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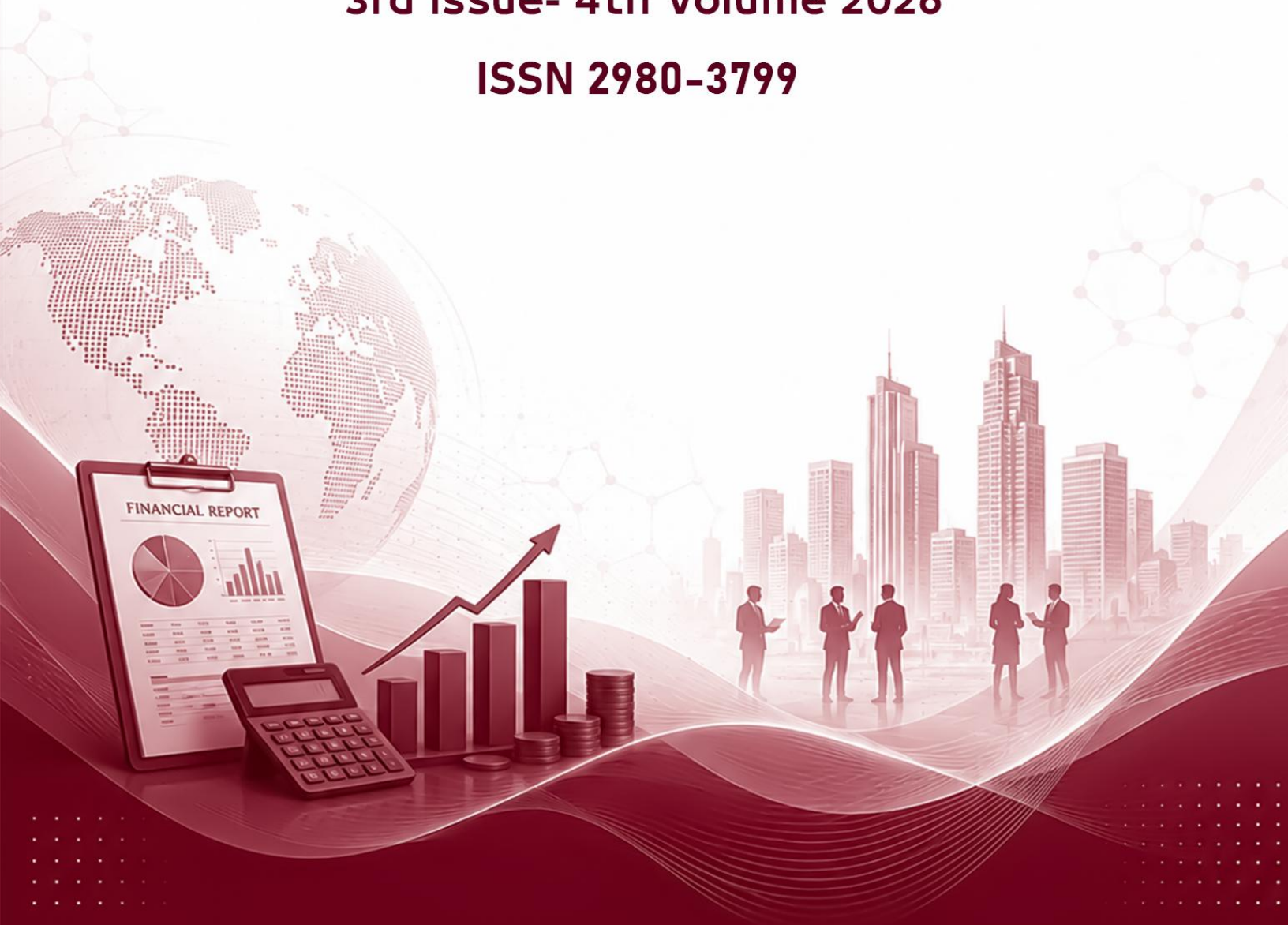


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The Impact of Modern Methods of Promotion on Sales Volume In the food and beverage industry

