

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

Ruth P Goma¹, Arinzechukwu Jude Okpara², Hope Homey Nwobi³

¹*Plymouth Business School, University of Plymouth, United Kingdom*

²*Department of Marketing, Faculty of Management Sciences, University of Jos, Jos, Nigeria.*

³*AYM Shafa Limited, Bauchi, Bauchi State, Nigeria.*

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 (Abumalloh, 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. Gezahegn 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^2 = 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.

(2024) for the sales promotion strategies constructs (price discount, free sample, buy-one-get-one-free, and coupon), while Aprih & Audi (2021) was adapted to measure the dependent variable, purchase.

3.4 Method Of Data Analysis

A simple regression analysis was used to determine the expected relationships between sales promotional strategies and purchase. The single linear regression analysis was adopted for testing the hypotheses, and data collected were analysed using the Statistical Package for Social Sciences (SPSS) Statistics v27. This method allows the researcher to quantify the relationship between independent variables (sales promotion strategies) and the dependent variable (purchase) and determine the significance and strength of the impact. The reason for adopting simple linear regression analysis is because the study involves multiple independent variables, and it aims to analyse their association with a single, interval-scaled dependent variable. By applying this analytical approach, the study ensures that the conclusions drawn are supported by empirical evidence and statistically validated, enhancing the reliability and academic rigor of the research findings.

IV. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Result and Discussion

Table 1:
Summary of Descriptive Statistics

					95% Confidence Interval for mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
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.

4.2.1. Simple Regression

Simple regression analysis describes and evaluates the relationships between a specified dependent variable and one independent variables. In the case of this study, there are one dependent variables and four independent variables. From the results of the simple regression shown in each of the tables below, the researcher developed regression equations for each objective and a model equation. By extension, the resultant simple regression equation also did not have a value for the error term, as the overall average of all errors would be zero, it also thus captured values for the constant and the standardised regression coefficient. The results of the study are as below;

The models are specified thus:

$$Y = \beta_0 + \beta_1 + \epsilon_i$$

$$PU = PD + \epsilon_i \dots (1)$$

$$PU = FS + \epsilon_i \dots (2)$$

$$PU = BOGOF + \epsilon_i \dots (3)$$

$$PU = CUOP + \epsilon_i \dots (4)$$

Where:

PU = Purchase
PD_i = Price discount
FS_{ii} = Free sample
BOGOF_{iii} = Buy one get one free

CUOP_{iv} = Coupon

4.2.2 Test of Hypotheses

4.2.3 Hypothesis One

Hypothesis one is restated as follows:

H0₁: Price discount have no significant effect on purchase of noodles amongst undergraduate students in the University of Jos.

Formula:

$$PU_i = \beta_1 + \beta_2 PD_i + \epsilon_i \dots (1)$$

Where;

PU_i = Purchase

β₁, = Constant term

β₂, = coefficient of price discount

ε_i = error term.

Decision Rule: Reject H₀ if $P < 0.05$

Accept H₀ if $P > 0.05$

The decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate.

Table 8:
Model Summary

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	R Square Change	Sig.
1	.519 ^a	.269	.267		1.60882	.269	.001

a. Predictors: (constant), price discount

b. Dependent variable: purchase

Source: SPSS v.26

Based on the table above, the value of R² (R Square) is 0.269. This shows that the percentage contribution of the independent variable to the dependent variable is 26.9% based on the model (price discount is able to explain

26.9% of the dependent variable purchase), while the remaining is 73.1% (100% - 26.9%) was influenced by other variables not included in this study.

Table 9:
ANOVA

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	352.126	2	352.126	13.6045	.000 ^b
	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 B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	32.845	.563		6.829	.000
	Price discount	.549	.047	.519	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 Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Sig.
1	.699 ^a	.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^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	63.7955	2	63.7955	351.744	.000 ^b
	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 B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	41.952	.296		16.749	.000
	Buy one get one free	.514	.027	.699	18.755	.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^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	R Square Change	Sig.
1	.699 ^a	.488	.487		1.34673	.699 ^a	.000

a. Predictors: (constant), coupon

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 18:
ANOVA

ANOVA^a

Model		Sum Squares	Df	Mean Square	F	Sig.
1	Regression	63.7955	2	2179.667	16.746	.000 ^e
	Residual	669.252	369	13.151		
	Total	1307.208	371			

a. Dependent Variable: Purchase

b. Predictors: (Constant), coupon

Source: SSPS 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	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	41.952	.296		16.749	.000
	Coupon	.514	.027	.699	18.755	.000

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.

