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Sales Promotion Techniques and Consumer Patronage of Trophy Beer in Osun State, Nigeria

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Abstract

The research examined sales promotion techniques and consumer patronage of Trophy Beer during the Osun Osogbo 2025 festival in Osun State, Nigeria. The significantly identified culturally embedded market served as a strategic marketing tool. The study focused on the three main promotional items used by International Breweries PLC during the festival season: price discounts, samples, and premiums. This research adopted a quantitative design and utilised Cochran's formula to determine a sample size of 384 respondents, selected through purposive sampling. The structured questionnaire was administered physically during the promotion activities, and data were collected to ensure immediate and contextual responses. Descriptive statistics alongside inferential analysis, including multiple linear regression, were employed to test the hypotheses and assess the relationship between promotional strategies and consumer patronage. The findings revealed that free samples had a positive and statistically significant effect on consumer patronage ($p < .001$), whereas price discounts and premiums showed no statistically significant influence. Experiential marketing proved crucial in the context of festivals, explaining 83.3% ($R^2 = 0.833$) of the variance in consumer patronage. The researchers concluded that context-based promotional approaches, especially those providing consumers with instant product experience, are more effective in influencing consumer behaviour during cultural events. The study recommended that marketers deploy promotions through emotional and communal aspects of festivals to maximise satisfaction and sales performance.

Keywords: Sales promotion, Consumer patronage, Premium, Free Sample, Price Discount

Introduction

The increasing competition within Nigeria's brewery industry has prompted companies to adopt aggressive marketing strategies to gain and maintain market share. Sales promotion remains one of the most popular methods, as it can involve various short-term incentives to prompt immediate consumer responses (Kotler et al., 2022). International Breweries PLC has distinguished itself among key industry players by employing a diverse range of promotional tools to boost patronage and awareness of its flagship brand, Trophy Beer. These strategies are particularly emphasised during major cultural events like the

annual Osun Osogbo Festival, which serve as effective platforms to reach a broad spectrum of consumers within Osun State and beyond.

One of the sales promotion methods that is commonly used and has become crucial in influencing consumer purchasing behaviour is the use of premiums (e.g., branded souvenirs), price discounts, and free samples. Sales promotion shortens the time needed to build overall brand awareness, which advertising primarily focuses on (Shimp & Andrews, 2019). Marketers utilise these techniques to attract attention, encourage trial, and generate sales in environments where brand exposure must compete with cultural displays at festivals and with rival products. Trophy Beer, which is a source of pride in the West, leverages its cultural significance by tailoring its promotions to local traditions, such as during the Osun Osogbo Festival. This provides a unique opportunity to evaluate the effectiveness of various promotional tools in eliciting immediate consumer responses within a bustling and culturally rich setting.

The increasing reliance on such solutions results from a breakthrough in consumer behaviour and brand loyalty within the Nigerian beverage market. They have a population that is now more receptive to value-added features, especially during celebratory occasions (Adebayo & Adewale, 2023). In this context, recognising the effectiveness of sales promotion strategies at culturally significant times would be valuable for marketing decision-makers. Although it is hypothesised that these techniques boost sales and enhance customer engagement, the actual impact of such methods on consumer patronage—such as purchase frequency, customer loyalty, and the volume of consumption—remains underexplored in the Nigerian setting.

Although sales promotion is one of the most popular marketing tools, widely used by alcoholic beverage producers, particularly in Nigeria, little empirical evidence exists to show the direct impact of various sales promotion techniques on the patronage of cultural events. International Breweries PLC, which produces Trophy Beer, invests heavily in promotional activities, especially during major events like the Osun Osogbo Festival. However, there is a lack of research on the effectiveness of specific promotional strategies, including premiums, discounts, and free samples, on consumer choice in that particular environment. This absence of focused studies also poses challenges for companies that want to be data-driven and understand what actions yield the best results in terms of consumer response and market growth (Okonkwo & Ogunlade, 2022).