A Case Study of Almarai Company in Saudi Arabia

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Abstract

This study aimed to examine how modern advertising techniques affect sales in the food and beverage industry, using Almarai Company in Saudi Arabia as an example. The study explores four aspects of modern promotion: using social media and digital platforms, running online advertisements, providing discounts and bargains, and collaborating with influencers to engage consumers. The study employed a case study methodology with secondary data. Almarai's annual and integrated reports, official corporate documents, campaign-related materials, and pertinent scholarly articles were the sources of the information. Using data from documents and trend analysis, the analysis examines the relationship between promotional actions and sales outcomes. Using data from documents and trend analysis, the analysis examines the relationship between promotional actions and sales outcomes. The outcome that is dependent on the application of modern promotional methods, which are the variables under investigation, is sales volume. Revenue is not seen as a replacement for actual sales volume; rather, it is solely utilized as supporting evidence. The findings demonstrate that Almarai's present marketing initiatives are associated with improved sales outcomes. Digital and social media initiatives, such as the Milk Motto campaign, which increased sales of fresh milk, provide the best proof. Seasonal advertising and sales promotions also demonstrate a link between these activities and sales performance. Because public data does not consistently display sales results for individual campaigns, there is less proof about online advertising and influencer marketing. According to the report, Almarai's marketing initiatives heavily rely on contemporary methods of product promotion. Nevertheless, the data collected from available sources is insufficient to pinpoint the precise impact of any promotion strategy on sales.

Keywords: modern promotional methods, digital marketing, social media promotion, online advertising, sales promotion, influencer marketing, customer engagement, sales volume, food and beverage industry, Almarai, Saudi Arabia.

1. Introduction

1.1 Background: Promotion is a key part of marketing since it helps companies share information about their products, connect with the right customers, and encourage them to buy. The growth of digital technologies has made promotional efforts go beyond old ways of advertising to include things like social media marketing, online ads, digital sales promotions, and communication through influencers. These approaches allow companies to connect with customers online and track how customers react using clear numbers like impressions, views, interactions, clicks, and sales (Alalwan et al., 2017; Kotler et al., 2021). Digital and social media promotion is now a key part of marketing because more and more customers are connecting with brands through online platforms. Social media ads can affect how people decide to buy things by having features like being informative, allowing interaction, being personalized, and feeling relevant to the user (Alalwan, 2018). Customer engagement is a key result of social media activity since consumers can connect with brands and promotional content in different ways, such as through thinking, feeling, and acting (Hollebeek et al., 2014). Online ads let companies focus on particular groups of people and track how much their ads are seen and how people react to them. Studies have shown that ads can impact how people feel about products and brands, but the strength of this effect varies depending on the market, the product, and the type of ad used (Sethuraman et al., 2011). Sales promotions and discounts are another way to promote products. They can motivate customers to buy by offering short-term rewards. Studies show that sales promotions can change how people act, but how much they affect people depends on things like what kind of promotion it is, how long it lasts, and the situation it's in (De Oliveira Santini et al., 2016). Influencer marketing has also become a key way to promote products online. Influencer credibility, the value of the message, and the features of branded content can affect how much consumers trust

and respond to promotional messages (Lou & Yuan, 2019; Pan et al., 2025). However, just because people engage with promotional content doesn't always mean they will make a purchase. Not every interaction leads to a sale. Almarai Company is a good example to look at these relationships because it works in many food and beverage areas and has used different kinds of promotions, like digital marketing, social media, advertising, seasonal campaigns, and more, in the Saudi market (Almarai, 2025). This study fills this gap by looking at Almarai as a single-company example.

1.2 Problem Statement

The fast growth of digital marketing has added many new ways for food and beverage companies to promote their products, such as using social media, online ads, sales offers, discounts, working with influencers, and engaging with customers. Sales are a part of marketing, and they make up one part of the whole marketing system (Effendy, 2018). However, being seen online doesn't always mean more products are actually sold in real life. There isn't much public information showing that these promotion techniques actually lead to increased sales in the Saudi food and beverage industry. This study looks at how modern advertising techniques affect the number of products sold by Almarai Company in Saudi Arabia, and it also clearly separates sales volume from revenue and digital engagement measures. Therefore, the study problem can be stated like this

Main Research Question:

To what extent do modern methods of promotion impact sales volume at Almarai Company in Saudi Arabia?

Sub-Research Questions

1. How does digital and social media promotion impact sales volume at Almarai Company?
2. To what extent does online advertising impact sales volume at Almarai Company in Saudi Arabia?
3. To what extent do sales promotions and discounts impact sales volume at Almarai Company in Saudi Arabia?

