

THE IMPACT OF PROMOTIONAL STRATEGIES ON RETAIL INSTITUTION IN PORT-HARCOURT METROPOLIS

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Abstract

This paper examines the influence of promotional strategies on retail institution. Questionnaire was distributed to 50 firms in Port Harcourt and twenty –one was returned. The simple random sampling technique was employed to select respondents for the study. Furthermore, to analyze the hypothesis stated for the study, the spearman’s rank correlation coefficient was employed. In analyzing the hypothesis, the findings showed that small retail outlets are more in number than big retail stores. It also shows that retail institutions are defined by a lot of problems from poor infrastructure facilities, poor communication, distribution problems, and poor management of retail business. There cause low sales and low patronage from customers. Based on the findings, the following recommendations were made; a retailer should endeavor to draw out a promotional plan. A promotional plan speaks which promotional tools are to be used; advertising by retailers should examine with care the particular media they employ for communication.

Introduction

In any organization, one of the methods for achieving the objectives and goals of management is through the use of marketing strategy. This marketing strategy involves all marketing efforts in which the marketing mix is used. Marketing evolves from the birth of an idea that a customer. In order to satisfy particular customer, an organization must set up some controlled variables. But in this study, our attention would be focused mostly on promotion. It is believed that the term promotion originated from the Latin world “promove” meaning to move forward. Promotion is one of the key elements of the marketing mix, and it deals with anyone or two-way communication that takes place with the consumer.

However promotional strategy is an interpreted and coordinated programme of communication efforts designed to create a favourable linkage for persons or organization and their products, service or ideas. Since there are a lot of competitions in retail business, most retailers are now developing ways in which reach and win large segment of the market. These promotional element include advertising, public relation and packaging. Promotional strategy can also be used to choose new channel of distribution, new initiatives in personal selling and also dealer’s displays. The rate at which retail institution is growing in Nigeria economy cannot be over emphasized, retailing is growing at a geometric progression. Retailing is defined as “all activities involved in selling of goods or services directly to final consumers for their personal non-business use”. Retailing “consists of those business activities concerned with the disposal of goods and services to the final consumers for personal, family or industrial use”.

The successes of promotional activities of retail institution are defined by a lot of challenges and difficulties usually from infrastructure facilities, high interest rate, high rate of inflation and its resultant decrease in the purchasing power of consumers, distribution problems, dilapidated condition, poor electricity supply, product quality, etc.

The implication of these difficulties is that sales are low and it is evident that every business organization increase market and improve flow. But most super market do not involve in effective communication and promotion of product which encourage sales. Poor management of retail business cause low sales and low patronage from customers. To succeed in improving sales, business organization must plan, organize and control their activities effectively and efficiently. One of the ways to achieve this height is to communicate effectively with present and potential customers and to evaluate effective and efficient promotional strategy that is capable of improving retail sales. The market therefore must be studied and understood, its size and nature should be examined, dictated the type of promotional tools should be improved upon.

Research Question

1. Is there any relationship between the size of retail business and promotional mix?
2. Is there relationship between the association of the location of retail business and promotional mix?
3. How do you plan promotion in retail business?

Research Hypothesis

The study seeks to test two major hypotheses

H₀₁: There is no relationship between the size of retail business and promotional mix.

H_a: There is relationship between the size of retail business and promotional mix.

H₀₂: There is no relationship between the location of retail business and promotional mix.

H_{a2}: There is relationship between the location of retail business and promotional mix.

NATURE AND IMPORTANCE OF PROMOTIONAL STRATEGIES.

The importance of promotional strategies opined that their objective could be to influence their actual customers to purchase and patronize their business. Economic reason could be the main influence on the consumer because he could consider the price of the product, his income and the liability of the product etc. “motivation refers generally to inner driving condition of the individual which are described and drives, wants, urges, motive, needs and the likes. Retailer should endeavor in his promotion to specify some specific benefits to be derived when customers patronize his store. A selling point for a product is a feature inherent in store, aids its product while a benefit is the satisfaction received from the purchase or service rendered by the store.

Supermarkets and department stores based in Port Harcourt recognize this important feature in their promotional strategy by providing some selling point for their product and store by the high class status attached it through its proper public relation.

