

Sales Promotion And Customer Behavior In Organizations In Uganda: A Case Of Uganda Breweries Limited, Wandegaya

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Abstract

The main goal of this study was to look into the relationship between customer behavior and marketing campaigns in Ugandan companies, particularly in relation to Wandegaya by Uganda Breweries Limited. The purpose of the study was to evaluate the relationship between price reductions and customer habits at Uganda Breweries Limited (UBL) and the effect of coupon price reductions on the purchasing habits of consumers. The effect of customer loyalty programs on consumer behavior was also examined. The study used techniques for acquiring data that was both qualitative and quantitative, as well as continuous and descriptive questionnaire formats. The 132 participants in the study, which had 200 people taking part overall, were chosen for the sample both randomly and consciously. Data collection techniques included surveys and interviews. The study's results revealed a weak but significant link among price decreases and customer behavior for Uganda Breweries Limited ($r = 0.469$, $p = 0.000$), an elevated beneficial connection between customer the conduct and loyalty programs ($r = 0.606$, $p = 0.000$), and a particularly significant and positive relationship between voucher price decreases and spending among consumers. According to the investigation's findings, Uganda Breweries Limited. According to the survey, senior executives of various brewing companies should emphasize price reductions more in order to intensify competition and set themselves apart from other companies. Price reductions are one of the unique sales advertising techniques that may be utilized to increase a business's share of the market, number of transactions, retain customers, and reduce customer turnover. Managers of marketing ought to enhance the availability of free samples in order to foster brand loyalty. including the leadership of Uganda Breweries Limited.

Key words: sales promotion and customer behavior

Background to the Study

The main goal of any business is to increase sales of the goods and services it provides (Nelson, Christopher, Teddy, et al., 2022). Due to their regularity and familiarity, many purchasing circumstances require very little cognitive effort from the customer. In such situations, it is very difficult to convince clients to transfer the company or purchase additional goods. Discounts have the advantage of encouraging shoppers to explore different brands and consider their purchase options in such situations (K. Faridah et al., 2023). Sales marketing is one way to convince customers to make further purchases or try a product or business. Nowadays, people realize that

they are looking for the best, which makes their fragile brains open to input from new brands.

Between 1957 and 1962, Defense Trade and Marketing participated in a number of autonomous projects, with use increasing in the more significant ones. Despite the fact that sales marketing is considered a low-key job (Christopher et al., 2022), companies are beginning to realize how crucial it is to have a well-organized and planned sales marketing strategy (Damasus et al., 2023). In a 1960 survey conducted in the United States by the Marketing and Sales Executives Association, only 27% of companies surveyed conducted sales promotion. The disparity between views on other

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promotional strategies such as marketing and direct selling and the lack of research on the effectiveness of sales marketing is striking (Oscar et al., 2023). It has received considerable attention for its ability to create brand identities and promote positive views of entities' goods and services (Ndubisi & Moi, 2006).

According to Ochieng (2014), sales promotion activities have been on the rise globally since the mid-1980s. Although the amount allocated to customer-centric advances varies from industry to industry

(Moses et al., 2022), it can be estimated that businesses spend 60 to 75 percent of their marketing budgets on sales marketing materials, with the rest of the money going to media spots (Ochieng, 2014). The European Commission has launched efforts to standardize sales advertising legislation across the European Union, as the regulation of sales offers in retail outlets is now considered a significant political issue in Europe (N. Faridah et al., 2023).

Problem statement

Uganda Breweries Limited (UBL) produces and markets a number of brands, including Bell Lager, Guinness, Senator Lager, Pilsner Lager, Tusker Malt Lager and Tusker Lite. The company uses various types of advertising and spends billions on promotion to maintain its position as a major player in the industry (N. Faridah et al., 2023). Nevertheless, competition from other businesses increased, especially Windhoek, Nile Breweries and foreign lagers such as Heineken. Over the past ten years, the Ugandan beer industry has seen a thirty percent increase in excise duty, significant price increases and increased competition from a number of suppliers (K. Faridah et al., 2023). Clients were put under a lot of financial pressure as a result of this circumstance, which also reduced the income of the average person and increased the cost of living, all of which impacted on consumers' ability to purchase UBL products and reduced the overall efficiency of the organization. (Isaac et al., 2023).

