The Influence of Promotional Activities on the Success of Retail Business: A critical review

Okonkwo Jeremiah Chukwudi*, Abdoulraman Aljounaidi

Al-Madinah International University, Taman desa Petaling 57100 Kuala Lumpur Malaysia.

Abstract: *Most businesses have recognized the value of effective promotional work. Throughout the production period, some business firms retained their manufacturing goods in the hope of trade. We believed that customers or consumers will purchase them if the commodity becomes available. But new findings have shown that the company obtains returns that impact the company's success to the benefit within the organization among the opposite strategic resources we have in marketing, but only a promoting operation that generated rapid sales. such as advertisement, personal sales, Sale promotion, and public relations. Enriched and improved marketing and private sales efforts are to be enforced by effective promotional activities, and in each manufacturer and consumer, they are promoted. Marketing strategies such as promotional activity need to be implemented as soon as the market is competitive in full, the terms "fittest" survival is applied and the competition within the enterprise, in an alternative to survival, most organizations follow wholesale live methods for attracting and maintaining clients, e.g. Since one company may not be the sole producer or the sole seller of a product, it is important that the company also exists in the market and updates its practices continuously based on customer request.*

Keywords: *Promotional, Marketing, consumer, Retail Business, Personal Sales*

1: Introduction

Presently, promotion and the customer satisfaction has been increased drastically in recent year marketing industries. The major drawn back is how to build the strong customer relationship is one of the major competitive in marketing sectors. Connection between people relation opinions and customer loyalty are two essential drivers for strong customer relationship management (Hsieh & Li, 2008). All business markets have become very competitive in today's business world, and all companies are already trying to capture more consumers through the market. The only way to increase success in this case is by providing customers with the right information and constantly changing their perception and attitudes to the product offered by the company. Retail's success includes promotions for the sale of products to customer through channels like supermarkets, malls, kiosks, sales machines, or alternate fixed locations (Suguna & Mathipoorani, 2016). In other terms, marketing for clients tries to sell over the internet, mail, or website. The performance classified by the outcome of the promotional activity which involves implementing components of the marketing standard combine (product, location, price, and promotion) is crucial for retail business achievement (Suguna & Mathipoorani, 2016). Clarifying the final section in the retailing cycle which focuses on the exchange of financial products and services for functions of the seller, usually of a store or service institution, and therefore of individual shopper to the seller (Davidson & Block, 2015).

Although merchandising business is prima facie associated with the final word shopper, one of the many different means through which the shopper receives products and services is to be known as one of the businesses (Obaga, Omido, Garashi, Odera, & Ogutu, 2013). Shopper spending, which may have historically evolved more and more in terms of merchandising structure, is being entertained more and more by alternative variety of consumer markets in which each non-public and profit enterprise is strongly supported by spreading. The merits and consequences of promotional work are underlined. Successful promotional activity has become a critical inspiring perspective on the retail world, whether business or another enterprise. In principle this entails the satisfaction of both internal and external stakeholders and involves four primary activities: designing the right mix of community features and services. In terms of expression survival of the most suitable items, the producers use entirely different means and advertising strategies to enjoy their customers and to maintain their position in these bottle neck competitions. several advertisements impact the company sponsorship increases the revenues (success) of the successful retail

business because of sales and the group sees the benefit and is assured to support specific business. This has many effects on advertising that enhance the profits (success) of the retail business's competitor as customer support is in line with the sale business and the community sees its advantage and is bound to sponsor certain companies (Suguna & Mathipoorani, 2016).

Promotion covers all the activities and procedures to convey buyers and sellers together; emphasizes on answering to consumer demands and competitive positioning; is a continuous coordinated set of activities associated with efficient distribution of products to high potential markets; and involves making decisions about the product, branding, price, market segmentation, promotion and distribution'. Furthermore, Horner and Swarbrooke (1996) contend that destination marketing contains using tourism as a means to an end rather than an end in itself for reasons comprising: enlightening the image of an area to attract industrialists; increasing the range of facilities and amenities available to the local community; giving local residents more pride in their local area; providing a rationale and funding for improvements to the local environment; and trying to make the destination politically more acceptable to outsiders. The review discussed a detail of promotional activities in marketing firm, advertisement, the role of advertisement in the marketing, a brief illustration of sales and personal sales and public relation in marketing tools and a broad overview of the business strategies in marketing activities.

1.1: PROMOTIONAL ACTIVITIES

Sales are a difficult task in today's era. The rivalry may be high. Many substitutes may be available. Products are increasingly consumer oriented. Consumers are becoming more mature. For example, at a fair price, they have the best products. The products are better than the alternative for sale. Sales are not automatic, however. The first idea is for sales. output. When the consumers do not know about our products how will they get them? People therefore need to know the nature and quality of the medication. Only good propaganda will make this possible. The right flow of information together with goods from manufacturers to consumers is significant. The marketing communication cycle is thus aimed at educating, persuading, and influencing people. The declaration "Nothing happens until something is sold" brings in short, the position of promotional activities in today's market.

Promotion is to persuade and encourage people, associations, or organizations to buy a good or services from a marketing mixture or elements (Solomon, Surprenant, Czepiel, & Gutman, 1985). Five primary communication tools: publicity, personal sales, promotion, public relations, and direct marketing are the mixture of advertising campaigns for promotional purposes (Fill, 2006; Fill & Turnbull, 2019). A structured action plan that includes incorporating skills and knowledge to achieve organizational vision and task reports that typically lead to organizational objectives and priorities (Nzelibe & Ezekiel, 2019). Promotional business enables brand managers to identify holes and market opportunities and allows companies to track the impact of previous marketing communications. Promotional targets arise both from marketing and business (Fill, 2006). Promotional behavior is however a marketing strategy which has to do with selecting the target market and creating a suitable promo mix to influence and persuade consumers to boost organization's performance (Neslin, 1989; Nzelibe & Ezekiel, 2019). The efficiency of retail companies can be improved by an understanding of the tasks to be performed by promotional activities (Blattberg, Briesch, & Fox, 1995; Kuntner & Teichert, 2016). Promotional activity is defined as marketing activities, such as awareness-raising or positive attitudes towards an organization or products (Blattberg & Neslin, 1989, 1990; Tan & Bogomolova, 2016). Organizational performance requires an organization's actual output or results as determined by its planned outputs (or goals and objectives). The organizational performance, (Richard, Devinney, Yip, & Johnson, 2009), covers three specific areas of corporate outcomes: (a) financial success (profits, return on assets, return on investment, etc.); (b) market results (sales, market share etc.) for company products; and (c) investor return (total return of shareholders, value added etc.). According to (Lucianetti, Battista, & Koufteros, 2019; Upadhaya, Munir, Blount, & Su, 2018), the term organizational performance is broader. Experts in several fields deal with retail sector success, including strategic consultants, corporations, accounting, law, and organizational growth.

Retail businesses play an important role in our everyday lives and successful retail business thus constitutes a key component for developing countries. For example, retail companies and institutions are seen by many economists as a tool to measure economic, social, and political development. Over the years other prominent

writers have seen promotional activities (advertisement, sales, selling promotion, public relations, and direct marketing), including raising demand, boosting sales, increasing profits, rising market penetration and competitors' activities (B. Ayuba, 2019; B. Ayuba & Aliyu, 2016; Sunday & Ayuba). Promotion politics, on the other hand, are the rules and guidelines of a company or organization that describe the way people interact in the promotion of a good or service with potential customers. The advertising strategy helps the company to keep track of the message it sends about products or services and to identify appropriate actions for employees when interacting with external staff. General Juice Plc, for example. Could have a strategy to ensure that, if they meet with clients to promote a product or service, they believe representative would comply. The bonuses were aimed at the household managers, as they were told the last thing about where the disposable income would be spent. In each customer demographic climate, marketing department has the task of deciding the best promotional activities it can hire.

Several previous studies have shown mixed results in different contexts and countries, and different variables. According to research by (Austin & Pinkleton, 2015; Shah et al., 2012), which was aims at examining the impact of publicity on consumer brand preferences, identifying advertisement channels that influence consumer buying behavior most effectively and identifying factor that encourages consumer brand loyalty, The study found that branding in a lifestyle was linked to high language abstractions; branding in a product was linked to linguistic precision; and construal level was a mediator, which increased willingness to pay at low levels, the research recommended that careful consideration for future studies be required to use descriptive terminology and lifestyle-based publicity. In another research by (A. J. Lee, 2019) which was the purpose of the research is to investigate the dynamic asymmetric impact on the purchasing process of cross-medium exposures, the findings suggest that through the cross-media was the overall effect of television advertising was complex based on its alignment with the previous online visibility, the study suggested study complex synergistic effects that showed asymmetry against TV publicity.

Research by (Parsons & Descatoires, 2016) which was aims to assess the quality of shopping mall offers and consumer reviews, results indicate clear differences between sellers and consumer and indicate possible combinations that would produce optimum customer comportment, the studies recommend Some conventional promotions. Research by (Belch & Belch, 2003; Blattberg & Neslin, 1990) which was the aim to examine the drugs as commercial products, is subject to diverse marketing methods including promotional activities, and to investigate the patients' opinions on the promotional activities of pharmaceutical companies, the result shows Nearly 83% of the participants were aware of the promotion issue. Eighty percent found it unethical, 82% suggested that promotional activities should be forbidden, restricted, or regulated. 1/3 of the participants believed that physician made their drug choices based on the gifts & ads of pharmaceutical company. Half of them had low confidence in the prescriptions of physicians who accepted gifts from pharmaceutical companies. 54.5% of patients also considered promotional activities as a factor that increased drug prices, the study recommended future research, Further, these regulations must incorporate and take into consideration the patients' opinion.

