



EFFECTIVENESS OF PROMOTIONAL STRATEGY ON SALES VOLUME IN ADAMA BEVERAGES LIMITED YOLA, ADAMAWA STATE

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Abstract

This study examined the relationship between effectiveness of promotional strategies on sales volume in Adama beverages limited company Yola, Adamawa state. The independent variable is effectiveness of promotional strategies and was measured by personal selling and advertising, while sales volume is the dependent variable. It adopted a conceptual review and content analysis approach, analyzing relevant literature to determine the impact of these variables on the company's sales volume. The findings revealed that both personal selling and advertising contribute positively to the company's sales volume, with advertising exerting a stronger influence. Based on these results, the study recommends that companies, business organizations, and dealers should prioritize on promotional strategies that enhance and sustain personal selling and advertising so as to improve sales volume and boost profitability.

Keywords: Ineffectiveness, Promotional Strategies, Personal Selling, Advertising & Sales volume

1. Introduction

Promotional strategies are essential tools for businesses aiming to enhance their sales volume. These strategies encompass various methods designed to increase product visibility, attract customers, and ultimately drive sales. Susan and David, (2021). Effective promotional strategies are vital for enhancing sales volume across various industries. By increasing visibility, creating urgency, attracting new customers, and encouraging repeat purchases, these strategies play a crucial role in driving revenue growth. Businesses must continuously evaluate their promotional efforts through measurable KPIs to optimize their approach and maximize results.

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Nelloh, (2019). Plans and objectives are generally tested for

measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases Porter, (2020). Marketing strategies are dynamic and interactive. Marketing strategy involves careful and precise scanning of the internal and external environments. Internal environmental factors include the marketing mix and marketing mix modeling, plus performance analysis and strategic constraints Nelloh, (2019). External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of marketing strategy is often to keep

marketing in line with a company's overarching mission statement. Hausman, et al., (2022).

Marketing in Adama Beverages is designed to promote soft drinks, bottled water, fruits drinks and other beverages products, the end goal is to create consumer awareness and drive sales or particular brands. What specific task should promotion accomplished? The answer to this question seems to vary as well as the source consulted, generally marketers identify the followings important of promotion Provide information to consumers and others, the traditional function of promotion is to inform the market about the availability of a particular goods or services. Marketer still direct much of their current promotional effort at providing product, information for potential consumers. An advertisement foe a musical performance typically provides information about the performance, time and place.

Increase in demand; most promotions pursue the objectives of increasing demand for a good or service some promotions are targeted at increasing primary demand, such as the desire for a general product category. This type of promotion is more typically for marketers who decide to expand overseas creating new market for their part of the world. Differentiate a product; a frequent objectives of the firm's promotional effort is product differentiation. Homogeneous demand for many products results when consumer's regards the firms output as virtually identical to its competitors' products in this cases, the individual firm has almost no control over marketing variables such as price. A differentiation demand schedule, in contrast, permits more flexibility in marketing strategy, such as price change.

Accentuate the product value; promotion can explain the greater ownership utility of a products to buyers, thereby accentuating its value and justifying a higher price in the market place. This important benefits both consumers and business products. A firm's promotional message must build brand image and equity and at same time deliver the call to action." Stabilizes sales; for the typical firms sales are not uniform throughout the year. Sale fluctuation may result from cyclical, seasonal an irregular demand stabilizing this variation is often an objectives of promotions strategy. Sales volume: Sale volume is the

totality amount of income realize after selling or sales of a particular product in any given organization as a real value of profit and gives present and potential consumers satisfaction.

