INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT RESEARCH
P-ISSN: 1118-4256, E-ISSN:3034-4327
Vol. 6| No.3 | Oct 2025
Page No.: 199 – 222

PROMOTIONAL STRATEGIES AND RETAIL SALES PERFORMANCE IN KANTIN-KWARI FABRICS AND TEXTILES MARKET, KANO STATE, NIGERIA

Salmanulfarisi Abdulrahaman[1]
salmanulfarisiabdu338@gmail.com

Abubakar Mukhtar Yakasai[2]

[1 & 2] Department of Business Administration
Northwest University, Kano

Abstract

The presence of multinational corporations in our local markets, with a particular reference to Chanise companies engaging in retail marketing, poses a threat to the retail sales performance of indigenous retailers. The objective of the study is to examine the impact of promotional strategies on retail sales performance in Kwari Market, Kano. Primary data was collected using a questionnaire and administered to 384 respondents selected in the Kwari Market as a sample to represent the entire population of the study. The data were analyzed using SPSS version 26, where frequency tables, percentages, means, and standard deviation were used for descriptive analyses, while inferential statistics: Pearson Product-Moment Correlation and Multiple Regression Analysis were used to test the study hypotheses at a 95% confidence level. The research results indicate a significant positive relationship between Advertising, Sales promotion, Personal Selling, Public relations, and retail sales performance in the Kwari Market, Kano. The research

recommends that retail business owners should embark on sales promotion to increase their sales performance, looking at the peculiarities of the market.

Keywords: *Public Relations, Advertising, Personal Selling, Sales Growth Rate, Gross Profit Margin*

INTRODUCTION

The retail market is moving at an unprecedented level all over the world. For instance, according to a Statista report (2023), the total retail sales worldwide were more than $ 26.4 trillion in 2021; this amount increased to $31.1 trillion in 2024, and the trend is expected to keep increasing. The forecast projected continued growth through 2027, reaching $32.4 trillion in 2025 and expected to reach $33.7 trillion in 2027. Assessing the retail online sales performance, Clement (2019) explained that online retail sales by American retail outlets in 2017 stood at $2.3 trillion and projected that the figure will increase to $4.85 trillion by the year 2021. Based on the Digital Commerce 360 (2025) report, as of 2024, the US e-commerce sales reached approximately $1.192 trillion, representing roughly 22.7% of total retail sales. Similarly, the inflows of local and foreign products in the third world markets necessitate retailers to wake up and increase their promotional activities toward consumers. In Nigeria, for example, Okereocha (2018) projected that by 2020, the retail industry will hold a $40 billion growth opportunity in an environment with 180 million inhabitants facing fierce competition.

Despite these phenomenal growths in the industry, Kotler and Armstrong (2009) stated that marketing activities should continue to target a specific period, place, or customer group, which encourages a direct response from consumers or marketing intermediaries, through the offer of additional benefits. A good example of these activities includes: advertising, sales promotion, personal selling, public relations, and direct marketing (Sunyoto, 2012), which serve as strategic marketing communication aimed at inducing consumer behaviour

and motivating immediate purchasing decisions. Competition between retailers, domestic companies, and international corporations has turned into a fierce battle in Nigeria, necessitating excessive strategic sales promotions, such as free samples and discounts, which are widely used as tools to enhance sales, maintain a competitive edge, and influence consumer repurchase behaviour (Bondarenko & Vyshnivska, 2023).

Kano state is a hub center of commercial activities since the Trans-Saharan trade, as well as the largest commercial city in sub-Saharan Africa (Abdulrahaman, 2016), with the highest population of 17.1 million people, as at 2024, based on the estimate of the 2006 population census at a growth rate of 3.2% per annum. The state is blessed with eight major markets dealing in different types of products, and the Kwari market is a traditional retail outlet dealing only in specialty products (textile and fabric materials).

1.2 Statement of the problem

In a developing economy like Nigeria, it is not enough for retailers to think customers would buy their products or services without considering what benefits they should expect from them. Hence, promotion is inevitable. Similarly, it was asserted that retailers worldwide found themselves in a volatile and competitive environment, facing challenges from local, national, and multinational corporations (Kamrul Islam & Muhammad, 2017), necessitating a strategic promotion mix. These intense competitions in the advanced economy necessitate retailers to embark on promotional activities to stimulate and get consumers' attention, customer loyalty, and significantly increase sales (Bondarenko & Vyshnivska, 2023).

