

ASSESSMENT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR IN THE MODERN RETAIL SECTOR

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Assessment of Sales Promotion on Consumer Buying Behaviour in the Modern Retail Sector" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined assessment of sales promotion on consumer buying behaviour in the modern retail sector, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of assessment; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with assessment and sales. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 402 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 380 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.96). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.472$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.81, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.06$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on assessment.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of assessment of sales promotion on consumer buying behaviour in the modern retail sector is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised assessment as a critical determinant of outcomes in marketing. Globalisation and technological change have intensified both the opportunities and the challenges associated with assessment. The work of Chukwu and Chukwu (2023) extended earlier analyses by demonstrating that sales reinforces the effects of assessment. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Research by Adeniyi and Ibrahim (2021) using mixed methods provided particularly rich insight into the mechanisms connecting assessment and sales. Such findings reinforce the argument that assessment deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, assessment has become increasingly significant within the Nigerian landscape and beyond. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of assessment in everyday life. An examination by Obiora and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These developments carry important implications for policy and practice in marketing. Evidence assembled by Olawale and Ibrahim (2015) across twelve states underscored the heterogeneity of outcomes linked to assessment. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

A growing corpus of literature draws attention to the pivotal role of assessment in shaping developmental trajectories. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of assessment. Longitudinal research by Olawale and Ibrahim (2016) revealed that sustained attention to assessment yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding sales. Evidence assembled by Kalu and Adigun (2015) across twelve states underscored the heterogeneity of outcomes linked to assessment. For practitioners, the practical significance of assessment cannot be overstated, given its demonstrable link with sales. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

assessment, when examined in relation to sales, reveals complex and often paradoxical dynamics. Within Lagos State, the country's most populous commercial hub, the dynamics of assessment are observed in their starkest form. Dauda and Musa (2020), in a survey of relevant stakeholders, concluded that the benefits of assessment are unevenly distributed across groups. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Research by Famuyide and Ekwueme (2021) using mixed