Furthermore, many promotional campaigns during festival seasons may appear successful in terms of attendance and brand popularity, but there is often a gap between immediate attraction and long-term consumer retention. For instance, while free samples can encourage trials, this does not necessarily lead to sustained patronage. Similarly, price discounts might boost short-term sales, but they could also damage brand equity, depending on how they are managed. Therefore, unless firms have a clear understanding of consumer

perceptions and reactions to these methods, they risk wasting marketing funds or suffering failed campaigns (Eze & Ndubisi, 2021). The issue is compounded by the lack of contextualised studies in Osun State, as most available research is either generalised or focused on urban centres such as Lagos and Abuja.

The study is relevant because it will provide empirical evidence of the relationship between sales promotion methods and consumer patronage in a culturally based and event-oriented context. It examines the effects of premiums, price discounts, and free samples on consumer behaviour by focusing on Trophy Beer during the 2025 Osun Osogbo Festival. Participants will consist of a diverse group of festival attendees. The findings will assist marketing personnel in breweries and other beverage industries to make strategic decisions based on factual insights into resource allocation, promotional activities, and customer outreach. This research also addresses a gap in existing studies concerning the viability of event-based sales promotion within the Nigerian brewing industry, especially within the socio-cultural environment of southwestern West Africa. Accordingly, the study aims to bridge this gap by specifically assessing the impact of various promotional strategies at the 2025 edition of the Osun Osogbo Festival. The primary objective is to evaluate sales promotion strategies and consumer patronage of Trophy beer. The specific objectives are to:

- i. examine the influence of premiums on customers' patronage.
- ii. investigate the effect of price discount on customer patronage.
- iii. evaluate the impact of free samples on customer patronage.

Literature Review

Sales Promotion Techniques

Sales promotion is described as a set of marketing tools aimed at generating an immediate and measurable response from consumers, achieved by offering greater value or incentives within a specific timeframe. These methods may target a particular group of people, area, or season to boost demand and, consequently, increase sales (Hagos, 2019). Sales promotion, which is an effective strategy for enhancing visibility, testing new products, and building brand loyalty in the Nigerian beer market, is especially important during culturally significant events such as the Osun Osogbo Festival. This is because the strategic use of such promotions, in relation to the International Breweries PLC Trophy Beer product, may involve the use of premiums (e.g., brand caps or T-shirts), discounts, and sample offerings to reach a broad and diverse consumer base. It is evident that sales promotion differs from, yet complements, other elements of the promotional mix, such as advertising, public relations, and personal selling. While advertising primarily aims to build long-term brand awareness through large-scale media campaigns, sales promotion focuses on driving short-term behavioural changes, including encouraging immediate purchases or more frequent buying (Kotler & Keller, 2016). Firstly, according to Okoye-Chime (2021), these short-term marketing campaigns provide added value to consumers, typically in the

form of discounts, gifts, competitions, or free samples, which, in turn, enhances the perceived value of the products.

The importance of sales promotions is even greater in markets where products have low differentiation, are sensitive to pricing, and are often purchased on impulse, such as the alcoholic beverage industry. Consumer behaviour in such markets tends to be influenced by both internal factors like brand loyalty, usage rate, and perceived product value, and external factors such as discounts and in-store displays (Oyekunle et al., 2022). Promotional methods can also serve as powerful tools for brand reinforcement and attracting customers, especially during festival events, when social bonding and community involvement foster better interaction between consumers and the brand. Additionally, the events surrounding festivals like Osun Osogbo not only influence consumption patterns but can also serve as a form of experiential marketing, where consumers can engage with a brand in a culturally meaningful and emotionally charged environment. In conclusion, sales promotion methods are becoming more strategic and tactical in influencing consumer patronage during peak events such as the Osun Osogbo Festival or any other high-engagement occasion.