However, retail businesses in Nigerian environments are not keen on using promotional tools; those that were using promotional strategies either choose the wrong strategy or the promotional strategies are badly organized and implemented. This is why many of the retail businesses do not witness an increase in their sales performance. It is popularly believed

that a lack of awareness has a direct effect on sales volume and profit, causing a substantial number of retail businesses to close their doors before their first anniversaries. Despite this alarming situation, a plethora of literature and research has yet to investigate the influence of promotional activities on retail sales performance in the Kwari Market. This is what the study investigated.

1.3 Research Question

To what extent do Promotional Strategies influence retail sales performance?

1.4 Objective and Hypothesis of the Study

No.	Objective	Hypotheses
1	To investigate whether promotional strategies increase retail sales performance.	**Ha_1** Advertising is positively related to retail sales performance **Ha_2** Sales promotion is positively related to retail sales performance **Ha_3** Personal selling is positively related to retail sales performance **Ha_4** Public Relations is positively related to retail sales performance

2.0 Literature Review

2.1 Promotional Strategies

Perner (2008), Kotler and Armstrong (2009), Arvilucy (2012), Curie (2017), and Bondarenko and Vyshnivska (2023) opine that promotional strategies include activities taken as a whole or selecting one to create informed publicity on the existence of a particular good or service.

In his contribution, Kelwig (2025) opines that promotional strategies provide business organizations with impetus to increase their sales performance. Similarly, Ndungu and Buba (2022) argue that promotional strategy is a key aspect that promotes businesses that

anchor their performance. Most researchers (Kelwig, 2025; Ndungu & Obuba, 2022; Mortain, 2014) believe that promotional strategy is an important determinant for an existing or a new product in the market to continue excelling in sales turnover and profitability when compared with other businesses. Promotional strategies, according to Kelwig (2025), Ndungu & Obuba (2022), Mortain (2014), and Kotler and Armstrong (2009), include: advertisement, personal selling, public relations, and sales promotion.

2.1.1 Advertisement

Advertisement is a key component of promotional strategy and one of the most visible elements of an integrated marketing communications program (Ferrell & Hartline, 2008). In this regard, Osuagwu (2002) defines Advertisement as paid, non-personal communication transmitted through media such as televisions, radio, magazines, newspapers, direct mail, outdoor displays, the internet, and mobile devices. Amit and Domonique (2000) described advertising as a means of demand stimulation leading to an increase in sales.

2.1.2 Sales Promotion

According to Ferrel and Hortline (2008), sales promotion is defined as a method of communicating information between two parties, the seller and potential buyers, aimed at persuading customers' decisions. In their contributions, Heleneze et al. (2014) define sales promotion as a range of marketing techniques including display, coupons, discounts, free samples, and premiums. This strategy is very effective in local markets and retail outlets.

2.1.3 Personal Selling

Personal selling is also known as face-to-face selling, in which the salesperson tries to convince the customer to buy a product (Muhammad & Wannur, 2012). The salespersons, according to Mortein (2014), try to highlight various features of the product to convince

the customer that it will only add value. However, getting a customer to buy a product is not the motive behind personal selling every time. Often, companies try to follow this approach with customers to make them aware of a new product.

2.1.4 Public Relations

Public relations is the process of creating public awareness about the existence of products, services, or a company to the public. Daru (2015) opines that public relations, known as publicity, is a non-personal communication transmitted through mass media about the existence of a new product or service and not paid for by the sponsor.

2.2 Retail Sales Performance

Retail business is any business that sells goods or services to customers through multiple channels of distribution to earn a profit. The term "retailer" is typically applied (Kotler & Armstrong, 2009; Osuagwu, 2012; Chawla, et al., 2020; Asikhia, 2000) where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesalers, corporate, or government clientele. Examples of retail businesses include Specialty stores, supermarkets, Department stores, Discount stores, and mail-order businesses.

Performance is considered to be achieving or excelling in one specific endeavor (Abdulrahaman, 2024a). To this effect, Abdulrahman (2024b) opines that performance can be measured using different indices, though there are controversies on which indicator can best be used in assessing performance. Consequently, Abdulrahaman (2024b) and Airout et al. (2023) propose the use of sales turnover, net profit margin, and gross profit margin. Conversely, performance in retail organizations is measured using the scale developed by Erply (2018), Miguel, Edward, and Dick (2004), which has 4 factors to measure success (Industry/Market Leadership, Gross Profit Margin, Sales Growth rate, and Overall

response to competition. More so, Grullon (2018) emphasized sales growth rate and gross profit margin.

2.2.1 Gross Profit Margin

Erply (2018) and Grullon (2018) opine that one of the pillars of sales performance in retail businesses is the determination of gross profit margin. The term is conceptualized as the deduction of the cost of goods sold from the selling price; the lower the margin, the more items sell, and the higher the conversion rate the retail business has.

