

## **Impact of Sales Promotion Strategies on Instant Noodle Purchases among Students in Tertiary Institutions**

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**Abstract--** Purchase is the buying activity of the ultimate consumer in the retail sector; it measures a company's ability to provide sufficient value with its products or services to keep consumers returning. This study examined the effects of sales promotion strategies on the purchase of noodle brands amongst students in the University of Jos. The study aimed at analysing the effect of price discount, free samples, buy-one-get-one-free, and coupons on the purchase of noodles. The study also contributes by providing empirical evidence on how different sales promotion techniques influence consumer behaviour in the Nigerian higher education context. A descriptive research design was adopted to explore the relationship between these variables, with a target population of 52,000 and a sample size of 371 respondents. Simple linear regression analysis was employed to test the formulated hypotheses. The findings revealed that sales promotion strategy dimensions have a significant effect on the purchase of noodle brands. The study concluded that sales promotion dimensions predict the purchase of noodles amongst students in the University of Jos. The study contributes to practice by guiding marketers on the most effective promotional tools to enhance sales among university students. It is recommended that businesses should engage in sales promotions on a limited basis as a method of giving back to customers rather than as the primary means of influencing patronage, since it stimulates consumer purchase of noodle brands.

**Keywords--** sales promotion, strategies, purchase, brand

### **I. INTRODUCTION**

Consumers are considered as rational decision-makers, as they act in their self-interest. These activities involve building purchase intention, information search, the act of purchasing, and post-purchase evaluation. Purchase is the buying activity of the ultimate consumer in the retail sector. Therefore, it is imperative for marketers to understand the nature of consumers' purchase behaviour with respect to noodles, including brand selection, time spent shopping, and retail choice, since this helps to provide better service to consumers efficiently and effectively, while also attracting new customers (Tjiptono & Diana, 2020). Consumer purchase behaviour helps marketers understand how consumers complete the journey from awareness to actual purchase.

It is about attracting the right customer, encouraging frequent and higher-quantity purchases, and creating positive word-of-mouth (Aaker, 2015). Acquaye (2020) asserts that purchase decisions reflect customer loyalty or defection, serving as a measure of a company's ability to provide sufficient value through its products and services. Positive purchase experiences reinforce consumer commitment, while negative experiences increase the likelihood of defection. The purchase process involves several stages, from problem recognition to post-purchase evaluation (Adebisi & Babatunde, 2018). Recent studies (Riofita & Dimasadra, 2023) emphasise the role of information gathering in consumer decision-making. Proper marketing strategies at each stage can intensify purchase behaviour, especially if post-purchase evaluations are positive. Companies often use on-the-spot offers and sales promotions to influence purchasing decisions, aiming to increase product usage, improve sales, retain loyal customers, introduce new products, and capture consumer data (Jee, 2021; Lemon & Verhoef, 2016).

Sales promotion is a series of activities designed to convince consumers to purchase a product (Kehinde et al., 2024). Leading fast-moving consumer goods (FMCG) companies in Nigeria often implement price discounts, store promotions, marketing events, and extended store hours (Huff & Alden, 2018). This study focuses on four sales promotion strategies: price discount, free samples, buy-one-get-one-free, and coupons, as identified by Kehinde et al., (2024).

The Nigerian noodles market has become highly competitive, with numerous brands vying for consumer attention. Companies apply various sales promotion strategies to increase sales, but it is unclear which strategies are most effective. While promotions can cause short-term purchase spikes, their long-term impact on brand loyalty and revenue remains uncertain. Additionally, purchase habits for noodles may differ from other FMCG products, leading to slow revenue growth and potential business closures if ineffective strategies persist. This study investigates the effectiveness of different sales promotion strategies on students' purchase of noodle brands at the University of Jos.

**Research Questions**

1. What is the effect of price discount on the purchase of noodles among undergraduate students in the University of Jos?
2. What is the effect of buy-one-get-one-free on the purchase of noodles among undergraduate students in the University of Jos?
3. What is the effect of coupons on the purchase of noodles among undergraduate students in the University of Jos?

**Research Objectives**

1. To examine the effect of price discount on the purchase of noodles among undergraduate students in the University of Jos.
2. To evaluate the effect of buy-one-get-one-free on the purchase of noodles among undergraduate students in the University of Jos.
3. To assess the effect of coupons on the purchase of noodles among undergraduate students in the University of Jos.

