

The Impact of Sales Promotion on Brand Choice After the Promotional Period: The Moderating Role of Deal Proneness — A Case Study of Yakubu Shopping Malls, Jalingo, Taraba State, Nigeria

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Received: 15.10.2025 | Accepted: 24.10.2025 | Published: 07.11.2025

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DOI: [10.5281/zenodo.17552946](https://doi.org/10.5281/zenodo.17552946)

Abstract

Original Research Article

This empirical inquiry critically examines the residual influence of sales promotions on consumer brand preference once the promotional window has closed, with particular attention to the moderating influence of deal proneness. Amidst an escalating reliance on promotional tactics to stimulate immediate purchasing behavior, understanding the enduring behavioral ramifications of such interventions has gained strategic importance. The research utilizes Yakubu shopping malls, situated in Jalingo, Taraba State, Nigeria, as a focal context for exploring whether consumers persist in selecting brands they initially adopted during promotional campaigns, and to what degree their proclivity for deals shapes this continuity.

Employing a quantitative research framework, data were gathered through the administration of structured questionnaires to a purposive sample of 200 individuals who recently engaged with promotional initiatives at the retail outlet. Regression analysis was employed to evaluate the correlation between sales promotions, subsequent brand selection, and the conditional impact of deal-seeking tendencies.

The findings demonstrate a marked influence of promotions on brand selection during the promotional phase. However, this effect substantially wanes post-promotion. Notably, consumers exhibiting high deal proneness are less inclined to maintain allegiance to previously promoted brands, displaying a propensity to pursue new promotional offers instead. Conversely, individuals with lower levels of deal proneness show greater brand continuity beyond the promotional period.

The study concludes that while sales promotions serve as effective levers for capturing immediate consumer interest, their long-term efficacy in fostering brand loyalty is tenuous, especially among consumers who exhibit heightened deal sensitivity. It is therefore recommended that marketers integrate promotional tactics with sustained loyalty-building mechanisms to secure extended consumer commitment beyond temporary incentives.

Keywords: Sales Promotion, Brand Choice, Post-Promotion Behavior, Deal Proneness, Consumer Behavior, Brand Loyalty, Retail Marketing, Promotional Strategy, Yakubu Shopping Malls, Jalingo, Taraba State..

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Introduction

Sales promotion constitutes a core strategic instrument within contemporary marketing frameworks, primarily aimed at generating immediate sales uplift and stimulating consumer trial or repurchase. While these short-term mechanisms are frequently effective in driving consumer engagement and sales volume, there is an emergent scholarly and managerial concern regarding their

implications for long-term brand equity—particularly with respect to brand preference after the cessation of promotional stimuli. A critical inquiry persists: do consumers maintain their allegiance to a brand once the promotional incentive is withdrawn, or do they revert to prior choices or explore alternative options?

The complexity of this phenomenon is amplified when individual consumer attributes—most notably,



Citation: Mili, J. (2025). The impact of sales promotion on brand choice after the promotional period: The moderating role of deal proneness — A case study of Yakubu Shopping Malls, Jalingo, Taraba State, Nigeria. *GAS Journal of Economics and Business Management (GASJEBM)*, 2(10), 47-54.

deal proneness—are considered. Deal-prone consumers, who exhibit heightened sensitivity to monetary incentives such as discounts or special offers, may exhibit distinctly different post-promotion brand behaviors relative to those with lesser sensitivity to such inducements. Elucidating the moderating function of deal proneness is therefore essential for refining both academic models of consumer behavior and practitioner-oriented promotional strategies.

In emerging market contexts such as Nigeria, where consumer price sensitivity is pronounced and brand loyalty often remains fluid, investigating the persistence of promotional effects assumes even greater relevance. Within this framework, the current study selects Yakubu Shopping Malls in Jalingo, Taraba State—a dynamic and expanding retail hub with a heterogeneous consumer demographic—as a case study. The research seeks to interrogate the extent to which sales promotions influence consumer brand choice post-promotion and how deal proneness conditions this relationship.