The importance of this study is represented in determining the effective promotional activities affecting the success of the retail business. It shows the significant relationship that exists between promotional activities and the success of the retail business with the understanding of the best activities for sustainable success. This study contributed significantly to the application of the five independent variables: advertising, personal selling, direct marketing, sales promotion, and public relations and its impact on the Success of Retail Business (SRB). The importance of this study is useful to many bodies such as General Juice Plc, where stands to gain or to know the right blend of promotional activities (advertising, directing marketing, personal selling, sales promotion, and public relations) that should be used at a good time, and on the right stage of the Product Life Cycle (PLC), and the feedback about their product to remain competitiveness in the market. Also, research of this nature is not only going to be relevant but also very significant, especially at a time when every effort is made to increase profit, sales volume, increase in market share of the organization (Churchill & Iacobucci, 2006; Key & Czaplewski, 2017). This is research important for Marketing Manager It helps marketing managers to better understand the value of publicity (advertising, direct marketing, sales promotion, and public relations) for the company and the need to plan their promotional strategies systematically and strategically, considering the limited resources available. in addition, this

is research important for Companies, because helps companies in building up a sound promotional activity element to retain or capture potential or existing customers that will enable them to remain competitive in the market. For Potential/Existing Customers the important for this research in Promotional activity can make potential/existing customers aware of their products and services which normally lead to a more effective market, as consumers have more information available to them. Knowledge of a product or service increases consumer choice, leading to stable prices and improve profits, sales volume, market share. For Government, the government will benefit in terms of taxes to be paid as part of fundraising by the government (Gregory, 2020).

The relationship between the variables of this study will contribute to acknowledging the effect of promotional activities continues to be questioned by many managers/sector holders, especially those with a lower level of marketing confidence. The study will generate further debate and will likely include some answers on the impact of promotional activities on the growing retail business. The findings should provide many brand executives with a solid base for allocations. While this study is arguable, the importance of the economy can be seen in the use of promotional resources that create value for clients. As every promotional activity is primarily aimed at affecting sales and testing of new products, increased sales are expected to flow into the "ceteris paribus" benefit. In addition, the state collects tax revenue (Camilleri, 2018). Marketing, in a social sense, is any kind of trade to suit men. Marketing in a corporate context is a business activity system designed to plan, sell, promote, and deliver goods and services that satisfy the needs of the market (Odugbesan & Osuagwu, 1999). Marketing is the tool by which an organization can accomplish its short mission, goals, and strategic priorities in the face of change in the long term (Stoelhorst & Van Raaij, 2004). In view of the above points, marketing can be concluded as the strategic method for identifying current and future needs and producing goods and services that can effectively and efficiently satisfy the target consumers or customers.

1.2: Advertising

The form of marketing, which is distributed through a mass-media, can be described as advertisement. The sponsor should clearly be defined, and the publicity may relate to a business, a product, or a service (French, Ryan, & Mayson, 2016). To promote and advertise a product, service, or concept (Brassington & Pettitt, 2000) describe advertisement as a paid non-personally personal communication directed at target people and transmitted by various media. The key difference between ads and other promotional resources is that they are impersonal and interact through paid media outlets with many people. Via mass media like the newspapers, the magazines, the television, or the radio, Phillip Kotler defined advertisement as any paid way of non-personal presentation or promotion of ideas, products, and services. The advertising institute (IPA) has described advertising as how the most compelling message for the right perspective will be delivered at the lowest possible cost.

1.2.1: Types of Advertising

1. **Pioneering advertising:** Instead of a specific brand, it is trying to develop primary demand for a primary product class. The adoption process needs to be completed at an early stage. Its fundamental role in informing and not convincing. The brand of a particular company must not be listed at any cost.
2. **Competitive advertising:** Instead of creating a product category, a company can be pushed into a competitive adversary as its product life cycle continues to resist product and marketing to its rivals.
3. **Reminder advertising:** Try is to retain to the public the identity of the good or service. If the product or service has achieved brand preference, it can be useful. Soft selling advertisements can be used, which simply mention the name or show the name as a reminder (Barker/Michael, 1992, P.327).
4. **Institutional Advertising:** Large companies sometimes advertise their general activities like the public service rendered by them without mentioning their specific product. This is described as institutional promotion and aimed at building a positive image or attitude towards the company and thus ultimately its products (Kotler, 1994). Institutional advertising is used to display or promote the identity of a company and its key products or services. The goal is that the public, especially potential users of their products and services, receive increasing support (McCarthy, 1986:574).
5. **Cooperative Advertising:** Manufactures at times cooperate with their whole sellers and retailers by giving them an advertising allowance for their local advertising so that the manufacturer's own brand

may get preference in such advertising. The producer pays to distributor or retailer concerned a proportion of advertisement costs.

1.2.2: Roles of Advertising in Marketing

According to (B. Ayuba, 2014; B. Ayuba & Kurfi, 2013; H. Ayuba & Baita), advertisement, the connection between the goods and supplier resources in relationships to market realities, can play an important role in ensuring that they can convey information appropriately to customers. Frances & Stephen (2006), advertising help to enlighten the audience about the quality of the product and consequently create such product or act favorably towards such service or idea. Advertising helps to change the state of ignorance to that of awareness and enlightenment. Much business organization use advertising to create disposition or improve a fault identity. The great advantage and the role of advertising is that it transmits its promotional message to a great number of people, likely to people that the advertiser does not know or cannot reach. (Fill, 2006) suggests that when a normal or desirable frame of reference already exists, advertising can affect the product and brand selection.

Publicity increases the return on revenue. It not only affects the brand's sales but also the sales of other brands. This requires companies to increase their budgets to retain their share of the market. The purpose of ads is essentially to stimulate demand.

1.2.2: Stages in Advertising Campaign

According to (B. Ayuba, 2014), a well-managed campaign includes five stages: Stage 1: Set promotional goals, Step 2: Set advertising budget -marketers should remember that ads have a role in generating demand. The sum spent on promotional should be important to the future success of the business. Stage 4 -Decide what advertising medium to use (radio, television, social media, the Web, etc.), stage 5: assessment of the outcome of the advertisement (meaningful clients will consider the appropriate message, distinctive censorship of the customer's attention, reveal able a difficult task).

1. Advertising Expenditure: (O'Guinn) decisions about advertising expenditure usually must be made in conjunction with assessment about the position of the product in its life cycle of the product is at the introductory stage, a considerable number of resources will be put into advertising. There are various options open to an organization in deciding how much to spend on advertising its products it could decide to adopt a percentage of sales approach, where advertising expenditure is related to sales resources. Thus, it has the benefit of relating expenditure to sales, but it discourage innovative approaches to advertising expenses and does not allow for difference to be made between products or sales territories. It is relatively a crude way of allocating such expenditure. Another approach to advertising expenditure is to base it on what the competition is spending such as media expenditure etc.
2. The Advertising Message: Probably the most important aspects of any advertising campaign are the decision about what to say to prospective customers and how to say it. According to (Lamb, Hair, & McDaniel, 2000), They said a message conveyed in media advertising targets acts as guidance for the entire advertising program's preparation and execution. This helps customers to buy new items at time.

2.1: Personal Selling

Personal selling is an advocacy combination that allows advertisers to face consumer contact to sell their product to the customer. This component of the promotional mix has the elements of feedback message or response about the quality of the product. (Ross & Harradine, 2010) describe personal sales as a two-way communication mechanism between an organization's representative and an individual or community with a view to informing, persuading, or recalling, or serve them in taking proper action. Personal sales are also a key element in maintaining customer satisfaction and building long-term, confidence and understanding buyer-seller ties. (Verhallen, Greve, & Frambach, 1997) reported that increased competition has contributed to the establishment and preservation of established relationships with consumers within the rapidly evolving world of quality products. Moreover, Julian & (Ramaseshan & Patton, 1994) notes that long-term relationships between individuals are a major factor in achieving a competitive advantage for manufacturing companies. (Arthur Meidan, 1996) notes that it is unlikely that if a customer chooses a new product. Personal sales are therefore probably the most critical factor in the manufacturing contact cycle. (H. L. Lee, 2002) states that personal sales can be made either directly or using digital instruments such as the Internet. Personal sales are oral contact with potential product buyers to sell and establish a

connection. The priority of personal sales may be the development of a connection with the potential buyer, but inevitably the end of the sales must end" (B. Ayuba, 2019).

2.1.1: Sales Promotion

Brassington & Pettitt (2000) says that promotional promotion is various methods of tactical marketing, most of which have short-term incentives, intended to give added value to the product or service to achieve sales or commercial aims. (Arthur Meidan, 1996) also states that it has two characteristics. First, it gives "a negotiating opportunity," as there is an appealing quality for many sales promoters that provides a deal that is not yet available for purchase. The disadvantage, however, is that even though a significant number of customers are attracted, other clients appear to be less committed to brands in the long term. Secondly, if sales promotions are used too frequently and carelessly, they can lead to unsafe customers and worry about a reliable or reasonably priced service. The promotion of purchases aims at giving consumers additional value as a reward for immediate sales. This incentive can be aimed at customers, distributors, and sales representatives. Purchase's promotions may be an important part of the messaging or advertising mix and are often strategically important in the rapidly changing market for consumer goods for the number three and four brands (Fill, 2006).

