CUSTOMER PURCHASE INCENTIVE PLAN AND PROFITABILITY IN SELECTED MANUFACTURING FIRMS IN ENUGU EAST LOCAL GOVERNMENT AREA OF ENUGU STATE, NIGERIA

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Abstract: *The study was to evaluate the Customer purchase incentive plan and profitability of selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria. Specifically to: examine the relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu and determine the relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state. The population consists of 342 staff of selected manufacturing firms from Enugu East local government area of Enugu state, Nigeria. The study used the survey approach. The primary sources used were the administration of a questionnaire to staff and distributors. 242 copies of the questionnaire were returned and accurately filled. The validity of the instrument was tested using content analysis, and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability coefficient of 0.81 which was also good. The hypotheses were analyzed using the f-statistic tool.The result showed that there is a positive relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria f(n = 242)= 249. 005, P<0.05 and there is a positive relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria to a great extent. f(n = 242)= 312.590, P<0.05. The study concluded that customer bonus on the number of purchase and the sales volume; customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria to a great extent has a relationship. The study recommended that firms should*

endeavor to makecustomers feel that they are rewarded fairly, to enable them to increase their number of purchase frequently, and Customer incentive gifts should be encouraged by the management of every organization to motivate customers and enhance profitability.

Keywords: *Customer, purchase, incentive, plan, and profitability*

1.1 Introduction

Incentive plan act as a payback system to recognize individuals, groups or organizations high leveled performance. This plan enables the organizations to attain its objectives such as generate enough money to meet the organizations daily needs, profit to the organization owners to maintain good quality life and good employees welfare like wages and safe working environment (Graduateway,2012).Customer purchase Incentive plans are formalized approaches to offering recognition and reward to customers for meeting pre-established goals or objectives than for the intention of retaining their customers. Incentives may include cash bonuses, profit sharing, additional paid vacation time or any range of prizes such as gift cards, corporate merchandise or other products or services. To be effective, incentives must be clearly defined and considered a viable, valuable reward for the associated workload (Lisa, 2011). Incentive plan may provide higher degrees of service to your customers. This can encourage repeat business, improve customer satisfaction and enhance your company's reputation. Increased service levels can also promote referral business as well as positive word-of-mouth advertising. Incentive plans tied to teamwork or group initiatives can help support collaborative work efforts in your store. Staffers working in teams that collectively rely on each others' productivity for the group to receive a bonus or award may support and encourage each other to perform at top levels. Peer pressure may also spur additional degrees of performance from underperforming staffers who don't want to let their team members down (Wheelhouse,2015).

The only value a company will ever create for its shareholders and owners is the value that comes from its customers–current ones and new ones acquired in the future. To remain competitive, companies must determine how to keep customers longer, grow them into more significant customers, make them more profitable, serve them more efficiently, and target acquiring more profitable customers. But there's a problem with pursuing these ideals. Customers increasingly view suppliers' products and standard service lines as commodities. This means that suppliers must shift their actions toward differentiating their services, offers, discounts, and deals to different types of existing customers to retain and

grow them. Further, they should concentrate their marketing and sales efforts on acquiring new customers who have traits comparable to those of their relatively more profitable customers(Gary,2015)

1.2 Statement of the problem

The incentive is a monetary gift provided to an employee based on performance, which is thought of as one way to entice the employee to continue delivering positive results. Incentive pay may come in the form of a bonus, profit-sharing, or commission. One thing that organizations must take into consideration is to develop a plan that will motivate employees, which will link employees to the organization goals.

Despite enormous variations in profitability, many companies continue unprofitable relationships with customers, often providing them with pricing and service levels identical to those received by the most profitable ones. Why? In most cases, companies do not know who the unprofitable customers are. As such, they cannot develop marketing strategies or manage costs accordingly (Michael,2010).

The consequences remain to drop in company's sales volume and lack of customer retention, lack of profit and a company's ability to grow its revenue. It was based on this that necessitated the study customer purchase incentive plan and profitability of selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria.

1.3 Objectives of the study

The major objective of the study was to evaluate the Customer purchase incentive plan and profitability of selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria. Specifically to aim to:

i.   Examine the relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state.

ii. Determine the relationship between customer incentive gifts and customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state.

1.4 Research Questions

i.   What is the relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state?

ii. What is the relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state?