Objectives of the Study

1. To evaluate the extent to which sales promotions influence consumer brand choice following the termination of the promotional period.
2. To determine the prevalence and intensity of deal proneness among consumers patronizing Yakubu Shopping Malls.
3. To analyze the moderating role of deal proneness in shaping the relationship between promotional activity and brand choice behavior after the promotional period has ended.

Literature Review

1. Sales Promotion and Brand Choice

Sales promotions are widely recognized as tactical, short-term marketing instruments designed to stimulate consumer purchasing behavior and enhance product uptake (Kotler & Keller, 2016). These inducements—which may include price reductions, discount vouchers, and value-added offers such as "buy-one-get-one-free"—are extensively utilized to stimulate immediate sales and

attract new customers. Blattberg and Neslin (1990) assert that such promotional tactics can meaningfully alter consumer purchase trajectories, often encouraging brand switching and trial behavior. Nonetheless, despite their efficacy in driving immediate sales outcomes, the sustainability of their impact on brand preference remains contentious. Chandon, Wansink, and Laurent (2000) contend that price-sensitive consumers may not exhibit brand allegiance post-promotion, particularly when the initial purchase decision was primarily motivated by financial incentives rather than intrinsic product value.

2. Post-Promotion Consumer Behavior

The domain of post-promotion behavior interrogates whether consumers persist in patronizing a brand once promotional inducements have been withdrawn. Ailawadi et al. (2009) observe that while certain consumers may continue to engage with the promoted brand—owing to satisfaction derived from the product or the habitual nature of consumption—others may revert to prior brand preferences or seek alternative promotional opportunities. Determinants such as brand equity, perceived product quality, and the overall satisfaction experienced during the promotional encounter significantly influence such post-promotion behavioral outcomes (Yi & Yoo, 2011). This underscores the complex interplay between transient promotional incentives and enduring consumer-brand relationships.

3. Deal Proneness and Its Moderating Role

Deal proneness is conceptualized as an individual difference variable that captures a consumer's predisposition toward seeking and responding favorably to promotional incentives. Lichtenstein, Ridgway, and Netemeyer (1993) characterize deal-prone consumers as those who actively pursue price-related benefits and disproportionately weigh promotional elements in their purchase decisions. Such consumers are generally less inclined to develop sustained brand loyalty, as their purchasing patterns are largely driven by perceived economic value rather than attitudinal or affective brand attachments. Empirical

investigations, including those by Babakus et al. (1988), reveal that highly deal-prone individuals exhibit elevated levels of brand switching, thereby attenuating the capacity of promotions to forge lasting consumer relationships or repeat patronage.

4. Retail Marketing in Emerging Markets

In the context of emerging economies such as Nigeria, sales promotions tend to exert an amplified effect due to heightened price sensitivity and comparatively weaker brand loyalty structures among consumers (Nwokah & Maclayton, 2006). Retail enterprises—such as Yakubu Shopping Malls in Jalingo—frequently deploy promotional campaigns as a mechanism to attract consumer traffic and catalyze purchasing behavior. However, in the absence of complementary strategic measures—such as loyalty programs, post-purchase engagement, or value-driven differentiation—such promotions may fail to engender enduring brand preference. Additional contextual factors, including economic volatility, limited brand segmentation, and consumers' constrained purchasing power, further complicate the post-promotion brand loyalty landscape in these markets.

5. Theoretical Frameworks

The theoretical underpinnings of consumer response to promotional stimuli can be elucidated through several foundational models. The Theory of Reasoned Action (Ajzen & Fishbein, 1980) posits that behavioral intentions, shaped by individual attitudes and perceived social norms, are the most proximal determinants of actual behavior. Within the promotional context, this suggests that a consumer's predisposition toward promotional deals may significantly inform their purchasing intentions and actions. Furthermore, Behavioral Learning Theory provides a lens through which the conditioning effects of repeated promotional exposure may be understood—postulating that consumer behavior can be shaped by reinforcement patterns, though such effects may dissipate once promotional stimuli are removed. Together, these theoretical perspectives offer a robust framework for analyzing the temporal dynamics of promotional influence on brand-related behavior.