2.2.2 Sales Growth Rate

Sales growth is the amount by which the average sales volume of a company's products or services has grown, typically from year to year (BusinessDictionary, 2014). Grullon (2018) added that the sales growth rate can be determined by looking at the historical sales record and comparing it with the previous period. These views were supported by Panay et al. (2021). Thus, the higher the growth rate, the higher the sales performance.

2.3 Review of Related Empirical Studies

Several studies have reiterated that retail sales performance can be enhanced significantly and positively via effective promotional strategies. For example, in the case of Unilever Nigeria PLC, Omoruyi, Magbadelo, Adeshola, Adewumi, and Kachalla. (2023) in their study Impact of Sales Promotion on Organisational Performance, discovered that 97.5% of their respondents agreed that company turnover can be boosted through sales promotion; 75% stated sales increase of 41-61% during promotional period; 82.5% acknowledged success in attracting potential customers; 80% recounted improved product awareness, while 90% reported enhanced profitability. In the same vein, the result of Chi-square statistical analysis reiterated the strongly significant positive effect of sales promotions on market performance.

In another study of fast-moving consumer goods (FCMGs) in Nairobi County on the influence of promotional mix strategies, Irungu's (2019) findings revealed that the strategic mix of advertising, personal selling, and public relations significantly contributed to higher sales, revenue growth, and brand visibility.

Meanwhile, Shi, Abbas, Binti, Bhaumik, & Gosh (2023) investigated online marketing strategies and found that scientific and effective tactics, including omnichannel integration, social media optimization, loyalty programs, and personalized marketing, significantly increase retail sales in the digital environment.

Moreover, reiterating these findings, Yismaw's (2023) systematic literature review highlighted that discounts and trade promotions consistently improve consumer intention to purchase, sales volume, and organizational profitability. The review revealed positive and significant effects of promotions on market and consumer engagement across various sectors.

From a general viewpoint, integrated marketing communications (IMC) has been generally recognized as a crucial method to combine promotional strategies. In an empirical investigation by Porcu, Del-Barrio-Garcia, and Kitchen (2019), it was revealed that IMC improves customer engagement, brand performance, and overall marketing effectiveness, especially when companies align advertising, sales promotions, public relations, and digital media into a consistent strategy.

2.4 Conceptual Framework

This research is based on the assumption that promotional strategies will lead to retail sales performance. The framework, illustrated in Figure 1, indicates that promotional strategies are expressed in the form of Advertising, Sales promotion, and personal selling, and Public relations (Kotler & Armstrong, 2009; Bondarenko & Vyshnivska, 2023; Effiong et al., 2018; Sunyoto, 2012; Osuagwu, 2012; Asikhia, 2000).



Figure 1: Conceptual Framework of Promotional Strategies and Retail Sales Performance

Similarly, retail sales performance is defined by Industry/Market Leadership, Gross Profit margin, Sales Growth rate, and overall response to competition (Ferrel & Hortline, 2008; Osuagwu, 2012; Erply, 2018; Heleneze, Natasha & Ayesha, 2014; Grullon, 2018; Chawla, et al., 2020; Panay, et al., 2021; Bondarenko & Vyshnivska, 2023)

2.5 Theoretical Framework

The complexity and dynamic nature of the business environment necessitate marketers to look for a tactical strategy that will ensure success in the face of intense competition. Earlier submission by Currie (2017) forwarded Push and pull strategies as two major promotional theories. The Pull theory emphasizes marketing communication, which can create awareness and desire to pull customers to make relevant purchases. On the other hand, the push theory explains the relevance of promotions on distribution channels, enabling goods and services to pass through the wholesalers to retailers for the consumers to see and buy. Looking at the relevance of the two theories, the study refers to both.

3.0 METHODOLOGY

3.1 Research Design

Research design, according to Ahuja (2009), is the specification of the method and procedure for acquiring the information needed for the research. The study is a descriptive and correlational design; the choice will intensively describe the relationship between promotional strategies and retail sales performance in Kano state.

3.2 Population of the Study

The research population refers to any group of people that are similar or different in one or more ways, form, and are willing to respond to the researchers' questions (Mubaraka, 2013) in the study area. Kwari market is a traditional retail outlet market with approximately Ten Thousand specialty shops.

3.3 Sample Size and Sampling Technique

Sample size is the minimum number of samples selected from the population (Ahmed, 2010) for the purpose of studying it and generalizing the outcome to represent the whole. Slovene's formula is used to obtain the sample size of three hundred and eighty-four (384) respondents to represent the entire study population. A simple random sampling technique is used to give each respondent in the sample frame an equal chance of being selected.