Specific objectives

1. To establish the effect of Coupon discounts on customer behaviour in Uganda Breweries Limited (UBL).
2. To examine the influence of customer loyalty programs on customer behaviour in Uganda Breweries Limited (UBL).
3. To determine the relationship between Price discounts and customer behaviour in Uganda Breweries Limited (UBL).

Research Questions

1. What is the effect of Coupon on customer behaviour in Uganda Breweries Limited (UBL)?
2. What is the influence of customer loyalty program on customer behaviour in Uganda Breweries Limited (UBL)?
3. What is the relationship between Price discounts and customer behaviour in Uganda Breweries Limited (UBL)?

Research hypothesis

H1: There is a statistical relationship between Coupon discounts and customer behaviour in Uganda Breweries Limited (UBL).

H2: There is a statistical relationship between customer loyalty programs and customer behaviour in Uganda Breweries Limited (UBL)

H3: There is a statistical relationship between Price discounts e and customer behaviour in Uganda Breweries Limited (UBL)

Methodology

Kothari (1990) developed a technique for investigation by establishing the conditions for acquiring and analyzing data in a manner that aims to balance relevance to the study purpose with method efficiency. The investigator will utilize the cross-sectional survey approach to gather data because it is quick and simple to implement. The study included qualitative as well as quantitative strategies to examine the effect of sales marketing on customer behavior in Uganda, a case of Uganda Breweries Limited (UBL). Because it provides a framework for comprehending the variables that were investigated, the descriptive survey methodology was used for this investigation. Omari (2011) asserts that a group of individuals is the entirety of any collection of units that share one or more interesting traits. A total of 200 people made up the target group for this study, which included heads of customers-related divisions at Uganda Breweries Limited (UBL), employees at the UBL Customer Support Center, and UBL consumers. The study used a sample size of 132 respondents drawn from a population of 200 which was determined using Krejcie & Morgan table of determining the sample size of a finite population. The researcher used both probability-based and non-biased sampling techniques. In likelihood sampling, basic random sampling was used to select the sample and gather statistical data, whereas the researcher used purposeful sampling in the case of non-probability sampling to gather qualitative data. By offering all participants an equal chance of selection and concentrating on key informants who could provide in-depth information for the study, both sampling procedures were used to eliminate bias. The study respondents were chosen using both likelihood sampling and non-probability sampling techniques. The use of probability sampling encompasses a number of different types of collection methods: simple random sampling, time frame or meticulous sampling, categorized choosing, and the cluster or collection with multiple steps. In contrast to sampling using statistics, which includes all of the following types of sampling methods: unintentional or testing for accessibility, purposeful or calculation sampling, and quota sampling (Denscombe, 2007). Omari (2011) defined a sample as a segment of a group of people that has been chosen for study and assessment. By examining the specifics of the sample, one can make inferences about the characteristics of the society from which the group of participants was carefully chosen. 200 fictional people will be used as an accurate representation of the entire population. The researcher chose a sample size of 132 respondents in order to get the proper level of confidence and guarantee that the study was responsible.

Category	Population	Target Sample size	Sampling Technique
Heads of customer related departments of Uganda Breweries Limited (UBL)	10	10	Purposive sampling
Staff in Uganda Breweries Limited (UBL) (Wandegeya branch)	40	10	Simple random sampling

Customers of Uganda Breweries Limited (UBL)	150	118	Simple random sampling
Total	200	132	

Table 1: Showing, category, population, Target Sample Size and sampling technique

Data collected from the primary source will be compiled, sorted, edited for accuracy, clarity, classified, coded into a coding sheet and analyzed using a computerized data analysis package/tool known as SPSS 23.0 for easy statistical analysis and in order to compute the regression and correlational relationships between the variables. Descriptive statistics was also generated in order to determine the various characteristics of the respondents who participated in the study. Quantitative data was analyzed through use of correlations and regression analysis to measure the relationship and Qualitative data was analyzed through use of thematic and content analysis using SPSS 23.0 (Nelson, Christopher, & Milton, 2022).