The promotion of sales is a method aimed at increasing the selling of a product or services. This may include a promotional campaign, increased effort for public relations, a free sample campaign, the selling of free gifts or trade stamps, the organization of presentations or exhibitions, contests with desirable awards, temporary cuts in price rates, door-to-door calls, informal telemarketing letters and other means (B. Ayuba, 2014). Promotional sales are initiatives designed to increase demand or promote product purchase during the time defined by Michael, Gray and Elnora (2009). During 1988 Kotler also saw the promotion of sales as "consisting of a diverse collection of incentives, mostly short term, design to stimulate on the trade. He went on to say that advertising offer reason to buy while sales promotion offers incentives to buy. He listed the tools of sales promotion to include:

1. Consumer Promotion: This includes samples, coupon cash refund, and price off contest demonstration, premises warrant, free trail, patronage reward and prizes.
2. Trade Promotion: This includes buying allowance, free goods, merchandized allowance, cooperative advertising, advertising and display allowance, push money, dealer's sales contest allowance.
3. Sales Promotion: Bonuses, contest, sales rallies etc. (Ode, Babayeju, & Obalowu, 2013) defined sales promotion as any activity undertaken to help promote the sales of a commodity, especially from the producer, wholesalers and retailers outlet.

2.1.2: Incentivize Purchases with Sales Promotions:

Sales promotions are marketing activities that provide prospects with an incentive to buy by adding value to the product. Examples of commonly used sales promotional tools include discounts, gifts, contests, premiums, coupons, and rebates. This promotion tactic is often used to build loyalty among existing customers and offers new customers a low-risk reason to purchase. One of the major benefits of sales promotions is that they are a great way for businesses to quickly increase their revenue in a short period of time. When tied to a specific event or holiday, such as Valentine's Day or the end of the school year, for example, sales promotions can be quite successful. However, businesses need to be careful that they do not make customers dependent on sales promotions. Sometimes, offering too many promotions causes customers to hold out and wait to make a purchase until they receive added value.

For the small business selling environmentally friendly clothes, a sales promotion may be to offer a buy-one-get-one special during the holiday season or to offer free shipping with the purchase of a certain dollar amount.

2..1 Public Relations

It is a broad set of communication activities that is used to create and maintain favorable relations between the organization and its public at no charge (most of the time). Public relation is communication in news story form, regarding organization or its products or service which is transmitted through a mass medium at no charge (Davis, 1997). It needs to cultivate effective media relations and targeting publicity to key markets area viewed as the highest priorities. According to Kotler, public relation is defined as a planned effort by an organization to influence some group's attitude or opinion towards that organization. The target market of the public

relations effort may be any given public such as customers, a government agency or people living near the promoting organization. (Kotler, 1994) Public relation influences the opinion of various groups. It can show the company to be a leader in its industry or as an innovator. It can illustrate the company's public spirited and aware of social responsibilities. Public relation uses similar media to that of advertising, however, unlike advertising; it does not normally promote a single theme. It is highly specialized activity requiring a constant flow of press release about the company, its operations, products or services and employees. These are adapted to the needs and styles of the chosen medium. It is also a sophisticated technique of communication to a much wider range of audiences than advertising or sales promotion. Nevertheless, it must form an integrated part of the entire communication mix and indirectly support its sister activities in this mix (Ibid).

The advantage of public relations is that a strong impact it can have on public awareness at a much lower cost than do advertising. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and circulate information and to manage events. If the company develops an interesting story, it could be picked up by several different media, having the same effect as advertising that would cost millions of dollars. And it would have more credibility than advertising (Kotler, 2003, P.516). Despite its potential power, public relation is often described as a marketing stepchild since of its limited and scattered use. The public relations department is usually located at corporate headquarters. Its staff is so busy dealing with various public's-stockholders, employees, legislation, city officials' public relations program to support product marketing objectives may be ignored. Marketing managers and public relations practitioners do not always talk the same language (Ibid). Public relations include building good relations with the public by obtaining favorable publicity, building a good corporate image, or avoiding unfavorable publicity.

According to (Ahmed, 2019), An effective way for small businesses to create a favorable brand image is through sponsorship within the community. A common misconception is that sponsorship require a large financial investment. However, a small business on a budget can create a name for itself in its neighborhood by sponsor small activities like kids' soccer games or a festival lunch for a local association. A further reviewed Michelle Seidel, B.Sc., LL.B., MBA (2019), states that public relations involve developing a favorable image for the brand in the media, with the goal of building brand awareness and increasing sales. Typically, media coverage is not paid for by the business. Public relations activities include press releases, press conferences, sponsorship, and media interviews. This promotional tool is an effective way to conduct damage control if your business has developed a bad reputation or is facing criticism in the media. Public relations are also used by businesses to build goodwill in the community by offering time, money through sponsorship or free and low-cost products and services to specific groups.

Keep in mind that media coverage is not something many businesses can control. While the goal of public relations is to develop a favorable image in the media for prospects to take note, it is possible that the message can miss the mark or not reach prospects at all. Businesses use public relations to build brand awareness and create a good impression in the public eye. Public relations vehicles include press releases, press conferences, sponsorships, and media interviews. Public relations can also be used for damage control. If the business is involved in some poor publicity, a strategic public relations campaign can bring its reputation back on track.

2.2.1: Success of retail business

Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers

can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises.

Retail business have an important role in our daily lives and therefore, successful retail business represents a key ingredient for developing nations. Thus, many economists consider retail business and institutions like an engine in determining the economic, social, and political progress. Over the years, some notable authors such as (B. Ayuba & Aliyu, 2016; Fill, 2006; Porter & Kramer, 2002), have regarded the promotional activities (advertising, personal selling, sale promotion, public relation and direct marketing) as having such roles as stimulating demand, boosting sales in a particular geographical area, improving profit, increasing market shares, countering competitors activities and retaining customer loyalty or patronage in the retail business. On the other hand, promotional policy is a set of rules and guidelines set forth by a company or organization that outline how employees are to interact with potential customers in the promotion of a good or service. The promotion policy helps the company keep control of the message it is sending about the goods or service, as well as to determine appropriate actions that employees can take when dealing with outside personnel. For example, General Juice Plc. could have a promotion policy that it feels representative must adhere to when they meet with customers to promote a product or service. Promotional activities were to target the heads of the household as they had the final say on where the disposable income will be spent. Marketing department is saddled with the responsibility to determine the best promotional activity to employ in each customer demographic environment. Success of retail business can be defined as the ability of the business to achieve its stated objective. It is the achievement of the business with regards to its business goals (Lucky, Olusegun, & Bakar, 2012). Business success has traditionally been measured by achievements of the financial goals (Getz & Carlsen, 2000; Walker & Brown, 2004), and the growth of the business in terms of revenue (Walker & Brown, 2004).

(Leković & Marić, 2015) asserted that enterprise success can be evaluated by the objective (traditional, financial indicators) and subjective (personally oriented) approaches. Success of retail business is exclusively stated by objective measures of success, while success from the perspective of owners/entrepreneurs/managers can be stated by both financial and non-financial measures of success. Success is the consequence of several factors. Success is primarily determined by the characteristics of owners/entrepreneurs/managers as self-efficiency in finding opportunities, persistency and social skills (Markman & Baron, 2003). The second group of factors includes market possibilities, number of business partners, capital as well as the selected strategy to reach success (Simpson, 2004). (Leković & Marić, 2015) asserted that one of the ways to define success as a measure in reaching goals is that the choice of goals is the basis for success. Therefore, these goals have three tasks in the success of retail business to form suppositions of success, direct behavior in accordance with success and the operative task as a measure of success. Owners/entrepreneurs/managers differentiate according to set goals, and thus the importance of both economic and non-economic goals has a different role for every individual. Therefore, goals direct attention and behavior, and the choice is directly connected to motivation, since the individual defines and sets goals, so naturally he will try to realize them. Motivation to become an entrepreneur is significantly connected to the criteria for success measurement. The basic supposition of entrepreneurial motivation in the form of self-employment is the aspiration to increase personal welfare. Motives influence the choice of goals, which will be set. Therefore, goals become criteria for success, and owners/entrepreneurs/managers measure their own success by the degree of goals realization. Thus, owners/entrepreneurs/managers that are successful in realizing set goals can be considered successful.

2.3: The importance of promotional activities on success of retail business

Advertising activities on retail business success are intended to change the site and shape of the retail business ' demand curve. Business creation is one of the sales features. Nevertheless, advertising campaigns are responsible for business growth and product recognition. Promotional activities are an exercise in interrelated knowledge, conviction, and power, which is to be "informed is persuaded," and possibly also told if a person is convinced. With imperfect competition, promotional efforts are necessary.

The need for advertising is growing due to the increase in the physical distance between producers and consumers. The number of potential buyers is also growing, and the business communication problem is increasing. Between the manufacturer and the final customer there are several mid waters and retailers. The details should not only be passed on to the users but also to the intermediaries. The intermediaries, in effect, distribute the goods to the customers. The promotion of retail business success is therefore the essential marketing communication method.