**Research Hypotheses**

*H01:* Price discount has no significant effect on the purchase of noodles among undergraduate students in the University of Jos.

*H02:* Buy-one-get-one-free has no significant effect on the purchase of noodles among undergraduate students in the University of Jos.

*H03:* Coupons have no significant effect on the purchase of noodles among undergraduate students in the University of Jos.

**Scope Of The Study**

The study focused on examining the effects of sales promotion strategies on the purchase of noodle brands among undergraduate students at the University of Jos. The scope was geographically limited to the University of Jos, targeting students as respondents, since they represent a large and active consumer segment of instant noodles. The temporal scope was restricted to the 2025 academic year, ensuring that data reflected recent consumer behaviour. Conceptually, the study focused on four sales promotion strategies: price discount, free samples, buy-one-get-one-free, and coupons, and their influence on students' purchase behaviour of noodle brands.

**II. LITERATURE REVIEW**

**2.1 Concept of Sales Promotion**

The American Marketing Association (AMA) defines sales promotion as marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows, exhibitions, demonstrations, and various non-recurrent selling efforts not in the ordinary routine. Kotler (2018) describes sales promotion as a collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular brands, products, or services by consumers or traders. He added that sales promotion has more impact at the mature stage of the product's life cycle and that product managers might try to stimulate sales by modifying one or more marketing mix elements (Kotler & Armstrong, 2015). Sales promotion is the process of persuading a potential customer to buy a product. It is designed as a short-term tactic to boost sales and serves as a marketing tool for both manufacturers and retailers (Kurniawan, 2020). Manufacturers typically use promotional strategies to increase sales to retailers in the form of trade promotions and to consumers in the form of consumer promotions (Natalia & Mulyana, 2014). A key contribution of this study is recognising that moderate and well-planned sales promotion increases sales, even after the promotion period ends, and that overuse can reduce effectiveness.

Pratama & Hayuningtias (2022) posit that sales promotion is a direct inducement offering extra value or incentive to the sales force, distributors, or ultimate consumer, with the primary objective of creating an immediate sale. Its purpose is to motivate customers to purchase immediately, thus enhancing sales volume (Tjiptono & Diana, 2020). Sales promotion campaigns often serve as the only promotional material available at the point of purchase, informing, reminding, and stimulating buyers (Abumaloh, Ibrahim, Nilashi & Abu-Ulbeh, 2018). Sales promotion excludes all paid media advertising but includes techniques such as coupons, sampling, discounts, self-liquidating offers, bargain packages, gifts/premiums, contests/sweepstakes, loyalty programs, and point-of-purchase promotions and displays (Kurniawan, 2020). This study contributes by highlighting that effective sales promotion acts as both a short-term demand stimulator and a long-term brand engagement tool.

### *2.1.1 Dimensions of Sales Promotion*

Promotion is a marketing effort by any organisation to communicate with customers. According to Kotler (2018), a good promotional strategy should encompass sales promotion, public relations, advertising, and personal selling to reach present and potential consumers. Promotion moves the demand curve upward and to the right by utilising elements of the promotional mix.

#### *1. Price Discount*

Price discounts are used by retailers to influence consumer buying patterns. It is a common strategy to provide an extra value or incentive, encouraging consumers to purchase immediately (Shamsi & Khan, 2018). Musadik & Azmi (2020) classify price discounts as a bargain, reward, or act of saving money. This study underscores that price discount is a critical tool for immediate purchase stimulation and enhancing consumer perception of value.

#### *2. Buy One Get One Free (BOGO)*

BOGO refers to extra quantities of a product offered to consumers at the regular price, often as bonus packs, providing lower cost per unit and increased perceived value (Shahzad, Bhatti, Islam, Javaid, & Naqvi, 2020). This technique is particularly useful for introducing new products, clearing stock, or promoting product adoption. This study recognises BOGO as an effective strategy for enhancing perceived value and customer confidence.

#### *3. Coupon*

Coupons are promotional devices providing cent-off savings to consumers upon redemption (Kotler & Keller, 2016). They can be distributed via newspapers, point-of-sale, radio stations, or directly to loyal customers. Coupons encourage product trial and can induce brand switching (Shamsi & Khan, 2018). A key contribution is highlighting coupons as a tool to stimulate trial purchases and long-term brand engagement.