Dimensions of Sales Promotion Techniques

Premiums

Premiums can be defined as a sales promotion program under which a buyer is repeatedly rewarded through a token or free product following the purchase of any other item or service. They do not make the business and are only used to stimulate customer purchases as well as improve brand appeal. Premiums may be instant, e.g. a gift on a point of sale, or delayed, e.g. reward mailed to the person after they present proof of purchase. The technique becomes popular in the multitude of industries to stimulate short-term sales and customer interaction (Kotler et al., 2022). Premiums can succeed when they trigger instant interest in consumers and affect the decision to buy item, more so, in competitive markets. Premiums can make a brand stand out and create loyalty when they appeal to the customers.

According to Adebayo and Olatunji (2023), Nigerian consumers are also unique to promotional offers that incorporate utility or culturally useful premiums and notes that the market should be treated on a case-by-case basis. Also, digital developments have led to changes in premiums where e-premiums like downloads, admission to exclusive online spaces, or online gaming experiences have found application in the market to encourage digital participation (Chinomona & Sandada, 2021). Such innovations allow companies to monitor user activity, provide individual experiences, and generate data-based promotional campaigns, which enhances the efficiency and relevance of the premium services in the contemporary market more. Harrison and Pooe (2022), aligning the premium with the core product strategically are also crucial, so it does not appear desperate or give the impression of low quality. In conclusion, premiums are a cost-effective promotional tool when carefully planned and executed.

Price Discount

The most common sales promotion strategy is price discounting, which involves temporarily lowering the prices of goods or services to encourage consumers to purchase (Harrison & Poore, 2022). It is particularly used to stimulate short-term sales, attract price-sensitive customers, and clear excess stock (Kotler et al., 2022). Discounts also motivate consumers by creating a sense of urgency and stimulate market activity as companies promote various reductions, such as buy-one-get-one-free offers or limited-time discounts. Yusuf and Akinlabi (2023) highlight that consumers in Nigeria are highly price sensitive and tend to respond strongly to price reductions, especially within the FMCG and telecommunications sectors where intense market competition exists. Such discounts can do more than boost sales volume; they can also help brands access new markets by reducing the cost of initial purchases.

Discount pricing strategies that utilise algorithms and customer information are often enhanced in the digital space. Dynamic pricing, flash sales, and special discount codes based on browsing history and purchasing patterns are employed within e-commerce settings (Chen & Raju, 2022). Such segmented marketing improves both conversion rates and customer retention by tailoring discounts to user preferences or purchase history. However, there are negative implications if price discounts are overused. Continuous discounting can damage brand equity, diminish the perceived value of the product, and create a discount culture among buyers (Harrison & Poore, 2022). This may make it difficult for companies to maintain profitability or revert to normal pricing without losing customers. Therefore, discounting should be used as a marketing tool but not as a long-term strategy.

In conclusion, discounts on prices are an inevitable part of the promotional strategy, especially in price-sensitive markets and online retail. Introduced in a considered manner and in small amounts, they are able to amplify sales, both existing and new customers, as well as market share. However, in order to retain long-term brand value, the marketer would need to strike a balance between short-term profits and offering a coherent pricing and positioning strategy that would protect customer loyalty and the product integrity.

Free Samples

Free samples are a promotional tool used by marketers to introduce a product to potential consumers by offering them a small portion of the product at no cost. This technique is particularly effective for new product launches or when entering new markets, as it reduces the perceived risk of trial for consumers (Kotler et al., 2022). By experiencing the product firsthand, customers are more likely to form favourable attitudes toward it and proceed to make a full purchase. Free sampling is especially influential in markets where trust and familiarity significantly affect buying decisions. According to Okon and Ayinde (2023), Nigerian consumers often view free samples as a sign of product confidence and quality assurance. This is especially true in the personal care and food industries, where

sensory experience—such as taste, scent, or texture—strongly influences consumer preferences and loyalty.

Despite its effectiveness, the use of free samples must be well-targeted and budget-conscious. Uncontrolled distribution can lead to wastage, attract non-serious consumers, and strain marketing budgets. As Adebayo and Olatunji (2023) note, successful free sampling campaigns require careful segmentation and alignment with overall brand strategy to ensure that the investment translates into actual purchase behavior and brand loyalty. In summary, free samples remain a powerful promotional strategy that facilitates product awareness, encourages trial, and builds consumer trust. When executed strategically, they can shorten the customer decision-making process and enhance long-term brand equity. In today's competitive and digitally enabled marketplace, blending traditional and digital sampling methods offers firms a broader and more efficient path to market penetration.