Consumers now put greater focus than on their needs on having satisfaction. When selecting alternate expenses, they are selective. To retain these customers, an organization has the best promotional activity program. Sales are a concern during the economic downturn. Promoting the quality of life and high rates of employment when society is important at the time. The leading goal of setting up a business without any doubt is profit and success, thus maintaining a continuous existence, Lucky said. Olusegun & Bakar (2015) said. Consequently, a profitable client produces a very fair return on the assets employed. It is the reason this works well without the person being there on a regular basis (Changing Minds, 2016). A critical view of business performance will demonstrate that when it comes to how businesses perceive their overall business success, there is no right or wrong. Their actions will, however, be focused on what they can do (Lucky et al., 2012). Business success is defined as the ability of the company to fulfill its specified aim, according to (Lucky et al., 2012). This is the success of the company in terms of its business objectives. It sets and accomplishes objectives. (Lucky et al., 2012) also recognized that business performance tends to provide efficiency, growth, income, size, liquidity, and market share information, as well as leverage and success/failure information. It provides information about the growth, success, and failure of the company and, most important of all, its profitability. Business progress therefore implies profitability, efficiency, efficiency, success, etc.

(Shamout & Emeagwali, 2016) recognized the growing retail industry in a strong-speed environment worldwide and retailers currently use all types of promotional activities to differentiate themselves in the market. At the same time, retailers are booming competitively. Owing to population and economic growth, retailers have started to expand marketing to consumers. "Marketing activities are typically specific to a certain time, location or customer group, that encourage direct reaction by buyers or marketing intermediaries through the availability of additional benefits," said (Peattie & Peattie, 1994). The activities of one or more of them include the application of promotional equipment (e.g., sampling, discounting, marketing, and selling) which influence individuals directly in making quick choices and finalizing their procurement process. Because retailers' expertise is high, the two main ideas behind these aggressive promotions from the marketer viewpoint are, by motivating successful consumers to continue to maintain their loyal customers, contributing to success in retail. The success of retail business via promotional activities can be made quite easier and accomplishable by the introduction of variables in retail business activities. The conceptual model approach adopted by the retail sector comprises Quick Answer (QR) codes, electronic tags, digital advertising displays, self-checking systems, sales staff, smart kiosks, and a general connection between these technologies with social media and custom networks and applications (Albers, Krafft, & Mantrala, 2010). It defines the conceptual model approach adopted by the retail sector. The aim of this investigation is therefore to assess the efficiency of promotional activities in General Juice PLC Ameke Enugu, which affect the success of the retail industry.

The main purpose of its creation is to achieve those goals and objectives of the organization, be they manufacturing or service industries, profit or non-profit based. Most companies now work in an absolutely and chaotic climate in Nigeria and around the world. General Juice is one of the multinationals active in non-alcoholic beverages. The Amaeke field branch in Enugu state is the General Juice under this report. The rivalry between manufacturers of non-alcoholic drinks requires an intense implementation of promotions that appeal for sustainable customer support. Beverages Plc in Nigeria. With its various goods, however, it seems to dominate the market. Corporations have difficulties in searching for the best management and promotional practices to boost their performance and the interest of the shareholders. Not only do excellent companies know how, when and when they can perform, but also their ability to implement the chosen promotional decision (Fill, 2006). The use of available resources in which the promotional capabilities of the organization are established in pursuit of the desired goals are needed in a manner this is acceptable and efficient (B. Ayuba, 2014; Englis & Solomon, 1997; Fill, 2006)

Customers are better educated today, with the multinational company as a whole now becoming incredibly complex. Organizations must define their needs first and that is where promotional behavior begins to satisfy the increasing demand of consumers. To allow a business to succeed on the competitive market of today, it must be more efficient and effective in meeting its customers' needs through advertising.

However, promotional operation is a marketing strategy that includes selecting the target market and making the most suitable promotional mix to influence and persuade the consumer to boost the quality of company and to raise the shareholder value (Nzelibe & Ezekiel, 2019). Promotional activity is aiming at the target heads of the household as they had the final say on where the disposable income will be spent. Marketing department is also saddled with the responsibility to determine the best promotional activity to be employed in a given customer and demographic environment. Over the years, some influential writers, including (H. Ayuba & Baita; Fill, 2006) (H. Ayuba & Baita; Fill, 2006; Tandoh, 2016), considered promotional activities such as advertisement, personal sales, sales, public relations and direct marketing, to have roles that stimulate demand and boost sales across geographical areas, raise profit, increase market share, combat competitor policies and retail outcomes table one give illustration of the sale promotion and on consumer perspective (Table 1). In line with this study, the success of General Juice Plc's retail sector (profit, sales volume, market share and loyalty) is influenced by successful promotional activities (publicity, sales, etc.).

Table 1: Literature review on the Promotional Activities

No	Author/yr	Objectives	Methodology	Variables	Findings	Recommendations
1.	Semih Semin, Dilek Güldal, Nilgün Özçakar & Vildan Mevsim (2016)	The goal of the study is to examine the drugs, as commercial products, are subject to diverse marketing methods including promotional activities. Although the legal/moral aspect of promotional activities has been discussed in a limited manner, the patient has remained the neglected variable of this equation. The goal of our study	The researcher employed a survey of a descriptive study which was conducted at 44 primary health care centers in Turkey and 584 volunteers who applied to these centers were included. A survey consisting of 42 questions was developed with demographic information in the first section, and drug ads and promotion integrated in the second section.	The awareness and ethical evaluation of patients of the promotional activities.	The result of the study Nearly 83% of the participants were aware of the promotion issue. Eighty percent found it unethical, 82% suggested that promotional activities should be forbidden, restricted or regulated. 1/3 of the participants believed that physician made their drug choices based on the gifts & ads of pharmaceutical company. Half of them had low confidence in the prescriptions of physicians who accepted gifts from the pharmaceutical companies.	The study recommended a future research that a considerable number of patients were aware of promotions and the effects of promotion on prescriptions. The findings of our study may contribute to the development of effective regulations on this issue. Very strict measures controlling drug companies' promotion activities must be formulated.
2.	Ms. Shalu & Ms. Sangeeta Gupta (2017)	The goal of the study aims at exploring the various factors that influence consumer buying behavior and purchase decision and to identify the various promotional activities used by the sellers to motivate the consumer buying behavior and purchase decision.	This study is mainly based on primary data collected during a snap survey using the question designed for this purpose to know about the Impact of Promotional activities on Consumer buying behavior. In addition to this secondary data has also been gathered from various newspapers, journals, magazines, and websites.	The factors that influence consumer buying behavior, the purchase decision and to identify the various promotional activities.	The result of the study findings has been made through snap survey analysis which consisted of 200 consumers in the market. The questionnaire designed for this purpose to know about the Impact of Promotional activities on Consumer buying behavior. Findings have also been made theoretical analysis to provide in-depth analysis into the way different promotional factors influence consumers' decision-	The study recommended that a regular survey should be conducted regarding effectiveness of the promotions as it is mandatory for the marketer to remain updated with the customers' demand; cosmetic

					making processes.	industry has immense opportunities even for the new entrants hence to remain ahead in competition it's important to be updated with customers ever changing needs.
3.	Mohammad Saeed Muhammad Anwar (2016)	The goal of the study is to determine an Islamic perspective on promotional activities. However, there is a need to develop not only general guidelines for achieving marketing goals and corporate objectives in a morally acceptable manner.	The study employed a survey of the Qur'anic view about man and his resources should be the basis for designing promotional tools and media strategies. The latter are meant to instill Islamic values, construct the characters of clients and marketers and support truth in the society.	One set consisting of structural character of each category, such as standard purchase cycle and domestic penetration, and the other contain detailed promotional movement information.	The result of the study found Muslim marketers have to be conscious of their position and role in managing marketing activities and creating consumer awareness about the qualities of various products and services available on the market, and can go a long way in contributing to economic progress and social development.	The study recommends a suggestion and advise an Islamic code of marketing by Muslim marketers, corporate leaders, and Shari'ah experts to the ethical behavior in advertising and other promotional activities must be based on a strong foundation of Islamic tenets and injunctions for future research.
4.	Ibojo Bolanle Odunlami And Akinruwa, Temitope Emmanuel (2016)	To examine the effect of company's promotional activities on the pricing of a company's brand. To assess the effectiveness of promotion in increasing the sales revenue of Nigeria brewery products	This study makes use of survey research design that allow for the use of questionnaires to elicit data from the respondents. According to Nworgu (1991), a plan can be define as a plan or blue prints which specify how data connecting to a given problem should be composed and analyzed. It provides the procedural outline for the conduct of any given investigation	Product awareness Promotion Organization Objectives Promotion Pricing of Product Promotion Sales revenue Promotion	show that Nigerian Brewery Plc consists of equally male and female member of staff. There were more of male respondents than female. It shows the respondents of 49.6% were Single, 41.3% of the respondents were Married, 3.3% of the respondents were Divorced and 5.8% of the respondents fell under others category.	It is noteworthy to emphasize that sales promotion has short term effect, therefore management of organizations in the Brewery sub sector of the manufacturing industry should endeavor to achieve appropriate customer relationship management (CRM). this will provide up to date information relating to customers' needs and best ways of satisfying those needs.