REFERENCES

- [1] Abubeker Yimer (2017). Effect of sales Promotion on consumer trial purchasing in the case of Unilever Abdulmajeed, C. & Haseena, J. C. K. (2015). The effect of sales FMCG on of promotion consumers' trial purchase behaviour. *International Research Journal of Interdisciplinary and Multidisciplinary Studies*, 1(8), 56-65.
- [2] Aprih, S., & Audi, R. S. (2021). Analysis Management and Business Review, toward determinant purchase factors. *decision Asian* 1(2), 155-164. DOI:10.20885/AMBR.vol1.iss2.art7
- [3] Adyanto, B. C., & Santosa, S. B. (2018). Pengaruh Kualitas Layanan, Brand Image, Harga Dan Kepercayaan Produk Terhadap Keputusan Pembelian (Studi Layanan E- Commerce Berrybenka.com). *Diponegoro Journal of Management*, 7(1), 1–20. <http://ejournal-s1.undip.ac.id/index.php>
- [4] Antwi, B. A., & Gideon, A. (2019). The impact of sales promotional packages on customer switch and retention: Case of MTN and Vodafone, Ghana Ltd. *International Journal of Academic Research and Reflection*, 7(4), 26-41
- [5] Akintan, I., Dabiri, M., Jolaosho, S., & Sanyaolu, W. (2018). An appraisal of sales promotion on consumer purchasing motives of MTN customer service Centre, Abeokuta.
- [6] Athapaththu, J.C & K.M.S.D.Kulathunga. (2018). Factors affecting online purchase intention: A Study Of Sri Lankan Online Customers. *International Journal of Scientific & Technology Research*, 7(9), 120–128. <https://doi.org/10.5267/j.msl.2020.2.031>
- [7] Abumalloh, R. A., Ibrahim, O. B., Nilashi, M., & Abu-Ulbeh, W. (2018). A literature review on purchase intention factors in e-commerce. In, M. Imran Qureshi (ed.), *Technology & society: A multidisciplinary pathway for sustainable development* (Vol. 40, pp. 386–398). *European Proceedings of Social and Behavioural Sciences*. Future Academy. <https://doi.org/10.15405/epsbs.2018.05.31>
- [8] Akbar, M. I., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). Linking emotional brand attachment and sales promotion to post-purchase cognitive dissonance: The mediating role of impulse buying behavior. *The Journal of Asian Finance, Economics and Business*, 7(11), 367–379. <https://doi.org/10.13106/jafeb.2020.vol7.no11.367>
- [9] Akhter, S., Rizwan, M., Shujaat, S., & Durrani, Z. (2014). The impact of retail shoes sales promotional activities on ladies' purchase intentions. *Journal of Public Administration and Governance*, 4(2), 166–178. <https://doi.org/10.5296/jpag.v4i2.5843>
- [10] Ali, S. F., Aziz, Y. A., Yusuf, R. N., & Imm, N. S. (2019). Evaluation the role of sales promotion in influencing impulse buying behavior: A comparison between international and local tourist at premium outlet in Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 4(15), 32–43. <https://doi.org/10.35631/JTHEM.415004>
- [11] Alimpić, S., Perić, N., & Nikolić, T. M. (2020). Impact of certain sales promotion tools on consumers' impulse buying behavior. *Journal of Applied Economic Sciences*, 15(1), 45–55. [https://doi.org/10.14505/jaes.v15.1\(67\).03](https://doi.org/10.14505/jaes.v15.1(67).03)