1.5   Statement of the hypotheses

i.   There is a positive relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state.

ii. There is a positive relationship between customer incentive gifts and customer retention in the selected manufacturing firms in the South East to a great extent.

2.0 Literature Review

2.1 Conceptual Framework

2.1.1 Concept of Incentive Plan

Incentives are variable rewards granted to employees as per the variations in their performance. Incentives are provided beside wages and salaries so that the level of motivation and job satisfaction can be enhanced. Incentive payments are quite substantial and regularly paid as wages and salaries. The International Labor Office states that the incentive payments as 'payment by results.' They emphasize the point of motivation, productivity, job satisfaction and good labor relation among the employees. Usually, incentives are not relatively fixed as wage and salaries do. They depend upon the level of performance and changes from individual to individual and from period to period for the same individual too (Accountlearning,2013).

2.1.2 Profitability

Profitability is the ability of a company to use its resources to generate revenues more than its expenses. In other words, this is a company's capability of creating profits from its operations. The two critical aspects of profitability are revenues and expenses. Revenues are the business income. This is the amount of money earned from customers by selling products or providing services. Generating income isn't free, however. Businesses must use their resources to produce these products and provide these services (Myaccountingcourse,2012).Profitability is the profit the firm makes from serving a customer or customer group over a specified period, precisely the difference between the revenues earned from and the costs associated with the customer relationship in a specified

period. Calculating customer profit is an essential step in understanding which customer relationships are better than others. Often, the firm will find that some customer relationships are unprofitable. The firm may be better off (more profitable) without these customers. At the other end, the firm will identify its most profitable customers and be in a position to take steps to ensure the continuation of these most profitable relationships (Farris, Neil, Phillip and David, 2010).

2.1.3 Customer bonus

Customer bonus indicates the extent to which customers are devoted to a company's products or services and how strong is their tendency to select one brand over the competition by that means it attract bonus which means a reward is given as a gift or compensation earned as a reward upon achieving a goal or milestone. Customer bonus help in the retention of the customer over his or her frequency patronage upon a company product, **(**Priyali, 2012)**.**

2.1.4 The effect of customer bonus on sales volume of the firm

Satisfied customers buy more,retaining loyal customers leads to repeat purchases and keeping your customer satisfaction high is great for getting referrals.The better your customer service, the more likely that your customers' price sensitivity will drop. Satisfied customers - who feel like the company values them - are generally much more willing to spend more than new customers,(Martins, 2015). It seems obvious that if customers have a good experience when dealing with your company, it increases the chance they'll return in the future. They will also be more likely to spend a greater amount with you and potentially to recommend you to others. Therefore, you would imagine that there is a direct positive relationship between customer experience and a company's ability to grow its revenue. The question has always been how to prove it, particularly given the number of factors that contribute to financial success(Neil,2014).

2.1.5 Customer Incentive Gift

A customer incentive gift is a bonus item offered for the main purpose of stimulating a certain action, such as a single customer purchase or an increase in employee productivity. Incentive marketing campaigns often involve the giving away of promotional items that cannot be purchased separately and, therefore, create a sense of urgency to participate in the promotion to gain the item (Khatim,2013). An incentive gift may also be offered to

outstanding employees as a type of service award. A customer incentive is any number of things like gifts, rewards, bonus points, or reduced pricing that is designed to increase sales, expand customer base, and establish customer loyalty. There are multiple ways that various businesses can employ these incentives to not only improve the happiness of their customers but to also make their businesses more profitable. Each new incentive must retain or grow profitability for the company, and it must be something that has a reasonable chance of being attractive to customers(Wisegeek,2011).

2.1.6 Customer retention

Customer retention refers to the ability of a firm or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use completely. Selling organizations generally attempt to decrease customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account. A company's ability to attract and retain fresh customers is related not only to its goods or services, but also to the way it services its existing customers, the value the customers generate as a result of utilizing the solutions, and the reputation it creates within and across the marketplace (Wikipedia,2012).

