

## **Sales Promotion Strategies and Consumer Patronage of Fast-Moving Consumer Goods in Osun State, Nigeria**

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### **Abstract**

Despite widespread adoption of sales promotion strategies in the FMCG sector, businesses in Nigeria, including Unilever, continue to face challenges in maximizing consumer engagement and achieving optimal marketing performance. This study aims to determine sales promotion strategies and consumer patronage of FMCG with the following specific objectives: examine the influence of premiums on customer patronage, assess the effectiveness of sales promotion tools in motivating customer patronage, and investigate the role of event orientation on customer patronage. Consumers of Unilever products in the Osun state constituted the study population. The study used a self-structured questionnaire on consumers of Unilever products with 278 respondents using Krejcie and Morgan's table formula, which was chosen using the purposive sampling technique. This study employs both descriptive and inferential statistics.



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Hypotheses were tested using ordinal regression analysis and data were analyzed using SPSS version 26 (Statistical Package for Social Science). The results of this study show that sales promotion techniques such as discounts, coupons, freebies, and in-store advertising play a significant role in influencing customers to make purchases. Hence, this research recommends that businesses combine premium offerings, diverse sales promotion tools, and event-oriented strategies to create cohesive and impactful marketing plans. Additionally, events should focus on customer demographics and offer incentives tailored to specific audience preferences.

### **Keywords:**

Sales promotion, Premium, Consumer patronage, promotional tools, FMCG.

## **1 . Introduction**

The term fast-moving consumer goods (FMCG) is simple to understand in its application. In Nigeria, FMCG primarily refers to products that consumers regularly use and purchase with minimal effort in terms of decision making. These are frequently purchased items, ranging from household goods to personal care products, which directly cater to end users. However, the way FMCG is conceptualized often diverges from its practical usage (Autere & Sandnes, 2023). In recent years, FMCG companies have increasingly recognized sales promotion as a critical component of their marketing strategies. This shift stems from the growing importance of attracting and retaining customers in the highly competitive retail landscape. The contemporary business environment demands that companies not only make consumers aware of their products, but also connect meaningfully with their target audience during the marketing process (Hodijah et al., 2024). This has led marketers to adopt cost-effective approaches such as sales promotions, moving away from traditional advertising methods, which are often criticized for their inability to reliably measure effectiveness (Diyaolu et al., 2022).

Sales promotion has emerged as a pivotal tool for stimulating demand, driving purchase decisions, and increasing the market share. Promotions are particularly valuable in the FMCG sector, where companies face intense competition. Effective sales promotions can influence consumer behavior, persuading customers to make immediate purchases, and boosting sales volume (Antunes et al., 2022). These promotional activities are especially significant in retail, where fast-moving consumer goods play a vital role in meeting consumers' daily needs. Despite its widespread use, the impact of sales promotion on customer patronage, purchasing decisions, and overall business performance in the Nigerian FMCG sector still needs to be explored. Most research on this topic has been conducted outside Nigeria, thus limiting the applicability of the findings to the local context. For example, Goel (2017) and Ofosu-Boteng and Agyei (2020) have focused on broader concepts such as branding, packaging, and green pricing, but still need to address the direct relationship between sales promotion tools and consumer behavior.

Many businesses in Nigeria's FMCG sector need to achieve optimal marketing performance, which often leads to suboptimal outcomes. This raises critical questions regarding the effectiveness of sales promotion strategies in driving customer patronage and improving competitive advantage. While premium offerings and sales promotion tools are frequently employed to motivate customer purchases, their specific effects on patronage in the Nigerian FMCG context still require clarification. Existing studies have largely focused on international markets or other aspects of FMCG performance, such as branding and packaging, without providing empirical evidence of the role of sales promotion in Nigeria. Furthermore, few studies have examined the behavioral impact of sales promotions, such as how they influence immediate purchase decisions, repeat patronage, and customer loyalty. This study seeks to address these gaps by examining the significant effects of premium offerings, sales promotion tools, and event orientation on customer patronage in the Nigerian FMCG sector, focusing on Customers of Unilever products in the Osun state. Specifically, this study aimed to:

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## 2. Literature Review

### 2.1 Concept of Sales Promotion

Sales promotion refers to a set of marketing activities designed to stimulate consumer purchase and boost product demand by offering additional value or incentives over a limited period. This concept encompasses various methods, including advertising, direct selling, personal selling, public relations, and promotional discounts, all of which aim to engage customers and enhance brand visibility. Infante and Mardikaningsih (2022) define promotion as any activity undertaken to advertise, publicize, or offer a good or service at a reduced price to increase its demand. Similarly, Fedorova (2023) described promotion as the coordination of various promotional activities, such as media advertising, packaging, store displays, and website design, aimed at delivering a unified, customer-focused message. For manufacturers, promotion involves offering inducements to wholesalers, retailers, and consumers to increase brand sales (Etuk et al., 2022).

Promotion synchronizes a firm's marketing efforts to establish communication channels that influence consumers' purchasing decisions. According to Hagos (2019), promotion represents a firm's marketing mix, fostering a shared understanding between businesses and customers. This alignment is critical for successful marketing communication, which often encompasses advertising strategies that inform, persuade, and remind consumers about a company's products and services (Jamal & Khan, 2024).

Sales promotion is a temporary marketing strategy used to deliver additional benefits or incentives, such as discounts, free samples, contests, or loyalty rewards, to motivate immediate purchases (Dey, 2022). It serves as a powerful tool for enhancing brand recognition, creating demand, and ultimately improving a company's financial performance. By offering short-term value addition, businesses can encourage trial purchases, increase repeat patronage, and establish stronger customer loyalty.

In this study, sales promotion is defined as a coordinated set of short-term marketing efforts aimed at increasing consumer patronage and boosting demand for a product by offering temporary incentives or added value. This includes activities that directly engage customers, such as discounts, promotional events, loyalty programs, and advertising campaigns, with the goals of enhancing brand awareness, motivating purchase decisions, and improving market performance. By leveraging sales promotions, FMCG companies can effectively communicate their value propositions, address competitive challenges, and foster stronger connections with consumers, ultimately promoting sustainable business growth.

### 2.2 Customer Patronage

Customer patronage refers to the consistent preference and support shown by customers toward a business, product, or service over time. It encompasses the act of purchasing goods or services, driven by perceived quality, satisfaction, and trust in the provider. Datta (2016) defined a customer or consumer sponsor as a person or entity that consumes products or services for personal use or benefit. In this context, patronage goes beyond one-time purchases to include loyalty and long-term engagement with a brand or organization.

Patronage and loyalty are closely intertwined, as patronage is the outcome of a customer's desire to remain loyal because of the perceived value and quality of service. Customer loyalty, which is often synonymous with patronage, arises from repeated positive experiences that reinforce satisfaction and foster a strong connection with a business (Hinson et al., 2024). Samsa (2024) further describes patronage as the degree to which customers dedicate their purchases to a specific product or service over time, emphasizing its role in customer retention and

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sustainable business growth.

Behavioral scientists attribute customer patronage to the reinforcement of positive experiences that encourage recurring purchases. Customers are more likely to continue supporting a business when their initial interaction is satisfied, thus creating a cycle of preference and loyalty (Rane et al., 2023). Schöbel et al. (2023) Cognitive researchers have also highlighted the role of problem solving and emotional engagement in influencing customer preferences. Consumers are drawn to brands that effectively address their needs and demonstrate compassion, which leads to repeat purchases and advocacy. In competitive markets such as the FMCG or banking sectors, businesses must prioritize customer retention by providing exceptional service and value (Vincent & Aurangabadkar 2022). Understanding consumer behavior is essential to distinguishing loyal customers from one-time buyers, predicting repeat purchases, and tailoring marketing strategies. Customer patronage intention, the likelihood that a customer will purchase, use, or endorse a product, reflects the alignment of a company's offerings with customer expectations.

In this study, customer patronage is defined as the continuous and deliberate support provided by customers to a business driven by satisfaction, perceived value, and trust in its products or services. This includes repeat purchases, long-term loyalty, and positive word-of-mouth, which collectively contribute to sustained business success.

