

# **Effect of Promotional Mix on Consumer Buying Behavior of Convenience Goods of Students of Abubakar Tafawa Balewa University, Bauchi.**

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## **ABSTRACT**

*The purpose of this study is to examine the effect of promotional mix on consumer buying behavior of convenience goods. A research design that was employed in the study was quantitative in nature. A questionnaire was employed as an instrument for data collection. The population of the study comprised 447 students of 500 level for the Faculty of Management Sciences (FMS), Abubakar Tafawa Balewa University (ATBU), Bauchi. A simple random sampling was employed in the study. A sample size of 211 was determined from by using Slovin's formula. Data collected were analysed using descriptive statistics and multiple regression with the aid of Statistical Package for Social Sciences (SPSS) version 22. Findings of the study revealed that advertising has a positive and statistically insignificant effect on consumer buying behavior. However, sale promotion, personal selling and direct marketing have a positive and significant effect on consumer buying behavior of convenience goods among 500 level students for the FMS, ATBU, Bauchi. Based on these findings, it is recommended that marketers should consider the ineffectiveness of advertising on consumer buying behavior and use various factors such as product quality, brand perception, and personal preferences. Also, companies should prioritize personal selling, sales promotions, and direct marketing efforts to effectively reach and engage their target audience.*

**Key words:** Advertising, sales promotion, personal selling, direct marketing, consumer buying behavior.

## **1.0 INTRODUCTION**

Nowadays, modern marketing goes beyond just producing and selling a product or service for the sole purpose of making profit, but giving more priority on customer satisfaction may be the best in the mind of marketers. Particularly, the application of an appropriate set of marketing communication mix which popularly known as promotional mix. It is designed by a company in order to facilitate ways of attracting and retaining new customers. Nour *et al.* (2014) explain that promotion is seen as an initial stage which producers have to pass through to communicate and contact with their customers both in local and foreign markets.

According to Munir *et al.* (2018) promotional mix is the set of various elements which marketers employ to communicate with the public and send messages about their products or services. In other words, Kotler and Armstrong (2011) explain that promotion mix is the market's bag of tools for communicating with customers and other stakeholders.

Shahzad *et al.* (2020) define consumer buying behavior as the sum of attitude, action and process which a buyer uses to make a final decision to purchase a company's product. The act of purchasing has been referred to as a consumer-buying behaviour (Khan *et al.*, 2021). In other words, consumer buying behavior entails buying action of products or services by households and individuals (Song *et al.*, 2021).

Understanding the actual buying behaviour of a consumer is a big task for a firm or marketer because it cannot be predicted thus rigorous stages need to be passed through by an individual consumer before making a final decision to patronise a product, such as problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation (Shahzad *et al.*, 2020).

It was reported that several business firms have not been promoting their products or services particularly in developing countries as it has been done in developed countries which caused almost 70% of supermarkets collapsed and perform very poor. In addition, it is observed that there have been a considerable debate on the correlation between the independent variables and the dependent variable of this study that is contradictory findings.

## **2. Literature Review**

Reviewing the literature gives an insight or clue in the gap that is not covered in the previous studies.

### **2.1 Conceptual Reviews**

#### **2.1.1 Consumer behaviour**

Shahzad *et al.* (2020) defined consumer behavior as the sum of attitude, action and process which a buyer used to make a final decision to purchase a company's product. Consumer buying behavior referred to as the act of purchasing a product (Khan *et al.*, 2021). In other words, consumer buying behavior entails buying action of products or services by households and individuals (Song *et al.*, 2021). Before to be a winner, in a highly competitive and dynamic business environment, different methods should be developed, planned and implemented appropriately by marketers in which buyers will find out and purchase a product and/or services that satisfy their desires (Hanaysha *et al.*, 2021).

#### **2.1.2 Consumer Decision Process**

Milwood (2021) defined consumer decision process as the way by which consumers become aware of and identify their needs; gather information on how to address these

needs; evaluate the available alternative options; make purchasing decisions; and evaluate their purchases.