2.2 Theoretical review

2.2.1 Abraham Maslow (1970) Needs theory of employee behaviors

Human needs are numerous and often described as insatiable. These needs create a feeling of deficiency in the individuals and drive them to behave in ways that will likely lead to the fulfillment of these needs. Abraham Maslow developed a theory of employee behavior in 1970. Maslow arranged human needs in the order of importance to include basic or survival needs (physiological needs, safety needs, and belongingness) and growth needs (self-esteem and self-actualization). Survival needs are the most important and then the growth needs. These needs are arranged such that if the lower level or survival needs are not fulfilled, they continue to motivate and direct behavior towards their fulfillment. Consequently, as an individual fulfills his basic needs, the next need on the hierarchy takes precedence and begins to motivate until fulfillment. This process follows the satisfaction

progression principle. Maslow (1970), employee needs include generous pay, job security, acceptance and recognition, self-esteem and self-actualization and the satisfaction of these needs is the basic motive behind all work behaviors. Employees experience satisfaction with jobs that provide avenues to meet their needs. It has been noted from this study that job satisfaction is an antecedent of desirable work behaviors and performances.

2.3 Empirical Review

The relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm inEnugu East local government area of Enugu state, Nigeria

Bocconcelli and Tunisini,(2013) conducted a study on the relationship between marketing and purchasing in business-to-business markets competitive paper.The work focuses on the relevance of the relationship between marketing and purchasing in companies acting in business-to-business markets. The study develops an analysis of the business marketing and purchasing literature on the topic of the relationship between marketing and purchasing. It emerges how limited attention has been addressed to this relationship within a generally limited analysis of the intra-organizational issues in marketing and purchasing literature. The paper aims at clarifying some questions concerning the relationship between marketing and purchasing in business markets and providing an interpretative framework of such a relationship in business companies: four macro typologies of the intra-organizational relationship between marketing and purchasing are proposed. Amarjit, Nahum, and Neil, (2010) conducted a study on the Relationship Between Working Capital Management And Profitability: Evidence From The United States.The study seeks to extend Lazaridis and Tryfonidis's findings regarding the relationship between working capital management and profitability. A sample of 88 American firms listed on New York Stock Exchange for 3 years from 2005 to2007was selected. We found a statistically significant relationship between the cash conversion cycle and profitability, measured through gross operating profit. It follows that managers can create benefits for their companies by handling the cash conversion cycle correctly and by keeping accounts receivables at an optimal level.The study contributes to the literature on the relationship between working capital management and the firm's profitability.

Garad, Abdullahi and Bashir,(2015) conducted a study on the relationship between strategic management and organizational performance in Mogadishu-Somalia.The study sought to investigate the relationship between strategic management and organizational performance in Mogadishu. Emphasis was put on trying to establish the relationship between strategic management and organizational performance in Mogadishu-Somalia. The study employed the use of both descriptive and correlation research design to establish the nature of the relationships. To analyze the data, the Spearman correlation statistical tool was used with the purpose of establishing the relationship between the above variables. This formed the basis of the detailed analysis, conclusions, and recommendations. The findings revealed the existence statistically significant has a positive correlation between strategic management and organizational performance, the study also indicates that there is a statistically significant moderate positive relationship between strategic management and organizational performance on the basis of the findings, the researchers made the following conclusions. Organizations should provide good strategic management to their organizations that will increase the performance of employees companies should employee performance appraisal to promote better satisfaction. in conclusion, organizations should factor into account or internal and external factors that can affect organizational performance.

The relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria.

Harrison, (2013) conducted a study on relationship marketing in attaining and retaining customers in Kenya. The study sought to establish the contributions of relationship marketing in attaining and retaining customers in the Kenya commercial banks, specifically the study will attempt to determine how increased competition among the commercial banks, pressure to increase profits or revenues, high cost of having new customers and improving corporate image have contributed to the banks adopting on relationship marketing strategies. The study will adopt a descriptive research design. The population of interest for this study will comprise all 45 commercial banks in Kenya. Data will be collected by use of interview and questionnaire methods to the banks' branch managers, relationship managers and officers and retrieval of secondary information. Data collected will be analyzed using descriptive statistics method tools of analysis, such as low frequencies,

percentages, and scores. Data will then be presented using graphs, pie charts, and table. The findings of the study will be recommended to the management who will use them in policy formulation and strategic decision making and the bank's relationship managers who will use them to attain and retain high-value customers in the banks.