5.	Adedoyin Hassan (2016)	The goal of the research was purposely meant to measure the effect of advertising on sales promotion of General Juice Plc. To Examine how the company creates awareness and the impact of promotional activities in the juice industry	The study employed a survey of a Primary sources of data collection were through questionnaires and oral interviews, while some secondary information was gathered from the annual report statistics of General Juice Plc as at the year ended 31 st December 2002. Fifty (50) written questionnaires were presented to a random sample of 50 marketing personnel staff of the company drawn from a total of 247.	Th Effective advertising will, and can improve sales Promotion, There are other factors apart from advertising that can affect sales promotion. Effective advertising is an important factor towards the realization of the sales promotion goals of the organization. Advertising has an effect on sales promotion	The review of literature of the sales effect of advertising which itemized research works carried out by Notice (1988 and 1997), Palda (1964), Montgomery and Silk (1972), Urban (1975), Callaghan (1980), Metwally (1980), etc., reveal that advertising sure has a link with sales level. The level of impact is easier to measure if there are fewer other factors or a controllable number of factors which also have an impact on sales level.	The research recommended for future research, advertising, is probably because of its prevalence, the most well-known and widely discussed type of promotion.
6.	Francesco Massara, Daniele Scarpi, & Daniele Porcheddu (2019)	The research aims at examining the impact of publicity on consumer brand preferences, identifying advertisement channels that influence consumer buying behavior most effectively and identifying factor that encourages consumer brand loyalty.	The authors have examined the relationship between the style of advertisement (product based versus life style), advertising (abstract versus concrete), and the readiness of consumers to pay through the construction-level lens which analyzes the way consumers perceive a brand.	The branding was based on the language and the level of building was a mediator, which improved the availability of payments at low level.	The study found that branding in a lifestyle was linked to high language abstractions; branding in a product was linked to linguistic precision; and construal level was a mediator, which increased willingness to pay at low levels.	The report advises that careful consideration for future studies be required to use descriptive terminology and lifestyle-based publicity.
7.	Ronald C. Curhan (2016)	This research aims to assess the successful publicity of the aspect of promotional activities used by the COMPANIES NASCO GROUP	The study reveals the strategies used in sampling population (1000) of which 100 (110) are selected for this analysis as a sample size.	Advertising is relevant in NASCO group of companies Nigeria when generating customers who are interested and shaping buying decisions effectively.	The estimated x2 result is 15.3 higher than the tabulated values, and H1 is therefore agreed on the basis of the test carried out using the Chi-Square techniques.	The study suggested that urgently needed measures should be taken to determine customers' media tastes in order to implement another effective client media strategy
8.	Soo Lee, June Vakratsas, Demetrios (2019)	The purpose of the research is to investigate the dynamic asymmetric impact on the purchasing process of cross-medium exposures	The researchers studied the complex impact in household buying cycles of cross-media ads on television and online, and analyzed single-source data on cross-media domestic exposures and transactions in a China brand of consumer goods packaged (CPGs).	The structure and the potential for asymmetry in these impacts due to shifts in household demand over the procurement process due to sequential exposures.	The findings suggest that only through the cross-media word (TV) was the overall effect of television advertising (αTV). The advertising impact of television was therefore complex based on its alignment with the previous online visibility.	The study suggested complex synergistic effects that showed asymmetry against TV publicity. We also propose evidence that the cross-media response to future research is regional variation.
9.	S.A Delre, W. Jagar, T.H.A Bijmolt&	During the early stages of the consumer life cycle, the purpose of this analysis is to analyze the marketing	This study proposes an agent-based survey model that simulates the effectiveness of various	Many promotional efforts are focused on	The results of simulation studies suggest that advertisement events have a significant impact on dynamics	For future planning and the management of advertising

	M.A Janssen (2017)	approach and to decide to a large degree how a new product is spread.	promotional strategies to support product launch. The article focuses on the pacing and distribution of promotions.	promoting the introduction of new goods. The optimum advertising timing vary from that of long-lasting categories (white goods,	of diffusion. The conclusions show: (1) the lack of promotional support and/or a mistaken timing of promotions could result in a product diffusion failure; (2) the best targeting strategy should be to address distant, small, and coherent consumer groups.	campaigns to promote the introduction of new products such findings are recommended.
10.	Rosanna Garcia & Paul Rummel (2019)	The purpose of this research is to recognize and define validity important to this modeling community.	Methods for model instantiation with joint partwords and model calibration are illustrated by means of the joint first choice rule. The model will be more assured that the adjustment is accomplished when it follows the findings of first choices for customer preferences. The model is one step closer to the validation when verification repeats stylized facts in a macro level.	The IT industry. Changes in business and sector	The findings of this study are a macro replica of stylized reality. The developer is a step towards validation. Since joint data findings are both individual and aggregate, this kind of empirical data collection is suitable for agent-based marketing models. The model should feel confident that calibration is accomplished if the models conform to the results of the rules for first choosing consumers ' preferences.	The work has shown how joint studies can be employed to instance and calibrate an agent-based marketing model, according to historical models of the industry evolution.
11.	Tongil "TI" Kim & Diwas KC (2019)	The goal of this study is to explore a demand model to analyze the effect of a hospital advertising ban, which policy makers have recently taken into consideration.	The study examined the researcher's survey to answer this question on over 220,000 individual patient visits over 24 months. We find that patients are grateful for hospital advertising; by watching a TV commercial for a certain hospital, a patient's choice of hospital is more likely.	The reputation of hospitals leads patients to hospitals of a higher quality, which have more coverage and lower readmission rates.	Depending on insurance status, medical conditions and demographic factors including age, gender and race, the study researchers ' findings note substantial variation in patient response. Patients with more strict insurance forms, for example, are less susceptible to advertising.	The study suggests that the response to patients be more significant, based on insurance status, medical conditions and demographic variables such as age, gender and race. However, the overall mortality rate is not substantially changed.

12.	John H. Roberts (2019)	The objective of this study is to analyze in Australia the effect, both on primary and secondary demand, of legislation mandating plain cigarette packaging in 2012.	The study conducted a survey to analyze the causal impact of cigarette category legislation in comparison with sales changes in the comparable markets in New Zealand, before and after legislation, where no single labeling requirement was established, and the subsequent sales changes. Our figures indicate a decrease in PPM sales of around 7,5 percent of the market by about 67 million units (sticks) a month.	The price sensitivity of the Premium and traditional brands after PPM is most affected, but we also note variations between channels and foodstuffs channels that suggest that short-term price sensitivity after PPM decreases (declines).	The findings of the study suggest that PPM sales have decreased by approximately 67 million units a month, representing approximately 7.5% of the market. The system findings using brand-level sales data from Australia indicate lower price sensitivity after the PPM.	The John H. Roberts report provided the Australian government with practical advice on the probable efficacy of the one-off packaging measure. He did not specifically test the templates in this document and at the beginning of the review process the editor had been told of this situation. The study also recommended that we look deeper at the other implications of public policy of our findings, such as the predicted revenue decrease in New Zealand each month due to the establishment of PPM.
13.	Andrew G. Parsons (2016)	The study aims to assess the quality of shopping mall offers: consumer review	The research looked at the possibility of promoting improvements in the two main success metrics used by shopping center marketers – both sales and visitors. A number of customers was included in the survey.	purchases, visits, and promotional forms were reviewed to determine to what extent the actions of consumers matched the reported potential for behaviour.	The results indicate clear differences between sellers and consumer and indicate possible combinations that would produce optimum customer comportment.	The study recommends Some conventional promotions.
14.	June Soo Lee (2019)	The goal of the study is to assess the dynamic effectiveness of a CPG brand in a staple product category cross media publicity campaign in China	The research utilizes a survey approach to evaluate single-source data used in a cross-media advertisement campaign in a mature, staple commodity category for a leading CPG brand in China. Data have been supplied in Asia by a major worldwide media company. Further brand and segment information cannot be published because of confidentiality agreements.	The complex effect of publicity over the acquisition cycle, cross-media synergies and regional improvements in publicity efficiency.	The results of the study offer new insights into the dynamics and asymmetries of cross-media impact at individual levels and add critically to a limited number of evidences on this topic. In addition, the findings on regional variations in publicity responses offer an important but under-examined view from China. Contrary to recent research suggesting that on-line TV synergies have at best tenuous effects in market.	The report suggested a specific range of studies dealing in particular with the effects of intermediate exposures at individual level on buying behaviour.
15.	Wen-Hsiang Lai (2016)	The purpose of the research is to evaluate the satisfaction of tourists following a visit to Vietnam, which has not	This study provides an insight into the interrelationships between promotional activities, visitor perceptions, tourist	Promotion activities are closely linked to the tourist preferences of	The findings of this study may allow tourism marketers to align their marketing and promotional activities with effective destination	This study shows that the quality of service, including tourism goods and service personnel,