Shahzad *et al.* (2020) explained six steps of consumer buying process. An individual is expected to follow these steps prior to make a final decision for purchasing a product.

**Need recognition:** This is the first stage of consumer decision process where the needs of a consumer arise. The consumer's needs can be physiological needs such as thirst, hunger or sex and can be influenced by others. It is the process whereby the consumer fulfils his need, demand and desire.

**Information search:** Information search is considered as the second stage of consumer decision process. In this stage, the consumer engages actively searching for related information about a proposed product from his friends, kinships or marketers. The information will be more reliable and successful in the long run.

**Evaluation of alternatives:** After the consumer obtained the more relevant information about the products, the next stage is to evaluate the available alternatives. In this case, the consumer is expected to try to examine the available products, and choose the best product among others. The consumer has to arrange these alternatives in accordance with the best products and their prices.

**Purchase decision:** After the consumer made a final evaluation of features of the chosen product of a particular company, the next stage is to make a purchasing decision. By this, the consumer has finalized to which product to purchase. In other words, the purchase stage is when the consumer purchases the product from the store.

**Post-purchase evaluation:** The next stage is the post purchase evaluation. Under post-purchase evaluation, the consumer would be happy if the purchased product meets his expectations. However, the consumer would be disappointed if the purchased product does not meet his expectations.

**Cognitive dissonance:** The final stage of consumer decision process is called a cognitive dissonance. This is a stage where the consumer goes after the warranties and after sale services of the product. By this, the brand and consumer can be connected with each other.

### **2.1.3 Promotional mix**

According to Munir *et al.* (2018) promotional mix is the set of various elements which marketers employ to communicate with the public and send messages about their products or services. In other words, the term promotional mix is used to describe a set of tools that a business can use to effectively communicate the benefits of its products or services to its customers (Familmaleki *et al.*, 2015). Similarly, Kotler and Armstrong (2011) explained that promotional mix consists of the specific blend of advertising, public relations, personal selling, sales promotion and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships.

### **2.1.4 Advertising**

According to Hawks (2021) advertising is the act of drawing public attention to something, especially with a paid announcement. Mbura and Kagoya (2021) advertising is a non-individual promotions and presentations of services, experience, ideas and goods or products initiated and facilitated by a known sponsor. According to Mbura and Kagoya (2021) advertising is a non-individual promotions and presentations of services, experience, ideas and goods or products initiated and facilitated by a known sponsor. According to Oakley (as cited in Soeswoyo & Amelia, 2023) advertising is an effort of creativity to influence consumer motives in buying certain products and changing or making perceptions of these products in the minds of consumers.

### **2.1.5 Sales promotion**

Sales promotion is a short-term promotion technique which aims to encourage customers or market to respond to a new product or to attract customer attention to products that have not received much attention so far (Nakarmi, 2018). In An organization should weigh its decision on the merits of sales promotion and cost-effectiveness. Kotler and Armstrong (2011) stated that sales promotion is a short incentive to encourage the purchase or sales of a product or service.

### **2.1.6 Personal selling**

Tjiptono and Andrew (2019) personal selling is the process of introducing and building an understanding of a product to prospective buyers through direct or face-to-face communication. In other words, personal selling is the presentation of goods orally and face to face to one or more prospective buyers with the aim that the goods offered are sold (Sholihin, 2019). According to Prasetyo *et al.* (2018) personal selling is direct communication between the seller and the buyer where the seller explains the features of a product to the buyer.

### **2.1.7 Direct marketing**

Srinivasan (2021) defined direct marketing as a marketing strategy in which target customers are contacted directly and eliminates the need for intermediaries such as retailers. Furthermore, direct marketing uses various media such as direct mail, publications, television, radio and computer network (Aicha, 2021). In other words, According to Kononenko (2021) direct marketing is a type of promotion that offers the transfer of information about a product, service or company directly to a client.