Osunde, (2014) conducted a study on a study on customer relationship management practices in selected commercial banks concerning Nigeria. The study examined the importance of CRM in creating a sustainable relationship between customers and commercial banks in Nigeria. The study evaluates customers perceptions of CRM practices of selected commercial banks in Edo State, Nigeria; relationship between the customers perception and attitude of customers towards CRM practices of banks in Nigeria; impact of customer help desk of selected banks on customers perception of banks in Nigeria; and the relationship between the CRM practices and attitude of the customers towards factors contributing to services quality. For this current study, a sampling survey was conducted among 120 customers of selected commercial banks in Nigeria namely Fist Bank Nigeria Limited, Skye Bank and EcoBank, Nigeria with the aid of a structured questionnaire. The tools used for this study are Percentage analysis and Chi-Square test. The research reveals effective CRM practices can lead to confidence in the formal banking sector given the cultural perceptions of banks in Nigeria and the widespread practices of the Esusu which is a traditional method of saving money adopted by millions of Nigerians. Also, the study indicates that commercial banks can build a relationship with customers by making use of technology and managing information to enhance service delivery and achieve an increase in their customer base, customer, and retention.

Yu-Cheng, (2015) conducted a study on an empirical research on customer satisfaction study: a consideration of different levels of performance.The study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least squares were performed to examine and test the theoretical model. The results show that perceived quality had the most significant influence on customer satisfaction for satisfied and dissatisfied customers. Also, in terms of customer loyalty, customer satisfaction is more important than an image for happy and unhappy customers. The contribution of this study is to propose two satisfaction levels of CSI models for

analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively. Compared with traditional techniques, we believe that our method is more appropriate for making decisions about allocating resources and for assisting managers in establishing appropriate priorities in customer satisfaction management.

3.0 Methodology

The primary objective of the study was to examine the customer purchase incentive plan and profitability of selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria. The population consists of 342 staff of selected manufacturing firms from Enugu East local government area of Enugu state, Nigeria. The study used the survey approach. The primary sources used were the administration of a questionnaire to staff and distributors. 242 copies of the questionnaire were returned and accurately filled. The validity of the instrument was tested using content analysis, and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability coefficient of 0.81 which was also good. The hypotheses were analyzed using the f-statistic tool.

Data Presentation and Analysis

Table 4. 1 Response on the statement that there is a relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	141	58.3	58.3	58.3
	Agree	57	23.6	23.6	81.8
Valid	Neutral	3	1.2	1.2	83.1
	Disagree	23	9.5	9.5	92.6
	strongly disagree	18	7.4	7.4	100.0
	Total	**242**	**100.0**	**100.0**	

Source: Field Survey, 2016

Table 4.1 shows that 141 respondents out of Two hundred and forty-two(242) representing 58.3 percent strongly agree, 57 respondents (23.6 percent) agree that there is a relationship between customer bonus on the number of purchase and the sales volume in selected manufacturing firm in South East, Nigeria while 3 respondents (1.2 percent) were neutral, 23 respondents (9.5 percent) disagree and 18 respondents (7.4 percent) strongly disagree

that there is a relationship between customer bonus on the number of purchase and the sales volume in selected manufacturing firm in Enugu East local government area of Enugu state.

Table 4.2 Response on the statement there is a relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	147	60.7	60.7	60.7
	Agree	54	22.3	22.3	83.1
Valid	Neutral	3	1.2	1.2	84.3
	Disagree	18	7.4	7.4	91.7
	strongly disagree	20	8.3	8.3	100.0
	Total	**242**	**100.0**	**100.0**	

Source: Field Survey, 2016

Table 4.2 shows that 147 respondents out of Two hundred and forty-two(242)representing 60.7 percent strongly agree, 54 respondents (22.3 percent) agree that customer incentive gifts and the customer retention in the selected manufacturing firms in South East while 3 respondents (1.2 percent) were neutral, 18 respondents (7.4 percent) disagree and 20 respondents (8.3 percent) strongly disagree that customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state.

Test of Hypothesis One

There is a positive relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.888[a]	.877	.876	.17075

a. Predictors: (Constant),TNHC,TIIT,CBOP,SCSM.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	290.407	4	72.602	249. 005	.000[b]
	Residual	6.910	237	.029		
	Total	297.317	241			

a. Dependent Variable: TRBC

b. Predictors: (Constant), TNHC,TIIT,CBOP,SCSM .

Where:

TRBC   =   The relationship between customer bonus on the number of purchase and the sales volume in selected manufacturing firms

TNHC   =   The increase in the number of purchase chance enhances the ability of the firms to grow its revenue

TIIT   =   The increase in the number of purchase chance enhances the ability of the firms to grow its revenue

CBOP   =   Customer bonus on purchase increased employees production

SCSM   =   Satisfied customers spends more than new customers

Statistical criteria {first order test}

The coefficient of multiple determinants {r^2}

The R^2 {R-Squared} which measures the overall goodness of fit of the complete regression, shows the value as .877 and adjusted to .876. This means that R^2 accounts for 87.7 percent approximately 88 percent. This indicates that the independent variables account for about 88 percent of the variation in the dependent variable. Which shows the goodness of fit?