		demand unique Vietnam tourism sites such as Hanoi, Halong Bay, Hue City and Danang City.	satisfaction and loyalty to destinations. By employing the SEM process, the research has provided the literature with empirical support and tested six hypotheses concerning promotion and evaluation factors which affect visitor fidelity in Vietnam.	the destination. Advocacy is positively related to overall satisfaction of destination. Marketing is strongly linked to the commitment to the destination.	management organizations. Advertisement efforts are important to raising tourist destination confusion by generating and meeting tourist needs. Marketers can use successful advertisement strategies to manipulate customer preferences because they understand the way consumers are looking for information (McColl & Fetter, 1999).	must be enhanced in order to achieve a higher overall level of satisfaction and to increase the overall destination brand and loyalty to tourists.
16.	H-H Yong, Borland, & D Hammond (2017)	The purpose of this survey is to research the effect of tobacco advertising in two developing countries, Malaysia and Thailand, on adult smokers' awareness about the promotion of tobacco.	The researcher used a survey of the findings of the international survey of Tobacco Control South Asia (ITC-SEA) conducted by Malaysia's and 2000 Thai adult smokers. Respondents were asked to demonstrate their knowledge of tobacco advertisements and promotional practices over the last six months in a person-to-person interview between January and March 2005.	The levels of perception and associations of the promotion of tobacco. Adult smokers in Thailand and Malaysia	The study revealed a very low (20 percent) but substantially higher consciousness in Malaysia of some tobacco marketing practices (53 percent; OR = 5.6; 95 percent of CI: 3.5-8.9 and p <0.001). Thai adult smokers report very low recall of cigarette ads where it was prohibited when asked to specific locations, with sales outlets being among the lowest, in particular street vendors (7.5%).	The recommendation of the study indicates that rigorous regulations on tobacco ads when properly applied will result in a drastic reduction in the consciousness about the promotion of tobacco.
17.	S Anderson (2016)	The goal of the study is to analyze the impact on UK adult tobacco marketing perception of Canada, the United States and Australia of the full UK ban on tobacco advertising.	A cumulative sample of 6762 adult smokers in the four countries engaged in two waves of a random digitally-digitized telephone survey.	Politicians responded by implementing legislative measures to regulate advertisement and promotional practices in the industry to the public health danger raised by tobacco marketing	In the first place, the findings of this research explore how participants in the four countries varied in their knowledge of tobacco marketing at baseline and over time and how this related to regulatory rates in each country. Secondly, the findings deal with the effect on perception of the UK ban and, thirdly, if the UK prohibition resulted in a change to non interrupted channels.	The report concluded that the UK's strategy of banning the advertising and promotion of cigarettes significantly lowered the exposure to pressures on the market. This finding also supports the successful adoption, as part of the Framework Convention on Tobacco Control, of extensive advertising and promotion bans.

18.	V. Kumar & Robert P. Leone (2016)	The work aims to investigate the impact on the selling of marks of disposable clothes in the city of price advertising, features and displays.	In order to identify the competitive structure of retail shops within a test market city, the investigator used a hierarchical, cross-section and time series modelling procedure.	In particular, promotions are significant and the magnitude of the effect depends on the geographical proximity of the shops.	The results from the internal substitution models were focused on the definition of these models. Pricing was the highest level of brand substitution in a store, followed by displays and features. Similarly, in some instances, these practices provided shop replacements.	In some situations, the study proposed initiatives to replace the shop. Such unique advertising variables are also important and the magnitude of the effect on the future role of shops' geographical proximity.
19.	Rockney G. Walters (2016)	The goal of the study is to examine the effect of retail price advocates and the performance of competing retailers on consumer buying patterns.	In the study, the system was examined by scanner data from the store level. Results support the system broadly and show that retail price promotions have produced important complementary and replacement effects within the company. In some cases, Interstore promotional effects were also found as the sales of replacements and supplements decreased significantly in the competition store in one of its products' promotions.	A promotional variable is created that involves brand substitution effects, Interstore sales displacements and promotions' effects on complementary products.	The findings generally support the structure and show that retail price discounts have produced substantial additional and replacement effects. And in many cases the marketing of goods in a single store decreased significantly sales of replacement and complements in a rival store. Interstore promotional impacts were detected. Implications of the results are addressed for retail and supplier promotional activities and a range of directions are given for future research.	The study proposed product promotions and recommendations for future research.
20.	Roger B. Mason (2018)	The aim of this paper is to explore word for words from the point of view of chaos/complexity theory.	This research used the survey the value of word of mouth in competitive markets is analyzed using a multiple case study methodology. Most successful businesses were found to proactively use word of mouth and are an effective marketing tool for challenging environments.	The active nature of the first conditions (the butterfly effect) is a central feature of the theory of chaos.	The findings of this paper are significant because the academic community has not paid much attention to word of mouth, except for electronic terms.	The proposal for the study represents a theoretical theory that has not been discussed previously. Therefore, it is necessary, since word of mouth is vital for marketing in less sophisticated or literate markets in South Africa and probably in other underdeveloped and developing countries.
21.	Lisa T. Fall PhD (2018)	This paper is intended to demonstrate that the advertising and promotional schemes introduced by top government tourism spenders in the United States have a financial value.	The study used a sample of a three-section survey. Firstly, there are debates on the overall economic impact of the tourism, hospitality and transport industry (TT&H). Secondly, various methods for assessing and analyzing promotional practices in the field of public relations are evaluated for this specific	The various methods used by the researcher in this field to analyze and quantify promotional public relations activities are measured the	The results of the study show that value communication gains are verified and that the countries under investigation have achieved a healthy return on their promotion efforts in three economic aspects: return on investment ratio, income per person produced and cost per person.	The research recommended the results of the return on investment ratio, the revenue produced by individuals and management costs per person and suggested for

			industry. And, third, the cost-effectiveness of leisure campaign marketing activities is measured in each country's expenditure-to-income figures.	cost-to-revenue statistic of the individual states is determined in order to ascertain the cost-effectiveness of tourism campaign promotion efforts.		future studies.
22.	Anindya Ghose, Panagiotis G. Ipeirotis, & Beibei Li (2017)	In response to the customer queries, the aim of this research is to enhance products which provide higher surpluses.	The study employed the analysis of a unique data package of U.S. hotel reservations for a three-month period via Travelocity, which we use text mining, image recognition, social geotagging and descriptions of human beings and gemmating to complement with data from various media sources.	Therefore, the researcher emphasizes the close relation between social media user activity and search engines.	The findings of the research suggest a new system of hotel rankings based on the average benefit earned by a customer in a certain hotel. By this way we will bring the "best value" hotels to customers very early. Our usage tests confirm the superiority of our ranking method over our current systems with many travel search engines using ranking comparisons.	In order to achieve the best value for money, the researcher advocates and supports the creation of a grading system evaluating goods. A new system of hotel rankings based on average customer benefits earned from a certain hotel was suggested in the report. This helps us to offer the "best value" hotels to customers early.
23.	Chu- Mei Liu (2019)	The research aims to examine the impacts on consumer choice between mobile phone brands of the different activities.	A survey conducted by the investigator included a total of 800 participants. The results of the step-by-step regression analysis suggest that during the third iteration, but moved during the next iteration stage, the initial impact of service provider advertising was felt.	Mobile subscriptions in the Philippines are increasing considerably more rapidly. Cooperation between service providers and mobile telephone firms is a form of advertising and promotion.	The results of the step-by-step regression analysis show the initial impact of service provider advertising during the third iteration, but moved during the next iteration stage.	The study suggested that the variable-choice relationship is important with price upward variance alone and the present model with an inverse relationship and the brand definition with the highest positive impact.

24.	Paul Whitla (2019)	This study explores how businesses use crowdsourcing for marketing activities, focusing on three specific product, advertising and promotion and marketing research areas. This research would concentrate on marketing activities.	The work carried out a mission that was assigned and paid for its efforts. While this type of labor organization was a pioneer in the computer industry, corporations started to use "crowdsourcing" for different tasks that the representatives of a crowd rather than their employees could do something about.	Companies use crowdsourcing to complete marketing tasks, focusing on three specific product areas deCrossdsourcing is a newly developed term which refers to an online community and crowd outsourcing process in the form of an' open call.	The study has shown that some organizations use crowdsourcing to identify several people who are willing to perform mostly small, recurring tasks for minimal financial compensation.	The study suggests the benefits and disadvantages of crowdsourcing and the ability to future use of crowdsourcing in additional marketing applications.
25.	Monika Arora & Neha Mathur (2017)	This work aims to analyze the risk factor in Hollywood films for teen smoking in the USA and Europe as well as to the correlation of exposure to tobacco use in Bollywood films with the use of teen smoking in India. The goal is to research this risk factor.	In the study, 3956 teenagers (12 to 12 years of age) from 12 randomly selected schools in New Delhi (eighth and ninth grades) were surveyed in 2009, assessing the status of the tobacco usage, obtain promotion of tobacco (based on owning or ready to wear tobacco-branded goods) and the exposure to the use of tobacco in film.	Tobacco-evaluation status variables, tobacco advertisement receptivity (based on possession or ability to wear tobacco products) and tobacco use access to movies.	The result was 412 instances of tobacco in the 59 films. The number of adolescents using tobacco was 5.3%. The adapted odds of ever-tobacco consumption among high-exposure adolescents (quartile 4) was 2.3 (95 percent CI 1.3 to 3.9) compared with low-exposure adolescents (quartile 1). Tobacco receptiveness was also linked to higher adjusted oddities of tobacco use, 2.0 (CI 1.4 to 3.0 95%).	The study proposes that watching the use of tobacco in Bollywood films and tobacco promotional receptivity were both independent of adolescents in India, while ORs are similar to adolescents in other countries.
26.	Aradhna Krishna, Robert W. Shoemaker & Imran S. Currim (2018)	The investigator explores various aspects of customer expectations of deal duration and deal size.	In order to estimate the degree of consumer information on selling frequency and deal costs, the study has used an examined result of a comprehensive survey. Although the expected frequency of dealings and the expected price of a deal for a customer decision are relevant, there has been relatively little empirical research on these subjects.	The frequency and deal price understanding of customers as to how consumers build and use these perceptions.	The results show that other consumers are similarly correct in terms of the number of sales and sale prices. Furthermore, noting the level of transactions and selling prices is higher for buyers of larger families and who read fliers on weekly basis, spend a greater proportion of their product class purchases and more regularly buy the package. For older purchasers, it is lower.	This study suggests that several customer reactions models for promotions display a brand and purchase quantity decision based on the expected time to the next price reduction and the expected size of possible reductions.
27.	Tilman A. Schenk, Günter Löffler & Jürgen Rauh (2016)	The purpose of this research is to explore how technical solutions model space choice on a regional level are relevant to shopping behaviour.	This research analyzed an individual population based micro-model agent for grocery shopping based on data collected in the north of Sweden.	The ability to micro-scale simulation of human actions.	The study shows that the high quality of the data obtained specifically for this reason makes it possible to properly test the simulation results.	The study recommended that future applications include the forecast for consumer behavior and turnover predictions on the basis of which supply adjustments may be made, particularly with regard to competition