Sales promotion plays a vital role in the field of every business organization as well as the life of a consumer. But have to take suitable decision regarding the selling or purchasing of the product. The company gives various promotional schemes to their customers, retailers, distributors according to their present plan or market condition so that they will jump to their products. In spite of the above, the marketing organization, the problem of attracting customers for their services even though they spent a lot of money on promotion. Thus then lead to the need to look at the extent to which promotion activities have helped organization in attracting customer for their services. Strength and weaknesses; the main internal strength should be listed. The light of strength suggest what strategy to adopt, the list of weaknesses gives idea about the level of investment that is necessary to correct the weakness. Opportunities and threats; opportunities and threats are the external facing of the business. It is the area of relevant marketing action in which a particular opportunities enjoy differential advantages. However opportunities can offer a good chance of a company if a decision is positioned to take advantage of it lack of sufficient resources to take advantage of the opportunities. Thus, this study is set to examine the effectiveness of promotional strategy on sales volume in Adama beverages limited Yola, Adamawa State. Specifically, it will examine the effects of personal selling on sales volume in Adama Beverages limited. Yola, Adamawa State. Lastly, also to examine the effect of advertising on sales volume of Adama Beverages limited. Yola, Adamawa State.

2. Literature Review and Hypothesis Development

Sales Volume

The concept of sales volume encompasses not only the quantity of goods sold but also the broader implications for business strategy and performance analysis (Steiner & Menner, 2010). By monitoring and analyzing this metric closely, companies can make informed decisions that drive growth and enhance competitiveness in their respective markets. Sales

volume refers to the quantity of goods or services sold by a company during a specific period. It is a critical metric for businesses as it directly impacts revenue, profitability, and market share. Understanding sales volume involves several key components (Gilbert, 2011)

Sales volume is typically measured in units sold, but it can also be expressed in terms of revenue generated from those sales. The importance of sales volume lies in its ability to provide insights into business performance, customer demand, and market trends. High sales volumes often indicate strong demand for products or services, while low volumes may signal issues such as decreased consumer interest or increased competition. Kelwig (2025) sales volume refers to the number of units sold during a specific reporting period. Knowing how to calculate sales volume gives your company a strong grasp on product movement and potential shifts. Sales volume refers to the total number of units of a product or service sold by a company over a specific period. It's a key indicator of a company's performance and market demand for its offerings (Sudhakshina & Dhanush; 2024).

Effectiveness of Promotional Strategies

The effectiveness of promotional strategies is determined by their ability to achieve specific goals, such as boosting sales, increasing brand awareness, and building customer loyalty, by influencing consumer behavior (Kotler & Keller; 2016). The key factors include a clear strategy, a well-defined target audience, a valuable and simple offer, effective communication across channels, and consistent performance measurement. The most successful strategies are those that deliver measurable business results, whether through immediate sales with tactics like flash sales or through long-term engagement via loyalty programs. King (2023) state that, a promotion strategy is the plan and tactics surrounding a product's promotion. It consists of the goals behind your promotion and the steps you'll take to promote your product with the most advantages possible.

The effectiveness of a promotional strategy means how well a company's marketing efforts—like ads, discounts, social media posts, or events—work to reach their goals, such as boosting sales, attracting new customers, or building brand loyalty (Ayenew, 2023). It's basically about checking if the time and money spent on promotion deliver real results, often measured by things like increased revenue or customer engagement.

Personal Selling

Personal selling is a direct, one-on-one interaction where a salesperson engages with a potential customer and often face-to-face, over the phone, or via video to build a relationship, understand their needs, and persuade them to buy a product or service. It's like a personalized conversation that focuses on trust, customization, and solving the customer's problems, rather than just pushing a generic ad (Danny et al., 2024). Personal selling is the interpersonal arm of the promotion mix and a two-way communication between seller and buyer to create a sale (Kotler & Keller, 2023). .It's not just selling, it's also building trust, answering questions, and tailoring the offer to the customer's exact needs, one person at a time.

Advertising

Vangelov (2023) sees advertising as a paid, non-personal form of promotion where a company or sponsor communicates messages about its products, services, ideas, or brands through media like TV, social platforms, billboards, or online ads. The goal is to inform, persuade, or remind a target audience to take action, such as making a purchase or changing behavior and think of it as a one-way broadcast designed to grab attention and drive results. Advertising is paid, owned, and earned mediated communication, activated by an identifiable brand to persuade consumers toward cognitive, affective, or behavioral change, now or in the future (Kerr & Richards; 2021),

H01: Personal selling has no significant effect on sales volume in Adama Beverages limited. Yola, Adamawa State