- [12] Amara, R. B., & Kchaou, A. S. (2014). The role of sales promotion in inducing impulse purchases. *International Journal of Management Excellence*, 3(1), 362–372. <https://doi.org/10.17722/IJME.V3I1.144>
- [13] Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. <https://doi.org/10.1108/SJME-03-2018-007>
- [14] Asil, H., & Özen, H. (2015). Price related constructs' effects on daily deal buying behavior in Turkey. *Journal of Economic and Social Studies*, 5(1), 201–218. <https://dx.doi.org/10.14706/JEOCSS11514>
- [15] Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services*, 22, 145–157. <http://doi.org/10.1016/j.jretconser.2014.10.002>
- [16] Banerjee, S., & Namboodiri, S. (2018). Factors influencing consumer buying behaviour of male skincare products: A study of Mumbai Metropolitan City. *Indian Journal of Marketing*, 48(11), 23–42. <https://doi.org/10.17010/ijom/2018/v48/i11/137983>
- [17] Chang, A. Y.-P. (2017). A study on the effects of sales promotion on consumer involvement and purchase intention in tourism industry. *EURASIA Journal of Mathematics, Science and Technology Education*, 13(12), 8323–8330. <https://doi.org/10.12973/ejmste/77903>
- [18] Chen, Y., Ding, D., Meng, L., Li, X., & Zhang, S. (2021). Understanding consumers' purchase intention towards online paid courses. *Information Development*. <https://dx.doi.org/10.1177/026666692111027206>
- [19] Cipto, H., & Erdiansyah, R. (2020). The effect of sales promotion, service quality, perceived value on repurchase (Case study of original Levis store in Jakarta). In, *Proceedings of the 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020)*. <https://doi.org/10.2991/assehr.k.201209.027>
- [20] Culliton J. (1940). *Marketing mix theory*. London: Prentice-Hall International.
- [21] Douglas J. K. & Wind, M. L. (2015). Consumer and buyer behavior and host market characteristics. *Journal of Consumer Marketing*, 6 (3), 65-75
- [22] Dzansi, I. (2016). The effectiveness of sales promotional strategies on the performance of an organization and how it communicate to the customers. *Dama International Journal of Researchers*, 1(5), 12-19
- [23] Ezenyilimba, E., Mbah, C. C., & Eze, J. O. (2019). Effect of Sales Promotion on Customer Patronage of Alcoholic Beverages (A Study of Customers of Alcoholic Beverages in Aguata LGA). *International Journal of Research in Management Fields*, 3(4), 32- 42.
- [24] Festus W (2016). The impact of sales promotion on organizational performance: a case study of Guinness Ghana Breweries Limited. Master Thesis. Kumasi, Ashanti, Ghana: Department of Marketing and Corporate Strategy, Kwame Nkrumah University of Science and Technology.
- [25] GezahegYilma.(2020). The effect of sales promotion on the sales volume of in case of sport beeting companies in adise Ababa
- [26] Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- [27] Harahap, D. A., & Amanah, D. (2020). Determinans of Consumer Purchase Decision In SMES. *International Journal of Scientific & Technology Research*, 9(March), 3981– 3989.
- [28] Haryani, DS (2019). The effect of advertising and sales promotion on purchasing decisions at Griya Puspandari Asri Tanjungpinang Housing. *Journal of Dimensions*, VOL. 8, NO. 1 : 54-70. MARCH 2019
- [29] Hermawan, A. (2017). *Marketing Communications*. Jakarta: Erlangga Iskanto, D. (2020). Role of Products in Determining Decisions of Purchasing. *Jurnal Inovasi Bisnis*, 8(2), 200–2007. <https://doi.org/10.35314/inovbiz.v8i2.1424>
- [30] Ibrahim, O. (2020). Influence of consumer sales promotion on consumers' purchasing behavior of retailing of consumer goods in Tema, Ghana. *Journal of Marketing Management*, 8(1), 24 – 36. DOI: 10.15640/jmm.v8n1a4
- [31] Iskanto, D. (2021). Investigation of Purchase Decisions Based on Product Features offered. *ADPEBI International Journal of Business and Social Science*, 1(1), Article 1. <https://doi.org/10.54099/aijbs.v1i1.1>
- [32] Iskanto, D., & Karim, K. (2021). What Are the Factors That Encourage People To Keep Buying Newspapers In The Digital Age? *Proceedings of the Second Asia Pacific International Conference on Industrial Engineering and Operations Management Surakarta*, 9.
- [33] Johnson G., (2014). Push and pull marketing strategies on various dimensions. *Journal of Marketing*, 69, 115-130
- [34] Kotler, Philip, & Armstrong, G. (2018). *Principle of Marketing* (17e Global). Pearson Education Limited.
- [35] Kotler, Philip, Keller, K. L., & Brady, M. (2019). *Marketing management*. In *Soldering & Surface Mount Technology* (4th Europe, Vol. 13, Issue 3).
- [36] Kotler, Philips, Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (4th Europe). Pearson Prentice Hall.
- [37] Krohmer, (2015). Marketing strategies for Over-The-Counter (OTC) healthcare Product. *Journal of the Academy of Marketing Science*, 28(1), 55-66.
- [38] Kotler, Philip, & Armstrong, G. (2018). *Principle of Marketing* (17e Global). Pearson Education Limited.
- [39] Kotler, Philip, Keller, K. L., & Brady, M. (2019). *Marketing management*. In *Soldering & Surface Mount Technology* (4th Europe, Vol. 13, Issue 3).
- [40] Kotler, Philips, Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (4th Europe). Pearson Prentice Hall.
- [41] Krohmer, (2015). Marketing strategies for Over-The-Counter (OTC) healthcare Product. *Journal of the Academy of Marketing Science*, 28(1), 55-66.
- [42] Kotler and Armstrong (2015). “Marketing an Introducing Prestige Hall twelfth edition”, England : Pearson Education, Inc
- [43] Kurniawan, TR (2020). The Effect of Sales Promotion on Consumer Decisions to Stay at The Premiere Hotel Pekanbaru. *Eco and Business: Riau Economic and Business Review*.
- [44] Mawarni, I., & Muzammil, O. M. (2023). The Influence of Corporate Social Responsibility , Social Media Marketing , Sales Promotion , and Perceived Value on Consumer Purchase Decision on the Tokopedia Marketplace. *Dinasti International Journal of Management Science (DIJMS)*, 4(4), 760–768.

