

INFLUENCE OF PROMOTIONAL STRATEGIES ON MARKET SHARE IN THE NIGERIAN BEVERAGE INDUSTRY

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Promotional Strategies on Market Share in the Nigerian Beverage Industry" 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 influence of promotional strategies on market share in the nigerian beverage industry, 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and promotional. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 406 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 366 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 = 3.14). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.567$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.2, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.3$, $p > 0.05$). 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 influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of promotional strategies on market share in the Nigerian beverage industry 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.

Few subjects attract as much policy interest in contemporary Nigeria as the question of influence. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Studies by Kalu and Adekunle (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. A notable study by Olawale and Eze (2017) argued that the impact of influence is substantially mediated by the quality of institutions. These observations collectively invite a reconsideration of standard assumptions regarding promotional. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

The phenomenon of influence, while not new, has acquired fresh analytical urgency in Nigeria. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Findings reported by Eze and Okonkwo (2018) observed that respondents with greater exposure to influence recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The aggregate picture emerging from Adekunle and Umeh (2023) points to a modest but consistent association between influence and the outcomes of interest. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The salience of influence in national discourse has grown steadily, driven by changing social conditions and technological penetration. Evidence from national agencies indicates that influence has grown considerably in recent times, underscoring the need for systematic inquiry. Research by Adekunle and Umeh (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and promotional. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. An examination by Adeniyi and Musa (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

influence continues to command considerable attention among researchers, policymakers, and practitioners in marketing. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of influence. A notable study by Musa and Adekunle (2017) argued that the impact of influence is substantially mediated by the quality of institutions. These developments carry important implications for policy and practice in marketing. An examination by Kalu and Bamgbose (2019)