Prabawati and Yulindasari (2024) examine the direct and indirect effects of personal selling and publicity on increasing sales volume at CV Raja Tani Makmur. This quantitative research adopts an associative approach and involves a sample of 30 respondents. Data were collected through observation, questionnaires, and interviews. The data analysis was carried out using multiple linear regression with the aid of IBM SPSS version 24. The findings reveal that: (1) personal selling and publicity jointly have a significant impact on increasing sales volume; (2) personal selling exerts a positive and significant effect on sales volume; and (3) publicity also has a positive and significant influence on sales volume. This suggests the importance of personal selling on increase sales volume. Mubarok and Rusdianto (2024) assess the impact of personal selling and telemarketing on the sales volume of container export services at the General Agency Division of PT Samudera Agencies Indonesia, Surabaya Branch. The study employs a quantitative descriptive approach. Findings indicate that both personal selling and telemarketing exert a significant positive influence on the sales volume of container export services. Furthermore, each variable like personal selling and telemarketing and individually shows a significant positive effect on sales performance.

Santo Hegiarto and Sapitri (2024). seeks to evaluate the effectiveness of personal selling and direct marketing strategies in enhancing sales turnover at AC HNI Cianjur. The research utilizes both primary and secondary data, collected through interviews, observations, and documentation. A qualitative approach is employed, using descriptive analysis techniques. The findings indicate that direct marketing strategies are more effective in increasing sales turnover; however, personal selling also contributes significantly to achieving these results. Additionally, the study acknowledges that several other strategies could influence sales growth, but its focus remains limited to personal selling and direct marketing approaches.

Anyadighibe *et al.*, (2021) investigated how the promotional mix influences the marketing of insurance services. The main objective was to assess the impacts of advertising, personal selling, public relations, and

direct marketing on the performance of insurance marketing activities. The study employed a cross-sectional survey design, collecting primary data from 182 employees across four insurance companies through the use of a structured questionnaire. The formulated hypotheses were evaluated using inferential statistics, specifically multiple linear regression analysis, conducted with the Statistical Package for the Social Sciences (SPSS version 23). The findings revealed that advertising, personal selling, and direct marketing exert significant positive influences on the marketing of insurance services, whereas public relations demonstrated a negative but statistically insignificant effect. Based on these results, the study concluded that adopting promotional mix strategies, particularly advertising, personal selling, and direct marketing can substantially enhance the marketing effectiveness of insurance services.

Saputra (2025) determine the partial and simultaneous effects of personal selling and sales promotion on sales volume. The research was conducted at PT Astra International Tbk – Auto2000 Denpasar. The population in this study consists of consumers who purchased cars at PT Astra International Tbk – Auto2000 Denpasar in 2024, with a total sample of 94 respondents. The data analysis techniques used in this study include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, correlation analysis, coefficient of determination testing, F-test, and t-test. The research results show that personal selling has a significant positive effect on sales volume, and sales promotion also has a significant positive effect on sales volume. Simultaneously, personal selling and sales promotion have a significant positive effect on sales volume. The researcher suggests that PT Astra International Tbk – Auto2000 Denpasar should improve employees' ability to explain product quality and advantages in detail by providing periodic training, extend the duration of promotional activities for each offered product, create a better product distribution system, and monitor product stock more strictly so that the required products are always available to consumers.

HO₂ Advertising has no significant effect on sales volume of Adama Beverages limited. Yola, Adamawa State

Ghannam *et al.*, (2025) sought to examine the significance of advertising in enhancing the sales volume of new products from the customers' perspective within the Bethlehem Governorate. Data were collected through a questionnaire, which served as the primary research instrument. A random sample of 50 questionnaires was distributed among shop customers in the study area. The findings revealed that commercial advertising plays a highly important role in increasing new product sales. The most prominent effect was that advertising raises consumer awareness of products and services, followed by its contribution to increasing sales, profits, and achieving commercial objectives. The least identified impact was the role of advertising in communicating brand goals, messages, and ideas to the public. Results also indicated that customer-related factors significantly influence sales volume. Among these factors, product price had the strongest impact, followed by product type, while the product's moral value was found to have the least influence on sales volume growth.