Promotional strategies play active role in pushing product to consumers both new and existing product. Bell (2001) noted these roles when he said “the term promotion describes all types of marketing activities designed to stimulate demand”. Promotional strategies cannot be effective if the store adequately stocked with intended assortment of goods reasonably priced. We will also talk about non-personal promotion i.e. when it involves face to face interactions, promotional messages can be designed to stimulate immediate and continuing patronage.

ANALYSIS OF THE VARIOUS PROMOTIONAL ELEMENTS

There has been a series of elaborate question as to how many element that made up the promotion mix. Most renowned authors in marketing have proposed a number of elements ranging from three to everything that goes in an organization. One of these views on the number of elements that are contained in the promotional mix is given which says that promotional strategy consist of three distinct elements, namely advertising, personal selling and sales promotion. Advertising, personal selling, public relation, publicity and sales promotion are the only element in the promotional mix, but today, marketer were becoming more aware of the fact that everything on individual or organization does or say has promotional impact. This view is in line with Marvin Herper earlier contention that more and more of it is becoming apparent that marketing is almost entirely communication that product communicates, the package communicates and the price communicates.

1. Advertising

Retailing advertising is that placed by a retailer both with the aim of crating

stores image and having, increased store traffic products/brand in a particular Store or retail outlet. The promotional media is mostly placed by leventis stores in the newspaper and magazines. Advertising helps the retailer to reach out beyond the store, to attract new customers and retain the patronage of existing customers. The purpose of retail advertising is to prove immediate sales and build good will for a particular retail. To accomplish this goal retailer in Nigeria can adopt any or combination of the following types of retail advertising promotional advertising or institutional advertising etc.

Promotional advertising is a store advertising whose features specific products or services at identified process while institutional advertising is the type of promotion of the store itself, its services, its name, its location and any other characteristics that distinguish it from the other stores in the areas.

Since many products are relatively scare in Nigeria, a typical retailer is able to dispose of his product without much on advertising and some do not advertise at all. Yet the trend is changing as more and more retail outlets are realizing that advertising can be a positive force in their marketing result. Leventis stores, island store in Port Harcourt or domain store at Lagos all recognize enormous role played by advertising through their advertisement letter using radios, television or news papers, particularly London stores, which is in based Port Harcourt. They make use of R.B.S 3fm stereo and 93.7 Rhythm.

Retailer should endeavor to advertise regularly and continuously. They should not be out of their advertising, just because business is poor. Remember that retailers need advertising more than ever in periods of poor business. Advertising cares more punch when the public sees it all the time. In Nigeria most retail business advertise their store mostly in the festive periods like Easter, Christmas and Edel kabir to boost sells of their product in short which are considered as seasonal advertisers.

It has been observed that a little well will aid in the achievement of advertising objectives. Many issues in short space of time may lead to confusion in the mind of the consumers or diffusion of impact of such issues. It must be admitted that if the target audience is receiving a confused picture, it also likely to receive defused massage. A clean observation of this problem is noticed in our radio,T.V in Nigeria where lots of advertisement have no direction because of lack of professional touch and this mostly complicate issues for consumers.

Types of Advertising

All advertising can broadly be classifies into product or institutional. The classification can further be broken down into distinct classes of advertising as following:

1. Persuasive Advertising: This is the most commonly used form of advertising in consumers goods. It is also referred to as hard sale advertising. Organizations use persuasive advertising in tying to argue potential buyer to buy their own brand of product.
2. Information Advertising for certain product that may be bought once in a life time which either the prospect may not have the money to buy such product into date is necessary that the product will use information advertising at regular interval concerning the product.
3. Institutional Advertising. They are sometimes called cooperate advertising. This type of advertising works towards advertising a desired image for an organization.
4. Financial Advertising: it is mostly used by financial institution (life , banks, insurance companies and building societies) inviting customers to use their service.
5. Industrial Advertising: there are advertising done for the promotion of materials, components parts and operating supplies.

Publicity

Publicity is information about a business and nits product that is conveyed to the public by the mass media because such information is newsworthy. Publicity is done at no cost to the company and may be regarded as free advertising. Some events in the retailing store can other opportunities for free publicity in the radio and newspapers and perhaps even on televisions. These events are usually sales promotion like in store demonstration lectures, motion pictures, Fashion shows and exhibition. A number of foreign stores for

example are getting a lot of publicity by organizing courses and lectures on food preparation, table decoration and sewing.