RESULTS

The influence of Coupon discounts on customer behavior

Table 2: Descriptive statistics on coupon discounts and customer behaviour

Statement	1	2	3	4	5	Mean	S. DV
I am more likely to buy a product if I have a coupon discount for it.	4 3.5%	10 8.8%	8 7.1%	48 42.5%	43 38.1%	4.03	1.065
A coupon has allowed me to buy another brand that I do not regularly buy	5 4.4%	30 26.5%	7 6.2%	58 60.2%	9 8.0%	3.79	1.129
I usually buy the same brand even when I have a coupon on the other brands.	4 3.5%	15 13.3%	17 15.0%	58 60.2%	9 8.0%	3.56	.944
I have favorite brands, but most of the time I buy a brand that offers coupons.	9 8.0%	5 4.4%	22 19.5%	37 32.7%	40 35.4%	3.83	1.195
A coupon has allowed me to buy the product earlier than planned.	10 8.8%	2 1.8%	17 15.0%	43 38.1%	41 36.3%	3.91	1.177
A coupon has allowed me to buy more quantities of the same product.	6 5.3%	11 9.7%	22 19.5%	47 41.6%	27 23.9%	3.69	1.103
I tend to make instant purchase decision when coupons are distributed at point of sale	6 5.3%	21 18.6%	26 23.0%	37 32.7%	23 20.4%	3.44	1.164
Coupon Promotion has allowed me to drink more quantities of UBL drink than usual	8 7.1%	6 5.3%	16 14.2%	39 34.5%	44 38.9%	3.54	1.164
Coupons Discounts encourage me to buy recently released products	10 8.8%	2 1.8%	17 15.0%	43 38.1%	41 36.3%	3.91	1.177

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Statement	1	2	3	4	5	Mean	S. DV
I am willing to switch brands if coupon discounts are offered by the competing brands	4 3.5%	15 13.3%	17 15.0%	58 60.2%	9 8.0%	3.56	.944

Source: Primary Data (2022)

Statistics about Coupon decreases and patronage at UBL are shown in Table 9 above, which also includes the study's conclusions. Based to the study's findings, I am more likely to buy anything if I have a coupon discount on it. 42.5% of those who took part agreed, 38.1% enthusiastically concurred, 7.1% weren't sure, 8.8% didn't like it, and 3.5% definitely agreed. With a mean score of 4.03, the findings demonstrated that the majority of those who participated agreed with the statement. However, the standard deviation of 1.065 indicates that there was no consensus amongst the responses that were given (W. Paul & Kazaara, 2023).

According to the survey, 60.2% of respondents concurred with the assertion, 8.0% completely concurred, 6.2% were undecided, 26.5% disagreed with, and 4.4% strongly disagreed. This study's those involved, on the whole, agreed that Uganda Breweries Limited's (UBL) discount boosted customer loyalty and enjoyment by allowing them to buy a different brand they wouldn't otherwise buy (Anthony et al., 2023).

60.2% agreed, while 15.0% were doubtful. 13.3% disagreed with, 3.5% severely disagreed with, and 8.0% completely agreed.

19.5% of respondents were unsure, followed by 4.4% who disagreed, 8.0% who strongly disagreed, 35.4% who absolutely agreed, and 32.7% who agreed. With a mean score of 3.83, the results demonstrated that most respondents agreed with the assertion; yet, the results' 1.195 standard deviation indicated that there was no consensus among the answers given. 10.6% of the people who took part disagreed with the statement; 15.0% expressed uncertainty; 38.1% wholeheartedly agreed; and 36.3% agreed, respectively. The survey's mean score of 3.91 revealed that the majority of respondents agreed, while the standard deviation of 1.177 revealed that there was no consensus among them (K. Faridah et al., 2023).