Decision

From the result, f-calculated {249. 005} is greater than the f-tabulated {2.7858}, that is, f-cal> f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which means that the overall estimate has a good fit which also implies that our independent variables are simultaneously significant. We now conclude from the analysis that there is a positive relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria

Test on hypothesis two

There is a positive relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria to a great extent.

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.991[a]	.921	.920	.14644

a.   Predictors: (Constant),CIGE, CGEC, TFRF,TCIG

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	268.131	4	67.033	312.590	.000[b]
	Residual	5.082	237	.021		
	Total	273.213	241			

a. Dependent Variable: TRCI

b. Predictors: (Constant), CIGE, CGEC, TFRF,TCIG

Where:

TRCI   =   The relationship between customer incentive gifts and the customer

retention in the selected manufacturing firms in Enugu East local government

area of Enugu state, Nigeria.

CIGE   =   Customer incentive gifts establish customer loyalty in our firms

CGEC   =   Customer incentive gifts expand the customer base in our workplace

TFRF   =   The free reward for our customer increases their patronage

TCIG   =   The customer incentive gifts in our organization creates competitive advantage.,

Statistical criteria {first order test}

The coefficient of multiple determinants {r^2}

The R^2 {R-Squared} which measures the overall goodness of fit of the complete regression,

shows the value as .921 and adjusted to .920. This means that R^2 accounts for 92.0 percent

approximately 92 percent. This indicates that the independent variables account for about

92 percent of the variation in the dependent variable. Which shows the goodness of fit?

Decision

From the result, f-calculated {312.590} is greater than the f-tabulated {2.7858}, that is, f-cal>

f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which

means that the overall estimate has a good fit which also implies that our independent

variables are simultaneously significant. We now conclude from the analysis that there is a

positive relationship between customer incentive gifts and the customer retention in the

selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria to a great extent.

Discussion of Findings

From the result of hypothesis one, f-calculated {249. 005} is greater than the f-tabulated {2.7858}, that is, f-cal> f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which means that the overall estimate has a good fit which also implies that our independent variables are simultaneously significant. We now conclude from the analysis that there is a positive relationship between customer bonus on the number of purchase and the sales volume in a selected manufacturing firm in Enugu East local government area of Enugu state, Nigeria. In the literature, Martins (2015) supported the result happy customers buy more. Retaining loyal customers leads to repeat purchases and maintaining your customer satisfaction high is good for getting referrals. The better your customer service, the more likely that your customers' price sensitivity will drop. Satisfied customers - who feel like the company values them - are generally much more willing to spend more than new customers.

A customer incentive is any number of things like gifts, rewards, bonus points, or reduced pricing that is designed to increase sales, expand customer base, and establish customer loyalty. There are several ways that various businesses can employ these incentives to not only improve the happiness of their customers but to also make their businesses more lucrative. Each new incentive must retain or grow profitability for the company, and it must be something that has a reasonable chance of being attractive to customers (Wisegeek, 2011). This was supported by the result inhypothesis two, f-calculated {312.590} is greater than the f-tabulated {2.7858}, that is, f-cal> f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which means that the overall estimate has a good fit which also implies that our independent variables are simultaneously significant. We now conclude from the analysis that there is a positive relationship between customer incentive gifts and the customer retention in the selected manufacturing firms in Enugu East local government area of Enugu state, Nigeria to a great extent.

Conclusion

The study concluded that customer bonus on the number of purchase and the sales volume; customer incentive gifts and the customer retention in the selected manufacturing firms in

Enugu East local government area of Enugu state, Nigeria to a great extent has a relationship.There are numerous ways that various businesses can employ these incentives to not only increase the happiness of their customers but also make their businesses more profitable. Each new incentive must retain or increase profitability for the firm, and it must be something that has a reasonable chance of being attractive to customers (Wisegeek, 2011).

Recommendation

1. It is recommended that firms should endeavor to make customers feel that they are rewarded justly, to enable them to increase their number of purchase frequently.

2. Customer incentive gifts should be encouraged by the management of every organizationto motivate customers and enhance profitability.

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