4. How do influencer marketing and customer engagement relate to sales volume at Almarai Company in Saudi Arabia?

1.3 Research Objectives

The study aims to achieve the following objectives:

1. To examine the overall impact of modern promotional methods on sales volume at Almarai Company.
2. To examine the impact of digital and social media promotion on sales volume at Almarai Company in Saudi Arabia.
3. To explore the impact of online advertising on sales volume at Almarai Company in Saudi Arabia.
4. To analyze the impact of sales promotions and discounts on sales volume at Almarai Company in Saudi Arabia.
5. To evaluate the impact of influencer marketing and customer engagement on sales volume at Almarai Company in Saudi Arabia.

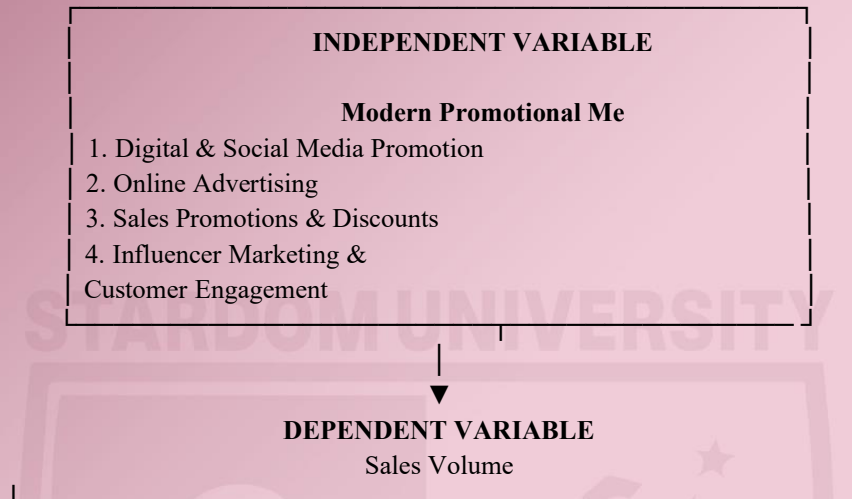
1.4 Research Propositions

Based on the conceptual framework and previous empirical research, the study develops the following research propositions:

- P1. Digital and social media promotion is positively associated with sales volume at Almarai Company.
- P2. Online advertising is positively associated with sales volume at Almarai Company.
- P3. Sales promotions and discounts are positively associated with sales volume at Almarai Company.
- P4. Influencer marketing and customer engagement are positively associated with sales volume at Almarai Company.
- P5. Modern promotional methods as a combined construct are positively associated with sales volume at Almarai Company.

Because the study relies on publicly available secondary data and does not contain sufficient consistent campaign-level observations for inferential statistical testing, these propositions are assessed using documentary and descriptive evidence rather than p-values or regression coefficients.

1.5 Conceptual Framework



1.6 Significance of the Study

This study is important because it looks at how modern marketing techniques affect sales in the food and beverage industry, and it uses Almarai Company in Saudi Arabia as an example to explore this connection. The importance of the study is explained from three different points of view: theory, management, and real-world use.

1.6.1 Theoretical Significance

The study adds to the field of marketing by looking at modern ways of promoting products through four different areas. This research adds to the topic by looking at sales volume as the main thing being measured. It also separates the number of physical sales from revenue and digital engagement metrics, making it easier to understand the difference between various ways of measuring marketing results. The study also adds to the existing research on food and beverage marketing in Saudi Arabia by looking at how a big food and beverage company promotes its products. These results can help future research look into how effective promotions are by using sales data from companies and considering different aspects of promotions.

1.6.2 Managerial Significance

The study gives managers a way to compare different ways of promoting products and see how each one affects how much they sell. The results can help marketing managers figure out which promotions are backed by clearer evidence linking them to sales

results and which ones need more careful tracking and measurement. For Almarai, the study shows how important it is to connect digital and social media efforts, online ads, sales campaigns, and work with influencers to actual sales results. It also highlights the importance of separating metrics like views and interactions from real sales results. This difference can help improve how well marketing efforts are measured and how resources are distributed.

1.6.3 Practical Significance

The study offers useful advice on how to better measure effective promotions are in the food and beverage industry. It suggests connecting promotional campaigns with actual sales data from physical stores, broken down by product, campaign, and time period. This measurement can help companies understand if their promotions are really affecting real product sales, instead of just looking at online activity or money made. This study could also serve as a helpful guide for marketing experts and researchers in Saudi Arabia who want to assess new advertising approaches by using data that companies make available to the public. This framework can be used in future studies to compare other companies in the food and beverage industry.

