

PROMOTION STRATEGY AND ORGANIZATIONAL PERFORMANCE OF GUINNESS NIGERIA PLC BENIN CITY, EDO STATE

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Return on investment, Cost per sales, Competition effectiveness, Customer Satisfaction, Promotion strategy.

ABSTRACT

The research seeks to ascertain the effect of promotion strategy on company performance in Guinness Nigeria Plc, Benin City. Guinness Nigeria plc uses promotional strategies, which include advertising, personal selling, sales promotion, publicity and public relations, in some cases promotional tools or strategies perform several functions in the business organization. The use of the appropriate promotional strategy becomes inevitable in Guinness Nigeria plc. In an attempt to carry out the study effectively, the following statistical techniques: the percentage, frequency distribution tables and the chi-square statistical tools was used for this study. Promotion strategy has positive significant effect on the performance of Guinness Nigeria Plc, Benin City There should be adequate provision of funds. The organization should engage more in market research and should put in more effect to train their sales executives. They should improve on advertising and other sales promotional mixes. The issue of transportation and distributional facilities should be improved. Lastly, there should be provision for telecommunication sectors

Introduction

Promotions are a tool used by marketing experts to alert, inform, and remind customers about a company, product line, brand, or service. It is one of the four key elements of the marketing mix. Srinivasan, Anderson, and Ponnnavolu (2007) state that promotion attempts to inform, remind, and persuade target consumers about the business and its products. He continued by saying that companies often use marketing to differentiate their products from those of rivals. A promotion campaign is a coordinated series of promotional activities designed to accomplish a certain objective. The obvious goal of promotion management is to ensure that every element of the promotion mix works together to carry out the organization's overall promotion activities.

An organization utilizes a variety of processes or strategies to promote its name, enterprise, line of products, or goods. These several processes are together referred to as "promotion strategy". Encoding information about a company's products and services into a message meant for consumers is known as a marketing strategy. Companies may employ a variety of information dissemination platforms at their disposal to develop an effective promotional mix strategy. In this portfolio, direct marketing, sales promotions, public

relations, publicity, personal selling, and advertising make up the bulk of the alternative delivery channels. More and more marketing decision-makers are realizing the importance of optimizing shareholder value and the need to consider the long-term effects of their choices on product-market response. In order to sustain a competitive edge in the market, decision makers must now evaluate the influence of promotional strategy on market share and profitability by recognizing the strategic interactions they have with their surrounds. (Singh and Sirdeshmukh, 2000).

Guinness Nigeria Plc uses a variety of promotional strategies, including public relations, sales promotion, personal selling, publicity, and advertising. Promotional tactics or tools often have many uses within the organization. It becomes crucial to use the right advertising strategy at Guinness Nigeria plc. Publicity campaigns, personal selling, and advertising have dominated promotional strategies in marketing theory and practice throughout the years. The degree of competition in the business sector often acts as a guide for how many and how sophisticated marketing strategies a firm should use. Many business organizations disapprove of any marketing-related cost. On the other hand, when competition heats up, these groups begin to see marketing as vital. A product or service is improved and marketed to its target market via the use of

integrated marketing communication in promotional techniques. These packaged goods are made up of a variety of marketing communication elements, such as public relations, advertising, event marketing, sales promotion, packaging design, marketing consultation, consumer research, and media buying. Since matching customer requirements and desires with appropriate goods and services is essentially the marketing role, this research intends to evaluate the influence of promotion tactics on company success