						between the center shops and the city's periphery.
28.	Johanna Kuenzel and Pieter Musters (2016)	The aim of these items is to find out if they all participate poorly (as previously assumed), and if social influence contributes to the buying decision.	The researchers used a test that exposed variations in the responsiveness to insightful social impact and in the scale of different networks. All results impact the modelling: Firstly, the commodity must be taken into account when modeling the interactions between consumers.	This study focuses on social interaction in a specific field: everyday foods.	The study found that the presence of various foodstuffs varies significantly.	The study recommends more work on product visibility.
29.	Wander Jager (2017)	This work aims to explore the creation of a social simulation model for consumer markets and to make a formalization of the four P's.	The research used to conduct a survey on the creation and use of different types of empirical data for an experimental design based on that formalization.	In order to optimize the success of their products on the market, the commodity, size, placement and promotion.	The results of this study indicate that marketing researchers and practices can gain an understanding of how the four Ps apply to market dynamics and how marketers can use them for competitive market management.	This research recommends the creation and use of different types of empirical data for marketing purposes to encourage and improve understanding of these four P's in experimental design based on such formalization.
30.	Segismundo S. Izquierdo (2017)	This research is to assess price volatility and uncertainty market effects without asymmetric business efficiency knowledge	This research used an agent-based model to show, even in the absence of asymmetric information's, how quality uncertainties by themselves can cause a market failure.	The survey used variables, contextual variation as an independent variable, while business performance volatility is the reliable variable.	The research shows that consumers measure product quality on the basis of their previous transactions and taking into account personally responsive and objective quality evaluation rules, this study shows that consumer engagement with quality insecurity usually leads to underestimations both of product quality and systemic price reductions and losses.	This study has suggested to mitigate this market failure considerably by disseminating knowledge through social networks.
31	Todorova (2015)	The purpose of this report is to present theoretical concepts and developments in the concept of "marketing communication mix"	Successful marketing communication relies on a combination of tools called the "promotional mix"	Designing the right marketing mix involves the four P's i.e. Product, Price, Place and Promotion. In the field of marketing communication	tools include: Advertising, Public relations, Sales promotion, Direct marketing, Personal selling, and are used to describe the set of tools that a business can use to communicate effectively the benefits of your products or services to its customers. Key words: Marketing communications,	Do more future research

32	Khanfar (2016)	This research aims to study the factors affecting the consumers buying decisions of mobile service provided by Umniah Telecommunications Company in Zarqa city	Data were collected through questionnaires forming a representative sample	the factors include advertising, personal selling, sales promotion, and public relations	the findings indicated that there is a positive effect of advertising, personal selling, sales promotion, and public relations with consumers buying decisions. Advertising was found to be the most critical factor in affecting consumers buying decisions	recommend that Umniah Company should focus more on sales promotion in order to satisfy consumers more as well as to enhance their buying decision.
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2.4: Research Gap analysis

Although there are several studies on advertising, personal sales, direct marketing, promotion of a product, and public relations that were shown in the analysis above, many of these studies have been done in other contexts focusing on promotional activities and have only one or two vector indices such as income and market share of sales volumes, etc. Our study has been expanded to a new environment (Nigeria), and especially General Juice Plc. Five variables (advertising, personal sales, direct marketing, sales promotion, public relations). The aim is to see whether advertising, personal sales, direct marketing, promotions of sales, and public relations will make a positive impact on the growth of retail profit to General Juice Plc's, sales volume, market share, and customer loyalty. Several previous studies have shown mixed results in different contexts and countries, and Different variables. According to research by (Massara, Porcheddu, & Melara, 2019), which was aims at examining the impact of publicity on consumer brand preferences, identifying advertisement channels that influence consumer buying behavior most effectively and identifying factor that encourages consumer brand loyalty, The study found that branding in a lifestyle was linked to high language abstractions; branding in a product was linked to linguistic precision; and construal level was a mediator, which increased willingness to pay at low levels, the research recommended that careful consideration for future studies be required to use descriptive terminology and lifestyle-based publicity.

In another research by (A. J. Lee, 2019) which was the purpose of the research is to investigate the dynamic asymmetric impact on the purchasing process of cross-medium exposures, the findings suggest that through the cross-media was the overall effect of television advertising was complex based on its alignment with the previous online visibility, The study suggested study complex synergistic effects that showed asymmetry against TV publicity. Research by (Parsons & Descatoire, 2016) which was aims to assess the quality of shopping mall offers and consumer reviews, results indicate clear differences between sellers and consumer and indicate possible combinations that would produce optimum customer comportment, the studies recommend Some conventional promotions. Research by Semin et al. (2016) which was the aim to examine the drugs as commercial products, is subject to diverse marketing methods including promotional activities, and to investigate the patients' opinions on the promotional activities of pharmaceutical companies, the result shows Nearly 83% of the participants were aware of the promotion issue. Eighty percent found it unethical, 82% suggested that promotional activities should be forbidden, restricted, or regulated. 1/3 of the participants believed that physician made their drug choices based on the gifts & ads of pharmaceutical company. Half of them had low confidence in the prescriptions of physicians who accepted gifts from pharmaceutical companies. 54.5% of patients also considered promotional activities as a factor that increased drug prices, the study recommended future research, Further, these regulations must incorporate and take into consideration the patients' opinion.

Previous literature suggested that the five independent variables developed into one single model to influence retail business performance, and It has not been studied in the Nigerian environment. previous discussions regarding the importance of individual variables demonstrated how effective promotional activities can be carried to help the retail business succeed. Different results were published by various researchers including (Kotler, 2016; Ayman Meidan, García-García, Escalona, & Ramos, 2017). Current research will put together five factors, integrating them into a model for more efficient promotional activities in Nigerian retail companies and thereby enhancing the success of the retail business, and to cover gaps in previous research's and cover more comprehensive factors (advertising, personal sales, direct marketing, promotions of sales, and public relations).

3: RESEARCH FRAMEWORK

The possibility of interference in the research idea is discussed in a conceptual model. This acts like a map, displaying all possible phases of the research and linking up the activities of the research. This model is a framework that defines, develops, and explains the interlinked research activities (Mathooko & Ogutu, 2014), beginning at problem description to data analysis. The theoretical framework shows that the model is made up by the primary forecasters for successful promotional practices that affect the performance of the retail business, such as advertising, human resources sales, direct marketing, management promotion and public relations. However, the current study considers a fresh and promising study that can lead to the success of retail companies by incorporating innovative promotional activities. To determine the degree to which the five independent variables (advertising, personal sales, direct marketing, promotion of sales and public relations) are central in their management, successful promotional behavior is investigated further. A research structural model has been developed for the purposes of explaining the research hypotheses referred to in Table 2.2 below. Five hypotheses relating to direct effects between advertising (A), personal selling (PS), direct marketing (DM), sales promotion (SP), public relations (PR) were tested in the structural research model.

Figure 1 Research Hypotheses in Research Structural Model

Previous literature suggested that the five independent variables developed into one single model to influence retail business performance, and It has not been studied in the Nigerian environment. previous discussions regarding the importance of individual variables demonstrated how effective promotional activities can be carried to help the retail business succeed. Different results were published by various researchers including Kotler (2016) and Meidan (2017). Current research will put together five factors, integrating them into a model for more efficient promotional activities in Nigerian retail companies and thereby enhancing the success of the retail business, and to cover gaps in previous research's and cover more comprehensive factors (advertising, personal sales, direct marketing, promotions of sales, and public relations).