Eja-Osang *et al.*, (2023) investigate the relationship between advertising and sales volume in hospitality firms. Its specific objectives were to identify the common forms of advertising and advertising budgets used within the sector, assess the level of sales performance, and determine the relationship between advertising activities and sales outcomes. Primary data were collected through questionnaires, and the Pearson Product Moment Correlation was employed for analysis. The results indicated a significant relationship between advertising budgets and the types of advertising adopted by hospitality firms. The findings also showed a strong link between sales performance levels and advertising budgets. Overall, the analysis demonstrated that advertising budgets had a notable impact on sales performance. The study recommended that firms develop effective strategies to ensure advertising budgets contribute to organizational growth. It further suggested that management should closely monitor sales activities to align marketing objectives with business performance targets.

Ibrahim (2024) investigates how advertising influences the sales performance of fast-moving consumer goods produced by Cadbury Nigeria Plc. Data were collected through questionnaires

administered to 89 distributors of the company. Findings reveal that advertising through radio, television, and print media significantly impacts Cadbury Nigeria Plc's sales. The study recommends that management should also consider other promotional elements, such as sales promotion and personal selling, when designing marketing strategies. Furthermore, selecting the most effective advertising medium is essential to ensure that marketing messages reach the appropriate target audience with suitable products, thereby expanding consumer reach.

Tariq *et al.*, (2025) this research investigates the relationship between product innovation and company sales volume, emphasizing how different innovation factors influence sales performance. Data were collected from general managers, operations managers, sales managers, marketing managers, and company owners based in Multan, Lahore, Khanewal, and Bahawalpur, representing four major industries: beverages, FMCG, textiles, and manufacturing. A convenience sampling method was employed, and 110 valid questionnaires were used for regression analysis. The findings reveal that many companies enhance their product promotion through innovation efforts supported by customer perception, advertising, research and development, financial resources, and marketing activities. The regression results identified key factors that significantly influence whether product innovation has a positive or negative effect on sales growth. Overall, the study concludes that product innovation, when moderated by specific factors, has a substantial positive impact on company sales volume. Therefore, to enhance sales performance, companies should adopt targeted strategies that strengthen product innovation in the future.

Ramdhan & Rahayu (2025) This study aims to analyze the implementation of digital marketing in an effort to increase sales in a store. The type of research used is qualitative research with a case study approach. The main informants in this study were the store owner and employees, while the supporting informant was a customer. Data collection was carried out through three techniques, namely interviews, observations, and literature studies. This research was conducted at MR Butik Store. The results of the study indicate that the MR Butik Store has consistently implemented a digital

marketing strategy. This allows for increased interactivity, better information provision, service personalization, and inclusion of market trends. The implementation of digital marketing contributes to increased accuracy in determining selling prices, cost efficiency, and increased demand and sales volume.

Ge *et al.*, (2021) carry an empirical analysis utilizing data from the Douyin and Taobao platforms was carried out through dynamic panel models. The findings reveal that the number of comments representing advertisement sociability and the vividness of female presence and music representing advertisement vividness, exert consistently positive influences on product sales. Additionally, the roles of influencers and sellers positively moderate the relationship between sociability and sales, while the buyer positively moderates the relationship between vividness and sales. Therefore, the most effective approach for promoting products through user-

Independent variables

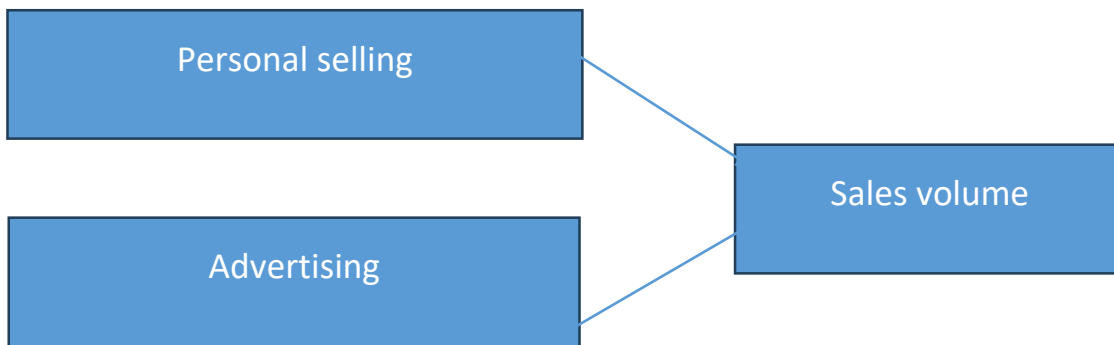


Figure 1: Conceptual Framework of the Study adapted from Kotler, P. McCarthy, E. J., 2025)