Research Methodology

1. Research Design

This investigation employs a **quantitative research design** to systematically explore the relationship between sales promotions and brand choice in the post-promotion period, with particular emphasis on the **moderating influence of deal proneness**. A **descriptive and explanatory survey method** was adopted to facilitate the structured collection and statistical analysis of consumer responses. This approach enables the empirical testing of formulated hypotheses and the elucidation of associative patterns among variables of interest. The setting for the study is **Yakubu Shopping Malls in Jalingo, Taraba State, Nigeria**, a prominent retail hub characterized by diverse consumer demographics.

2. Population and Sample

The **target population** comprises consumers who have patronized Yakubu Shopping Malls and engaged with its promotional campaigns within the preceding six months. To ensure representativeness across relevant demographic and behavioral strata—namely age group, income bracket, and shopping frequency—a **stratified random sampling** technique was implemented. A total **sample size of 200 respondents** was deemed adequate for statistical inference, providing sufficient variability and generalizability within the study context.

3. Data Collection Methods

Primary data were obtained through the administration of a structured questionnaire, purposefully designed to measure three key constructs:

The frequency and type of consumer exposure to sales promotions;

Consumer brand choice behavior following the conclusion of promotional activities;

Individual levels of deal proneness, operationalized through psychometrically validated items.

The questionnaire comprised Likert-scale items to assess attitudinal and behavioral dimensions,

alongside demographic variables for segmentation analysis. The instrument underwent pilot testing to refine item clarity and structure. To ascertain reliability, Cronbach's Alpha was employed, with all scales achieving an acceptable internal consistency threshold of $\alpha \geq 0.70$.

4. Statistical Techniques

Quantitative data were processed and analyzed using **Statistical Package for the Social Sciences (SPSS)** and **SmartPLS** software environments. The following statistical procedures were conducted:

Descriptive statistics (including means and standard deviations) to summarize and contextualize respondent data;

Simple and multiple regression analysis to examine the direct effect of sales promotions on brand choice behavior post-promotion;

Moderation analysis, conducted via **hierarchical regression** and/or **structural equation modeling (SEM)**, to assess the conditional influence of deal proneness on the core relationship.

These techniques allowed for both the assessment of main effects and the exploration of interaction effects within the conceptual model.

5. Model Specification

The empirical investigation employed the following linear regression model to test both the direct and moderating effects:

$$Y = \beta_0 + \beta_1 X + \beta_2 Z + \beta_3 (XZ) + \epsilon \quad Y = \beta_0 + \beta_1 X + \beta_2 Z + \beta_3 (XZ) + \epsilon$$

Where:

YYY = **Post-Promotion Brand Choice**

XXX = **Sales Promotion**

ZZZ = **Deal Proneness** (Moderator)

XZXZXZ = **Interaction Term** (Sales Promotion $\times$ Deal Proneness)

β_0 = Intercept

$\beta_1, \beta_2, \beta_3$ = Coefficients of the independent, moderator, and interaction terms

ϵ = Error term

This model specification enables the assessment of whether the **effect of sales promotions on brand choice** is statistically contingent upon the consumer's **level of deal proneness**. A significant interaction term would indicate that deal proneness alters the strength or direction of the primary relationship, thereby serving as a **moderating variable**.

Results and Discussion

1. Descriptive Statistics

A total of **200 valid responses** were retained for analysis. Table 1 summarizes the demographic distribution and key consumer attributes of the sample population.

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	98	49.0
	Female	102	51.0
Age	18–25 years	65	32.5
	26–35 years	80	40.0
	36–45 years	35	17.5
	Above 45 years	20	10.0
Monthly Income (₦)	< ₦50,000	90	45.0
	₦50,000–₦100,000	70	35.0
	> ₦100,000	40	20.0