Customer's patronage

A client or consumer sponsor is described as an individual or organisation that utilises goods or services for personal use (Oxford English Dictionary, 2008; Kim et al., 2020). Throughout their lives, people inevitably become users of a company's offerings. In this study, the terms "customer loyalty" and "consumer loyalty" are used interchangeably, with a focus on customer loyalty as the key factor behind patronage. Patronage refers to the ongoing commitment to purchase from a business, usually driven by perceptions of superior quality and excellent service (Mbey, 2022). In practical terms, customer sponsorship occurs when a consumer habitually chooses to buy products or services from a specific vendor, seeking both profit and personal satisfaction from these transactions (Smith & Johnson, 2021). Customer patronage not only directly contributes to a company's profit margins but also influences broader market perceptions, affecting customer retention, competitive pricing, and overall brand reputation (Mbey, 2022; Lee et al., 2021). For instance, Cavaliere et al. (2021) suggest that an organisation's ability to retain customers is closely linked to the customers' assessment of service quality and overall satisfaction. They argue that positive reinforcement and repeated rewarding experiences foster a strong sense of consumer loyalty, which in turn leads to sustained patronage. Agha (2021) also elucidates that the consumer patronage is the consistence process through which a customer commits himself or herself to buying a certain product each time, or a behaviour that is sustained when the consumer is originally satisfied and the subsequent positive consumption experiences.

Customer patronage is vital in the current competitive markets, and this is specifically so in banking, beverage production and retailing industries. According to Manyanga (2022), in the highly competitive environment, businesses should ensure that they focus on satisfying customers to ensure that they attract long-term patronage. The research in behavioural science proves this position, as it reveals that consumer choices and champions can be strengthened through the reinforcement of positive experience-contributing to the repeated purchase and positive word-of-mouth verification (Chen, 2022).

As the customer develops a positive feeling that they are appreciated and that their needs are being addressed, there are higher chances that they may develop a strong loyalty towards a brand and this translates to a behaviour that leads to sustained devotion as a client. Theorists studying cognitive processes also point out that there is considerable problem solving and emotional involvement in the decision making that entails consumer behaviour. The evolution of such cognitive and affective mechanisms results in the formation of new strong customer preferences and sustainable loyalty (Agha, 2021; Patel & Kumar, 2023).

Consumer patronage as utilized in this study means the repetitive and deliberate patronage of consumers to buy and patronize Trophy Beer and more so influenced by sales promotion strategies taken by International Breweries PLC at the Osun Osogbo Festival.

Empirical reviews

This section offers a critical evaluation of empirical studies examining the relationship between sales promotion techniques and consumer patronage.

Aroyewun (2023) conducted research in Lagos State, Nigeria, on the outsourcing of distribution functions and the performance of food and beverage companies. The study, which employed a mixed-methods approach using 10 firms for primary data and secondary data from annual reports, indicated a weak but positive relationship between distribution outsourcing and corporate success. The research indicates that logistical strategy affects financial performance. The focus of the current study is on internal logistics, which excludes consumer-facing promotional endeavours, particularly when it comes to Trophy Beer's festival-based marketing.

Anyadighibe et al. (2021) examined the impact of promotional mix on insurance service marketing in Nigeria. The study employed a survey approach and included a sample of 182 workers from four insurance firms. The results showed that direct marketing, public relations, personal selling, and advertising substantially impacted service uptake. Even though their research confirms the effectiveness of promotional mix components, the study's applicability is limited by its emphasis on services rather than product consumption and its lack of contextual reference to festival-based promotions, both of which are essential to the current research.