While 41.6% and 23.9% of people completely concurred, 19.5% of individuals were unsure, 9.7% disagreed, and 5.3% were extremely unhappy with the assertion in question. While 18.6% and 5.3% of the people surveyed opposed and were strongly dissatisfied with the statement in question, respectively, 32.7% agreed, 20.4% enthusiastically concurred, and 23.0% were unsure (Kazaara & Kazaara, 2023).

38.9% of the people surveyed were 100% in agreement with the statement, compared to 34.5% who agreed; 14.2% were unsure; and 12.4% disapproved.

Effect of Customer Loyalty Program on customer behavior**Table 2: Descriptive on customer loyalty program and customer behavior**

Statement	1	2	3	4	5	Mean	S.DIV
Loyalty programs are redeemed for discounts which entice customers to come to the company.	9 8.0%	8 7.1%	10 8.8%	57 50.4%	29 25.7%	3.79	1.145

Statement	1	2	3	4	5	Mean	S.DIV
Loyalty programs are redeemed for freebies which make customers to come and make more purchases	0 0%	15 13.3%	18 15.9%	27 23.9%	53 46.9%	4.04	1.081
Loyalty programs are redeemed to give customers higher status hence they make more purchases to get higher status	2 1.8%	8 7.1%	18 15.9%	57 50.4%	28 24.8%	3.89	.920
I read the opinions shared by friends through social networking sites before buying the product	4 3.5%	11 9.7%	15 13.3%	63 55.8%	20 17.7%	3.74	.980
Customer loyalty programs usage facilitates interaction and collaboration between customers and the company.	5 4.4%	0 0.0%	16 14.2%	46 40.7%	46 40.7%	4.13	.968
Customer loyalty programs platform has become a major source of interactive with clients	2 1.8%	12 10.8%	20 17.7%	37 32.7%	42 37.2%	3.93	1.067
Uganda Breweries Limited (UBL) uses customer loyalty programs to understand customer needs.	2 1.8%	12 10.8%	17 15.0%	46 40.7%	36 31.9%	3.90	1.026
Customer loyalty programs usage has enabled the company to engage easily with customers by sending samples, adverts etc.	7 6.2%	10 8.8%	18 15.9%	51 45.1%	27 23.9%	3.72	1.114
Using customer loyalty programs encourage better understanding of customer's needs.	4 3.5%	11 9.7%	15 13.3%	63 55.8%	20 17.7%	3.74	.980
Customer loyalty programs have increased the consumer purchasing decision in Uganda Breweries Limited.	5 4.4%	0 0.0%	16 14.2%	46 40.7%	46 40.7%	4.13	.968

Source: Primary data 2022

The results show that more than half of those who responded disagreed with the declaration, as demonstrated by the average rating of 3.79, while the standard deviation of 1.145 suggests there was no consensus among the answers provided. 50.4% of the respondents said they agreed upon, 25.7% said they were very much in agreement, 8.8% said they were unsure, 7.1% said they disagreed with, and 8.0% said they certainly disagreed (K. Faridah et al., 2023).

While a standard deviation of 1.081 implies that there was minimal consensus over the outcomes, this means that the majority of those who participated agreed with the statement. Of the people who took part, 50.4% were in agreement, followed by 24.8% who wholeheartedly agreed, 15.9% who were unsure, 7.1%, and 1.8% who were

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against it. A mean score of 3.89 reveals that the vast majority of those who took part agreed with the statement, even if a standard deviation of 0.920 suggests that there was no disagreement among participants (Allan et al., 2023).

55.7% of those polled indicated agreement, 17.7% indicated strong agreement, 13.3% indicated uncertainty, 9.7% indicated disapproval, and 3.5% indicated severe disapproval. The results showed a mean score of 3.74, meaning that the majority of those who participated agreed with the statement, and a corresponding standard deviation of 0.980, showing that the remarks were largely accepted. 40.7% agreed and 40.7% strongly agreed, whereas 4.4% of individuals strongly disliked and 14.2% were unclear (Faith et al., 2023). The overwhelming majority of respondents, as shown by a mean score of 4.13, strongly concurred that Uganda Breweries Limited's (UBL) usage of building connections programs improves interaction and collaboration between clients and the company, resulting in higher sales and retention of clients.