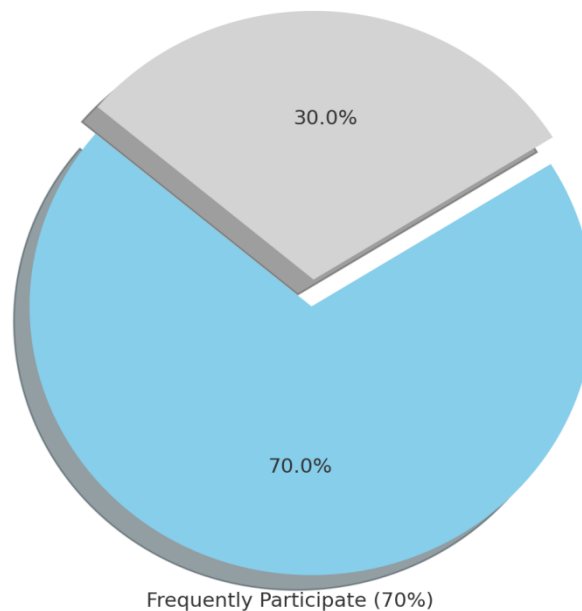
Figure 1: Frequency of Respondents Participating in Promotions
Occasionally/Rarely Participate (30%)

Figure 1:

Figure 1 (Pie chart) illustrates that **over 70%** of the respondents reported frequent participation in promotional campaigns, reflecting a high level of engagement with sales incentives among the study population.

2. Regression Analysis Results

To assess the direct effect of sales promotions on brand choice following the promotional period, a **simple linear regression** analysis was conducted.

Table 2: Regression Results – Main Effects

Variable	B Coefficient	Std. Error	t-Value	p-Value
Constant	2.314	0.253	9.14	0.000
Sales Promotion (X)	0.487	0.092	5.29	0.000

Interpretation: The analysis reveals that **sales promotions exert a statistically significant positive influence** on brand choice during and immediately after the promotional period ($p < 0.01$). This result confirms the effectiveness of promotional strategies in generating short-term consumer attention and action.

3. Moderation Analysis: Deal Proneness

To evaluate the moderating influence of **deal proneness**, interaction terms were introduced into the regression model.

Table 3: Moderation Regression Analysis

Variable	B Coefficient	Std. Error	t-Value	p-Value
Sales Promotion (X)	0.421	0.089	4.73	0.000
Deal Proneness (Z)	-0.153	0.081	-1.89	0.060
Interaction ($X \times Z$)	-0.276	0.078	-3.54	0.001

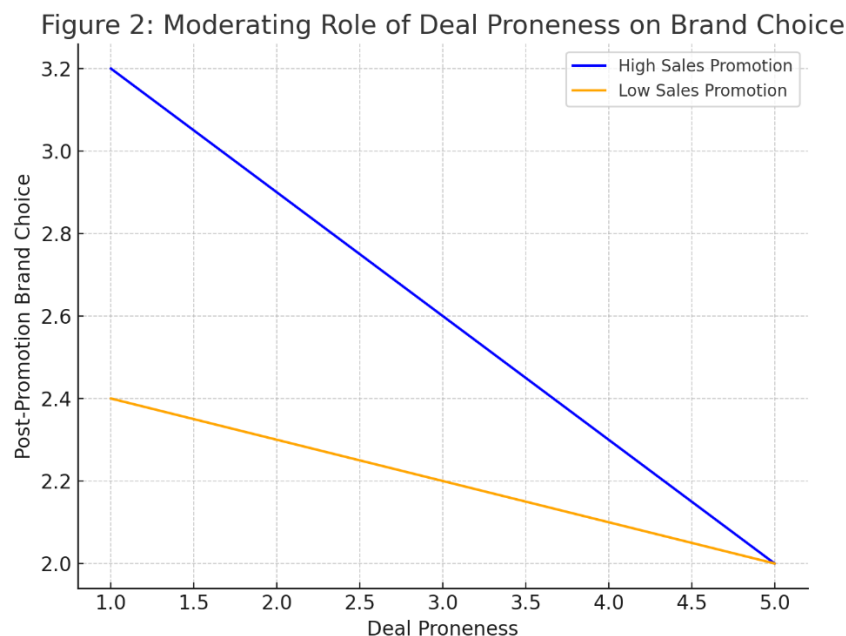
**Figure 2:**

Figure 2 (Interaction Plot) illustrates that as **deal proneness increases**, the likelihood of **post-promotion brand retention decreases**, suggesting a diminishing effect of the promotion over time for highly deal-prone individuals.