Babalola et al. (2021) analysed advertising and consumer brand choice in the food sector: a case study of UAC Foods Plc in Osogbo, Osun State. Based on a descriptive survey of 140 respondents, the study found that celebrity endorsement had a significant impact on brand selection. The study was conducted in the study area. However, it only looked at advertising, neglecting other crucial promotional tactics like price cuts, free samples, and contests that are commonly used to attract customers during festivals. In a more closely linked study, Diyaolu et al. (2022) examined the effect of sales promotion techniques on consumer patronage in selected food and beverage companies in Lagos. The study, which

had a quantitative design and a sample size of 344 people, assessed tactics including discounts, competitions, free samples, and refunds. The findings demonstrated a strong positive association between sales promotion and improved consumer patronage. Despite its high relevance, its local focus and lack of cultural context limit its usefulness to festival marketing in Osun State. The current study addresses this limitation by focusing on a noteworthy cultural event and its impact on Trophy Beer consumption.

Ezenyilimba et al. (2019) investigated sales promotion and consumer consumption of alcoholic beverages in Aguata LGA. Using survey data from 115 participants, they found that couponing, packaging, and price decreases were all significant promotional strategies that influenced alcohol consumption. Although it is distinct in terms of magnitude and location, this is consistent with the theme of the current study. The neglect of the importance of cultural and social contexts, such as festival settings, is another important gap that this study seeks to fill.

Fakayode (2021) looked at the effect of brand awareness and image on bank patronage in Osogbo in a comparison of the service industry. Correlations between 150 Access Bank clients were tested using regression analysis. The study found that brand awareness and appearance have a significant impact on consumer decisions. However, impulsive FMCG products like beer and bank services are extremely different, especially when they are promoted during emotionally charged events like festivals.

Falebita et al. (2020) looked at the effect of advertising on consumer behaviour. Sixty-seven studies from both domestic and foreign sources were included for their meta-analysis. While 84% of the studies showed a favourable correlation between advertising and consumer purchase decisions, the authors found that outcomes varied significantly depending on the product type, target demographic, and sociocultural factors. This highlights the need for context-specific research, such as the current study, which examines how festival attendees' cultural identities impact their responses to advertisements.

Although the reviewed literature confirms the effectiveness of promotional tools like advertising, discounts, and personal selling in influencing consumer behaviour, most studies lack cultural specificity and do not examine how time-bound events, such as religious or cultural festivals, affect consumer responses. Furthermore, there is a shortage of empirical research on the marketing of alcoholic beverages during indigenous festivals in Southwest Nigeria, particularly focusing on strategies employed by companies like International Breweries Plc to increase Trophy Beer consumption during these occasions. By analysing the advertising mix used during the 2025 Osun Osogbo Festival and estimating its impact on consumer spending, this study addresses this gap and provides localised insights relevant to both academic research and practical applications.

Theoretical Review

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein (1980), provides a strong framework for understanding human behaviour in decision-making situations, especially those related to consumption. The main idea of Theory of Reasoned Action is that a person's behaviour is determined by their behavioural intention, which is influenced by their attitude towards the behaviour and the perceived social norms from their environment. This theory suggests that individuals act in ways that are logically consistent with their beliefs, evaluations, and social expectations.

In the context of this study—the effectiveness of sales promotion strategies on consumer patronage of Trophy Beer during the 2025 Osun Osogbo Festival—the Theory of Reasoned Action offers a valuable perspective. Consumers' attitudes towards promotional elements such as price discounts, premium gifts, branded souvenirs, and event sponsorships play a key role in shaping their intention to patronise the product. For instance, a consumer who perceives a promotion as beneficial, timely, and rewarding is more likely to develop a positive attitude, increasing the chances of purchase. Moreover, the festive atmosphere introduces strong subjective norms, such as the influence of peers, tradition, and communal celebration, which may motivate consumers to conform to group behaviours and support the promoted brand. Moreover, Theory of Reasoned Action can also be used to explain why sales promotion in isolation is not likely to result to patronage of the consumer unless the consumer realizes that the promotion is appealing to him or her and he or she is ready to take part in promotion due to social reasons. The theory incorporates both internalistic cognitive appraisals as well as external social pressures among others hence making it relevant in cases of promotional activities occurring within social-cultural contexts such as the Osun Osogbo Festival. In this case, the elevation of the social norms within the context of the festival enhances responsiveness of the consumers to the promotion efforts particularly, when the consumers feel the cultural suitability or social reward of participating in the festival.