## **2.2 Theoretical Reviews**

**As regards to this study the Theory of Planned Behaviour (TPB) and Attention Interest Desire and Action Model were reviewed (AIDA).**

### **2.2.1 Theory of Planned Behaviour (TPB)**

The Theory of Planned Behaviour simply is an extension of the Theory of Reasoned Action which seeks to address the seeming over reliance on intentions to predict behaviours. In the TPB, behavioural intention is controlled by a dynamic mix of

the attitude, subjective norm and perceived behavioural control variables (Ajzen, 2006). The theory only focused on behaviour rather than attempting to anticipate attitudes. Alam and Sayuti (as cited in Gitau and Mbugua, 2021) examined that the theory of reasoned action was developed by Fishbein and Ajzen in 1975 to determine how attitude predict behavior.

### **2.2.2 Attention Interest Desire and Action (AIDA) Model**

An AIDA model was developed by E. St. Elmo Lewis in 1898, and the model stands for Attention, Interest, Desire and Action. The model was developed purposely with the aim of ensuring that advertisements create awareness, stimulate interests as well as directing customers to take an action of buying a product based on their wants (Song *et al.*, 2021). The original purpose of the AIDA model was to optimize sales calls and advertisement, specifically the interaction between a seller and a buyer pertaining to a product. Similarly, Hackley and Hackley (2021) advocated that the AIDA model aims to ensure that effective advertisements create awareness, stimulate interests and, finally, direct customers desire to act by purchasing a particular product having been stimulated by a much more enlightening advertisement.

## **2.3 Empirical Reviews**

Relevant studies had been done previously in respect of this subject matter. This section highlighted some important previous findings which explore the research gaps in the existing literature and help develop a conceptual framework of the study.

### **2.3.1 Effect of Advertising on Consumer Buying Behavior**

A study conducted by Chukwu *et al.* (2019) on the topic impact of advertising on consumer buying behavior. The aim of the study was to examine the impact of advertising on consumer buying behavior in Enugu State, Nigeria. A survey research design was adopted by the study, and the data were collected through questionnaire. Multiple regression technique was used to test hypotheses. Findings showed a positive relationship between the independent variables as emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behavior.

Mbura and Kagoya (2021) conducted a research on the effect of advertisement on consumer buying behavior of real estates in Tanzania. The aim of the study was to examine the effect of television, radio, print media and online advertisements on consumer behaviour of real estate products in Tanzania, using evidence of the National Housing Corporation (NHC). Questionnaire was employed to collect data in the study. Purposive sampling was used in the study. Also, the study employed multiple regression analysis with the aid of the SPSS, version 22 was used to ascertain the most influencing advertising media on the consumer. It was found that only television and radio advertisements had the most significant contributions to change the consumer behaviour.

While print and online media, on the other hand, insignificantly contributed to change behaviour.

In a study conducted by Soeswoyo and Amalia (2023) titled the influence of advertising, sales promotion and personal selling toward purchase decision to hotel stay in East Java. The aim of the study was to determine the effect of advertising, sales promotion and personal selling on the decision of guests to stay at a hotel in East Java. Research design was a quantitative research in nature. Questionnaire and observations were both employed in data collection of the study. A simple random technique was employed to determine the sample size. Both multiple and simple regression techniques were used in analysing the collected data. Findings showed that simultaneously, advertising, sales promotion, and personal selling had a significant effect on purchasing decisions.

### **2.3.2 Effect of Sales Promotion on Consumer Buying Behavior**

A research conducted by Khan *et al.* (2019) on the impact of sales promotion on consumer buying behavior with reference to modern trade in Pakistan. The main objective of the study was to identify the impact of various types of sales promotion on consumer buying behavior in modern trade super markets of Pakistan. The research design was quantitative in nature. Questionnaire was employed in collecting data from the sample of 297 walk-in customers. Analysis through correlation and regression modelling. Findings of the study showed that buy one get one free, price discounts and coupons were positively related with consumer buying behavior while on the other hand, free samples and bonus packs were not significantly related with the dependent variable.

A study of Shahzad *et al.* (2020) on the topic impact of sales promotion on consumer buying behavior. Main purpose of the study was to study the impact of sales promotion on consumer buying behavior. Survey method was employed in the study where questionnaire was distributed among 110 respondents of the study. Pearson correlation test and regression test were applied in the study. Findings showed that discounts and coupons had strong positive relationship with the dependent variable, but buy one get one free had moderate positive relationship with consumer buying behavior.