### ***2.3 The effect of premium offerings on customer patronage***

Premium offerings have emerged as a significant strategy in modern marketing, especially in competitive industries such as Fast-Moving Consumer Goods (FMCG), hospitality, and banking (Niros et al., 2023). These offerings typically include high-quality products, exclusive services, or added benefits that differentiate a brand or business from its competitors. When companies offer premium products or services, they often create the impression of higher quality or exclusivity, which can strengthen customer loyalty and foster patronage. This relationship is particularly evident in markets in which consumers seek value differentiation and emotional satisfaction alongside functionality (Kato, 2021). The perception of superior quality and value is a key driver of the customer patronage of premium offerings. According to Diallo et al. (2021), customers tend to associate premium products with improved performance, durability, and brand reputation. For example, studies in the FMCG sector have shown that customers are willing to pay more for premium food products that promise a higher nutritional value or organic certification (Ogbemudia, 2022). Premium offerings often appeal to customer emotions by creating a sense of exclusivity or prestige. This is particularly relevant in the luxury goods market, where customers value the status associated with premium product ownership. Cavaliere et al. (2021) found that customers who purchase premium brands are more likely to develop emotional loyalty, which significantly influences repeat patronage. Cunningham and De Meyer-Heydenrych (2021) highlight the role of premium offerings in enhancing customer satisfaction. By exceeding customer expectations, premium offerings contribute to positive experiences, which in turn lead to increased customer retention.

In the FMCG industry, premium products have been shown to significantly influence purchasing behavior. Christopher and Baburaj (2023) conducted a study on premium packaging in the Nigerian FMCG market and found that aesthetically appealing and functionally superior packaging increased customer trust and repeat purchases. Similarly, Hoskins et al. (2024) noted that customers were more likely to demonstrate loyalty to premium FMCG products that emphasize health benefits, such as organic or low-calorie options. Tran et al., (2021) investigated the effect of premium service plans in the telecommunications sector. The study revealed that customers preferred providers that offered premium data packages with added benefits, such as faster Internet speeds and exclusive content access. These premium offerings significantly increase customer retention and reduce churn rate. Prestini and Sebastiani (2021) on luxury brands found that premium offerings such as limited-edition products or exclusive

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events fostered strong emotional connections with customers. This not only boosted repeat patronage, but also enhanced brand equity. Empirical evidence suggests that customers are willing to pay a premium price for products or services that aligns with their quality expectations and emotional desires. For businesses, premium offerings serve as a strategic tool to differentiate themselves from competitors, attract a loyal customer base, and drive sustainable growth.

H1: Premium offerings have a positive and significant relationship with customer patronage

#### ***2.4 The effectiveness of sales promotion tools in motivating customer patronage***

Sales promotion tools are widely recognized as crucial components of marketing strategies aimed at stimulating customer interest, encouraging purchase decisions, and fostering customer loyalty. These tools, ranging from discounts and coupons to free samples and loyalty programs, were designed to provide immediate and tangible incentives to customers. Sales promotion tools refer to a set of tactical marketing techniques used to create short-term value for customers, thereby driving immediate purchases or repeat patronage. Dubauskas and Išoraitė (2020) define sales promotion as the variety of short-term incentives designed to encourage the purchase or sale of a product or service. These tools serve as catalysts for influencing customer behavior by reducing perceived risks, enhancing value, and creating urgency in purchasing decisions. Sales promotions are particularly effective for creating a direct and measurable impact on customer patronage.

Diyaolu et al. (2022) conducted a study on the FMCG sector in Nigeria and found that price discounts were the most effective tool in driving immediate sales. Customers were particularly responsive to promotions that emphasized cost savings, with a significant increase in purchase frequency during promotional periods. Prior literature reported that the telecommunications industry and observed that customers who received promotional vouchers showed a 30% higher retention rate than those who did not. The study emphasizes the importance of personalizing coupons to match customer preferences for maximum effectiveness. Gladson Nwokah (2024) investigated the role of free samples in the cosmetics industry and found that 74% of customers who received free samples were more likely to purchase full-sized products. The research also highlighted that the samples were particularly effective in reducing the perceived risks associated with new or unfamiliar products. Gabriel et al. (2017) examined the impact of contests in the retail industry and found that customer engagement increased by 25% during promotional campaigns featuring contests, with participants demonstrating higher purchase rates and brand affinity post-campaigns. Sales promotion tools are highly effective at motivating customer patronage, particularly in competitive markets. They drive immediate purchases, enhance perceived value, encourage brand trials and build customer loyalty. However, their long-term effectiveness requires strategic implementation to avoid pitfalls such as revenue cannibalization and diminished brand equity. For businesses, the key to leveraging sales promotion tools lies in understanding customer behavior, segmenting target audiences, and aligning promotional strategies with broader marketing goals. Tailored promotions that resonate with customer needs and preferences are likely to achieve sustained patronage and brand loyalty. This study explores the effectiveness of sales promotion tools, focusing on their role in motivating customer patronage within the FMCG sector in Nigeria.