This is due to the general consensus that marketing originates and terminates with the customer (Li, & Bing, 2006). Promotion is a vital part of our social and economic institutions. In today's complex world, promotion has grown to be an essential instrument for communications that benefits both businesses and consumers. Because promotion strategies are so successful at reaching target audiences with well produced messages, most organizations' marketing campaigns give marketers a substantial role. Advertising is becoming an increasingly important tool for businesses of all sorts, from large multinational corporations to small startups, to help them sell their products and increase their revenue. In countries with a free market, consumers are used to relying on promotions to provide them with information that helps them decide what to purchase. Companies use promotions to inform, reach, and persuade existing and potential customers to buy the satisfying product that they need for their own use or to resell. Promotion focuses on creating corporate communications that are persuasively suited to influence consumer behavior in order to increase sales and profit. The merchant and the customer are connected via the marketing mix. The seller uses a variety of promotional strategies to reach the target market, depending on the kind of product and the mental filter of the target audience. It is equally advantageous for the seller to communicate with the client in both directions throughout the pre-sale, sale, consumption, and post-purchase stages of the goods. Bing and Li (2006). Effective product promotion impacts customers' consumption and purchase behaviors and optimizes the seller's return on investment.

In the present competitive environment, building brand loyalty among customers is essential to a business's survival and profitability. This devotion is based on the product's attributes, not its location or price, as well as its marketing campaigns. Thus, the product that a consumer finally purchases must satisfy their wants since effective advertising often results in positive outcomes that have an impact on the profit ratio (Sharma & Patterson, 2000). For this reason, among others, Guinness Nigeria Plc was selected as a case study to examine how marketing strategy affects company performance. The capacity of any firm to satisfy its customers will decide its success or failure due to the anomalies in today's corporate operations. This places a huge lot of effort and obligation on any business looking to use marketing to attain excellence in customer happiness. In order to satisfy the requirements of both prospective customers and sellers (as represented by clients and customers), it is their duty to ascertain the precise demands of their clients and customers and to decide on the best course of action for managing their products and services.

The main objective of the study was to ascertain the effect of promotion strategy on company performance. However, the specific objectives are to:

Examine the effects of the return on investment on competition effectiveness in Guinness Nigeria Plc Benin City, Edo State

Ascertain the extent of cost per sales on customer satisfaction in Guinness Nigeria Plc Benin City, Edo State.

The following research questions were designed to guide the study.

1. What is the relationship between return on investment and competition effectiveness in Guinness Nigeria Plc Benin City, Edo State?

2. What is the effect of cost per sales and customer satisfaction in Guinness Nigeria Plc Benin City, Edo State?

The following research hypotheses guided the study:

H1: There is no significant relationship between return on investment and competition effectiveness in Guinness Nigeria Plc Benin City, Edo State.

H2: Cost per sales does not have effect on customer satisfaction in Guinness Nigeria Plc Benin City, Edo State.

REVIEW OF RELATED LITERATURE

Concept of Performance

maintaining a successful or notable presence in the market via market share, which indicates the company's strengths and shortcomings and offers management a sense of how competitive the business is in the market. Conversely, the term "strategies" refers to a broad business program that identifies a particular market sector and then uses the elements of the marketing mix with care to please its clients. The purpose of strategies is to assist an organization in achieving and maintaining a profitable contribution. Effective marketing requires making strategic decisions that appropriately integrate the company's marketing campaign. The marketing strategy of management is to reach consumers with their products and services. Two essential components of marketing strategy are the target market and the marketing mix. The marketing mix consists of the following: venue (distribution), price, promotion, and product. In essence, they cover the whole production process, from product conception to product sales.

The marketing objectives and strategies are then formalized and included into a document called a marketing program. The firm uses the marketing program as a coordinating tool, explaining the timetable, assigning responsibilities, and characterizing and justifying the marketing objectives and strategies. The responsibility for marketing campaign implementation and monitoring passes to management after it has been approved (Best, 2006). The program by which marketing management adjusts the four strategy components—product, pricing, location, and promotion—needs to be evaluated as a final step. These components are known as the controllable factors or variables.