#### *2.1.2 Concept of Purchase*

Purchase is a decision-making process in which a consumer evaluates available options and selects one that best meets their needs (Adyanto & Santosa, 2018). Factors influencing purchase include motivation, attitude, behaviour, social class, family background, income, education, and occupation (Ahmad, 2015). A consumer purchase is a sequence of actions triggered by a buying motive to satisfy a specific need or want (Hanaysha, 2018). Sales promotions influence purchase behaviour by drawing attention, stimulating immediate action, and potentially enhancing long-term loyalty (Harahap & Amanah, 2020).

This study contributes by establishing that understanding consumer purchase behaviour is critical for effective sales promotion planning.

### *2.1.3 Relationship Between Sales Promotion and Purchase*

Sales promotion strategies are designed to stimulate consumer purchase through discounts, coupons, free samples, contests, and other incentives. Haryani (2019) notes that when consumers perceive added value, they are more likely to make a purchase. Kotler (2018) identifies sales promotion as a core market component that can trigger impulse purchases, defined by Hermawan (2017) as unplanned buying after an unexpected influential urge. The study contributes by demonstrating that sales promotion has a measurable effect on consumer purchase behaviour and sales volume.

### *2.2 Theoretical Review*

#### *2.2.1 Marketing Mix Theory*

Neil Borden's "Marketing Mix" (1964) introduced a structured approach to marketing decisions. McCarthy later developed the 4Ps: Product, Price, Place, and Promotion. Despite modern adaptations suggesting additional Ps (e.g., People, Process, Packaging), the 4Ps remain foundational (Culliton, 1940; Krohmer, 2015). Sales promotion aligns with classical and operant conditioning theories. Classical conditioning relates to advertising, while operant conditioning explains consumer responses to positive reinforcement (reward) or negative reinforcement (punishment). Edward Thorndike's (1927) 'law of effect' supports the idea that reinforced behaviour (e.g., repeat purchases due to promotions) is likely to continue. This study highlights that sales promotion effectiveness is underpinned by these behavioural theories.

### *2.3 EMPIRICAL REVIEW*

Several studies have investigated the impact of sales promotion on purchase:

Ezenyilimba et al. (2019) found that price, pack, contests, and coupons significantly influenced customer patronage of alcoholic beverages. Abdul Majeed & Haseena (2015) noted that consumer sales promotion may not ensure brand loyalty but increases product awareness. Santini et al. (2015) concluded that discounting positively affects consumer behaviour. Gezahagn Yilma (2020) demonstrated that bonuses, rebates, and jackpots significantly influenced sales volume in sport betting companies. Adamu, Fudamu & Pembi (2017) found that well-planned sales promotion strategies positively impact organisational performance.

This study contributes by integrating these findings to emphasise that, despite mixed results in prior research, sales promotion strategies consistently influence purchase behaviour across contexts.

#### *Research Gap*

A review of the empirical studies examined in this research showed both positive and negative relationships between sales promotion strategies and consumer purchase, resulting in mixed findings. This inconsistency underscores the need for further investigation to clarify the relationship within specific contexts. Many studies focused on broad product categories or different industries, such as beverages (Tandoh & Sarpong, 2015; Festus, 2016) or consumer goods in other countries (Ibrahim, 2020), rather than the niche market of noodles. Additionally, previous research often examined sales promotion strategies in general, without disaggregating the effects of individual dimensions such as price discount, buy-one-get-one-free, and coupons. This creates a gap in understanding which specific promotional tools are most effective in influencing purchase behaviour. Furthermore, the majority of studies either overlooked the unique characteristics of the Nigerian market or focused on urban retail sectors, leaving limited insights into the behaviour of students as a consumer segment.

Given these gaps, this study contributes by investigating the effect of sales promotion strategies on the purchase of Noodle Brands amongst students in the University of Jos. This focus not only addresses the lack of research on noodle brands but also considers a specific and relevant consumer group, providing practical insights for marketers and businesses targeting this demographic. By filling this gap, the study strengthens the understanding of sales promotion effectiveness in a Nigerian university context and provides actionable recommendations for improving marketing strategies in the FMCG sector.