H2: The effectiveness of sales promotion tools has a positive and significant relationship with motivating customer patronage.

#### ***2.5 The role of event-oriented customer patronage.***

Event-oriented marketing, often referred to as event marketing, involves the strategic organization or sponsorship

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of events to engage customers, enhance brand visibility, and foster deeper connections with target audiences. It has become an increasingly popular tool for businesses to interact with customers and directly create memorable brand experiences. Event-oriented marketing is a strategy that uses events as a platform to engage customers and influence their buying behavior (Khare & Kautish, 2023). This includes activities such as product launches, brand-sponsored concerts, trade shows, sporting events, and community initiatives. Unlike traditional advertising, event marketing focuses on creating experiential and emotional connections between brands and their customers. According to Juska (2021), event marketing is an integrated communication activity that provides opportunities to interact directly with consumers in ways that traditional advertising cannot. Events allow businesses to showcase their products or services in an immersive environment, fostering immediate interactions, and building lasting impressions. Setiawan et al. (2022) found that event marketing significantly increased brand loyalty among customers. The research highlighted that customers who participated in brand-hosted events were more likely to develop a positive perception of the brand, which translates into repeat purchases. Carrillat et al. (2015) explored the impact of sponsorships at sporting events and found that these events helped brands achieve greater visibility and recall among attendees. Participants are more likely to recognize and purchase products promoted during events, demonstrating the effectiveness of event marketing in driving patronage. Hollebeek and Macky (2019) examined the role of live music events in fostering emotional engagement with brands. They found that customers who associated brands with enjoyable experiences at these events exhibited stronger loyalty and purchasing behavior. Baehre et al. (2022) found that event marketing significantly influenced purchase intentions among customers. Events that provide value through entertainment, education, or community support are particularly effective in motivating customers to buy products associated with the event. Research by Wainaina (2016) on experiential marketing events in the retail sector found that events attracted new customers who had yet to interact with the brand. These events also increase the likelihood of cross-selling and selling. Event-oriented marketing is a powerful tool to motivate customer patronage. It fosters emotional connections, builds trust, and creates memorable experiences that drive brand loyalty and repeat purchase. However, its effectiveness depends on careful planning, execution, and alignment with customer expectations and brand value. For businesses, leveraging event-oriented marketing requires a strategic approach that balances creativity, with clear objectives and measurable outcomes. When executed effectively, events not only attract new customers, but also deepen relationships with existing ones, ensuring sustained patronage and brand advocacy.

H3: Event orientation has a positive and significant relationship with customer patronage.

## **2.6 Theoretical review.**

This theory of planned behavior was first proposed by Azizen in 1988. This would allow foresight into potential moves and results (Acholla 2017). Intentions to act are defined as "a complex set of attitudes, subjectivity, and perceived behavioral control variables" (Acholla, 2017). It has been proposed that certain actions stem from intent rather than cognitive or perceived behavioral control (Ajzen, 2006; Acholla, 2017). Beliefs about what is and is not appropriate suggest that attitudes can influence actions. Normative theories hold that individuals feel more in charge of their behavior when they believe they are subject to fewer constraints. Social class pressure and individual conventions influenced perceived behavioral control. Consumption and purchasing decisions are profoundly affected by consumers' attitudes, influence on subjective norms, and perceptions of others' behaviors. The attitude component of the TPB suggests that customers' favorable or unfavorable evaluations of premium offerings (e.g., gifts, discounts, exclusive products) influence their intention to purchase (Jain, 2020). If customers believe that premium offerings provide significant value (e.g., good quality or an added benefit), they are more likely to intend to patronize the business. Positive attitudes toward premium offerings are likely to translate into stronger behavioral intentions to purchase, leading to actual patronage behavior. The subjective norm in TPB highlights the influence of social pressure and perceived expectations of others on a consumer's decision-making process. If a consumer