A study of Ali and Muhammad (2021) on the impact of promotional tools on consumer buying behavior with reference to Fast Moving Consumer Goods (FMCG) industry in Pakistan. The purpose of the research was to examine the impact free samples, product price reductions, free coupons and buy one get one free offer on consumer buying behavior in FMCG industry in Pakistan. Both quantitative and exploratory research design were employed as research design. Convenience sampling technique was employed in the study. Adopted questionnaire was employed as instrument in data collection for the study. Sample size of 208 respondents was selected using the systematic random sampling technique. The data were analysed through SPSS-20 software, Smart PLS-SEM descriptive analysis factor analysis and through Microsoft Excel 365 version.

### **2.3.3 Effect of Personal Selling on Consumer Buying Behavior**

A study of Songcayawon *et al.* (2019) on the impact of personal selling on purchasing behavior towards clothes among Business Administration students of Polytechnic of the Philippines. The purpose of the study was to know the impact of personal selling on the buying behavior of the students of Polytechnic and University of the Philippines. Survey research design was employed for the study and questionnaire served as instrument for data collection. Sampling technique used by the researchers was simple random sampling. Findings of the study showed that the mean of the evaluated salesperson in buying behavior store were personal characters of salesperson play an important role in influencing buying behavior scored (4.2284) and salesperson in a way of presenting that has an impact on buying behavior got (4.0326).

A study conducted by Situmeang *et al.* (2020) on the effect of price, sales promotion and personal selling on the purchasing decision at the Spare Parts Distributor Company, PT Wstandard Indonesia. The objective of the study was to examine and analyse the effect of price, sales promotion and personal selling on purchasing decisions at the Spare Parts Distributor Company, PT Wstandard Indonesia. The researchers used descriptive and explanatory research methods. The data analysis technique used by the researchers was a multiple regression. Based on the results of data analysis, it was obtained that the partial price had a significant and negative effect on purchasing decisions while sales promotion and personal selling had a significant and positive effect on purchasing decisions.

A study of Suharko and Tina (2021) on analysis of the effect of marketing communication mix on consumer buying interest on OE Bold. The aim of the research was to test the influence of advertising, sales promotion, personal selling and mobile marketing on consumers' purchase intention of OE Bold, a cigarette product made by PT Ongkowidjojo in Malang. Exploratory research design was employed in the study. Questionnaire was employed as an instrument of data collection for the study. Purposive sampling technique was employed in determining the sample size. Multiple regression technique was used as a method of data analysis. Findings showed that advertising, personal selling and mobile marketing variables had a significant influence on the OE Bold consumers' purchase intention. On the other hand, sales promotion variable had no significant influence on the OE Bold consumers' purchase intention.

### **2.3.4 Effect of Direct Marketing on Consumer Buying Behavior**

In a research conducted by Randy *et al.* (2018) on the influence of promotion mix towards purchasing decision of Indihome product in Telkom Region of Padang. The purpose of the study was to analyse the influence of advertising, sales promotion, direct selling and publicity on consumer purchasing decisions in buying Indihome in the Padang city and the most influential variable of promotion mix is used in increasing sales of Indihome products in the Telkom region of West Sumatra. Questionnaire was used as data collection instrument. The analytical method used in the study was a multiple

regression. And also, the sampling technique method used in the study was a convenience sampling. The results showed that advertising had no significant and positive effect on consumer purchasing decisions; direct sales had a significant and positive effect on consumer purchasing decisions; sales promotion had a significant and positive effect on consumer purchasing decisions and publicity had no significant and positive effect on consumer purchasing decisions. While, direct sales had the most significant and positive effect on consumer purchasing decisions.