3.4 Research Instrument

The research instrument for the study is a structured questionnaire, consisting of a list of specific questions, giving the respondents the option to select from the available options given using Likert's 4 rating scale (1=strongly disagree (SD), 2 = Disagree (DA), 3= Agree (AG), 4=strongly agree (SA) for the study respondents for the independent variables. Invariably, the dependent variables (retail sales performance) are measured on efficiency

level with Likert's 4 rating scale: 1= Very high increase, 2 = High increase, 3= Low increase, and 4=Very low increase.

3.5 DATA ANALYSIS TECHNIQUE

Descriptive statistical tools such as mean, frequency, percentage, and standard deviation were used to provide descriptive statistics of the respondents and the study variables. Similarly, inferential statistics was used to answer the study questions and validate the research hypotheses. These include the Pearson Product-Moment Correlation Coefficient and Multiple Regression analysis.

Correlation analysis is used to explain the strength and direction of the linear relationship between two variables (Mubaraka, 2013). Pearson correlation was employed to assess the interrelation between the study variables. According to Mubaraka (2013) and Ahuja (2009), a correlation of 0 indicates no relationship at all; a correlation of 1.0 shows a perfect positive correlation, and -1 indicates a perfect negative correlation. Similarly, Ahmed (2010) suggested that a correlation coefficient that lies between 0.10-0.29 is small, 0.30-0.49 as medium, and 0.5-1.0 as large.

Multiple regression analysis provides an avenue for neutrality in assessing the degree and character of the relationship between independent variables and dependent variables (Sekaran & Bougie, 2013; Field, 2009). The regression coefficient is used to show the relative importance of each of the independent variables in the prediction of the dependent variable (Sekaran & Bougie, 2013).

3.6 Research Model

Using multiple regression analysis, the statistical model for the study is expressed as follows:

$Y = \beta + .ADVx_1 + SP\ x_2 + .PS\ x_3 + WDx4 + \acute{\varepsilon}$

Where;

β	*is the slope of the regression line*
ADV	*Advertisement*
SP	*Sales Promotion*
PS	*Personal Selling*
PR	*Public Relations*
$\acute{\varepsilon}$	*Error term*

3.7 Measurement of the Study Variables

Independent Variable (Promotional Strategies**)** is measured based on Advertisement, Window display, Sales promotion, and Personal selling as found in Kotler and Armstrong (2009), Osuagwu (2002), and Asikhia (2000).

The study also measures the dependent variable (retail sales performance**)** based on gross profit margin and sales growth rate as found in Abdulrahaman (2016) and HelenEze et al. (2014).

3.8 Validity of the Study Instrument

Ahuja (2009) and Ahmed (2010) defined validity as the ability of the study instrument to produce findings that are in agreement with conceptual and theoretical values. Although there are many ways to assess validity, the study employed face validity, which is the extent to which a test is subjectively viewed as covering the concept it purports to measure. One of its advantages, according to Ahuja (2009), is that standards of judgment are based on the subjective judgment of the researcher.

3.9 Reliability test

This is the quality of being reliable. The extent to which an experiment, test, or measuring procedure yields the same results on repeated trials (Ahuja, 2009; Ahmed, 2010; Mubaraka, 2013). To measure the internal consistency of the research instrument, the study conducted a test and re-test method, which is consistent with the work of Abdulrahaman (2016).

4.0 Data Presentation and Analysis

In trying to investigate if promotional strategy influenced retail sales performance in the study area, primary data collected was analyzed using SPSS version 26, and the following results were obtained.

4.1 Response Rate

Table 4.1 Response Rate of the Study Respondents

Option	Number	Percentage
Total number of questionnaires distributed	384	100%
Number of questionnaires completed and returned	372	97%
Number of unreturned questionnaires	12	6.0%

Source: Survey data 2025

Table 4.1 above describes the response rate result, indicating that out of one hundred and eighty-four (384) copies of the questionnaire distributed, three hundred and seventy-two (372) questionnaires, representing 97%, were filled and returned. However, twelve (12) questionnaires representing (6%) are unreturned. According to Sekaran and Bougie (2013), a response rate of 94% is excellent and acceptable to make an informed decision for surveys.

4.2 Descriptive Characteristics of the Study Variables

In order to make a summary of the observed data, the researcher established means and standard deviations. Based on Field's (2009) guidelines, the means represent a summary of the data, and the standard deviations indicate the extent to which the means represent

the data. In essence, they establish the goodness of fit of the data (Field, 2009). Table 4.2 shows the summary of means and standard deviations.