Public Relation

The British institute of public relations defines public relations as planned and sustained effort to establish and maintain good will and mutual understanding between an organization and its publics. Public relation is a deliberate and sustained effort by management aimed at creating goodwill and favourable image about the company among the various publics with the primary goals of creating a friendly environment for business relations. The implication of the definitions above is that no business or organization can thrive without a mutual relationship between the organization and its publics. This mutual relationship can be achieved through the tools of public relations.

Personal Selling:

Personal selling is selling done through person to person contact and it is a key marketing tool. Selling is a industrious economic activity. Personal selling as a promotional tool is too well known and understood in Nigeria retailing circles to warrant discussion here. In the circumstance it will simply and highlights the problems and challenges to the retailer. Issues like organizational relationship, selection, training compensation, motivation and control of personal selling are outside the scope of this paper since they lead to the general subject of sales management. Having said this, it must be pointed out that in the completely self-service with modern retail stores, advertising, store layout displays information signs and labels constitute principal selling forces. Personal selling is de-emphasized. That is not withstanding personal selling is very important in the retailing of exclusive and high target items and shopping goods.

In Nigeria, here are hundred of thousand of trade shop keepers and hawkers though some of them are in it because of limited alternative job opportunities. In the industrialization countries were the majority of sales people are paid employee, but even their selling account for a relatively high percentage of working population.

Promotion Objectives

The definition of objectives is a key requirement for effective promotional planning. Intelligent promotional strategies require clearly goals that organization is trying to attain through the use of the promotional tools. One of the leading deficiencies in promotion programs in most retail business promotion and other organization in Nigeria is that all too often promotion objectives are stated in such general terms that they are useless for management purpose. Without an explicit statement of promotional goals that are understood, workable and accepted by all parties involved in carrying out promotional plans, the effectiveness of all company promotional program is greatly reduced.

According to McCarthy and Perrault (2005:284) objective of promotion can be seen in three basic objectives. He stated that promotion objectives must be clearly defined. Because the right promotion blend depend on what the firm wants to accomplish.

Three basic promotional objectives:

- a. Informing: Potential customers must know something about a product if they are buying at all. If firm with a really new product not have to do anything but to inform consumers about it and show that it meets consumer needs better than other products.
- b. Persuading: When competition offers similar products, the firm must not only inform customers that its product is available but also persuade them to buy it. Persuading objectives means the firm will try to develop a favourable set of attitudes so that customers will buy and keep buying its products. A persuading objective focused on why one brand is better than others.
- c. Reminding: if target customers already have positive attitude about a firm's marketing mix or a good relationship with a firm, reminding objectives might be suitable. This objective can be extremely important. Customers who have been attracted and sold once are still targets for competitors appeal. Reminding them of their past satisfaction may keep them from shifting to a competition.

But Bell (2011) rated promotion objectives as the following

- a. Maintain or improve market share
- b. Inform and educate the marketer
- c. Increase sales
- d. Create or improve brand recognition, acceptance or insistence
- e. Create a favourable climate sales
- f. Create a competitive difference

The promotional objectives must be derived from broader marketing objectives.

Media Selection

Media selection entails deciding among the various available media the most appropriate ones to place an advertisement. Universal learner's Dictionary defines media as something by which an effort is produced, media selection is an act of inducing a basic understanding of the capabilities and cost of the major advertising media.

Many studies have been reported examining the problem of estimating this lucky from response for increased frequency advertising for media planning purposes. It has said that the leadership of each medium of communication determines the response of advertising messages. Media selection therefore should be with comparative appraisal. Different media have degrees of communication purposes. The fundamental media used by retail institution in Nigeria can be classified into the following:

- a. Newspapers: It appeals to the general audience. Newspaper is widely read in Nigeria and there is a high "pass-along" audience. Leventis stores, everyday super market, Bata stores, challarams and advertisement. But still the high illiteracy rate does, however limit the effectiveness of this medium. The daily times, Sunday times, beacon, punch and monitor including the Guardian are truly national in coverage. The other newspapers published in the various state capitals have limited circulation beyond their state boundaries. Bata stores uses display advertising most of the time to advertise their products and store.
- b. Radio: The radio currently has the widest reach of all media in Nigeria. The radio set is following usually in every urban residence and is wider available in the rural areas. Widen stores mostly make use of Fm, ray Power, Rhythm, Treasure Fm stereo in Port Harcourt to advertise the store services and product.
- c. Television: Television, which ordinates reaches the widest audience id not yet fully developed as a mass medium in Nigeria. Television viewing is pretty much confined to the urban centers and even three television sets not found in every home. A few retail institutions in Nigeria make use of television for advertising spot one stores, Ama shopping centers, everyday supermarket make use of television advertisement.
- d. Outdoor Advertising: This powers the advertiser with the largest colorful display of this store name. It appears to quite effective in Nigeria where there is still high illiteracy, the large colorful pictures convey the message clearly to all. Outdoor advertising may be in the form of posters, painted bulletins or spectaculars that use bright and flashing light. There are mounted on special structure called hoarding location at suitable sites along the roads.
- e. Point of Purchase Advertising: This refers to advertising that is displayed at the retail outlet, where consumer purchases the products. The advertisements are usually displayed on constructed stands along the store axis or next to the product on the retail shelf, everyday super market mostly use this advertising methods.