3. Methodology

The study adopts a conceptual and content analysis approach to examine the impact of personal selling and advertising on the sales volume of Adama Beverages Limited, located in Yola, Adamawa State, Nigeria. This research design allows for an in-depth exploration of existing knowledge and empirical evidence on the subject without engaging in field-based experiments. Instead, the study draws insights from previously published works, including scholarly journals, case studies, textbooks, and other credible academic sources. Through systematic synthesis and critical analysis of these materials, the research investigates the relationship between personal selling, advertising,

generated short video advertisements on mobile video-sharing platforms is to encourage buyers to create short videos featuring music and either a female or both male and female participants. Furthermore, generating a higher volume of comments significantly enhances product sales.

Conceptual Framework

Based on the reviewed literature, this study designates the effectiveness of promotional strategies as the independent variable, operationalized through two key dimensions: personal selling and advertisement. The research investigates the influence of these dimensions on the sales volume (dependent variable) of Adama Beverages Limited, Yola, Adamawa State, Nigeria. The conceptual linkage between the independent and dependent variables is depicted in the schematic illustration below.

Dependent variable

and the company’s sales volume. The findings and conclusions of the study are derived from the interpretation and evaluation of the reviewed literature and documented evidence.

4. Results and Discussion

This section of the study presents the findings derived from the conceptual and content review, aligned with the objectives and hypotheses established at the outset of the research. According to the literature reviewed, the first hypothesis posited that personal selling has no significant effect on the sales volume of Adama Beverages Limited, Yola, Adamawa State. However, after a thorough analysis and evaluation, this

hypothesis was rejected. The results therefore indicate that personal selling has a significant effect on the sales volume of Adama Beverages Limited, Yola, Adamawa State. This outcome is consistent with the findings of Prabawati and Yulindasari (2024) as well as Anyadighibe et al. (2021), who also established a significant relationship between personal selling and sales volume.

Similarly, the second hypothesis proposed that advertising has no significant effect on the sales volume of Adama Beverages Limited, Yola, Adamawa State. This hypothesis was likewise rejected following detailed analysis, confirming that advertising exerts a significant impact on sales volume. This result aligns with the studies of Ge et al. (2021), Eja-Osang et al. (2023), and Ibrahim (2024), all of which found significant relationships between advertising and sales performance. Based on these findings, the study formulated relevant policy implications and recommendations to guide managerial decision-making and marketing strategies.

5. Conclusion and Recommendations

The analysis of the effectiveness of promotional strategies through personal selling and advertising on sales volume demonstrates that both methods significantly contribute to enhancing sales, albeit in different ways. Personal selling offers a tailored, interactive approach that builds strong customer

relationships and directly addresses consumer needs, leading to higher conversion rates and repeat purchases. Advertising, on the other hand, generates broad market awareness and brand recognition, driving initial interest and attracting a wide audience to the product or service. To maximize sales volume, businesses should integrate personal selling and advertising synergistically, leveraging the broad reach of advertising to create demand and the personalized engagement of personal selling to close sales effectively. Continuous evaluation and adaptation of these strategies are crucial to respond to changing consumer behavior and market dynamics. Based on these findings, the study recommends that:

- i. Management of Adama Beverage Limited Yola company and other companies should invest in training sales personnel to improve communication skills and deepen product knowledge for more persuasive personal selling.
- ii. Management of Adama Beverage Limited Yola company and other companies should develop targeted advertising campaigns using data analytics to optimize reach and relevance to specific customer segments, and also explore digital and social media platforms as cost-effective channels to complement traditional advertising and personal selling efforts.

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