However, while evaluating the program that marketing management oversees, performance management must be considered. comprises a continuous evaluation of workers' conduct and performance, according to Campbell and Adebayo (2007). Employees must be fully aware of the expectations placed upon them as well as the

criteria used to assess their contributions and performance. Finding areas for growth and highlighting potential, as well as regularly evaluating an individual's performance, will be feasible with a systematic and scientific system of review. Above all, an effective evaluation system has the potential to improve workers' performance later on. The marketing department has to evaluate client preferences and the necessary marketing effort in order to either grow or monitor sales volume in order to move a reasonable and adequate amount of products and services at an acceptable price. In order to achieve the pre-set profit goals, this is required. As a result, in marketing, the required volume projections must be made and met. maintaining a successful or notable presence in the market via market share, which indicates the company's strengths and shortcomings and offers management a sense of how competitive the business is in the market.

Conversely, the term "strategies" refers to a broad business program that identifies a particular market sector and then uses the elements of the marketing mix with care to please its clients. The purpose of strategies is to assist an organization in achieving and maintaining a profitable contribution. Effective marketing requires making strategic decisions that appropriately integrate the company's marketing campaign. The marketing strategy of management is to reach consumers with their products and services. Two essential components of marketing strategy are the target market and the marketing mix. The marketing mix consists of the following: venue (distribution), price, promotion, and product. They effectively cover the whole manufacturing process, from new conceptions to product sales, according to Campbell and Adebayo (2007).

Concept of Return on Investment

This shows the profit or loss that may be incurred from an investment made in a certain course of action. Consequently, return on investment allows one to assess the efficacy of an investment's quantity; to put it another way, it allows one to compare the results to the means by which they were obtained. Return on investment is defined as the ratio of operational profit achieved after an investment activity to the total amount invested, or the total cost of the investment. The result, which is a percentage, is generated by multiplying the obtained relation by 100.

The calculation formula is:

$$\text{ROI} = \frac{\text{Revenues after investment} - \text{Amount invested}}{\text{Amount invested}} \times 100$$

In other words,

$$\text{ROI} = \frac{\text{Profit (after investment)}}{\text{Invested capital}} \times 100$$

Source: Author computation, 2024

This formula is applicable to all types of investments. Return on investment (ROI) is a tool used by investors to choose one investment project from a range of possibilities. It may also be used to determine how profitable the investment will be after it's finished. ROI is a statistic that's often utilized in performance monitoring and decision-making.

Whether an investment is lucrative or not is usually shown by the return on investment. The cost of the investment project (resources used for the investment); the project's profit (when ROI is calculated before work begins), the project's current profit (when ROI is calculated during operation), and the project's total profit (when ROI is calculated after the operation of investment has ended) can all be used to calculate return on investment as a simple rate. The profit used in the return on investment calculation is the operating outcome prior to interest and tax registration (Selses, 2007).

Concept of Marketing Strategies.

The fundamental goal of marketing is to identify new and better ways to satisfy consumer requirements and wants. Kotler (2000) and Boniface, Onwumere, Njoku, and Obasi (2007) define marketing as a set of activities meant to identify new ways to meet the demands of customers and buyers and to do research on the most efficient ways to do so (Anyanwu, 2003). Nonetheless, a corporate company uses a marketing strategy—a comprehensive set of guidelines and an implementation plan—to achieve its marketing objectives in a particular market (Kotler, 2000). Product, pricing, location (distribution), and promotion are the components of the marketing mix that are carefully employed in a marketing strategy to target a certain market segment and then satisfy its client base (Berger, 2006).

Theoretical framework

It was examined, using gap theory, whether marketing positions might be regarded as valid and profitable just if they contributed value to the product or service throughout the exchange process. A common misconception is that a product's form and functionality are determined by the manufacturing process. But production doesn't end until the goods are delivered to the clients. Marketing then has to ensure that this happens, or else all of the costs used in producing it would have been a financial waste (Boniface, Onwumere, Njoku, and Obasi, 2008). It's critical to acknowledge that producers, purchasers, and consumers differ in terms of location, time, possession, and expertise. The marketing functions are the "conditio-sine qua non" for bridging these gaps. This is the gap theory. The marketing expenses are included in the economic activity of these gaps. Moreover, a marketing expenditure may only be deemed justified if it leads to higher customer satisfaction and profitability. As a result, the value offered by marketing in the framework of gap theory is justified by the following additional three utilities generated throughout the exchange process (Nwokoye, 2004). This was the main reason this study acted as the foundation for the investigation.