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believes that peers or society views participation in sales promotions positively, they are more likely to take advantage of these offers, thereby increasing customer patronage (Gong et al., 2023). Sales promotions, particularly those offering discounts or limited-time deals, can increase customers' perceived behavioral control by making it easier for them to purchase products at a lower price. If a consumer perceives a promotion as accessible and beneficial, it is more likely to take action. Events such as product launches, exhibitions, or special brand-sponsored events can shape customer attitudes based on their experiences. If a customer has a positive attitude towards a brand's event (e.g., excitement, fun, and exclusivity), it can motivate them to engage with the brand and increase their patronage. Integrating the theory of planned behavior into this research better understands how attitudes, subjective norms, and perceived behavioral control shape customers' behavioral intentions and subsequent patronage behavior in response to premium offerings, sales promotions, and event-oriented marketing. Consumers' attitudes toward these marketing strategies, influenced by social norms and perceived control over the behavior, play a pivotal role in determining their decision to purchase or engage with the brand.

## ***2.7 Literature Gap***

The importance of sales promotions in the FMCG sector cannot be overstated. It has become a crucial performance indicator that contributes significantly to rapid growth in sales. Many studies have critically examined sales promotion tools that provide companies with competitive edge in the market. Previous research has explored the relationship between sales promotion tools and customer patronage, but more research is needed to fully conclude the study. This study builds upon past studies by offering a more advanced method of data analysis. While previous studies commonly use correlation to explore the relationship between variables, this study employed ordinal regression to provide a more comprehensive understanding of the connection between sales promotion and customer patronage in the FMCG sector.

## **3. Methodology**

Customers and consumers of Unilever products in the Osun state were the subjects of this study. Customers of Unilever products in the Osun state comprised the study population. However, it was difficult to determine the exact number. Therefore, the study population was infinite. The study used a questionnaire on customers of Unilever products, which was chosen and distributed using the purposive sampling technique. The sample size was determined using Krejcie and Morgan's table formula, and 278 respondents were included in this study. A self-structured questionnaire was used as the main research technique, as it allowed respondents to express themselves and provide more specific information about how they used Unilever products. Cronbach's alpha reliability testing was also performed to assess the internal consistency and usability of the study instrument, and showed that 0.81 was acceptable for the research. Descriptive and inferential statistics were used for this study. Hypotheses were tested using regression analysis, and significance was estimated and assessed using ordinal regression analysis, as data were analyzed using SPSS version 26 (Statistical Package for Social Science).

## **4. Data Presentation and Analysis**

This section presents and analyzes the data collected in this study. The hypotheses were tested through ordinal regression, which helped to interpret the results and draw meaningful conclusions.

### ***4.1 Test of Hypotheses***

#### **Hypothesis 1**

H1: Premiums have a positive and significant effect on customers' patronage

**Table 1:** Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	292.087			
Final	358.655	66.568	6	.011

A Likelihood Ratio chi-square test, contrasting the entire model (i.e., including all the predictors) with a null (or intercept only) model (i.e., no predictors), can be found in the "Model Fitting Information" table. The statistical evidence suggests that the entire model significantly outperforms the null hypothesis. The resulting model fit the data significantly better than the null model [ $\chi^2(6) = 66.568$ ,  $p.001$ ]. Given the significant p-value (0.011), the premium offering variable has a positive and significant effect on customer patronage. This means that the inclusion of premium offerings as part of the marketing strategy is likely to increase customer patronage; this effect is statistically robust, as indicated by the chi-square test.