Another consideration of media selection is includes that the total capital investment concerned should compared with the cash flow position and other capital expenditures. The cash flow position and other major capital expenditures. The most content must be evaluated (price of medium is also relevant, medium complexity and convince also determine choice). Promotion strategy should outline the communication objectives of each of the promotional elements including advertising.

HOW TO PLAN RETAIL PROMOTINAL STRATEGY

Planning a retail promotion strategy consist of five steps.

- i. Determining promotion objective
- ii. Establishing a promotional budget
- iii. Determining the promotional mix
- iv. Implementing the mix
- v. Revising the promotional plan

Objectives need to be stated in specific and measurable terms. Broad promotional objectives like increasing to increase store sales by 10%. An overall promotional budget set with the selection of techniques laying what you can afford incremental to objective and task method.

The promotional mix is outlines based upon size of the budget, the type of retailing and coverage media, promotional mix implemented included are decisions involving specific media training of promotion. Control of message, make upon sides force specific sales promotion tools. The retailer systematically reviews and cuts the promotional plan consistent with the present objectives.

It is important to note that how much percentage of budgets that goes to each strategy depends on the time and duration of the program, with special reference to the time of running specific programs.

BUDGETING FOR PROMOTION

After a retail institution has established promotional communication objective, it must evaluate how much it will loss to achieve the objective, it must first determines how much is available for could be, and the determine how these funds should be allocated among the various element in the promotional mix. In marketing plans, there is question of how much to be spent on promotion. In selling to ultimate consumer, the cost of promotion per naira of sales is larger. Another problem is the determination of how much that would be allocated to various element of promotional mix.

In Nigeria investigation suggest that most Nigerian institution who do advertise, determine their advertisement budget simply set out what amount they feel they can afford to spend in the planning period in question.

FORMS OF RETAIL ORGANIZATION

The term retailing has been defined as the activity of selling to ultimate consumer and as such involves the transfer of goods for the consumer personal or households use. In Nigeria, retailing is a big industry aside from its obvious contribution to employment opportunities. Retailing has been instrumental in buying goods closer to or within the reach of consumer. Although total employment as retailing is less than one third of manufacturing yet retailing has measurement of employment is the largest single industry in many Nigerian towns. As the level of per-capital of real income rises the role of distribution in the market economy tends to increase. There are various forms of retail institution in Nigeria. The various types in existence include supermarket, departmental stores, chain stores, cooperative and general stores. A precise assessment of the proportion to e ach type present in a given area would depend on definition of what a retailer gives.

Multiple Or Chain Stores

Multiple shop organization is a group of retails outlets centrally owned and to some extent centrally controlled. And handle the same product line by centralized large seek buying and decentralized standard selling. They achieve substantial economics and complete with independent shops by price. Among the distribution economics of scale, multiple organization can drive from horizontal integration of shops are those arising from their specialized facilities and their story beginning in a particular type of trade and their price size requirement can be determined through experience. And if organization should decide to extend its operations to a particular center it can afford to wait until a suitable site become s available.

Departmental stores

The economics of both horizontal and vertical integration are not necessarily obtained of multiple organizations they apply to departmental stores. Again, problem of determination arises. In the United States census departmental stores is detained as establishment normally employing twenty five or more and engage

in selling items in each of the cloth, furnishing and household goods categories. But in Nigeria the number employ depends on the financial capabilities of the stores. However, there are special rules governing the volume and proportion of scale in these a categories and the minimum level of labour input which requires that the establishment sell a wide range of commodities including clothing. But Jeffery (2009) defined a departmental store selling under one roof; but physically separated department, four or more detect classes of consumer goods one of which is women and girls clothing. The kingsway store founded in 1984 and owned by U.A.C. the fist departmental store to come into the country.