Abdullah and Nuri (2019) conducted a research on the impact of promotional mix on customers' purchasing decisions. The study investigated the impact of promotional mix on customers' purchasing decisions. Furthermore, the study determined the most influencing elements of promotional mix on the decision making process. The data of the study were collected in Tablo-Mall Erbil using a survey questionnaire. Correlation and regression analyses were employed to test the hypotheses. The findings showed that there was a significant relationship between the elements of promotional mix namely advertising, personal selling, sales promotion, and direct marketing and customers purchasing decision. Moreover, the results show a significant impact of promotional mix elements on customers purchasing decisions. Advertising was the most influential element of promotional mix on customers' purchasing behaviors among other elements of promotional mix.

Gitau and Mbugua (2021) on the effect of direct marketing on customer product uptake. The purpose of the study was to determine the effect of direct marketing on consumer product uptake in commercial banks in Thika town. Both inferential and descriptive statistics were employed in analyzing the collected data. MS Excel and SPSS software were used in generating the statistics. The study findings indicated that directing marketing practices such as social media marketing, face to face selling and telemarketing positively and significantly affected the levels of consumer product while e-mail marketing positively but insignificantly affected the levels of consumer product uptakes among commercial banks operating in Thika Town.

In a study of Soehardi (2022) on the effect of advertising, direct marketing, word of mouth, and personal selling on consumer purchasing decisions. The purpose of the study was to analyze the effect of advertising, direct marketing, word of mouth and personal selling on consumer purchasing decisions for passenger ship tickets in Tanjung Pasir. A questionnaire was employed in collection data and a purposive sampling technique in determining sample size. The research design of the study was a quantitative research method. The collected data were analysed using construct validity and reliability, discriminant validity, outer loading, collinearity statistics, path coefficients, R square and model fit. Findings of the study showed that there was a significant effect of advertising, direct marketing, word of mouth and personal selling on consumer purchasing decisions.

### **3. Methodology**

#### **3.1 Research Design**

A research design adopted for this study was a quantitative research in nature that was a survey. The survey strategy was employed to the study where a questionnaire was employed as instrument or tool for data collection.

#### **3.2 Population of the Study**

The population of the study is made up of the entire 500 level students of the Department of Management and Information Technology (DMIT) and Department of Accounting and Finance (DAF) under the Faculty of Management Sciences (FMS), ATBU, Bauchi in which their total number was 447.

#### **3.3 Sample Size**

The sample size of the research was arrived at a minimum of 211 selected members where 57 respondents from Business Management (BM), 71 from Information Technology (IT), 58 from Accounting and 25 from Banking and Finance (BF) respectively. The sample size was determined by using Slovin's formula for determining sample size (Slovin, 1960).

#### **3.4 Sampling Technique**

As regards to this research, a probability sampling technique was employed. The probability sampling technique does not give a room for bias in selecting a member of the population. Therefore, a simple random sampling strategy was employed with the aid of Random Number Table. order to give exact opportunity to every member to participate in the study with the aid of a Random Number Table.

#### **3.5 Method of Data Analysis**

The collected data from the respondents were analyzed by using a descriptive statistics and multiple regression in order to test the formulated hypotheses and answer the research questions. The multiple regression is being applied to determine the cause and effect between two or more independent variables on a dependent variable. In addition, descriptive statistics through simple percentage, frequency distribution tables and standard deviation was employed to analyze the characteristics of the respondents (gender, age, marital status and educational qualifications) and responses on each item of the research instrument or constructs.

## 4. Results

### 4.1 Descriptive Statistics Results

The table 1 presents the descriptive statistics results of the items under each construct of the study.

Table 1: Descriptive Statistics

	N	Mean	Std. Deviation
Advert_ProE	189	3.789	0.673
Sales_ProE	189	4.097	0.802
Personal_ProE	189	3.911	1.352
Direct_Mark_ProE	189	3.430	0.851
Consumer_Behaviour	189	3.994	0.780

Table 1 indicates the descriptive statistics where the result indicated that the Consumer Behaviour (CB) which is the dependent variable has a mean of 3.994 with a standard deviation of 0.780. Among the independent variables, sales promotion as a promotional element has the highest mean score of 4.097, with standard deviation of 0.802. In addition, personal selling recorded 3.911 mean and a standard deviation of 1.352. Advertising as a promotional element recorded a mean of 3.789 and a standard deviation of 0.673. The other construct recorded a mean of 3.430 and a standard deviation of 0.851 which is direct marketing as a promotional element.