3.1: Hypotheses Development

A hypothesis is a proposal to explain or solve the research problem or statement that the relationship between the variables defined in the research question forecasts. An effective hypothesis should be logical, descriptive, and understood to be naturally derived from the process of analysis. Normally, if you deny the zero-hypothesis you can claim that the alternative hypothesis is agreed and vice versa, you can use two types, namely the

zero-hypothesis and the alternate hypothesis. Based on the research problem proposed, research question and research goals were postulated above the following zero and alternative hypotheses. Simone (2015). The research hypotheses and codes are shown below in the following table 2.

Table Error! No text of specified style in document.: Research Hypotheses

#	Description	Path
H1	Advertising significantly affects the Success of Retail Business	A→SRB
H2	Personal Selling significantly affects the Success of Retails Business	PS→SRB
H3	Direct Marketing significantly affects the Success of Retail Business	DM→SRB
H4	Sales Promotion significantly affects the Success of Retail Business	SP→SRB
H5	Public Relations significantly affects the Success of Retail Business	PR→SRB

3.2: Relationship between Advertising and Success of Retail Business

Any paid marketing, which is distributed through a mass-media, can be described as advertisement. The sponsor should clearly be defined, and the publicity may relate to a business, a product, or a service (Frances and Stephen, 2006). In order to promote and advertise a product, service or concept (Brassington & Pettitt, 2006) describe advertisement as a paid non-personally personal communication directed at target people and transmitted by various media. The key difference between ads and other promotional resources is that they are impersonal and interact through paid media outlets with many people. Via mass media like the newspapers, the magazines, the television, or the radio, Phillip Kotler defined advertisement as any paid way of non-personal presentation or promotion of ideas, products, and services. The advertising institute (IPA) has described advertising as how the most compelling message for the right perspective will be delivered at the lowest possible cost. Advertising activities on retail business success are intended to change the site and shape of the retail business ' demand curve. Business creation is one of the sales features. Nevertheless, advertising campaigns are responsible for business growth and product recognition. Promotional activities are an exercise in interrelated knowledge, conviction, and power, which is to be "informed is persuaded," and possibly also told if a person is convinced. With imperfect competition, promotional efforts are necessary. The need for advertising is growing due to the increase in the physical distance between producers and consumers.

Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price, and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises. Based on the above, the following hypothesis was developed:

➤ **H1: Advertising significantly affects the Success of Retail Business**

3.2. Relationship between Personal Selling and Success of Retails Business

Personal selling is an advocacy combination that allows advertisers to face consumer contact to sell their product to the customer. This component of the promotional mix has the elements of feedback message or response about the quality of the product. Brassington & Pettitt (2010) describe personal sales as a two-way communication mechanism between an organization's representative and an individual or community with a view to informing, persuading, or recalling, or serve them in taking proper action. Personal sales are also a key element in maintaining customer satisfaction and building long-term, confidence and understanding buyer-seller ties. (Verhallen et al.,

1997) reported that increased competition has contributed to the establishment and preservation of established relationships with consumers within the rapidly evolving world of quality products. Moreover, (Julian & Ramaseshan, 1994) notes that long-term relationships between individuals are a major factor in achieving a competitive advantage for manufacturing companies. (Arthur Meidan, 1996) notes that it is unlikely that if a customer chooses a new product. Personal sales are therefore probably the most critical factor in the manufacturing contact cycle. (H. L. Lee, 2002) states that personal sales can be made either directly or using digital instruments such as the Internet. Personal sales are oral contact with potential product buyers to sell and establish a connection. The priority of personal sales may be the development of a connection with the potential buyer, but inevitably the end of the sales must end" (H. Ayuba & Baita).

Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price, and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises. Based on the above, the following hypothesis was developed:

➤ **H2: Personal Selling significantly affects the Success of Retail Business**

3.2.2: Relationship between Direct Marketing and Success of Retail Business

Direct marketing involves direct communication on a one-to-one basis with selected target customers to get an immediate reaction and cultivate lasting customer relations. Use mail, fax, telephone, email, internet, etc. For instance. Direct marketing includes direct one-to-one communication with selected target clients for immediate response and the development of lasting customer relations. E.g., by mail, fax, phone, e-mail, internet, etc. The marketing of new products, advertisements or business announcements may be part of this program. Small companies must meet the unique needs of the consumers to whom the message is sent while creating the message for direct marketing promotion. For clear categories of the population, small companies may use direct marketing. If a local company that sells kids' toys begins a new line for kids, for example, it will target its client list based on those that in the past six months have already purchased toys specifically for kids. The company will email the client list of the new product line and have a specific incentive for that customer base to buy.

Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price, and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises. Based on the above, the following hypothesis was developed:

➤ **H3: Direct Marketing significantly affects the Success of Retail Business**

3.2.3: Relationship between Sales Promotion and Success of Retail Business

(Brassington & Pettitt, 2000) says that promotional promotion is various methods of tactical marketing, most of which have short-term incentives, intended to give added value to the product or service to achieve sales or commercial aims. (Arthur Meidan, 1996) also states that it has two characteristics. First, it gives "a negotiating opportunity," as there is an appealing quality for many sales promoters that provides a deal that is not yet available for purchase. The disadvantage, however, is that even though a significant number of customers are attracted, other clients appear to be less committed to brands in the long term. Secondly, if sales promotions are used too frequently and carelessly, they can lead to unsafe customers and worry about a reliable or reasonably priced service. The promotion of purchases aims at giving consumers additional value as a reward for immediate sales. This incentive can be aimed at customers, distributors, and sales representatives. Purchase's promotions may be an important part of the messaging or advertising mix and are often strategically important in the rapidly changing market for consumer goods for the number three and four brands (Fill, 2006).

The promotion of sales is a method aimed at increasing the selling of a product or services. This may include a promotional campaign, increased effort for public relations, a free sample campaign, the selling of free gifts or trade stamps, the organization of presentations or exhibitions, contests with desirable awards, temporary cuts in price rates, door-to-door calls, informal telemarketing letters and other means (H. Ayuba & Baita). Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price, and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises. Based on the above, the following hypothesis was developed:

➤ **H4: Sales Promotion significantly affects the Success of Retail Business**

3.2.4: Relationship between Public Relations and Success of Retail Business

It is a broad set of communication activities that is used to create and maintain favorable relations between the organization and its public at no charge (most of the time). Public relation is communication in news story form, regarding organization or its products or service which is transmitted through a mass medium at no charge (Davis, 2018). It needs to cultivate effective media relations and targeting publicity to key markets area viewed as the highest priorities. According to (Kotler & Keller, 2011), public relation is defined as a planned effort by an organization to influence some group's attitude or opinion towards that organization. The target market of the public relations effort may be any given public such as customers, a government agency or people living near the promoting organization. (Kotler & Keller, 2011) Public relation influences the opinion of various groups. It can show the company to be a leader in its industry or as an innovator. It can illustrate the company's public spirited and aware of social responsibilities. Public relation uses similar media to that of advertising, however, unlike advertising; it does not normally promote a single theme. It is highly specialized activity requiring a constant flow of press release about the company, its operations, products or services and employees. These are adapted to the needs and styles of the chosen medium. It is also a sophisticated technique of communication to a much wider range of audiences than advertising or sales promotion. Nevertheless, it must form an integrated part of the entire communication mix and indirectly support its sister activities in this mix (Ibid).

The advantage of public relations is that a strong impact it can have on public awareness at a much lower costs than do advertising. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and circulate information and to manage events. If the company develops an interesting story, it could be picked up by several different media, having the same effect as advertising that would cost millions of dollars. And it would have more credibility than advertising (Kotler & Keller, 2011). Retail business is comprised of the promotional activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations (Suguna & Mathipoorani, 2016). In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or website sales. The success categorized by the outcome of the promotional activities which is an implementation of the components of the traditional marketing mix that comprises of (product, place, price, and promotion) is essential for success in retail business (Suguna & Mathipoorani, 2016). (Davidson & Block, 2015) clarify retailing as the final part of the marketing process in which the various functions of the seller, usually a store or service establishment, and the buyer, an individual consumer is primarily oriented to accomplishing the exchange of economic goods and services, for purposes of personal, family or household use. Although retailing business deals predominantly with the ultimate consumer, it must be recognized that the retail store is only one of several alternative means by which consumers can obtain the products and services they desire (Obaga et al., 2013). Increasingly, consumer expenditures that might have usually gone through the retailing arrangement are being diverted to other types of use markets which are being aggressively served by a variety of both private and public enterprises. Based on the above, the following hypothesis was developed:

➤ **H5: Public Relations significantly affects the Success of Retail Business**

Conclusion

This study shows that promotional practices (advertising, direct marketing, sales promotion, and public relations) play a significant role and influence in marketing management, as empirical findings are consistent with results of this research. Promotional activities (advertising, direct marketing promotion and public sales) are important tools for the survival, maintenance, and expansion of businesses. Promotional activities to customer needs and satisfaction should be developed. The promotional operation will concentrate specifically on the long-term competitive advantage of the company, its clients, rivals, and other stakeholders in their long-term mutual relations. The promotional tools should be valued and used, and the right activities should continue to be balanced to be fair in the ever-evolving market environment. Based on the conclusions of chapter four, however, promotional activities have made an important contribution to the success of the retail business. The relationship between variables (advertising, personal sales, direct marketing and product promotion and Public Relations) and success of the retail business It was positive. To enhance the success of retail organizations, promotional activities increase customer loyalties, build confidence, and stimulate demand on an entire basis.

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