In his 1957 best-seller *Hidden Message Theory*, sociologist Vance Packard created the theory that advertisements fool and unconsciously affect viewers—a notion known as the Hidden Persuaders. According to Packard, advertising is dangerous because it use psychology to create emotionally charged subliminal messages. The message's veiledness lessens and steers clear of the viewer's critical resistance. For example, the ad for Cornflakes suggests that the cereal promotes outstanding mental and physical fitness. This is a perfect illustration of the proverb "if a doctor uses it, it must be healthy." It also demonstrates how psychoanalysis has permeated popular culture and turned into a comedy. The joke is that we are all multi-personas, oscillating between concentrated self-

improvement and casual hedonism. Fortunately, cornflakes meet two purposes: they may be consumed as a candy-like treat or for breakfast.

Empirical Framework

Some scholars have done studies on the connection between marketing strategy and marketing performance. This article covers a few of them. According to Offman's (2008) study, using marketing strategies influences consumer product purchases in a positive way. For the research, primary data were collected, and correlation models were used to assess the data. Furthermore, Solo (2007) recruited 147 participants for a research on how advertising affects specific customers' purchases in the remote regions of Enugu State. Advertising has been shown to make it easier to compare a product's quality to that of similar items. Au and Henderson conducted research in 2006 on the influence of distribution strategy on the efficacy of consumer product marketing in China. Following that, 133 respondents were selected for the study. It was shown that a company's sales turnover and the amount of money it spends on physical distribution are highly correlated. Grankvist, Kollberg, and Peterson (2004) conducted a research on promotional strategies for banking services and discovered that all elements of the marketing mix were used in some capacity in the advertising of these services. This viewpoint was supported by Ananda & Murugaiah (2003), who carried out comparable research on the banking sector and recognized the importance of promotional strategy in influencing performance in the business.

According to Kristina's (2006) research, promotional strategies should be developed based on the kind of services that need advertising.

Ojo (2003) examined the impact of promotional methods on market share and profitability at the Coca-Cola and 7up firms in Lagos State, Nigeria. The study population consisted of marketing-related staff members of the selected companies. A total of 172 Coca-Cola and 7UP representative samples answered the questionnaire. The univariate analysis of variance (ANOVA) statistical technique was used to determine the statistical significance and the extent to which promotional strategy leads to variation in market share and profitability in the selected firms. The research suggests that a business-appropriate promotional campaign may produce variations in market share and profitability. One of the primary topics of disagreement in the marketing literature, according to Patterson (2004), is how to sustain the interest of both new and existing customers in making repeat purchases in the long run. Nevertheless, there is a paucity of empirical studies on this subject.

Thus, the surroundings of Lagos State are used in this research to investigate how customer loyalty influences long-term repurchase intentions in the telecom sector. 250 respondents from the Nigerian telecom sector in Lagos State were selected at random using stratified random sampling methods. Data for the study were gathered using a field survey research methodology and questionnaires. The research hypotheses were tested using the Pearson Product Method of Correlation (PPMC), simple regression analysis, and inferential statistics using the Statistical Package for Social Science version 20.0 (SPSS). The research discovered a strong correlation between customer satisfaction and client loyalty in the telecom industry.