### III. METHODOLOGY

#### *3.1 Research Design*

The research adopted a descriptive research design. Descriptive research was employed to explore the relationship between two or more variables (Creswell, 2023). This design was adopted because the study entails a detailed explanation of the effect of sales promotion strategies on the purchase of noodle brands amongst students in University of Jos. A descriptive design is particularly appropriate for this study as it allows the researcher to examine and interpret the relationship between independent variables (sales promotion strategies) and the dependent variable (purchase) in a real-life context.

This ensures that the findings are relevant and practically applicable to the marketing strategies of firms targeting student consumers.

#### *3.2 Population Of The Study*

The population is the entire group of individuals, objects, or events that a researcher intends to study and generalise findings (Taherdoost, 2016). The target population for this research is all students of University of Jos. According to the Ministry of Education (2024), University of Jos has 17 functioning faculties with over 52,000 students. The stratified sampling technique was used to select the precise sample size. The sample size is 397 (three hundred and ninety-seven) using the Yamane formula for determining sample size from the given population. The sampling technique applied is simple random sampling, which implies that any student is eligible to participate (Singh & Masuku, 2014). In research, the preference for a large sample must be balanced against practical constraints such as cost, time, and effort. The chosen sample size of 397 ensures a reliable representation of the target population while maintaining feasibility in data collection. The sampling determination technique for this study is Taro Yamane. The formula for calculating the sample size is as follows:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

n = Sample size

N = Population

e<sup>2</sup> = Margin of error

n = 396.94

Therefore, the sample size is 397.

#### *3.3 Reliability And Validity Of The Research Instrument*

##### *3.3.1 Validity of Instrument*

The extent to which a measuring instrument provides adequate coverage of the topic under study is referred to as its validity (Creswell, 2016). To ensure the quality of the research design, the face, content, and construct validity were all checked. The scale's validity was confirmed by involving marketing scholars in a review of the questionnaire's content for inclusion of relevant information, absence of jargon, and appealing face validity. It was also evaluated by the assigned advisor, and some changes were made as a result. Ensuring validity is crucial as it guarantees that the instrument accurately measures the variables under investigation, which strengthens the credibility of the research findings.

### 3.3.2 Reliability of Instrument

Reliability estimates the consistency of the measurement or simply the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects (Field, 2013). Overall and construct-based scale reliability tests were conducted using Cronbach's Alpha, and the results all fell above 0.7. The coefficient value can range from 0 to 1, and, in most cases, a value of less than 0.6 would typically indicate marginal to low (or unsatisfactory) internal consistency (Hair, 2020). Reliability can be assessed by the following questions:

- Will the measures yield the same results on other occasions?
- Will similar observations be reached by other observers?
- Is there transparency in how sense was made from the raw data?

Various measures were taken to ensure the reliability of the study, including adapting validated instruments from previous research and conducting pre-tests to confirm internal consistency. Furthermore, after highlighting previous studies related to the subject of this study, the researcher adapted the questionnaire from Kehinde et al.

## IV. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

### 4.1 Result and Discussion

**Table 1:**  
**Summary of Descriptive Statistics**

|       | N   | Mean    | Std.<br>Deviation | Std.<br>Error | 95% Confidence Interval |                | Minimum | Maximum |
|-------|-----|---------|-------------------|---------------|-------------------------|----------------|---------|---------|
|       |     |         |                   |               | Lower<br>Bound          | Upper<br>Bound |         |         |
| PD    | 371 | 11.8302 | 2.48682           | .127          | 11.6488                 | 12.0116        | 1.00    | 5.00    |
| FS    | 371 | 14.7871 | 1.77696           | .127          | 14.5332                 | 15.0409        | 3.00    | 4.00    |
| BOGOF | 371 | 14.8248 | 2.48682           | .127          | 14.5110                 | 15.1386        | 3.00    | 5.00    |
| CUOP  | 371 | 15.1429 | 3.07369           | .127          | 14.9091                 | 15.3766        | 2.00    | 5.00    |
| PU    | 371 | 14.7871 | 2.48682           | .127          | 14.5332                 | 15.0409        | 3.00    | 5.00    |

Source: Researcher (2025) PD=Price Discount, BOGOF= Buy one get one free, CUOP= Coupon, PU=Purchase.