Nevertheless, the Theory of Reasoned Action has been accused of holding the false assumptions that people behave rationally and in a considered manner, and this may not always be the case in the real-life purchasing situation, particularly in an impulse situation or an appeal to the emotions. When surrounded by a festive atmosphere, consumers might be easily interfered with by thoughts of excitement, how easily a brand is seen, and the joy of making rash decisions rather than reasoning about it. Also, Theory of Reasoned Action insufficiently responds to the influences of the previous behaviour or habits that may severely affect repeat patronage despite the current attitude and their surrounding social norms. This implies that a broader theory could be used—one that fits to some extent the Theory of Planned Behaviour (TPB), as the theory includes adding perceived behaviour control.

Still, the Theory of Reasoned Action is a good theoretical basis of the given research. Not only does it relate the psychological components of attitude and intention to the marketing triggers of sales promotion, it also takes into account the influence of the society, which is very important during the traditional festivals. Considering the fact that the Osun Osogbo Festival is culturally embedded and the aggressive nature in marketing the festival, the Theory of reasoned Action can be used as a way of analysing the process of forming the consumer intentions and transforming them into patronage behaviours.

Methodology

This study employed a quantitative research approach to examine the effect of sales promotion techniques on consumer patronage of Trophy Beer during the 2025 Osun Osogbo Festival in Osun State, Nigeria. The target population consisted of Trophy Beer consumers who participated in the company's sales promotion activities organised by International Breweries PLC during the festival period. Due to the open and fluid nature of festival attendance and the uncertain number of Trophy Beer consumers engaging in the promotion, the population was treated as infinite. To determine an appropriate sample size from an infinite population, Cochran's formula was used, resulting in a sample size of 384 respondents deemed statistically sufficient for the study. The purposive sampling method was adopted to select respondents who actively participated in the Trophy Beer sales promotional events during the Osun Osogbo festival, ensuring that only relevant and informed individuals were surveyed.

Data were collected through a self-structured questionnaire specifically designed to capture consumer responses regarding the effectiveness of various promotional techniques employed by International Breweries PLC, such as price discounts, free samples, premiums, and brand activations. The questionnaire was administered in person during the event days to obtain accurate responses from consumers at the point of purchase or promotional interaction. The collected data were analysed using both descriptive and inferential statistics. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarise the demographic characteristics and general responses of participants. Inferential statistics, such as regression analysis, were employed to test the formulated hypotheses and to assess the strength and significance of the relationship between different promotional techniques and consumer patronage. The analysis was performed using SPSS version 26 (Statistical Package for Social Sciences), with the level of significance set at 0.05.

Data Presentation and Analysis

This section presents the data collected from respondents and provides a detailed analysis of the findings. The analysis is based on responses from 384 participants who engaged in Trophy Beer's promotional activities during the 2025 Osun Osogbo Festival.

Both descriptive and inferential statistical tools were employed to examine the relationship between sales promotion techniques and consumer patronage. The results are presented in tables and interpreted in line with the study's objectives and hypotheses.

Table 1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Premiums	384	1	5	4.30	.785
Price discount	384	1	5	4.42	.836
Free samples	384	1	5	3.55	1.579
Customer patronage	384	1	5	3.52	1.627
Valid N (listwise)	384				

Source: Field Survey (2025).