Independent Stores

They are small non-integrated retail establishment with a lesser degree of specialization in their management. The owner itself ranges his business. He maintains invested personnel contact with customers. He gets supplies from the wholesalers. The independent stores may be classified into:

- a. General stores
- b. Single line stores
- c.
- d. Specialty stores

Supermarkets

Supermarkets originated after the civil war in Nigeria in 1975. They generally concentrated on food and grocery items. Everyday supermarkets in Port Harcourt are departmentalized retail establishment having four based food depart plus other household departments. These are non food department which varies from store to store, house wares, electrical suppliers, toys, etc. some supermarkets have delicate seen sectors where needy to each food products like cooked food are sold. Supermarket may be entirely owner where some of the department based on concession basis.

Supermarkets are self-services outfits and located at places where customers are given facilities like package, space. They make use of advertisement and mass display of merchandise. Moreover, they do not offer credit commodities to customers.

Cooperatives Retailing

Retailers cooperative have become very important distribution of convenience goods. In Nigeria, Federal and state government have encouraged the growth of co-operative societies as a part of social economic transformation in the rural areas.

Co-operative retailing is a situation whereby independent retailers or consumers jointly share their purchases, storage facilities, promotional and logistics expenses in order to achieve the over –all objectives of co-operative, management but still retains their independence, in all other business areas.

Consumer Co-Operative

Are retail businesses owned and operated by ultimate consumers who purchase and distribute goods and services primarily to the members. They operate on open membership which means that consumers are free to join the co-operatives. Moreover, there is a democratic control where each member is entitled to only one vote irrespective of the number of shares he might hold.

Research Methodology

Research design is concern with decision that has to be put into consideration that helps the researcher to collect and analyze data.

The descriptive of what is happening but discovery of the meaning of event taking place. As a result, descriptive research describes, compare contract, analysis, classified and interpreted the existing concepts with a view to answering questions and discovering the present status of concept in question.

SOURCES OF DATA COLLECTION

The use primary and secondary data will enable the researcher give an understanding as it applied the work.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

TABLE .1: RESPONSE RATE

	Number Sent Out	Number Returned	% of Return
Supermarket	21	4	19.05%
Departmental store	3	2	66.72%
Limited line store	26	15	57.7%
	50	21	42%

Source: Field Survey 2020.

Analysis of the Questionnaire

The table .1 above shows how many questionnaires were sent out and how many were returned. However, (21) twenty-one out of the fifty (50) copies of the questionnaire being sent out were duly completed and returned. This represents (42) returnable.

The data in this table suggest that there is a relationship between types of retail institution where they are located. This indicated by the (100%) each from the supermarket and departmental store which are most of the time located along major streets while limited line store 20% and 80% located around population center and market place irrespectively.

However, looking at the total twenty-one (21) responses, it can be said that the nature of retail outlets determines to a great extent where the store will be sited. This show with 28.6% of the large stores sited on major streets while 75.1% small stores mostly are concentrated to the market place.

Table .2: Merchandise Value

Merchandise	Supermarket	Departmental Store	Limit/Lane Retail Store	Total
B/W N5,000-N10,000	4	-	-	4
B/W N10000-N15,000	-	-	15	15
B/W N15,000-N20,000	-	2	1	2
Above N20,000	4	2	15	21

Source: Field Survey 2020,

In the above table, in question 7retailers were asked to indicate the range of the worth of merchandise in which they fell in analyzing this question, the types of merchandise they have in their store. It can be seen that the majority of the high merchant is concentrate on this large store. The dad from table tell us that 95% and 50% of supermarket and department store have merchandise worth less than N5,000.00 and above while that of limited line store with a weak responses.

In total 71.4% of retail stores particularly the smaller one have merchandise less than N5000- N1000 while larger retail stores comprising supermarket and departmental stores 5(23.18%) have merchandise worth N5,000 and above (47.6%).

Table .3: Monthly Sales Volume

Sales Volume	Supermarket	Departmental Store	Limit/Lane Retail Store	Total
Below N5,000			15	15
Below N				
Below N5000	3	1		4
Below N10,000	1	1		2

Below N20,000				
Below N51,000				
Below N20,000				
Above N20,000	4	2	15	21

Source: Field Survey 2020,

From the responses collected on question (x) of the questionnaire on the monthly sales volume of merchandise mostly of merchandise mostly depends on the worth of merchandise carried in a state.