Following are the proportions of the participants who said they agreed, firmly concurred, were unsure, disliked, or strongly disagreed: 32.7%, 37.2%, 17.7%, 10.8%, and 1.8%. The majority of those who participated agreed with the statement in question, as indicated by a mean score of 3.93, and a corresponding standard deviation (Suzan & Kazaara, 2023).

Responses from participants were distributed as follows: 40.7% agreed, 31.9% strongly concurred, 15.0% uncertain, 10.8% disliked, and 1.8% vehemently opposed. A mean score of 3.90 shows that most respondents agreed with the assertion, despite the fact that a standard deviation of 1.026 suggests there was little agreement among the answers given.

45.1% of those polled said they agreed, accompanied by 23.9% who wholeheartedly agreed, 15.9% who weren't sure, 8.8%, and 6.2% who said they disagreed. A mean score of 3.72 shows that the majority of respondents agreed with the declaration, while a deviation from the mean of 1.114 suggests that there was minimal consistency among the responses that were provided (Ramadhan et al., 2023).

Relationship between Price discounts and Customer behavior in UBL

Table 3: Descriptive statistics on price discounts and customer behavior

Statement	1	2	3	4	5	Mean	S.DIV
I became a loyal customer to Uganda Breweries Limited due to various discounts that occurs regularly	6 5.3%	11 9.7%	23 20.4%	47 41.6%	26 23.0%	3.67	1.097
I have become a frequent customer as I speculate price discounts	6 5.3%	11 9.7%	26 23.0%	37 32.7%	26 23.0%	3.44	1.164
When goods are on discount the company gets more customers	14 12.4%	9 8.0%	20 17.7%	27 23.9%	43 38.1%	3.67	1.379
I am a repetitive buyer of Uganda Breweries Limited because of the discounts offered	13 11.5%	8 7.1%	32 28.3%	39 34.5%	21 18.6%	3.42	1.208

Statement	1	2	3	4	5	Mean	S.DIV
I buy goods that are on discount even if I had not budgeted for them	8 7.1%	6 5.3%	30 26.5%	47 41.6%	22 19.5%	3.61	1.081
I end up buying more even though my intention was to purchase a particular product that was on discount	5 3.5%	19 16.8%	8 7.1%	40 35.4%	42 37.2%	3.86	1.194
If there is a price discount promotion, I will buy more of the product to save for a later date	5 4.4%	22 19.5%	8 7.1%	64 56.6%	14 12.4%	3.53	1.078
A price discount has allowed me to buy another brand, which I do not regularly buy.	5 4.4%	15 13.3%	18 15.9%	63 55.8%	12 10.6%	3.55	1.000
A price discount promotion encourages me buying more than one product.	14 12.4%	9 8.0%	20 17.7%	27 23.9%	43 38.1%	3.65	1.379
I have favorite brands, but most of the time I buy a brand that offers price discount.	5 4.4%	22 19.5%	8 7.1%	64 56.6%	14 12.4%	3.53	1.078

Source: Primary data 2022

According to the survey participants, 41.6% of them agreed, 23.0% enthusiastically concurred, 20.4% were unsure, 9.7% strongly disapproved, and 5.3% definitely disapproved. A mean score of 3.67 indicates that most study participants agreed, while a standard deviation of 1.097 indicates that there was substantial agreement among participants.

9.7% and 5.3% strongly disapproved, whereas 32.7% and 23.0% unanimously agreed, respectively, and 23.0% were unsure. A standard deviation of 1.164 indicates that there was little agreement among the answers provided, while a mean score of 3.44 indicates that the majority of the participants agreed with the statement. 23.9% of the respondents agreed, 38.1% strongly agreed, 17.7% were not sure, 8.0% disagreed and 12.4% strongly disagreed. A standard deviation (SD) of 1.379 indicates that there was little agreement in the answers, while a mean score of 3.67 indicates that the majority of research participants agreed (Alex & Kazaara, 2023).

