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The Impact of Sales Promotion and Product Branding on Company Performance: A Case Study of AIICO Insurance Nigerian PLC

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Abstract

The effect of product branding and sales promotion to an organization growth has its contribution in the insurance industry because the growth of this industry is mainly tied to the success of good product brands and sales promotion. However, the organizational performance and increase in profit and revenue should be understood by the content. Survey of insurance companies is to be considered but due to the large number of the operators, the authors chose only one case sample of AIICO Insurance PLC which has a larger sales outlet and good number of branches nationwide. AIICO has about 300 branches in Nigeria and 1000 all over the world, but Lagos is chosen as the base location being the financial headquarters and main business hub of Nigeria. A total of 60 field survey questionnaires were distributed while 14 refined. The data collected and analyzed using the chi-square (χ^2) method. Hence, our conclusions from findings show that product branding and sales promotion affect organizational growth.

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