelling in brand switching is absolutely true as 30.3% strongly agree they would switch brands if price discount is offered by a competing brand.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter investigates the effects of promotion on consumer purchasing behavior of consumers of Coca cola in Nairobi. This chapter summarized and discussed the main findings obtained from each of the research questions. It has also discussed the conclusions that were derived from the analysis, as well as recommendations that can be implemented which can be used for future research.

5.2 Summary of the Findings

The general objective of the research is to ascertain the impact of promotion on consumer purchasing decision in the beverage industry of coke consumers in Nairobi. The demographic profiles of the respondents were analyzed using percentages and frequencies.

After analyzing the gathered information, the following major findings were identified. The results of the demographic analysis of the consumers indicated that majority of the total respondents were female 44.3%, aged in the range of 18-24(21.3%) years almost similar with the age in the range of 21.3% are 25-29 years old.

The major results of the statistics showed that price discount which has the highest mean score of 2.5075 which is the highest mean among sales promotions. The second most popular sales promotions perceived by the respondent are coupon discount which have a mean score of 2.4478. The third most popular sales promotions perceived by the respondent is free samples which has a mean score of 2.3.

The study set out to investigate the effectiveness of sales promotion. The results show that price discount and coupon discount were effective. Sales promotion is an important and effective tool to enhance sales. It helps to add value to the brand on short term basis. Free samples which is one of the modes that Coca Cola used on the lower scale because it's expensive to offer free drinks.

5.3 Conclusion

The study was on finding out the effects of promotion on Consumer Purchase Decision in the Beverage Industry. The research focused on Coke Consumers in Nairobi, Kenya. The research was directed at confirming whether sales promotion factors, that is: Free Samples, Coupon Discounts and Price Discounts, really do impact Consumer Purchase Decisions amongst the target group. The findings were presented using the simple tables and graphs.

Free Samples were found to affect Consumer Purchase Decision. This was settled after examining the feedback from the respondents. A huge percentage of 34.57 strongly agree that free samples influence them to try new coke products. Coupon Discounts and Price Discounts, when offered, were also found to hugely influence consumer purchase decision.

In view of the findings of this study, Free Samples, Coupon Discounts and Price Discounts as a matter of fact do affect Consumer Purchase Decision in the Beverage Industry in this account, Coke consumers. Coca cola, as a manufacturer of Coke should for that reason look over these three factors to influence consumer purchase decision to their benefit as an organization.

5.4 Recommendation

Each consumer has his or her trait when selecting a product and making a purchase decision. It has been observed that with the increase in the sales promotion offered, the perception of the consumers and their purchase decision has changed drastically. The sales levels of coke increase when there is a promotion because consumers increase their consumption to participate in the contest. This research studied several factors, including socio-demographic characteristics (gender, age, income status) towards different promotional tools (free samples, coupon discounts, and price discounts). From the research results, it has been observed that coke consumers responded positively to the various promotional tools offered. Consumers believe that coke's price is lower than usual when offered sales promotion, also they feel they are getting a good deal. Therefore, they make a purchase decision when a sales promotion is on offer.

We suggest that sales promotion should be undertaken when the sales levels are affected by competition. When sales are down or a seasonally slow period is approaching like a cold season, sales promotion can increase sales in quiet periods to compensate for bad periods and cope with the fading of brand loyalty due to poor marketing and better brands. Coke marketers should use more sales promotion modes and alternate them to cover more extended periods to improve sales. Coke marketers should evaluate sales promotion during and after it is over to ensure it is achieving the intended purpose, i.e., show immediate results and increase the sales capacity. Further research is recommended to study other sales promotion tools like the point of purchase display, premiums, consumer contests, sweepstakes, etc., excluded in this research. Further research should be

undertaken to expand the sample size to cover a representative sample of all Kenyans. This way, the results will be nationally representative.

5.5 Suggestions for Further Research

The purpose of this study was to investigate the effects sales promotions has on consumers of coke soft drink and their purchase decisions. It mainly focused its effort on three out of the many sales promotion techniques, that is, free samples, coupon discounts and price discounts. Thus, it is appropriate to suggest further studies on other sales promotion tools and look at how they would affect consumer purchase decisions. Furthermore, since the study's focal point was coke soft drink consumers, there is a need to expand and research on other soft drinks consumers and how their purchase decisions are affected by sales promotion.

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Appendix A: Questionnaire

This research questionnaire is intended to gather information to address the objective of the research on “The effects of sales promotion on consumer purchase decision in Coke consumers.”

To this end, we kindly request that you complete the following questionnaire. It should take 5-10 minutes. This questionnaire is for the purpose of this single research and will not be shared with a third party.

Instructions

Please Tick (✓) the appropriate box or, where relevant.

SECTION ONE

1. What is your gender?

- Male
- Female
- Other

2. How old are you?

- 18 - 24
- 25 - 29
- 30 - 37
- 38 - 45
- 45 and above

3. What is your current employment status?

- Employed
- Unemployed/retired
- Student
- Self-employed

4. Which of the following best describes your personal income per month?

- Less than Ksh. 10,000
- Ksh.10,000 – Ksh.20,000
- Ksh. 20,001 – Ksh. 30,000
- Ksh. 30,001 – Ksh. 40,000
- Over Ksh. 50,000

5. How often do you take Coke in a week?

- Once
- Twice
- Thrice
- Daily
- Other

6. Which is your favorite size of Coke

- 300ml
- 500ml

1litre

SECTION TWO

SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree

Free samples

STATEMENT	SA	A	N	D	SD
7. Free samples influences me to try new Coke products.					
8. Free samples sways me to make purchase decisions instantly.					
9. Free Samples influences me to make unplanned purchase of Coke products.					

Coupon discounts

STATEMENT	SA	A	N	D	SD
10. I tend to make instant purchase decision when coupons are distributed at point of sale.					
11. Coupon Promotion has allowed me to drink more quantities of Coke soft drink than usual.					
12. Coupons Discounts encourage me to buy recently released Coke products.					

Price discounts

STATEMENT	SA	A	N	D	SD
13. I only make my purchase when there is a price discount on the Coke product.					
14. I am willing to switch brands if price discounts is offered by the competing brands.					
15. Price discounts could be a reason for me to purchase Coke repeatedly.					

THANK YOU FOR YOUR TIME