**Table 2:** Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	198.235	14.787	6	.000
Influence	190.344	6.879	6	.002
free gift	145.245	3.577	6	.019
premium promotion	189.434	.589	6	.001
premium product	185.780	3.272	6	.006
Unplanned purchase	147.514	3.589	6	.008

The 2 Log Likelihood of the reduced model = 198.235, which is the baseline log-likelihood value, represents the model without any predictors. The Chi-Square is 14.787, which indicates how much better the model fits with the intercept alone compared to the reduced model, as the higher Chi-Square value suggests a better fit. A p-value of 0.000 indicates that the intercept (baseline model) is highly significant, meaning that it has a significant impact on the model's ability to explain the data. The variable of influence showed -2 Log Likelihood of Reduced Model of 190.344 and Chi-Square of 6.879, indicating how much better the model fits when the influence variable is added. A p-value of 0.002 indicates that the influencing variable is significant in explaining the outcome, meaning that it plays a key role in the model. The free Gift -2 Log Likelihood of the Reduced Model was 145.245, and the



Chi-Square 3.577 value was relatively lower, indicating a smaller improvement in model fit compared with the reduced model. The p-value of 0.019 suggests that the free gift variable has a statistically significant effect on the model.

Premium Promotion, -2 Log Likelihood of Reduced Model, is 189.434 with Chi-Square 0.589, suggesting a relatively small improvement in model fit when premium promotion is added. A p-value of 0.001 indicates that premium promotion has high significance, suggesting that it strongly influences the outcome. The premium Product -2 Log Likelihood of Reduced Model is 185.780 with a chi-square of 3.272, suggesting a moderate improvement in fit when premium products are considered. A p-value of 0.006 indicates that the premium product variable is also significant, but with a slightly higher p-value than premium promotion. Finally, the Unplanned Purchase -2 Log Likelihood of Reduced Model = 147.514 with a Chi-Square value of 3.589 suggests moderate improvement in model fit. A p-value of 0.008 indicated that unplanned purchases had a significant effect on the model. Each of these variables ( influence, free gift, premium promotion, premium product, and unplanned purchase) is significantly related to the dependent variable, with some having stronger relationships than others.

## Hypothesis 2

H2: Sales promotion tools have a significant relationship with motivating customers' patronage

**Table 3:** Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	426.464			
Final	413.261	13.203	12	.041

The statistical evidence suggests that the entire model significantly outperforms the null hypothesis. The final model fits the data far better than the null model [ $\chi^2(12)=13.203$ ,  $p=.001$ ]. The results showed that sales promotion tools significantly affect customer patronage. The Chi-Square value confirms that including these tools in the model provides meaningful insights into customer behavior, and the p-value validates the reliability of this relationship.

This implies that the use of sales promotion tools, such as price discounts, displays/promotions, rebates, contest programs, and offer packs, positively influences customer motivation to patronize products or services.

This table presents the Likelihood Ratio Tests for evaluating the effects of individual sales promotion tools on customer patronage. -2 The Log Likelihood of Reduced Model measures the fit of the model when the specific variable (e.g., price discount, displays/promotions, etc.) is removed. The Chi-Square 9.147 and Sig. = 0.001,

**Table 4: Likelihood Ratio Tests**

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	165.478	9.147	12	.001
Price discount	150.258	8.254	12	.003
Displays/ Promotional	137.254	5.445	12	.005
Rebate	129.589	7.254	12	.002
Contest programme	136.478	9.785	12	.004
Offer pack	125.785	6.478	12	.007

indicating that the intercept represented the baseline model without predictors. Its significance ( $p = 0.001$ ) confirmed that the overall model fit was meaningful and worth interpreting. Price discounts with chi-square 8.254, Sig. = 0.003 significantly influences customer patronage, which indicates that price reductions are effective in motivating customers to purchase. Promotional displays, such as in-store promotions or banners with chi-square 5.445 and Sig. = 0.005 has a significantly positive impact on customer patronage, suggesting that visually engaging promotional activities encourage customers to make purchases. Rebates (cashback or deferred discounts) with Chi-Square 7.254 and Sig. = 0.002 is a significant factor in motivating customer patronage, implying that customers respond well to offers when they receive value after the initial purchase. Contest programs (e.g., promotional sweepstakes) with Chi-Square 9.78 and Sig. = 0.004 significantly affects customer patronage, highlighting the role of interactive promotions in attracting customers. Offer packs (e.g., bundled products or value-added packs) with chi-square = 6.478, Sig. = 0.007 are significant in driving customer patronage, which implies that these promotions are likely to appeal to customers seeking additional value. All variables in the model, including price discounts, displays/promotional activities, rebates, contest programs, and offer packs, significantly affect customer patronage in the context of sales promotions. This reinforces the importance of diverse sales promotion strategies for motivating customer behavior. Each tool uniquely contributes to driving purchases, and its inclusion in marketing efforts enhances overall consumer engagement and loyalty.