- [45] Mccullough, J. E. (2013). The influence of push and pull marketing strategies on various dimensions a managerial approach. Homewood, IL: Irwin.
- [46] Natalia P & Mulyana Mumuh. (2014). The Effect of Advertising and Sales Promotion on Purchasing Decisions. JIMKES: Scientific Journal of Unity Management. Vol 2, No 2, 2014, Pages 119- 128
- [47] Nadeem I, Naveed A, Muhammad A, Komal J (2013) The role of sales promotion on sales volume in the context of fast moving consuming goods (FMCG) industry in Dera Ghazi Khan. International Journal of Accounting Research 1(4): 234–254.
- [48] Musibau AA, Choi SL, Oluyinka S (2014). The impact of sales promotion and product branding on company performance: a case study of AIICO Insurance Nigerian PLC. In International Conference on Innovation, Management and Technology Research, Malaysia, 22 – 23 September, 2013. Social and Behavioural Sciences 129(2014): 164–171.
- [49] Onyejiaku CC, Ghasi NC, Okwor H (2018). Does promotional strategy affect sales growth of manufacturing firms in south east Nigeria? European Journal of Management and Marketing Studies 3(1): 43–59.
- [50] Pembis S, Fudamu UA, Adamu I (2017). Impact of sales promotional strategies on organizational performance in Nigeria. European Journal of Research and Reflection in Management Sciences 5(4): 31–42.
- [51] Peter, J. P., & Donnelly, J. H. (2013). Marketing management: knowledge and skills (11th ed). McGraw-Hill. PT Paragon Technology and Innovation - TribunnewsWiki.com. (n.d.). Retrieved April 25, 2023, from <https://www.tribunnews.com/2020/03/08/pt-paragon-technology-andinnovation>
- [52] Pratama AN, & Hayuningtias KA. (2022). The Influence of Advertising, Brand Image, and Product Quality on Purchase Decisions of Honda Scoopy Motorcycles (Study on Honda Scoopy motorcycle users in Semarang). Mirai Management Journal Vol 7, No 1 (2022), Pages 425 – 436
- [53] Rochman, H. N., & Kusumawati, E. (2023). Analysis of the influence of promotions , influencers , convenience , service quality and prices on the Tiktok application on purchasing decisions on the " Tiktok Shop " (Study on Accounting Students of Muhammadiyah University of Surakarta Class of. 06(04), 9–20.
- [54] Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. Technology in Society, 63(August), 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>
- [55] Suci Wahyuni, R., Abrilia Setyawati, H., & Putra Bangsa, S. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA), 2(2), 144–154. <https://doi.org/10.32639/JIMMBA.V2I2.457>
- [56] Santini, F., Sampaio, C. H., Perin, M. G., & Vieira, V. A. (2015). An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. Research on Administration São Paulo, 50(4), 416–431. <https://doi.org/10.5700/rausp1210>
- [57] Santhosh, M., Raghavendra, K.A. & Sambrama, P. (2014). Effectiveness of sales promotion of non-alcoholic beverage industry in India. Acme Intellects. International Journal of Research in Management, Social Sciences and Technology, 5(5), 21-33.
- [58] Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- [59] Syachrony, M. I., Hamdan, H., & Ilhamalimy, R. R. (2023). The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta. BASKARA: Journal of Business and Entrepreneurship, 5(2), 193–205. <https://doi.org/10.54268/BASKARA.5.2.193-205>
- [60] Tao, L., & Yun, C. (2019). Will virtual reality be a double-edged sword? Exploring the moderation effects of the expected enjoyment of a destination on travel intention. Journal of Destination Marketing & Management 12, 15–26.
- [61] Tandoh I, Sarpong L (2015). The impact of sales promotions on the performance of auto- mobile industries in Ghana: a study of PHC motors (Accra-Ghana). European Journal of Business and Management 7(11): 176–184.
- [62] Tarigan, E. D. S., Sabrina, H., & Syahputri, Y. (2020). The influence of lifestyle and sales promotion on online purchase decisions for home-cooked culinary during COVID-19 in Medan City, Indonesia. International Journal of Research and Review, 7(10), 140–144.
- [63] Terpstra J.K. & Sarathy, A.N. (2015). Push and pull marketing strategies on various dimensions. International Journal of fundamental Psychology and social sciences, 1(2), 26-34
- [64] Thehawijaya, J. A., & Susilo, D. (2023). Sales Promotion Message Appeal And Brand Ambassador Effects Toward Tokopedia's Purchase Intention. SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan, 2(2), 475–484. <https://doi.org/10.54443/SIBATIK.V2I2.559>
- [65] Tjiptono, F., & Diana, A. (2020). Marketing. Yogyakarta: ANDI Publisher. Tjiptono, Fandy. (2015). Strategic Marketing Andi Offset, Yogyakarta.