Table 4.2 Descriptive characteristics of study variables

	Promotional Strategies	Retail Sales Performance
Mean	3.37	2.95
Std. Deviation	.59	.43

Source: Survey data 2025

In Table 4.2, the mean scores for the variables of study fall between 2.95 and 3.37 on an anchor of a four-point Likert scale. In comparison to the mean, the standard deviations range from .43 to .59. Based on the works of Field (2009), small standard deviations relative to the mean values indicate that the data points are close to the means, which is a manifestation that the mean represents the data observed. All scores for the study variables, that is, promotional strategies and retail sales performance, are above the mid-score (2.0), indicating retail owners are conversant with the study variables.

4.2 Correlation Analysis

Table 4.3 presents the correlation coefficient, denoted as 'r', which is an indicator of the strength of the linear relationship between two variables. The underlying meaning of the correlation coefficient is that the more correlated it is, the more likely a change in one variable will be followed by changes in another variable (Saunders, Lewis & Thornhill, 2009).

Table 4.3 Pearson Linear Correlations

	Adv.	Sales p	Personal selling	Public R.	Retail sales performance
Advertising	1				
Sales promotion	.177**	1			
Personal selling	.177**	.518**	1		
Window display	.060	.065	.177**	1	
Retail sales performance	.127*	.005	.176**	.662**	1

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey 2018

The result in Table 4.3 shows a positive relationship of 0.177 between advertisement and sales promotion, which is not significant. Similarly, there is a positive and significant relationship of 0.518 between sales promotion and personal selling. The result from the table also indicates a relationship of 0.177 between personal selling and public relations. Moreover, advertising has a positive though insignificant relationship with the retail sales performance (0.127), and on the other hand, sales promotion has a positive but insignificant relationship with retail sales performance (0.005). Furthermore, personal selling has a positive relationship with retail sales performance (0.176), and lastly, public relations has a significant positive relationship with retail sales performance (0.662). Despite all the variables being positively correlated, none has a correlation coefficient of 0.9 or above, indicating the absence of a multicollinearity problem (Mubaraka, 2013).

4.3 Multiple Regression Analysis

In trying to predict the predictive power of the independent variable over the dependent variable, Table 4.4 indicates that the coefficient of regression (r=.939) reveals the

relationship's strength between promotional strategies and retail sales performance. In the same token, the R-squared statistic measures the level of predictive power of promotional strategies over retail sales performance. The measure indicated that 88.3% of retail sales performance was predicted by promotional strategies, while 11.7% remained unimpacted.

Table 4.4 Regression Analysis

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
Model	Beta	Std. Error	Beta	T	Sig.
(Constant)	100.894	1.453		69.434	.000
Advertising	.141	.017	.183	8.283	.000
Sales Promotion	.619	.067	.221	9.202	.000
Personal Selling	2.536	.060	1.061	42.172	.000
Public Relation	1.190	.065	.464	18.283	.000
Model		1			
R		.939			
R^2		.883			
Adj R^2		.881			
Std. Error of the Estimate		2.21451			
R^2 Change		.008			
F Change		.423			
df1		243			
df2		247			
Sig. F Change		.863			
Std. Error of the Estimate		2.21451			
Sig.		.000			

Source: SPSS Output generated from primary data, Field Survey 2025

a. *Dependent Variable: Retail Sales Performance*

Based on Table 4.4 above, the following multiple linear equations are formed:

Y = 100.894 + Adv. (0.141) + SP (0.619) + PS (2.536) + P R (1.190)

Table 4.4 further indicates the level of variation between the independent and the dependent variables; the Adjusted R Square, which is 88.1%, shows the extent to which the two variables vary. Similarly, in Table 4.4, F = 456.461; p = 0.000 < 0.01. Thus, the

fitness for the model is confirmed. The overall regression model with the four promotional strategies (advertisement, sales promotion, personal selling, and window display) has worked well in describing the variation in Kwari Market retail sales performance at a 95% confidence level.

4.4 Test of Hypotheses

The study makes four propositions to ascertain the relationship between promotional strategies and retail sales performance. Using multiple regression analysis, the study can test the propositions as follows:

Ha_1: Advertising is Positively Related to Retail Sales Performance

In trying to test the above preposition, the result from table 4.4 indicated that the regression coefficient of advertising is $\beta = 0.141$ $\infty = 0.05$ and the sig value = 0.000. This shows that alpha is ($\infty = 0.05$) statistically large and significant enough when compared to the sig value (sig value = 0.000) to accept the alternate hypothesis. With this result, advertising is positively related to retail sales performance in Kantin-Kwari Market.

Ha_2: Sales Promotion is Positively Related to Retail Sales Performance

To test hypothesis two, Table 4.4 provides multiple regression coefficients of sales promotion with $\beta=0.619$, ∞ p = 0.05, and sig value =0.000. The result shows that alpha is ($\infty = 0.05$) statistically large and significant enough when compared to the sig value (sig value = 0.000) to accept the alternate hypothesis. With this result, sales promotion is positively related to retail sales performance in Kantin-Kwari Market.