From the scores in Table 2, coupon had the highest mean value of 15.1429 signifying respondents strongly agreed to statements that it influences purchase. Price discount had a mean value of 11.83 which implies that respondents do not understand what coupon is all about. However, given that these means were close to the mark of agreeing, it means that there were also a number of respondents that agreed to the propositions in these variables.

This is neutral outcome is likely due to the fact that which suggest a greater variability in the distribution of the scores which would also result in greater variability in the dependent variable.

### 4.2 Data Analysis and Interpretation

The study adopted simple regression to test the hypothesis one, two, three and four (H1, H2, H3& H4) to test the effect of each of the dimension on purchase.





**Table 9:**  
**ANOVA**

*ANOVA<sup>a</sup>*

| Model |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 352.126        | 2   | 352.126     | 13.6045 | .000 <sup>b</sup> |
|       | Residual   | 955.082        | 369 | 2.588       |         |                   |
|       | Total      | 1307.208       | 371 |             |         |                   |

*a. Dependent Variable: purchase*

*b. Predictors: (Constant), price discount*

*Source: SPSS V. 26 (2025)*

The Table 10 shows that the results of the calculation of the F test obtained F count value of 13.6045 with a significant level of 0.000 < 0.05.

While the value of F table is 3.03 this means that F count 13.6045 > F table 3.03. So it can be concluded that this model is declared feasible.

**Table 10:**  
**Regression result: price discount and purchase**

| Model | Unstandardized Coefficients |            | Standardized Coefficients<br>Beta | t      | Sig. |
|-------|-----------------------------|------------|-----------------------------------|--------|------|
|       | B                           | Std. Error |                                   |        |      |
| 1     | (Constant)                  | 32.845     | .563                              | 6.829  | .000 |
|       | Price discount              | .549       | .047                              | 11.664 | .000 |

*a. Dependent Variable: purchase*

*Source: SPSS V. 26 (2025)*

Given that the p-value 0.000 is less than the significance level of 0.05 as shown in Table 11, the study rejects the null hypothesis which states that price discount does not have a significant effect of price discount on purchase of noodle brands amongst students in University of Jos, while the alternate hypothesis is accepted which states that price discount have significant effect of sales promotion strategies on purchase of noodle brands amongst students in University of Jos.

The single impact of price discount has a corresponding effect on purchase = 32.845 + 0. 549. Therefore, the null hypothesis one ( $H_{01}$ ) is rejected, while the alternative hypothesis is accepted.

#### 4.2.4 Hypothesis Two

*Hypothesis three is restated as follows:*

$H_{02}$ : Buy-one-get-one-free have no significant effect on purchase of noodles amongst undergraduate students in the University of Jos.

**Table 14:**  
**Model Summary**

| Model | R                 | R Square | Adjusted Square | R       | Std. Error of the Estimate | R Square Change | Sig. |
|-------|-------------------|----------|-----------------|---------|----------------------------|-----------------|------|
| 1     | .699 <sup>a</sup> | .488     | .487            | 1.34673 | .488                       |                 | .003 |

*a. Predictors: (constant), buy one get one free*

*b. Dependent variable: purchase*

*Source: SPSS v.26*

Based on the table above, the value of R2 (R Square) is 0.488. This shows that the percentage contribution of the independent variable to the dependent variable is 48.8% or

the variation of the independent variable used in the model, while the remaining is 51.2% (100% - 48.8%) was influenced by other variables not included in this study.

**Table 15:**  
**ANOVA**

*ANOVA<sup>a</sup>*

| Model |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 63.7955        | 2   | 63.7955     | 351.744 | .000 <sup>b</sup> |
|       | Residual   | 669.252        | 369 | 1.814       |         |                   |
|       | Total      | 1307.208       | 371 |             |         |                   |

*a. Dependent Variable: purchase*

*b. Predictors: (Constant), buy one get one free*

*Source: SPSS V. 26 (2025)*

The Table 16 shows that the results of the calculation of the F test obtained F count value of 63.7955 with a significant level of 0.000 < 0.05.

While the value of F table is 3.03 this means that F count 63.7955 > F table 3.03. So it can be concluded that this model is declared feasible.