28.3% of the people surveyed were unsure, 7.1% disapproved, 18.6% strongly disapproved, 18.6% completely agreed, and 34.5% agreed. In contrast to the standard deviation of 1.208, which indicates that there was no agreement among the responses, the mean score of 3.42 indicates that the majority of the participants were, on average, not certain about the statement.

19.5% of the participants completely concurred, 26.5% were unsure, 5.3% disapproved, and 7.1% disapproved, while 41.6% of participants agreed. A standard deviation of 1.081 indicates that there was unanimity in the assertion, while a mean score of 3.61 indicates that the majority of the participants agreed with the response (K. Paul et al., 2023).

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Among those surveyed, 35.4% were in agreement, 37.2% were highly in agreement, 7.1% were unsure, 16.8% disapproved, and 3.5% severely disapproved. A mean score of 3.86 was obtained. This suggests that the majority of the participants agreed with the statement. A standard deviation of 1.194, on the other hand, indicates that there was agreement among the answers provided. This suggests that customers always wind up buying more UBL products despite having intended to buy something particular that was on sale (Kazaara & Christopher, 2023). 19.5% disapproved, 4.4% strongly disapproved, 12.4% firmly concurred, 56.6% definitely agreed upon 7.1% not sure. The results showed a mean score of 3.53, indicating that the vast majority of study participants agreed with the assertion, while a standard deviation of 1.078 indicated that there was no agreement. The following percentages of the participants: 55.8% agreed, 10.6% enthusiastically concurred, 15.9% were unsure, 13.3% disapproved, and 4.4% strongly disapproved. A mean score of 3.53 indicates that the majority of those who responded agreed with the statement, and a standard deviation of 1.000 indicates that replies were generally in agreement. Inferential statistics

Table 4: Correlation between Price discounts and Customer behavior in UBL

		Price discounts	Customer behavior in UBL
Price discounts	Pearson Correlation	1	.469**
	Sig. (2-tailed)		.000
	N	113	113
Customer behavior in UBL	Pearson Correlation	.469**	1
	Sig. (2-tailed)	.000	
	N	113	113
**. Correlation is significant at the 0.01 level (2-tailed).			

Source; Primary Data, 2022

Table 4 above summarizes the study's outcomes and illustrates the link between price discounts and customer behavior in UBL (the dependent variable). It demonstrates that the association between Price discounts and Customer behavior is $(r) = 0.496$ using bivariate means. Given that the significant value is 0.000, which is less than 0.05 ($p < 0.05$), this suggests that the two parameters have a somewhat favorable connection (Nelson et al., 2023). This proves that at Uganda Breweries Limited (UBL), an increase in reductions in prices leads to a commensurate shift in the purchasing habits of customers and the opposite

Conclusion

Based on the Adjusted R Square value of 0.503 (Table 4.9), the study suggests that Coupon reductions have a magnitude of 50.3% impact on customer behavior at Uganda Breweries Limited (UBL). The different hypothesis (Coupon discounts affect how customers behave at the Uganda Breweries Limited) must be accepted because the calculated F value for the variance produced by the regression, 114.231, indicates that not all regression coefficients are equal to zero. This indicates that the regression model has a considerable impact on the variable that is being studied.

Recommendations

The study so advises that in order to make the competition strong and separate from one another, the senior executives of those numerous brewing companies should place more attention on price reductions. Price reductions are therefore one of the special sales promotion techniques that can be utilized to increase the firm's market share, boost sales volume, keep clients, and reduce customer switching.

The manager of marketing should increase the accessibility of free samples in order to increase awareness among customers while motivating them to engage in a variety of post-purchase activities, such as establishing loyalty to the brand and making it harder for them to transfer brands. The company's sales expansion strategy should place more emphasis on in order to get greater and more favorable long-term outcomes.

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