METHODOLOGY

The methodology of the study offers direction for handling and analyzing the results. The research methodologies and procedures are covered in this chapter. The methodology used for the study was also discussed, particularly the descriptive survey research design that was used. This research design was selected since there would be no scientific modification of the survey data—it will simply be used to summarize the findings using statistical methods. The researcher believed that this research design was the best since it would facilitate the documentation, analysis, evaluation, and drawing of conclusions from the study's findings. According to Nwankwo (2004), researchers utilize surveys to complete the following tasks: Collect precise, accurate information that describes occurrences, identifies problems, and bolsters current policies and procedures; assess and contrast. Survey research was used in this context to get a better understanding of the relationship between workers' performance toward their company and the leadership style. The study design used devices for data collection and analysis. The study area is the defined boundaries or geographic region within which the investigation is to be conducted. Benin City, therefore, is the geographic focus of the research, and the regional headquarters will function as the case study.

The population under research consists of the whole upper and middle management team of the selected department. There are 1,200 workers at Guinness Nigeria Plc in Benin City, of whom 1,200 are considered permanent employees and 1,200 are considered temporary workers.

In calculating the sample size, the researcher applied the statistical formula for selecting from a finite population as formulated by Yamane (1967). The formula is stated thus;

Where;

1 - Constant value

_____ n - Sample size

N – The finite population

e - Error tolerance, in this case (5%)

Therefore;

_____ n = N

_____ 1+N(e)²

_____ n = 1200

1+1200(0.05)²

12000/4. =300

Data Analysis

The varied replies were examined using the following statistical techniques once the questionnaires were gathered and the required data was obtained. These are the percentages, and frequency distribution tables were used to examine the independent personal data result. Additionally, the respondents' views were ascertained by a mean ordinal audit. Chi-square statistical analysis was used to test

the independence between the expected and actual or observed events, as well as the relationship between the dependent and independent variables, in order to ascertain whether each research hypothesis that the study sought to test was accepted or rejected.

Table.1: Questionnaire Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Returned	150	83.3	83.3	83.3
Valid Not returned	30	16.7	16.7	100.0
Total	180	100.0	100.0	

Source: Field survey, 2024

A total of 180 copies of the questionnaire were served (given out) while 150 copies were returned making the achievement of 90%

Table 2: Sex respondent's analysis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	26	14.4	17.3	17.3
Female	124	68.9	82.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Considering the proportion of the female 68.9% to 14.4% a smaller percentage of the questionnaire was served to make 17.3% against 82.7% for male. In addition, despite their few numbers of high percentages of responses of 100% was recorded from the male respondents.

Table 3: Respondents analysis by age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	31	17.2	20.7	20.7
25-29	15	8.3	10.0	30.7
30-37	33	18.3	22.0	52.7
38 and above	71	39.4	47.3	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

The majority of the respondents are between the age of 38 and above which is (39.4%) following the range of 30 to 37 is (18.3%) following the range of 18 to 24 which is (17.2%) and 25-29 just (8.3%) of them.

Table 4. Respondents by marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid married	21	11.7	14.0	14.0
single	129	71.7	86.0	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Majority of the respondents were single with 71.7%, while the married are 11.7%.

Table 4.1.5: Respondents by religious

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	christian	117	65.0	78.0	78.0
	Muslim	33	18.3	22.0	100.0
	Total	150	83.3	100.0	

Source: Field survey, 2024

The majority of the respondents are Christians with a population of 117 which has 65.0% followed by the Muslim with a population of 33 which has 18.3%.

Table 5: Respondents by academic qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WAEC/GCE	34	18.9	22.7	22.7
	OND/HND	40	22.2	26.7	49.3
	Bachelor Degree	50	27.8	33.3	82.7
	Others	26	14.4	17.3	100.0
	Total	150	83.3	100.0	

Source: Field survey, 2024

With a population of 50, the majority of respondents have a bachelor's or master's degree (27.8%), followed by OND/HND (22.2%) with a population of 40.

Table 7: Respondents by years of work experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5years	46	25.6	30.7	30.7
	6-10years	72	40.0	48.0	78.7
	above 10years	32	17.8	21.3	100.0
	Total	150	83.3	100.0	

Source: Field survey, 2024

The bulk of responders with six to ten years of job experience or more—72 people—accounted for 40% of the population. Next, with 46 people and a percentage of 25.6%, were those with 0 to five years of work experience. The percentages of the different responses—strongly agreed, agreed, strongly disagreed, and disagreed—of the total number of responses were studied using data gathered from the field, and the influence of the due process mechanism was found. But each theory was examined independently using the associated question as a guide.