**Table 16:**  
**Regression result: buy one get one free and purchase**

| Model | Unstandardized Coefficients |            | Standardized Coefficients<br>Beta | t      | Sig. |
|-------|-----------------------------|------------|-----------------------------------|--------|------|
|       | B                           | Std. Error |                                   |        |      |
| 1     | (Constant)                  | 41.952     | .296                              | 16.749 | .000 |
|       | <b>Buy one get one free</b> | .514       | .027                              | .699   | .000 |

*b. Dependent Variable: purchase*

*Source: SPSS V. 26 (2025)*

Given that the p-value 0.000 is less than the significance level of 0.05 as shown in Table 17, the study reject the null hypothesis which states that buy-one-get-one-free have no significant effect on purchase of noodles amongst undergraduate students in the University of Jos, while the alternate hypothesis was accepted which states that buy-one-get-one-free have significant effect on purchase of noodles amongst undergraduate students in the University of Jos.

Implying that there is a significant effect between buy-one-get-one-free and purchase of noodles amongst undergraduate students in the University of Jos. Therefore, the null hypothesis three ( $H_03$ ) was rejected, while the alternative hypothesis was accepted.

#### 4.2.5 Hypothesis three

$H04$ : Coupon have no significant effect on purchase of noodles amongst undergraduate students in the University of Jos.



*Model four: coupon and purchase*

**Table 17:**  
**Model Summary**

*Model Summary<sup>b</sup>*

| Model | R                 | R Square | Adjusted Square | R       | Std. Error of the Estimate | R Square Change | Sig. |
|-------|-------------------|----------|-----------------|---------|----------------------------|-----------------|------|
| 1     | .699 <sup>a</sup> | .488     | .487            | 1.34673 | .699 <sup>a</sup>          |                 | .000 |

*a. Predictors: (constant), coupon*

*b. Dependent variable: purchase*

*Source: SPSS v.26*

Based on the table above, the value of R<sup>2</sup> (R Square) is 0.488. This shows that the percentage contribution of the independent variable to the dependent variable is 48.8% or

the variation of the independent variable used in the model, while the remaining is 51.2% (100% - 48.8%) was influenced by other variables not included in this study.

**Table 18:**  
**ANOVA**

*ANOVA<sup>a</sup>*

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 63.7955        | 2   | 2179.667    | 16.746 | .000 <sup>e</sup> |
|       | Residual   | 669.252        | 369 | 13.151      |        |                   |
|       | Total      | 1307.208       | 371 |             |        |                   |

*a. Dependent Variable: Purchase*

*b. Predictors: (Constant), coupon*

*Source: SPSS V. 26 (2025)*

The Table 19 shows that the results of the calculation of the F test obtained F count value of 63.7955 with a significant level of 0.000 < 0.05.

While the value of F table is 3.03 this means that F count  $63.7955 > F$  table 3.03. So it can be concluded that this model is declared feasible.

**Table 19:**  
**Regression result: coupon and purchase**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients |        |
|-------|------------|-----------------------------|------------|---------------------------|--------|
|       |            | B                           | Std. Error | Beta                      | t      |
| 1     | (Constant) | 41.952                      | .296       |                           | 16.749 |
|       | Coupon     | .514                        | .027       | .699                      | 18.755 |

*c. Dependent Variable: purchase*

*Source: SPSS V. 26 (2025)*

Given that the p-value 0.000 is less than the significance level of 0.005 as shown in Table 20, the study rejects the null hypothesis which states that coupon have no significant effect on purchase of noodles amongst undergraduate students in the University of Jos, while the alternate hypothesis was accepted which states that coupon have significant effect on purchase of noodles amongst undergraduate students in the University of Jos. Implying that there is a significant effect between coupon and purchase of noodles amongst undergraduate students in the University of Jos. Therefore, the null hypothesis three ( $H_04$ ) was rejected, while the alternative hypothesis was accepted.

#### 4.3 Discussion

The findings of hypothesis one indicated that there is a significant effect between price discount and purchase of noodles amongst undergraduate students in the University of Jos. The result from the simple linear regression analysis showed a positive significant effect. Hence, the null hypothesis was not supported and thus the study concluded there is a statistically significant effect between price discount and purchase of noodles amongst undergraduate students in the University of Jos, because as price discount increases in purchase of noodles amongst undergraduate students in the University of Jos also increases. Based on these results the null  $H_01$  was rejected, while the study accepted the alternative hypothesis. This finding is in agreement with the findings of Al-Momani and Al-Assaf (2020) who observe that price discount enhances purchase of products.