The role of event-oriented (variables) has a positive and significant relationship with customer patronage, which is supported by the data given the positive and statistically significant findings from the model fitting test. The value (365.231) reflects how well the model fits the data when only the intercept (mean) is included and no predictors are used. The final model (-2 Log Likelihood) value (315.347) represents the fit of the model when predictors (e.g., event-oriented factors) are included. The significant (p)-value suggests that including event-oriented variables in the model significantly enhances the prediction of customer patronage, which shows a positive and significant relationship between event-oriented variables and customer patronage. In summary, the statistical test supports the hypothesis that event-oriented factors positively influence customer patronage, and that the final model provides a better fit to the data than the intercept-only model.

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### Hypothesis 3

H3: The role of event-oriented has a positive and significant relationship with customer patronage.

**Table 5:** Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	365.231			
Final	315.347	49.884	18	.031

**Table 6:** Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	88.680	22.893	4	.000
Type of event	69.781	3.994	4	.015
Location	76.694	10.907	4	.009
Event duration	67.076	3.289	4	.025
Target Audience	63.787 <sup>a</sup>	2.548	4	.003
Incentives	63.787 <sup>a</sup>	4.245	4	.002

The -2 Log Likelihood of a Reduced Model represents the goodness of fit for a model that excludes a specific predictor (reduced model). Lower values indicate a better model fit. The chi-squared value tests whether the removal of the predictor significantly reduces the fit of the model. A value less than 0.05 suggests the predictor has a statistically significant effect. The model without predictors had a significant chi-squared value (Sig. = .000), indicating that the overall model (even without predictors) was significant. The type of event showed a chi-square value of 3.994 and Sig. = .015. The p-value (Sig.) of .015 shows that the type of event significantly affected the outcome. The location showed a chi-square value of 10.907 and Sig. .009. This implies that the location also contributed significantly to the model ( $p < 0.05$ ). Event Duration also showed a chi-square value of 3.289 and Sig. = .025. Hence, the event duration was a significant factor in the model. The target audience showed a chi-square value of 2.548 and Sig. .003. This implies that the target audience has a significant effect ( $p$

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< 0.05). Finally, the incentives had a chi-square value of 4.245, and Sig. = .002, implying that incentives also significantly impact the model ( $p < 0.05$ ).

All predictors (Type of Event, Location, Event Duration, Target Audience, and Incentives) contributed significantly to explaining the variability in the dependent variable, as their p-values were below 0.05. This indicates that each variable plays a significant role in the model, and removing any of them would reduce the model's fit.

## **5. Discussion of Result**

This study investigated the relationship between premium offerings, sales promotion tools, and event-oriented factors on customer patronage using likelihood ratio tests and model-fitting criteria to assess model performance. The results of Hypothesis 1 indicate that premium offerings significantly affect customer patronage. The Chi-Square test for the model (66.568,  $p = .011$ ) confirms that including premium offerings enhances the model's ability to predict customer behavior. Individual components such as influence ( $p = .002$ ), free gifts ( $p = .019$ ), premium promotions ( $p = .001$ ), premium products ( $p = .006$ ), and unplanned purchases ( $p = .008$ ) all significantly contributed to explaining customer patronage. This suggests that premium offerings create added value for customers, motivating their purchasing behavior. This result aligns with the findings of Subrahmanyam and Arif (2022), and Dania and Sumadi (2023). For Hypothesis 2, the model including sales promotion tools demonstrated a significant improvement over the null model (chi-square = 13.203,  $p = .041$ ). Variables such as price discounts ( $p = .003$ ), promotional displays ( $p = .005$ ), rebates ( $p = .002$ ), contest programs ( $p = .004$ ), and offer packs ( $p = .007$ ) significantly influence customer motivation and engagement. This confirms the importance of diverse promotional strategies in enhancing customer patronage, highlighting that customers are responsive to tangible value addition. This result aligns with those reported by Setiawan et al. (2022) and Baehre et al. (2022). Hypothesis 3 established that event-oriented factors positively and significantly influence customer patronage. The model fit improved significantly (chi-square = 49.884,  $p = .031$ ), and variables such as the type of event ( $p = .015$ ), location ( $p = .009$ ), event duration ( $p = .025$ ), target audience ( $p = .003$ ), and incentives ( $p = .002$ ) all demonstrated significant impacts. These findings underline the importance of designing tailored events that align with customer preferences and motivations as well as the findings of Khare and Kautish (2023) and Pratiwi and Anggraeni (2024).