Table 6. The use of promotion strategies has led to higher rate of consumer Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	55	30.6	36.7	36.7
	agree	53	29.4	35.3	72.0

strongly disagree	17	9.4	11.3	83.3
disagree	25	13.9	16.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

From the above table, strongly agree 30.6%, agree 29.4%, strongly disagree 13.9% and disagree is 9.4%. Therefore, the strongly agree and agree are higher than strongly disagree and disagree which implies that the use of promotion strategies has led to higher rate of consumer Satisfaction

Table 9. *The use of promotion strategy has led to an improvement in the Guinness Nigeria Plc services*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	32	17.8	21.3	21.3
Agree	22	12.2	14.7	36.0
Valid strongly disagree	54	30.0	36.0	72.0
Disagree	42	23.3	28.0	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (17.8%), agree (12.2%), strongly disagree (36%), and disagree (28%), as shown in the above table. The numbers for disagree and strongly disagree are higher than for agree and strongly agree, respectively. This suggests that the Guinness Nigeria Plc services have improved as a result of the employment of promotion approach.

Table 7. *The promotion strategy tools used by the Guinness Nigeria Plc has sustained their steady growth and development.*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	36	20.0	24.0	24.0
Agree	15	8.3	10.0	34.0
Valid strongly disagree	59	32.8	39.3	73.3
Disagree	40	22.2	26.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (24%), agree (8.3%), strongly disagree (39.5%), and disagree (22.2%) are displayed in the above table. This suggests that Guinness Nigeria Plc's promotion plan instruments have maintained their consistent growth and development.

Table 4.2.4 *The strategic promotion marketing tools adopted by the Guinness Nigeria Plc has been effective and effective in attracting customers.*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	37	20.6	24.7	24.7
Agree	15	8.3	10.0	34.7
Valid strongly disagree	58	32.2	38.7	73.3
Disagree	40	22.2	26.7	100.0

Total	150	83.3	100.0	
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Source: Field survey, 2024

highly disagree (32.2%), disagree (22.2%), highly agree (20.6%), and agree (8.5%) are displayed in the above table. Consequently, the percentage of people who strongly disagree and disagree is larger than the percentage of people who strongly agree and agree, respectively. This suggests that Guinness Nigeria Plc's strategic promotion marketing techniques have been successful in drawing in customers.

Table 11. *The promotion strategic adopted by the Guinness Nigeria Plc can be termed adequate.*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	54	30.0	36.0	36.0
Agree	43	23.9	28.7	64.7
Valid strongly disagree	37	20.6	24.7	89.3
Disagree	16	8.9	10.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (30%), agree (23.9%), strongly disagree (20.6%), and disagree (8.5%) are displayed in the above table. This suggests that agree and strongly agree are more common than disagree and strongly disagree, suggesting that Guinness Nigeria Plc's promotion strategy is suitable.

Table 8. *The use of promotion strategies to high patronage of Guinness Nigeria Plc by customers*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	50	33.3	40.0	40.0
Agree	44	24.4	29.3	69.3
Valid strongly disagree	33	18.3	22.0	91.3
Disagree	13	7.2	8.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (33.3%), agree (24.4%), strongly disagree (18.3%), and disagree (7.2%) are displayed in the above table. Strongly agree and agree have larger percentage values than strongly disagree and disagree. This suggests that Guinness's great customer patronage is a result of its promotion tactics.