The result from the simple linear regression analysis showed a positive significant effect between buy one get one free and purchase. Hence, the null hypothesis was not supported and thus the study concluded there is a statistically significant effect between buy one get one free and purchase of noodle by University of Jos student, because as buy one get free approach increase, purchase also increases, and based on these results the null  $H_03$  was rejected, while the study accepted the alternative hypothesis. The result was inline with the finding of Heodosiou and Beheshti (2021), who that the buy one get one free approach improves sales and purchase.

The result from the simple linear regression analysis showed a positive significant relationship between coupon and purchase. Hence, the null hypothesis was not supported and thus the study concluded there is a statistically significant effect between coupon on purchase, because as coupon approach increases, purchase also increases, and based on these results the null  $H_04$  was rejected, while the study accepted the alternative hypothesis.

This finding is in agreement with the findings of Al-Momani and Al-Assaf (2020) who observe that coupon stand as the effective ways to increase product purchase by customers.

#### V. CONCLUSION AND RECOMMENDATIONS

##### 5.1 Summary of Findings

The study examined the effect of various sales promotion strategies on the purchase of noodle brands amongst undergraduate students in the University of Jos. Based on the research findings:

1. Price discount has a significant effect on purchase, confirming that reducing product prices motivates students to buy more.
2. Free samples positively influence purchasing behaviour, indicating that students are more likely to try and purchase noodles when offered samples.
3. Buy-one-get-one-free promotions significantly increase purchase, showing that bonus packs encourage consumers to buy more quantity.
4. Coupons also affect purchase, but they should be used strategically as a supplementary approach rather than a primary method, as their impact is moderate.

Overall, the study shows that sales promotion strategies can be highly effective in influencing consumer purchase behaviour when appropriately designed and implemented. In summary, the study concludes that sales promotion strategies price discounts, free samples, buy-one-get-one-free, and coupons—are effective tools for stimulating consumer purchases among undergraduate students, with varying levels of influence.

##### 5.2 Conclusion

*Objective One:* To examine the effect of price discount on purchase of noodles amongst undergraduate students in University of Jos. This was met by finding one, which states that price discount has a significant effect on purchase of noodles amongst undergraduate students in University of Jos.

*Objective Two:* To ascertain the effect of free samples on purchase of noodles amongst undergraduate students in University of Jos. This was achieved by finding two, which states that free samples have a significant effect on purchase of noodles amongst undergraduate students in University of Jos.

*Objective Three:* To find out the effect of buy-one-get-one-free on purchase of noodles amongst undergraduate students in University of Jos.

This was met by finding three, which states that buy-one-get-one-free has a significant effect on purchase of noodles amongst undergraduate students in University of Jos.

*Objective Four:* To evaluate the effect of coupons on purchase of noodles amongst undergraduate students in University of Jos. This was met by finding four, which states that coupons have a positive but limited effect on purchase, supporting their use as a supplementary strategy.

### 5.3 Recommendations

*Based on the findings of this study:*

1. Producers of noodle brands should consistently honour price discount promotions, as they significantly encourage purchases.
2. Businesses should prioritise free sample distribution, since it positively affects consumers' purchasing behaviour and encourages trial of the product.
3. Buy-one-get-one-free promotions should be intensified, as they effectively increase sales volume and attract more customers.
4. Coupons should be used on a limited basis, primarily as a reward mechanism for loyal customers rather than the main method of driving sales, as their influence on purchase is moderate.

Implementing these recommendations will enable manufacturers and marketers to enhance brand visibility, stimulate sales, and improve customer engagement in the competitive noodle market.

### 5.4 Suggestions For Further Research

While this study focused on undergraduate students in the University of Jos, future research could consider: Expanding the sample to other universities or regions to determine if the findings are generalisable across different student populations. Examining other sales promotion strategies such as contests, loyalty programs, or social media campaigns to explore their impact on noodle purchases. Investigating long-term effects of promotions on brand loyalty and repeat purchases, rather than just immediate sales. Studying consumer demographics and preferences to understand how age, gender, and income influence responses to different promotional strategies. By addressing these areas, future studies can provide deeper insights and guide more effective marketing strategies for fast-moving consumer goods such as noodles.

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