Ha_3: Personal Selling is Positively Related to Retail Sales Performance

Furthermore, to test if personal selling influences retail sales performance in Kantin Kwari Market, Table 4.4 provides the following coefficients: $\beta = 2.536$, ∞ p = 0.05, and sig value = 0.000. The result shows that alpha is ($\infty = 0.05$) statistically large and significant enough when compared to the sig value (sig value = 0.000) to accept the alternate hypothesis. With

this result, sales promotion is positively related to retail sales performance in Kantin-Kwari Market.

Ha_4 Publicity is Positively Related to Retail Sales Performance

Looking at the coefficient from table 4.4 relating to window display ($\beta = 1.190$, ∞ p = 0.05, and sig. value = 0.000), the result indicated that alpha is ($\infty = 0.05$) statistically large and significant enough when compared to sig value (sig value = 0.000) to accept the alternate hypothesis. With this result, publicity is positively related to retail sales performance in Kwari Market.

4.5 Discussion of Findings.

From the regression result, promotional strategies influence retail sales performance in the study area. The result, however, indicated that advertisement, sales promotion, personal selling, and publicity influence retail sales performance. The result, therefore, is in agreement with the results of the studies conducted by Irungu (2019), Shi et al. (2023), and Omoruyi (2023). The implications of the study result can be discussed as follows:

Advertising is positively related to retail sales performance, and the result is supported by the earlier findings of the study conducted by Porcus et al. (2019). The two results conducted in separate study areas at different times indicated how advertising could influence sales performance. Despite advertisements having a wider coverage, the strategy is not used by the retailers in the study area, due to its cost implications.

On the relationship between sales promotion and retail sales performance, the result indicated that sales promotion to a larger degree influences retail sales performance. This result supported earlier findings in the study conducted by Omoruyi et al. (2023). The implication of the result in the study area, among others, is that retailers use different strategies, including coupons, display, temporary price reduction, and multi-item promotion to influence buyers at the point of purchase.

Similarly, the relationship between personal selling and retail sales performance is impressive, meaning that in the study area, personal selling influences retail sales performance. The result supported the findings of the study conducted by Shi et al. (2023). The implication of the study's findings shows that most of the retailers are seasoned and have vast experience in retailing, which gives them an upper hand in convincing and influencing customers.

Furthermore, the study found that public relations is positively associated with retail sales performance. The result is consistent with the result of the study conducted by Yismaw (2023). The result implication, despite it being positive, the study found that most of the retailers are not conversant with the internet, blogs, Twitter, and instant messaging, which are the major outlets of publicity in today's digital and competitive world.

5.0 Summary, Conclusion, and Recommendations

5.1 Summary

The main objective of the study is to examine the impact of promotional strategies on retail sales performance in Kwari Market. To achieve the objective, a questionnaire was distributed to 384 sampled respondents, and 372 questionnaires were administered using SPSS version 26.

Using Inferential statistics. Results indicated that advertising (β=0.141 ∞ = 0.05 and the sig value = 0.000), sales promotion (β=0.619, ∞ = 0.05 and sig value =0.000), personal selling (β = 2.536, ∞ = 0.05 and sig value = 0.000) and public relation (β =1.190, ∞ = 0.05, and sig. value = 0.000) influences retail sales performance in Kwari market.

5.2 Conclusion

From the findings of the research, the study concludes that advertising is positively related to retail sales performance in Kantin-Kwari Market; for this reason, the study's alternate hypotheses are accepted. Similarly, sales promotion is positively related to retail sales

performance in Kwari Market, making the alternate hypothesis accepted. Furthermore, the study concludes that personal selling is positively related to retail sales performance in the study area. Finally, the study concludes and accepts the alternative hypothesis that public relations is positively related to retail sales performance in Kwari Market.

5.3 Recommendations

From the findings and discussions of the study results, the study makes a number of recommendations. Firstly, for retailers to increase their sales performance, they need to engage more in personal selling looking at the peculiar nature of the environment; Secondly, for retailers to witness an increase in their sales performance they should pay attention to public relation; and finally, retailers should not pay much attention to advertisement though having positive but very insignificant effect in influencing sales performance. Although this study was conducted in a single textile market in Kano State, future research is suggested to focus on selected markets across different industries for the generalization of findings. Also, studies should aim at broadening the landscape of IMC by integrating new media with traditional media to examine their holistic effects on retail sales performance or similar markets or markets in different industries.