If you compare the merchandise worth in table 4.2, it can be seen that majority of the high sale is concentrated on this large stores. The data from the table tell us that 95% and 50% of supermarkets and departmental stores respectively have monthly sales. N5, 000 and above which that of limited line store with a 100% responses. In total 71.4% of retail stores particularly the smaller ones have sales turnover of below N25,000 while the larger retail stores comprising supermarket and departmental stores, 5(23.18%) make sale between N5000 and N20,000 (47.6%) makes sale above N20,000. Consequently, since most small retail store in Nigeria carry low price items in their store, it becomes difficult to make a monthly sale above N5, 000. Through some other factors were also attribute to poor sales turnover, more so the present economic condition facing the country.

Promotional Tools Used by Retail Stores

As manufacturers and wholesalers make use of one form of promotional activities to attract their products or business so also are retailer who used these promotional tools to attract customers and build large for their stores. Looking at these various promotional tools being used by retailers they can be classified to promote even when integrity of them and various forms of sales promotional techniques had been used by retailer in promoting their values and stores.

Promotional Tools Used for Retail Stores

Media	Supermarket	Departmental Store	Limit/Lane Retail Store	Total
Television	1	1		2
Newspaper	3	1	15	19
Signboards				
Any other				
Total	4	2	15	21

Source: Field Survey 2020

In question (15) respondent were asked to unseat the promotion media they used in promoting their stores and how often these are based. The total (76.2%) of these retail stores make use of signboards to attract customers to their store. It is important to note that the other various promotional media life newspaper and television are not used but they are rarely used. In question (3) which includes the promotional activities and how often they utilized will be used, ranks would often they are utilized will be used, ranks would be assigned to the response. For question (3), I mean below N10,000 while above N20,000 for every other , the X and y value represent the worth of merchandise and the frequent use of promotional activities respectively

Table .4: Promotional Activities

Tools	Supermarket	Departmental Store	Limit/Lane Retail Store	Total
Discount sales	3	2	15	20
Cleanness sales	-	-	-	-
Premium	-	-	-	-

Signboard	1	-	-	1
Total	4	2	15	21

Source: Field Survey 2020,

In question nine (9) retail stores owners were asked to indicate the type of promotional activities they do use for their stores.

The data in this table indicated that majority of the retail store make use of discount sales in promoting their stores. This can be seen from the total response role up to (95%) of the total 21(100%) response as compared to 5% promotional usage signboard. Note that the other various types of promotional tools like premium and clearance sales are not used by them are rarely used.

Table.5: Promotional Activities Planner In Types Pf Retail Stores

Planner	Supermarket	Departmental Store	Limit/Lane Retail Store	Total
Commercial Producers	-	1	-	1
Anybody Appointed	-	-	-	-
General Manager Owners	4	1	15	20
Total	4	2	15	21

Source: Field Survey 2020

In question (14) respondent were asked to indicate who decides on the promotional activities. The data from the table tell us that (95%) of supermarket general manger decides on promotional activities while that of departmental store (75%) responses -73.3% If limited line retail stores in total (76.2%) of these retail stores general manager decides on the promotional activities to be use.

Response to media budget of retail stores from the response collected on question of the questionnaires on how much do they spend on each of the lasted media chosen in a year, majority of these retail stores spend within the range of less than N1,000 which few fall within N20,000- N50,000 per annum. The low amount being spend on promotional media is not surprising if your consider the nature of the retail stores taking into consideration what most retail stores use of discount sales as a promotional tool. They only way in reaching the consumer by most retailers is by word of mouth and signboards.

Hypothesis testing

a. Hypothesis one

Examine whether there is relationship between the sizes of promotional mix. In testing the size retail business, the merchandise worth of the store would be used. So hypothesis one will be tested using the Spearman's rank correlation coefficient.

The Spearman's rank correlation is measured at the closeness of association between two ordinary variables i.e. it is a measure of degree of relationship between ranked data. The coefficient of correlation found in correlation analysis was completed rank values of x and y rather than actual values.