Table 9. *The Guinness Nigeria Plc has attained a higher market share due to effective use of promotion strategy*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	57	31.7	38.0	38.0
Agree	41	22.8	27.3	65.3
Valid strongly disagree	34	18.9	22.7	88.0
Disagree	18	10.0	12.0	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (31.7%), agree (22.8%), strongly disagree (18.9%), and disagree (10%) are displayed in the above table. Strongly agree and agree have greater percentage values than strongly disagree and disagree, respectively. This suggests that Guinness Nigeria Plc's successful usage of a promotion plan has allowed it to achieve a larger market share.

Table 14. *The annual returns of Guinness have increased due to investment in strategic marketing.*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	59	32.8	39.3	39.3
Agree	46	25.6	30.7	70.0
strongly disagree	35	19.4	23.3	93.3
Disagree	10	5.6	6.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (32.8%), agree (25.6%), strongly disagree (19.4%), and disagree (5.6%) are the results shown above. Strongly agree and agree have greater percentage values than strongly disagree and disagree, respectively. This suggests that Guinness Nigeria Plc's yearly profits have improved as a result of strategic marketing investments.

Table 10: *The use of promotion strategy has increased the public awareness of Guinness Nigeria Plc product and services.*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	52	28.9	34.7	34.7
Agree	47	26.1	31.3	66.0
strongly disagree	37	20.6	24.7	90.7
Disagree	14	7.8	9.3	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (28.9%), agree (26.1%), strongly disagree (20.6%), and disagree (7.5%) are displayed in the above table. Strongly agree and agree are the percentage numbers. This suggests that Guinness Nigeria Plc's products and services are now more widely known due to the employment of promotion strategies.

Table 16. *There is a relationship between Guinness Nigeria Plc promotion strategy and operational profitability*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	36	20.0	24.0	24.0
Agree	15	8.3	10.0	34.0
strongly disagree	59	32.8	39.3	73.3
Disagree	40	22.2	26.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

The above table, shows strongly agree 20%, agree 8.3%, strongly disagree 32.8% and disagree 22.2%. This implies that there is a relationship between Guinness Nigeria Plc promotion strategy and operational profitability

Table 17. *There is a public awareness services with promotion strategy*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	37	20.6	24.7	24.7
Agree	15	8.3	10.0	34.7
Valid strongly disagree	58	32.2	38.7	73.3
Disagree	40	22.2	26.7	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

highly disagree (32.2%), disagree (22.2%), highly agree (20.6%), and agree (8.5%) are displayed in the above table. Consequently, the percentages of strongly disagree and disagree being larger than those of highly agree and agree, respectively, suggests that strategic marketing is being used to raise public awareness.

Table 11: *The Guinness Nigeria Plc customers has a positive perception of Guinness Nigeria Plc promotion strategy.*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	60	33.3	40.0	40.0
Agree	37	20.6	24.7	64.7
Valid strongly disagree	30	16.7	20.0	84.7
Disagree	23	12.8	15.3	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (33.3%), agree (20.6%), strongly disagree (16.7%), and disagree (12.8%) are displayed in the above table. Values in percentages for strongly agreeing and disagreeing. Consequently, suggests that the Guinness Nigeria Plc marketing plan is well-liked by the company's clients.

Table 12. *Customers' perception of the product as strategically promoted by Guinness Nigeria Plc can be said to be satisfactory*

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	60	33.3	40.0	40.0
Agree	43	23.9	28.7	68.7
Valid strongly disagree	36	20.0	24.0	92.7
Disagree	11	6.1	7.3	100.0
Total	150	83.3	100.0	

Source: Field survey, 2024

Strongly agree (33.3%), agree (23.9%), strongly disagree (20%), and disagree (6.1%) are displayed in the above table. Strongly agree and agree have larger percentage values than strongly disagree and disagree. This suggests that consumers' opinions of the product, which Guinness has purposefully marketed, may be deemed positive.

Testing of Hypothesis

To test the research hypothesis, chi-square(X^2) method is used.

The null hypothesis (H_0) will be rejected if the test statistics is greater than 5% (0.05) and alternative hypothesis (H_1) accepted.

Hypothesis One

HO: There is no significance relationship between return on investment and competition effectively of Guinness Nigeria Plc.