## **6. Implication of Findings**

The practical implication is that businesses should prioritize offering premium products and promotions coupled with effective event-oriented strategies to boost customer loyalty. Utilizing tools such as rebates and contests further enhances patronage. Additionally, understanding customer demographics and tailoring events to target audiences can maximize their impact. In addition, businesses should strategically target specific customer segments using tailored incentives, promotional events, and premium products to maximize marketing ROI, and event-oriented marketing should focus on optimizing key variables such as location, audience segmentation, and incentives to ensure high customer turnout and satisfaction. These results underscore the economic value of investing in sales promotions and event strategies. By driving higher customer engagement, these approaches might lead to increased revenue, enhanced brand loyalty, and stronger market presence. The positive relationship between premium offerings and customer patronage suggests that businesses can capitalize on value-added services to gain a competitive advantage.

The findings align with the Theory of Planned Behavior (TPB), which emphasizes that attitudes, subjective norms, and perceived behavioral control influence intentions and behaviors. The positive effects of sales promotion and event-oriented factors suggest that these strategies shape customer attitudes (e.g., perceived value and

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excitement), influence norms (e.g., social acceptance of premium products), and enhance control (e.g., affordability via discounts), thus encouraging patronage. This study extends the Theory by demonstrating how structured marketing efforts influence customer behavior, bridging theoretical constructs with real-world applications.

## **7. Conclusion and Recommendation**

### ***7.1 Conclusion***

This study examines the relationship between sales promotion strategies and consumer patronage of fast-moving consumer goods (FMCG) in Osun State, Nigeria, focusing on Unilever products. The findings reveal that sales promotion strategies, including premium offerings, various sales promotion tools, and event-oriented initiatives, have significant positive impacts on customer patronage. These findings confirm that premium offerings, sales promotion tools, and event-oriented factors significantly enhance customer patronage. Each variable— incentives, price discounts, or event duration—uniquely contributes to customer engagement and purchasing decisions. These results emphasize the importance of designing multifaceted marketing strategies aligned with customer expectations and preferences. This study underscores the critical role of sales promotion strategies in driving consumer patronage in the Nigerian FMCG sector. By offering premium products, leveraging diverse promotional tools, and implementing event-oriented strategies, FMCG companies can enhance customer satisfaction, build loyalty, and achieve a competitive edge in a highly dynamic market.

### ***7.2 Recommendation***

The research recommends that businesses combine premium offerings, diverse sales promotion tools, and event-oriented strategies to create a cohesive and impactful marketing plan. Events should focus on customer demographics and offer incentives tailored to specific audience preferences. Finally, regular evaluation of marketing strategies using data analytics can ensure optimal performance and adaptability to changing customer behavior.

### ***7.3 Limitations and Suggestions for Further Studies***

The findings are limited to a specific customer base or geographical region, which potentially affects generalizability. This study captures data at a single point in time, which may need to account for long-term trends or changes in customer preferences. In addition, variables, such as customer attitudes or external economic factors, may introduce unmeasured biases into the results. Future research could track customer behavior over time to assess the sustained impact of marketing strategies. Further studies could compare the effectiveness of premium offerings and promotional tools across different industries or regions and investigate the role of digital platforms and online promotions in influencing customer patronage, particularly in an increasingly digital economy.

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