REFERENCES

Abdulrahaman, S. (2024a). Effect of Joint Resource Utilization on SME Performance in the Era of the COVID-19 Pandemic in Kano State, Nigeria. *International Journal of Business and Management Research*, *5*(2), 283-307.

Abdulrahaman, S. (2024b). Efficiency overload: Minimizing Accounts Receivable for SMEs' Financial Performance Surge during the COVID-19 pandemic in Nigeria. *International Journal of Intellectual Discourse*, *7*(4).

Abdulrahaman, S.F. (2016) Bank Consolidation and Employee Efficiency; An Unpublished PhD Dissertation Submitted To Postgraduate School, Kampala International University, Uganda

Ahmed, J.A (2010) Research Methods in the Social Sciences Holway Speed Link Investment LTD Kano, Nigeria

Ahuja, R. (2001). Research Method. Rawat Publications, Jawahar Nagar, India

Airout, R. M., Alawaqleh, Q. A., Almasria, N. A., Alduais, F., & Alawaqleh, S. Q. (2023). The moderating role of liquidity in the relationship between the expenditures and financial performance of SMEs: Evidence from Jordan. *Economies*, *11*(4), 121.

Alphonce, J.O., Victor, L.A., Fredrick, O.A., Patrick, B.A., Beatrice, E.A., & Odhiambo, O. (2012). Influence of Promotional Strategies on Banks' Performance. *International Journal of Business, Humanities and Technology, 2(5), 169-178.*

Amit, J. and Dominic, H. (2010). The direct and indirect Effects of Advertising spending on firm value. *Journal of Marketing, Vol 74, pp. 20 – 33.*

Ananda, S., & Murugarah, V. (2003). New marketing dimensions for financial services industries. *Indian Journal of Marketing, 35, 34-38.*

Andras, T.L. & Srinivasan, S.S. (2003). Advertising intensity, research and development Intensity: Differences across industries and their impact on a firm's performance. *International Journal of Business and Economics, 2(2), 81-90.*

Arvinlucy, A.O. (2012). An evaluation of promotional elements influencing sales of an organization: A case study of sales of agricultural and non-agricultural products among women groups in Homa Bay District, Kenya. *International Journal of Business and Social Science, 3(5).*

Asikhia, O.U. (2000). Promotion Management: Principles & Practice. *Lagos: Bimsmat Venture Limited.*

Bondarenko, V., & Vyshnivska, B. (2023). Promotional marketing is a method of increasing sales. *Three Seas Economic Journal*, *4*(2), 21-28.

Chawla, V., Lyngdoh, T., Guda, S., & Purani, K. (2020). Systematic review of determinants of sales performance: Verbeke et al.'s (2011) classification extended. *Journal of Business & Industrial Marketing*, *35*(8), 1359-1383.

Clement, J. (2019). Global Retail E-commerce Sales 2014 – 2021. Retrieved from https://statista.com

Currie, M. (2017). Theories on the Promotional Mix, Retrieved from https://bizfluent.com/info-8340520-theories-promotional-mix.html

Daru, M.U. (2015). Publicity as a Tool of Promotion Mix. *International Journal of Research in Finance & Marketing Volume 5, Issue 8*

Digital Commerce 360 (2025, August 19). *U.S. e-commerce sales in 2024 reach $1.192 trillion, representing a record 22.7% of total retail sales. Retrieved from https://www.digitalcommerce360.com/article/us-ecommerce-sales/*

Effiong, C., Inameti, E. E., Ernest, N. A., & Arikpo, N. N. (2018). Strategic management of sales promotion techniques on consumer products in selected retail outlets in Calabar Metropolis of Cross River State, Nigeria. *Global Journal of Social Sciences, 17*(1), 41–53. https://doi.org/10.4314/gjss.v17i1.5

Erply Limited (2018). How to Measure Retail Sales Performance: Essential 5 Metrics retrieved from https//www.erply://erply.com/howtom

Ferrell, O. C., & Hartline, M. D. (2008). Sales Promotions: How to Create And Implement Customer Satisfaction and Retail Sales Performance: An Empirical Investigation

Field, A. (2009). Discovering Statistics using SPSS. 2nd Ed. Sage Pub.