Consequently, question which indicates the worth of merchandise in a store

a. Hypothesis One

Merchandise Worth	Promotional Frequency	D	D ²
1	3	-2	4
3	3	0	-
2	2	0	-
4	3	-1	1
2	3	1	1
4	2	0	4
2	3	2	4
1	3	-1	-
2	1	0	-
4	4	2	4
2	3	1	1
2	1	1	1
4	1	1	1
2	4	0	-
2	1	1	-1
2	3	-1	1
4	2	2	4
2	3	-1	-1
2	3	-1	1
			2228

$$1=2; 2=2=3=1; 4=5$$

Formula

Gregory and word

Where

$$r^s = \frac{1-6\sum d^2}{n(n^2-1)}$$

- r^s = The number of sample size
- d = The different between two rank data
- n = 21
- Ed_2 = 28
- Rs = 1.768
- = 21(441-1)
- = 1-168
- = 21(440)
- = 1-168
- = 9240
- = 1-0.02
- = 0.98

b. Hypothesis two

Determine whether there is association between location of retail business and promotion mix. Hypothesis two will be tested using Spearman's rank correlation.

Question which deals on the location of the store and (5) and on the level of promotional activities will be used. Rank will be assigned to the responses. Quarter will be ranked with (1) meaning on major street and 3 meaning in a market place: question (5) will be ranked on a 4-point scale with (a) meaning very often and (91) meaning not all.

They x and y values represent the location of the state and frequency of the use in the promotional activities respectively.

Table Hypothesis

Store Location (x)	Promotional Frequency (y)	D	D ²
3	2	1	1
3	4	-2	4
2	3	-1	1
1	1	-3	9
3	2	1	1
1	4	-3	9
1	1	0	-
3	2	-1	1
1	3	-2	4
1	1	2	4
3	4	-3	9
2	4	-1	1
3	2	0	-
3	1	2	4
3	4	-1	1
3	2	1	1
2	1	0	4
3	3	0	-
2	4	-2	4
3	2	-1	1
3	3	0	0

1=6; 2=2; 3=12

The effect that there is no relationship between location of a structure and promotional element use, re H0, rs = 0. Since the research prefers to believe that there is no frequency of promotional activities, a right failed test is appropriate and alternative hypothesis H = rs > 0.

Let us assume that 0.5 , the essential question is how likely to that we could have obtained the sample value rs = 0.96 if there was truly relationship between two variables.If n<30

$$T = \frac{rs \sqrt{\frac{n-2}{1-r_2^2}}}{0.96 \sqrt{\frac{21-2}{1-(0.96)^2}}} = 0.96$$

$$\frac{rs \sqrt{1910.1}}{0.96 \sqrt{190}} = 0.96 + 13.76$$

$$= 14.72$$

Decision rule

Accept the H0 and if t< the appropriate to value or reject H0 and accept H1. If t> the appropriate value. The appropriate value is found from t-table using atm-2 since...there are two variables (store location and promotional activities)

For 21-2Hg at + 0.05 to + 1.729, since 14>1.729. Ho is rejected. There is a statistical relationship between location of a retail store and the promotional element.

Conclusion

It has been examined in some details, a wide range of technique in the area of promotional activities which retailer use with special reference to supermarket. Retailer must be prepared to put all promotional activities into the melting pot each time they make a receives of their total promotional effort. Only living way can flexible adaption to changing industry and customer tends to be quickly assured.

To achieve effectively such an approach where sizes can fluctuate it's a promotional executive should be appointed. Besides; the monitoring of normal sites, data in the various section; Executive should think over effective evaluation of promotion.

Finally, the evidence of history has repeatedly made it clear that no one mix of promotional activity can serve a store indefinitely. The combinations of promotional activity can serve a store indefinitely. The combinations of promotional activities need to be used by retailers. More importantly, it should be known that the key for promotional mix management is flexibility based on procedures.

Recommendation

As an aid to retailer on ways of improving their promotional activities, the following recommendations are made;

1. Definition of target market is essential so that the right mix of communication media is exhaustively exploited.
2. The definition of objectives: This is a key requirement for effective promotion planning, intelligent promotional management required clearly stated goals that the organization is trying to attain through the use of promotional tools.
3. A retailer should endeavor to draw out a promotional plan. A promotional plan speaks which promotional tools are to be used, how the retailer resources are to be allocated among these tools and what results are expected.
4. Price discount: continuous price cost reduction should not be allowed or used always. It should be periodically. This is because continuous reductions frequently become part of the scenery and lack the excitement of the special offer.

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