HI: There is a significance relationship between return on investment and competition effectively of Guinness Nigeria Plc.

Table 13: *Computation of chi-square table on the*

Chi-Square	7.813 ^a
Df	3
Asymp. Sig.	.050

Source: Spss v.26

Decision

Table 13 examined the meaningful correlation between Guinness Nigeria Plc's competitiveness and return on investment. Based on their relative probabilities, the results indicate that Guinness Nigeria Plc's return on investment and competitive effectiveness are both significant at 5% (0.05). The null hypothesis H0, which claims that there is no connection between Guinness Nigeria Plc's competitiveness and return on investment, is rejected in light of this finding, which is 050. As a result, the alternative hypothesis H1 is officially recognized.

Hypothesis Two

HO: There is no significance relationship between relevance of cost per sale and customer satisfactions on availability of products in Guinness Nigeria Plc.

HI: There is a significance relationship between relevance of cost per sale and customer satisfactions on availability of products in Guinness Nigeria Plc.

Table 14: *Computation of chi – square table of the*

Chi-Square	2.373 ^a
Df	3
Asymp. Sig.	.499

Source: Spss v.26

Decision

Table 14 examined the substantial correlation between customer satisfaction with product availability and the significance of cost per sale at Guinness Nigeria Plc. The findings demonstrate that, with a respective probability of .499, the importance of cost per sale and customer satisfaction on product availability is significant at 5% (0.05). The null hypothesis H0, which claims that there is no connection between the relevance of cost per sale and consumer satisfaction with product availability at Guinness Nigeria Plc, is rejected in light of this conclusion. As a result, the alternative hypothesis H1 is officially recognized.

Discussion of findings

This study examined the impact of Guinness Nigeria Plc's promotion strategy on the company's performance in great detail. There were five chapters in the research. The study's findings were statistically analyzed, and some conclusions were reached. Based on the study's findings, it is thought that EPS significantly affects organizational performance. Any program implemented by an organization to encourage a rise in a product or service's sales, usage, or experimentation is known as EPS. Almost all firms employ promotion strategy as one of the essential instruments in the communication mix to increase their profitability. Numerous studies demonstrate the beneficial effects of this instrument on an organization's profitability, but some also address its potential or lack thereof as an organization's long-term weapon.

While EPS is significant at every step of the product life cycle, its importance is greatest during the initial and growing stages. As a consequence, EPS has had a favorable effect on organizational performance and has raised sales volume and profitability due to consumer product purchases, which will eventually result in higher sales and profitability.

Conclusion

This study used information gathered from Guinness Nigeria Plc Company in Edo State, Nigeria, to examine the impact of promotion strategy on business performance. Effective promotion strategy is a key component of Guinness Nigeria Plc in Edo State, Nigeria, according to the study's results, which verified the impacts of promotion strategy on customer intimacy. To promote the strong institution of customer intimacy strategy in firms, managers should support promotion strategies in their organizations that have a critical communications system and interaction between the organization and customers.

Recommendations

1. The sample size of this study was rather limited, suggesting that future research should cross-validate the measuring tool created in this study.

2. Additional research is needed to cross-validate the study's findings in different industry sectors and occupational situations.

3. A bigger sample size should be employed to at least approximate the geographical coverage of the nation in any future research on the efficacy of customer service in the promotion of any particular product. Second, the telecommunications industry has to aggressively step up its study into why customers should maintain another GSM sim with another provider and rectify the shortcomings as soon as possible, given that a significant number of users may quit. Future study might also look into the circumstances in which it is possible to claim that the telecom sector has performed better thanks to customer service.

4. Managers in businesses should be aware of how promotion strategies affect how well their companies function in terms of strengthening client relationships. They should also establish a regular process for implementing customer intimacy inside their businesses. The development of customer intimacy is contingent upon the management of Guinness Nigeria Plc focusing on and fostering connections between the firm and its customers.

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