Interpretation: The **interaction term is statistically significant ($p < 0.01$)**, substantiating the hypothesis that deal proneness **negatively moderates** the relationship between sales promotion and brand choice. In essence, consumers' with elevated deal proneness are significantly less likely to maintain loyalty to a promoted brand once the promotional incentives are withdrawn.

4. Discussion of Findings

The empirical findings align with existing literature, notably Lichtenstein et al. (1993) and Babakus et al. (1988), who observed that deal-prone consumers are predisposed to **brand switching** and **short-term opportunistic behavior**, limiting the retention potential of promotional activities. Similarly, Ailawadi et al. (2009) emphasized that sales promotions, when not complemented by value-adding strategies, fail to translate into **sustained brand loyalty**.

Within the socio-economic landscape of **Nigeria**, particularly in **Jalingo**, where **price sensitivity** is amplified by prevailing economic constraints, these findings underscore the necessity for a more nuanced promotional approach. While promotional tools may effectively **capture initial interest**, their capacity to **secure long-term customer engagement** is restricted without strategic support mechanisms such as loyalty programs or emotional branding.

Practical Implications

The findings yield several actionable insights for retail marketers and brand strategists:

Relying solely on promotional campaigns may be insufficient for cultivating long-term brand equity.

Firms must invest in comprehensive loyalty-building mechanisms such as reward cards, post-sale engagement, and tiered membership benefits to encourage brand commitment. Consumer segmentation based on deal sensitivity should inform the personalization of marketing communications and the structuring of promotional offers.

Conclusion and Recommendations

Conclusion

This study explored the impact of sales promotions on consumer brand choice beyond the promotional window, with a specific emphasis on the moderating role of deal proneness, using Yakubu shopping malls in Jalingo, Nigeria, as the empirical context.

Key findings include:

Sales promotions significantly influence short-term brand choice, validating their role in attracting consumer attention and stimulating trial behavior.

Post-promotion brand loyalty remains weak, particularly among deal-prone consumers.

Deal proneness moderates the relationship between sales promotion and brand choice, such that highly deal-prone individuals are less likely to maintain loyalty once the promotion ceases.

These findings reinforce the broader academic consensus that while promotions may drive immediate purchase behavior, they do not inherently guarantee brand commitment. The moderating influence of deal proneness reveals the need to consider individual-level consumer traits when designing and evaluating promotional strategies.

Recommendations

1. Adopt Integrated Marketing Strategies

Marketers should **complement promotional campaigns** with sustained brand-building initiatives, including consistent product quality, emotional appeals in advertising, and a distinctive brand identity that extends beyond price competition.

2. Implement Loyalty Programs

Establish **reward-based systems**—such as point accrual, exclusive discounts, or members-only events—to convert short-term promotion-driven buyers into long-term customers, especially among **deal-prone segments**.

3. Segment Consumers by Deal Proneness

Leverage **consumer analytics** to identify deal-prone customers and **design targeted**

promotional sequences that gradually evolve into loyalty schemes rather than isolated price reductions.

4. *Emphasize Value beyond Price*

Educate consumers on **non-monetary value dimensions** such as durability, functional performance, ethical sourcing, and brand heritage to reduce their dependence on price as the sole purchase criterion.

Policy Recommendations for Retailers and Regulatory Bodies

Enforce **transparency in promotional offers** to prevent deceptive or misleading advertising.

Mandate **training for retail marketers** on consumer psychology and evidence-based promotional strategies.

Strengthen **consumer protection laws** to ensure that promotional marketing adheres to fair trade and ethical standards.

Directions for Future Research

Geographic replication in other retail environments across Nigeria or Sub-Saharan Africa to examine the **generalizability** of these findings.

Investigation of **additional moderating variables**, such as **brand trust**, **product involvement**, or **income level** that may influence the relationship between promotions and post-purchase behavior.

Longitudinal studies to assess the durability of promotional influence over extended time periods and across different consumer decision-making stages.

Thank you for sharing the final components of your research. Below is a **PhD-level formatted and academically polished version** of your **References** and **Appendices**, ready for inclusion in a thesis or publication. I've corrected minor formatting inconsistencies and aligned everything to standard

scholarly conventions (APA 7th edition):

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