### 4.2 Multiple Regression Results

The relationship between the independent variables and the dependent was determined statistically using multiple regression analysis. The model produces  $R$  value of .512 and  $R$  square value of 0.262 with  $F$  statistics of 16.328. This reveals that the model as a whole predict about 26.2 percent of variance in consumer behaviour which is significant at .000 indicating that the whole model is fit (table 2).

Firstly, the regression result of advertising and consumer behaviour from the Table 2 reveals that advertising has a positive and insignificant effect on the consumer behaviour among the final year students of ATBU, Bauchi with coefficient value of 0.115. However, the probability value of 0.125 signify that the observed variance is statistically insignificant and that an increase in advertising might not necessarily lead to an increase in the consumer buying in the study area. That is to say that employing advertising as a promotional element might not change the behavior of 500 level students of ATBU, Bauchi.

Secondly, the regression result shows that personal selling has a positive and significant effect on consumer buying behaviour at 5% level with coefficient value of 0.202 and probability value of 0.005.

Thirdly, the result further shows that sales promotion has a positive and significant effect on consumer buying behaviour at 5% level with coefficient value of 0.197 and probability value of 0.006 respectively.

Lastly, the result also shows that direct marketing has a positive and significant effect on consumer buying behaviour at 5% level with coefficient value of 0.198 and probability value of 0.008 respectively.

**Table 2: Summary of the Results**

Variables	Std. Error	Beta	t	Sig.	Decision
Advert_ProE	0.087	0.115	1.542	0.125	Accepted
Seles_ProE	0.068	0.197	2.799	0.006	Rejected
Personal_ProE	0.041	0.202	2.826	0.005	Rejected
Direct_Mark_ProE	0.067	0.198	2.704	0.008	Rejected

DV= Consumer Behaviour,  $R^2 = 0.262$ , Adj.  $R^2 = 0.246$ ,  $F = 16.32$

#### 4.3 Discussion of Findings

As regards to this section, the findings obtained in the study were highlighted and discussed in details based on the influence of independent variables such as advertising, sales promotion, personal selling and direct marketing on the dependent variable consumer buying behavior.

The regression analysis from the study on the effect of advertising on consumer behavior among 500 level students for the FMS, ATBU, Bauchi, indicates a positive but statistically insignificant effect of advertising on consumer behavior, as reflected by the coefficient value of 0.115 and a probability value of 0.125 (Table 2). This suggests that there is a positive and significant effect of advertising on consumer behavior while, the observed variance is not statistically significant, implying that changes in advertising may not necessarily lead to noticeable changes in consumer buying behavior within the study area. This finding aligns with that of Randy *et al.*, (2018) who found that advertising had no significant effect on consumer purchasing decisions. This suggests advertising effects on consumer behavior can be complex and influenced by various factors beyond promotional efforts alone, such as product quality, brand perception, and personal preferences. However, contrasting findings by Suharka and Tina (2021); Abdullah and Nuri (2019); Soeswoyo and Amalia (2023) reveal significant positive effect of advertising on consumer behavior, highlighting potential differences in contexts, target demographics, or methodologies. One suppressing aspect of the result is the insignificance of the observed variance that suggests factors other than advertising promotion might play more substantial roles in shaping consumer behavior. The findings of Mbura and Kagoya (2021) which shows that difference in medium of advertisement influence acceptance also add to this complexity, indicating a need for further exploration

of these factors to gain a comprehensive understanding of consumer decision-making processes in convenience goods purchasing.