The descriptive statistics provide key insights into how different sales promotion techniques affect consumer patronage of Trophy Beer in Osun State. Among the techniques studied, price discounts recorded the highest mean score ($M = 4.42$, $SD = 0.836$), closely followed by premiums ($M = 4.30$, $SD = 0.785$). These high mean values suggest that many consumers see price discounts and premium offers (such as gifts or extra volume) as highly effective in encouraging their purchase decisions. The relatively low standard deviations indicate responses were generally consistent among participants, showing widespread agreement on the appeal of these promotional strategies in boosting beer sales. Conversely, free samples ($M = 3.55$, $SD = 1.579$) and customer patronage ($M = 3.52$, $SD = 1.627$) received moderate average ratings with notably higher standard deviations. This implies a wider range of consumer opinions, with some finding these techniques influential and others less responsive. The greater variability in responses shows that free samples are not uniformly effective and that other factors beyond promotional strategies themselves may influence consumer patronage of Trophy Beer.

4.1 Test of Hypotheses

Table 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.913 ^a	.833	.832	.667	.833	633.861	3	380	.000

a. Predictors: (Constant), Free Samples, Price Discount, Premiums

The model summary shows that the combined effect of the three sales promotion techniques—Free Samples, Price Discount, and Premiums—explains 83.3% ($R \text{ Square} = 0.833$) of the variation in consumer patronage of Trophy Beer in Osun State. This indicates that these promotional strategies are strong predictors of consumer behaviour, implying that

a large part of customer engagement and loyalty depends on how effectively these techniques are applied. The high R Square Change further demonstrates that including these variables significantly enhances the model's ability to explain consumer behaviour, making them essential tools for boosting sales and marketing success in the beer industry.

Table 3
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	845.039	3	281.680	633.861	.000 ^b
	Residual	168.867	380	.444		
	Total	1013.906	383			

a. Dependent Variable: Customer Patronage

b. Predictors: (Constant), Free Samples, Price Discount, Premiums

The ANOVA table indicates that the regression model is statistically significant in explaining the relationship between sales promotion techniques (free samples, price discounts, and premiums) and customer patronage of Trophy Beer in Osun State. The F-value of 633.861 with a p-value (Sig.) of .000 shows that the model is highly significant at the 0.05 level. This suggests there is a very low chance that the observed relationship is due to random variation. The regression sum of squares (845.039) is considerably higher than the residual sum of squares (168.867), implying that the model accounts for a large part of the variation in customer patronage. Overall, the ANOVA results confirm that combining the three promotional techniques significantly helps in predicting consumer behaviour in this context.

Table 4
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.202	.197		-1.025	.306	-.588	.185
	Premiums	.087	.073	.042	1.194	.233	-.056	.230
	Price discount	.018	.068	.009	.265	.791	-.115	.151
	Free samples	.919	.024	.891	38.699	.000	.872	.965

a. Dependent Variable: Customer Patronage

The coefficients table offers insight into how each sales promotion technique individually influences customer patronage of Trophy Beer in Osun State. Among the three predictors, free samples exhibit the strongest and most statistically significant impact on customer patronage, with an unstandardized coefficient (B) of 0.919, a very high t-value (38.699), and a p-value of .000, signifying a highly significant positive relationship. This indicates that for each one-unit increase in the use of free samples, customer patronage rises by approximately 0.92 units, assuming other factors remain constant. Conversely, premiums

($B = 0.087$, $p = .233$) and price discounts ($B = 0.018$, $p = .791$) display positive but statistically insignificant effects on customer patronage. Their p -values are well above the usual significance threshold of 0.05, and their confidence intervals encompass zero, suggesting these variables do not significantly predict customer patronage when accounted for alongside free samples. The constant term is also not significant ($p = .306$), implying that the baseline level of patronage without these predictors is not statistically different from zero. Overall, free samples demonstrate a strong, positive, and statistically significant effect, indicating that increasing the use of free samples substantially enhances customer patronage. Since the p -value is below 0.05, we reject the null hypothesis that free samples have no significant effect on customer patronage. Conversely, premiums and price discounts show positive but statistically insignificant effects, with p -values exceeding 0.05 and their 95% confidence intervals including zero, leading us to accept the null hypotheses that these variables have no significant impact on customer patronage.

