**THE IMPACT OF PRODUCT PROMOTION ON CUSTOMERS PATRONAGE (A STUDY OF UYO METROPOLIS).**

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background to the Study**

Our society is characterised by different companies that are involved in the manufacture of products, goods and services. However, for the manufactured products and services to get across to the customers, there is the need for it to be promoted through various mass media channels.

Similarly, to have a large number of customers to patronize the products by various companies involves proper creation of awareness about the products so as to aid in increasing the rate of customers patronage of most of the products. However, it is worthy to say that promotion of goods and services is of great important because it will help to give product identify, value, quality as well as promotion of that organizational image of these companies that are involved in the production of goods and services.

Based on this perspective Onyeka, (2009) sees product promotion as the art of creating awareness of a particular company’s product so as to enable the customer to patronize the products. Moreso, one can see that products, goods and services demand promotion through the mass media of communication because of the persuasive, penetrating and appealing power of the mass media and its ability to reach a large number of customers simultaneously. Still on this conception, Okunna (1998) opins that for any product to be patronized by customers it must be promoted through the mass media. In addition to this assumption, Ezinwa (2006) maintains that product promotion goes alongside with addressing to exposed products as produced by companies to the potential (customer) thereby increasing the tempo of their patronage of the promoted product. That not withstanding promotion of products, goods and services entails trying to entice the customers to patronize a particular product, because of the promotional activities is accompanied by attachment of other petty gift items alongside with the promoted products as well as reduction in the price of the product so as to create an avenue for the customer to patronize the product in order to enjoy the benefits attached to the promoted product, goods and services as a point in time. To this ends, for any company to see the light of them in its business endeavour or activities (production of goods, product and services), it most embark on promoting their respective product, their respective product as to arouse customer interest of wanting to patronize the product.

John (2013) look at product promotion as a factor that helps to enhance the rate of product sales as well as making known to the buyers the values, and qualities attached to the product being promoted. Earnestly, any flourishing organization that aimed at maintaining its stands in the market can be envisaged based on its ability and willingness to promote its product.

To some extent, one could see it vividly that, product promotion contributes immensely and significantly to customers patronize of particular product being promoted.

Armstrong (2010) states that product promotion is the component of the marketing mix strategy that emphasizes the use of various communication tools to promote the value of a company.

In a struggling economy, business and organizations need to make the most of their advertising, so product promotion helps in strategies the name of the companies product promotion is one of the marketing mix element that communicates the products benefits and existence to the target market. In a competitive market situation, product promotion is very crucial because consumers buy benefits and not just the physical product. It is the promotion that differentiates a company’s product from the competitor’s products.

In these regards, Bovee and Aren (2004) defined product promotion as interpreting to the public, or to desired segments of the public, information regarding a companies, marketed product or service.

By and large, it is based on this content that the researcher seeks to determine the impact of product promotion and customers patronize in uyo metropolis.

* 1. **Statement of the Problem**

The study was to examine the impact of product promotion on customer’s patronage in Uyo metropolis. Through promotion, the buying public can be educated informed and mobilized in favour of the promoted products. A promotional effort are expensive and requires a sustained approach which in most cases involve the use of multimedia to reach the target audience. The question intended to address. Therefore is: in view of heavy promotion of product through the mass media to what extent has it impacted on the consumers patronage?

* 1. **Purpose of the Study**

This research is carried out to examine the impact of product promotion and consumers patronage in uyo metropolis.

* 1. **Objectives of the Study**

For the purpose of conducting this study, the researcher formulated four objectives to:

1. Examine the extent to which product promotion encourage customer’s patronage;
2. Ascertain the extent to which product promotion is relevant in sales increase;
3. Access the available media channels used in product promotion in Uyo metropolis;
4. Examine the level of specific product patronage by customers in Uyo metropolis;
   1. **Research Questions**

The following research questions were formulated by the researcher:

1. What is the extent to which product promotion encourage customer’s patronage
2. Is there any relevance of product promotion to sales increases?
3. What are the available media used in product promotion in Uyo metropolis?
4. What is the level of specific product patronage by customers in uyo metropolis.

**1.6 Delimitation of the study**

This research is based on the impact of product promotion and customer’s patronage in Uyo metropolis.

In the cause of conducting this study researcher was faced with some challenges that milicitated against the research study. These challenges includes: transport cost, time constraints and inadequate responses from the respondents.

**1.7 The significance of the study**

In conducting this study, the researcher seeks to offer the followings:

The inherent problems of product promotion and customers patronage of goods and services will be identified and solutions sought, the study will also help students in the department of mass communication and others who may want to conduct a research in the related topic, lastly, this study will be of great importance by educating both customers and companies on the need for product promotion.

**1.8 Definition of Terms**

**Consumer**: Consumers are the reason for a company’s existence. A consumer is one who use goods ion which directly satisfy he/her needs and desire.

**Market**: it is a set of individual and organization who are actual or potential buyers of goods and services (BREACH 2002).

**Media**: media is a channel of communication use in product promotion example television, radio, magazines, newspapers and posters etc.

**Personal Selling:** Kotler and Armstrong (2010:426) defined personal selling involves personal presentation by the firms sales force for the purpose of making sales and building consumers relationship. Onyeka (2000:22) also described personal selling as salesmanship in action. It could be known as and one through face-to-face or person-to-person presentation of sales message by the manufacturer, his agent, or an intermediary to the target market.

**Product**: This is anything capable of satisfying a consumer needs or wants.

**Sales promotion**: According to the American marketing association, sales promotions are those marketing activities, other than selling advertising, and publicity that stimulate customer purchasing and dealer effectiveness, such as displays, shows and exposition, demonstration and various non-current selling efforts not in the ordinary routine. Still on this, Kostler and Armstrong (2010:499) syas sales promotion consists of short-term incentives to encourage purchase or sales of a product or services. Where as advertising offers reasons to buy a product of services, sales promotion offers reasons to buy now.