The analysis reveals a positive and significant effect of sales promotion on consumer buying behavior, with a coefficient value of 0.197 and a probability value of 0.006 (Table 7), indicating a substantial impact of sales promotion on consumer buying behavior. This finding is consistent with that of Abdullah and Nuri (2019); Soeswoyo and Amalia (2023) and Randy *et al.* (2018) who found that sales promotion had a positive and significant effect on consumer buying behavior, emphasizing the effectiveness of sales promotions, such as discounts, coupons, or special offers, in stimulating consumer demand and influencing buying behavior. The significance of this impact at the 5% level suggests that sales promotion strategies play a crucial role in shaping consumer preferences and encouraging purchase decisions within the study context. The findings contradicted that of Suharka and Tina (2021) found that sales promotion variable had no significant influence on the OE Bold consumers' purchase intention. This result highlights the importance of sales promotion in driving consumer purchasing behavior, it should be integrated into a broader understanding of the promotional mix to develop comprehensive marketing strategies that effectively engage target consumers and achieve long-term business objectives.

The findings indicate a positive and significant effect of personal selling on consumer buying behavior, with a coefficient value of 0.202 and a probability value of 0.005, suggesting that personal selling has a notable influence on consumer buying behavior. This result aligns with Nainggolan *et al.* (2020); Situmeang *et al.*, 2020; Suharko and Tina (2021) highlighted the effectiveness of personal selling in engaging consumers, providing tailored information, and fostering trust, which can ultimately drive purchasing behavior. The significance of this impact at the 5% level (Table 2) stresses the importance of interpersonal interactions and individualized sales approaches in influencing consumer choices. However, it's essential to acknowledge potential limitations, such as the need to consider factors like product characteristics, consumer preferences, and the skills of sales representatives, which could moderate the effectiveness of personal selling strategies. Additionally, while this result highlights the importance of personal selling, it should be interpreted alongside other promotional mix elements to gain a comprehensive understanding of their combined effects on consumer behavior.

The analysis reveals that there is a positive and significant effect of direct marketing on consumer buying behavior, with a coefficient value of 0.198 and a probability value of 0.008 (Table 2), indicating that direct marketing strategies have a notable influence on consumer purchasing decisions. This findings corroborate the findings of Randy *et al.* (2018); Gitau and Mbugua (2021); Aicha (2021) who found that direct marketing had a significant and positive effect on consumer purchasing behavior, highlighted the effectiveness of direct marketing techniques, such as email marketing,

telemarketing, Facebook marketing or Whatsapp marketing in influencing purchasing decisions. This emphasizes the importance of personalized communication and targeted messaging in reaching and engaging target consumers directly, enabling companies to deliver tailored promotions and product information. The significance of this impact at the 5% level (Table 2) emphasizes the crucial role of direct marketing as a key component of the overall promotional mix strategy. However, it's vital to acknowledge potential drawbacks, including privacy concerns and consumer annoyance with unsolicited communications, which may suppress the effectiveness of direct marketing efforts.

## **5. Conclusion and Recommendations**

The following conclusion can be drawn from the current study. The findings highlight the importance of various promotional mix elements in influencing consumer purchasing decisions within the university context. Specifically, personal selling, sales promotion, and direct marketing were identified as effective strategies for engaging consumers and stimulating buying behavior. The study emphasizes the need for marketers and companies to tailor their promotional efforts to the specific preferences and behaviors of this demographic. While advertising showed a positive but statistically insignificant effect on consumer buying behavior.

The following recommendations were made based on the findings of the study:

- This study suggests that marketers and business organizations should consider the ineffectiveness of advertisement on the dependent variable. This implies that advertising as a promotional element does not change the buying behavior of 500 level students towards convenience goods and their behavior remain the same. Marketers should use various factors beyond promotional efforts alone, such as product quality, brand perception, and personal preferences.
- This study suggests that marketers and business organizations should also prioritize personal selling to effectively engage consumers, offer tailored information, and build trust, as these factors can ultimately drive purchasing behavior.
- This study suggests that marketers and business organizations should also integrate sales promotion into a promotional mix to develop effective marketing strategies that engage target consumers and achieve long-term business objectives.
- Lastly, the study suggests that marketers and business organizations should further leverage direct marketing techniques, including email marketing, telemarketing, Facebook marketing, or Whatsapp marketing, to influence purchasing decisions effectively.

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