Discussion of Findings

The findings from this study provide strong evidence that sales promotion techniques, especially free samples, greatly influence consumer patronage of Trophy Beer in Osun State, particularly within the context of culturally rooted festival events. The regression analysis showed that free samples had the most significant and impactful effect on customer patronage ($B = 0.919$, $p < .001$), while premiums and price discounts did not demonstrate a significant individual impact. Additionally, the model summary indicated that these three techniques combined explained 83.3% of the variation in consumer patronage, and the ANOVA confirmed the overall model's significance ($p < .001$). These results suggest that during emotionally charged, festive occasions such as traditional Osun celebrations, consumers are highly receptive to tangible, experiential promotional strategies like sampling, which enable immediate product trial and satisfaction.

This aligns partially with the findings of Diyaolu et al. (2022), who also identified a strong positive relationship between sales promotion and consumer patronage in the food and beverage sector. However, their Lagos-based study lacked the cultural specificity addressed in the current research. By focusing on a festival-based marketing environment in Osun State, this study fills a critical contextual gap. Similarly, Ezenyilimba et al. (2019) found price discounts and packaging to be effective in influencing alcohol consumption, but their study lacked consideration of sociocultural triggers such as festivals. In contrast, the insignificant impact of price discounts and premiums in this current study may suggest that emotional and communal experiences—rather than monetary incentives—are stronger drivers of beer patronage during festivals. The findings also provide a more consumer-focused perspective compared to Aroyewun (2023), who emphasised logistical outsourcing and internal performance metrics. While Aroyewun's study found a weak positive link ($R^2 = 0.023$) between outsourcing and performance, it did not account for customer-facing strategies like promotions, which this study shows to be significantly impactful. Likewise,

while Anyadighibe et al. (2021) confirmed that the promotional mix influences service uptake in the insurance industry, the relevance to fast-moving consumer goods (FMCGs) like beer is limited by differences in product type and emotional appeal. Fakayode's (2021) research on bank patronage supports the idea that brand awareness influences consumer behaviour, but again, the differences between financial services and festival-driven beer consumption underline the necessity of product-context alignment in promotional research. By situating sales promotion within the culturally rich and emotionally charged environment of Osun State festivals, this study offers an understanding of how and why certain techniques work better than others, suggesting that effective consumer engagement strategies must be both culturally embedded and experientially driven.

Conclusion and Recommendations

This study investigated the effect of sales promotion techniques—specifically free samples, price discounts, and premiums—on consumer patronage of Trophy Beer in Osun State, Nigeria, within the context of cultural and festival-based marketing. The findings showed that among the three techniques, free samples had the most significant and positive influence on consumer patronage. At the same time, price discounts and premiums did not demonstrate statistically significant effects. The model explained a considerable portion of the variance in consumer behaviour, indicating that promotional strategies, when appropriately tailored to the cultural environment, play an essential role in fostering consumer engagement and product adoption during festivals.

These findings underscore the importance of context-specific marketing strategies particularly in culturally rich environments like Osun State. The emotional and communal atmosphere of festivals appears to enhance the effectiveness of experiential promotions such as sampling, while monetary incentives like discounts may not resonate as strongly in such settings. This study contributes to existing literature by highlighting the value of aligning promotional efforts with local culture and consumer experiences, offering valuable insights for marketers seeking to optimize their strategies in similar socio-cultural contexts. Based on the finding in this research, the recommendations are as follows;

- i. Trophy Beer marketers should prioritize free sampling during festival events, as it has proven to be the most effective promotional strategy for increasing patronage. Samples create immediate product experiences, especially for new consumers, and align well with the communal nature of festivals.
- ii. Since price discounts and premiums were found to be statistically insignificant, their use should be selective and context-specific rather than a default strategy. These tools may be more effective in retail environments outside of festivals, or when combined with other experiential promotions.
- iii. Promotional efforts should align with the cultural values, rituals, and emotional tone of festivals. Marketers should tailor campaigns to reflect the local identity and use culturally resonant messaging and packaging.

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