Gomez, M.I.; Edward, W.M. and Wittink, D.R. (2004) Customer Satisfaction and Retail Sales Performance: An Empirical Investigation. Journal of Retailing, Vol. 80 (4)

Grullón, Y. (2018). How to Measure Retail Sales Performance: The Fundamentals, retrieved from https://www.shopkeep.com/blog

Heleneze, T. M.; Natasha, K. and Ayesha L. B. (2014) Perceived Effectiveness of Sales Promotion Techniques amongst South African Generation Y Students Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy Vol 5

Irungu, D. W. (2019). Influence of promotional mix strategies on sales performance among fast-moving consumer goods in Nairobi County. (Master's thesis, United States International University – Africa). USIU-A Digital Repository. http://erepo.usiu.ac.ke/11732/4605

Joshi, A., & Hanssens, D.M. (2004). *Advertising spending and market capitalization. Retrieved from http://www2.ifes.com.br/webifes/conhecimento.*

Kamrul Islam, T. & Muhammad, T. J. (2017). Factors Influencing Sales People's Performance: A study of Mobile Service Providers in Bangladesh. *Academy of Marketing Studies Journal Volume 21, Number 2,*

Kelwig, D. (2025). Sales Promotion: Definition, Example, and Type. *Retrieved from https://www.Zendesk.com/blog/sales-promotion.*

Kotler, P. & Armstrong, G. (2009). Marketing: an Introduction. 9th Edition, London:

Miguel, G., Edward W. M., & Dick R. W. (2004). Customer Satisfaction and Retail Sales Performance: An Empirical Investigation*s That Really Work. (2nd ed.). London, England: Kogan Page Limited.*

Morten, B. (2014). Sales Incentives and Sales Performance: The moderating Effect of Cultural Dimensions, A Dissertation Presented in Partial Fulfillment of the Requirements for the Degree of Doctor of Business Administration in the Coles College of Business, Kennesaw State University

Mubaraka, C.M. (2013). Research Made Easy TFK Luminary Publishers, Kampala, Uganda

Muhammad, Z.M., & Wannur, S.I. (2012). Marketing strategies and the different levels of sales and profits performance of the Batik SMEs in Malaysia. *International Journal of Business and Management, 7(33), 96-111.*

Ndungu, G.M. and Obuba, R. (2022). Effect of Sales Promotion on Sales Performance of Kenya Tea. *Asian Journal of Economics, Business, and Accounting. Vol. 22(20), 110-117.*

Okereocha, C (2018). Making the Retail Industry the Next Growth Frontier. Retrieved from https://nationonlinenig,net/makingretailindustry

Omoruyi, U. S., Magbadelo, T.O., Adeshola, Q.I., Adewumi, J.O., Okpanachi, A., & Kachalla, I.S. (2023). Impact of sales promotion on organisational performance: A case study of Unilever Nigeria PLC. Path of Science: *International Electronic Scientific Journal, 9(11),* 100–110. https://doi.org/10.22178/pos.119-2

Osuagwu, L. (2002). Marketing Principle and Management. 2 nd Edition. Lagos: Grey Reserve Limited.

Panay, B., Baloian, N., Pino, J. A., Peñafiel, S., Frez, J., Fuenzalida, C., & Zurita, G. (2021). Forecasting key retail performance indicators using interpretable regression. *Sensors*, *21*(5), 1874.

Perner, L. (2008) Promotion: Integrated Marketing Communication. Retrieved May 11, 2010, from University of Florida IFAS Extension site: *http://edis.ifas.ufl.edu/pd006*

Porcu, L., Del Barrio-García, S., & Kitchen, P. J. (2019). How does integrated marketing communications (IMC) work? A theoretical review and an analysis of its main

drivers and effects. *International Journal of Advertising, 38(3),* 401–426. https://doi.org/10.1080/02650487.2018.1535222

Saunders, M., Lewis, P., & Thornhill, A. (2009). Research Methods for Business Students, 5th Edn., Harlow, Pearson Education. ISBN 978 141 297 0419.

Sekaran, U., and Bougie, R. (2013). *Research Methods for Business*. A Skill-Building Approach. (6th Edition).Wiley Publishing.

Shi, Z., Abbas, D., Binti, R. R., Bhaumik, A., & Ghosh, A. (2023). The impact of online marketing strategies on retail sales performance. *Business Administration and Management, 6(4),* Article 8384. https://doi.org/10.59429/bam.v6i4.8384

Statista (2023, February 27). Total retail sales worldwide from 2021 to 2026 (in trillion U.S. dollars). https://www.statista.com/markets/423/retail-trade/

Sunyoto (2012). Promotional mix and its influence on consumer purchasing decisions. *Ilomata International Journal of Tax & Accounting, 2(2),* 125–126. Retrieved from https://www.researchgate.net/publication/367945672_The_Effect_of_Sales_Promotion_on_Purchasing_Decisions)

Yismaw, Y. A. (2023). Promotional strategy and organisational performance: Source from systematic review literature. *American Journal of Theoretical and Applied Business, 9(3),* 47–55. https://doi.org/10.11648/j.ajtab.20230903.12