

**SALES PROMOTIONS AS A STRATEGIC MARKETING TOOL FOR INFLUENCING  
CONSUMER BUYING BEHAVIOUR  
THE CASE OF NYUNGWE FOREST LODGE (2010 – 2011)**

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**ABSTRACT**

This study entitled “Sales promotions as a strategic marketing tool for influencing consumer buying behaviour” with a case study of Nyungwe Forest Lodge; aimed at attending to following three objectives: To identify the existing sales promotions implemented by the Management of Nyungwe Forest Lodge. To find out if there is a relationship between sales promotions strategies and consumer buying behaviour. To determine which strategic marketing tool that can be appropriate at Nyungwe Forest Lodge to influence the consumer buying behaviour. The researcher utilized a descriptive design basing on primary data and secondary data in order to describe which sales promotion strategies can be used as a strategic marketing tool to influence the buying behaviour of consumers of Nyungwe Forest Lodge. The target population of this research was made of two categories of population. The first category was Nyungwe Forest Lodge with a total number of 6 respondents. The second category was made of 15 Rwandan Government Institutions which are on contractual relationship with Nyungwe Forest Lodge and the total number of respondents from the second category was 15 people. This study also involved qualitative data analysis whereby the researcher based on the collected information from the respondents and established relationships with the area being studied. Data from completed questionnaires was edited, categorized and summarized using figures & graphs and percentage distribution for analysis. The Chi-Squared distribution method was also used to test the relationship between the dependent and independent variable of this study. The study revealed that only 3types (price offs, free samples and refunds & rebates) of sales promotion strategies were carried out in NFL and the price offs strategies taking a greater portion. 24% of respondents revealed that the price offs strategies would be appropriate strategies to influence the consumer buying behaviour; while 17% of respondents thought of the free samples strategies. 14% of the respondents revealed that Bonus Packs strategies could also be an alternative which NFL would think of in terms of sales promotion strategies. The findings of this study helped the researcher to better understand how consumers view sales promotion strategies and how they respond to various sales promotional tools offered by Nyungwe Forest Lodge. Findings from this study will therefore help Nyungwe Forest Lodge and other entities in same industry to improve and strengthen sales promotion strategies, especially in aspects where weaknesses were identified.