1.7 Scope of the Study

This study focuses on the relationship between modern promotional methods and sales volume at Almarai Company in Saudi Arabia. The independent variables that are changed include things like using digital and social media to promote products, running online ads, offering sales and discounts, and working with influencers to engage customers. The variable that is measured is how much sales volume increases is the dependent variable. The study looks at data that was already published and information provided by companies during the time period from 2021 to 2025. The analysis is about Almarai and doesn't try to apply the results to all food and beverage companies.

2. LITERATURE REVIEW

2.1 Introduction

Digital technologies have expanded promotional activities from traditional advertising to social media, online advertising, sales promotions, influencer marketing, and customer engagement. These techniques give businesses new possibilities to interact with customers and shape their purchasing decisions. Views, engagement, reach, and buy intention are examples of consumer responses that might not always correspond to actual purchases. Thus, this study looks at four

aspects of modern promotional methods with sales volume as the dependent variable.

2.2 Modern Promotional Methods

Modern promotional methods include digital and social media promotion, online advertising, sales promotions and discounts, and influencer marketing and customer engagement. These techniques can boost brand communication, raise awareness, offer product details, and promote consumer behavior. The communication channel, target market, product, and outcome being measured all affect how effective they are (Kotler & Armstrong, 2021; Kotler et al., 2021). These four factors are examined in this study in connection with Almarai Company's sales volume.

2.3 Digital and Social Media Promotion

Businesses can interact with brands and communicate with consumers through digital and social media promotion. According to Hollebeek et al. (2014), social media engagement encompasses behavioral, emotional, and cognitive reactions to brand communication. Additionally, studies show that social media advertising attributes including relevance, engagement, and informativeness might affect consumer reactions (Alalwan, 2018; Alalwan et al., 2017). While physical sales numbers are still the outcome metric in this study, views, reach, impressions, and engagement show promotional activity and customer response.

2.4 Online Advertising

Paid communication via search engines, websites, social media, video platforms, and other digital channels is referred to as online advertising. Although advertising can affect consumer reactions and sales, its efficacy varies depending on the product, market, and measuring conditions (Henningsen et al., 2011; Sethuraman et al., 2011). Therefore, given the absence of campaign-level sales data, this study looks at internet advertising as a distinct promotional dimension and carefully assesses its link with sales volume.

2.5 Sales Promotions and Discounts

Short-term incentives, including discounts, special offers, coupons, bundles, contests, and seasonal promotions, are examples of sales promotions. One type of sales promotion is a discount, which is a price reduction. Research indicates that sales promotions may have an impact on consumer behaviour and sales results (De Oliveira

Santini et al., 2016). This study examines documented sales promotions and discounts separately from other promotional activities.

2.6 Influencer Marketing and Customer Engagement

Influencer marketing disseminates promoted information by using people with well-established online followings. Message value, credibility, and customer trust can all affect its efficacy (Lou & Yuan, 2019; Pan et al., 2025). Cognitive, emotional, and behavioral interactions with brands are represented by customer engagement (Hollebeek et al., 2014). Customer engagement and influencer marketing make up one promotional dimension in this study. Instead of being direct indicators of sales volume, engagement metrics like views, comments, likes, and shares are regarded as consumer-response metrics.

2.7 Food and Beverage Promotion

Because products in the food and beverage business vary in terms of price, distribution, seasonality, and frequency of purchase, it offers a pertinent framework for researching promotional efficacy. Influencer marketing, internet advertising, sales promotions, and digital promotion can all help consumers communicate and make purchases. Instead of assuming that findings from other food businesses immediately apply to Almarai, this study analyses company-reported evidence and focuses particularly on Almarai Company.

2.8 Sales Volume

Sales volume, which can be expressed in units, litres, or kilograms, is the actual amount of goods sold over a given time period. It is not the same as revenue, which is the monetary value of sales. Price, product mix, and discounts can affect revenue without affecting physical quantity. Therefore, Sales Volume is the dependent variable in this study, while revenue is used only as supporting evidence.

2.9 Promotional Methods and Sales Volume

Sales can be impacted by promotional strategies in a variety of ways. Online advertising can boost consumer exposure, sales promotions can offer purchase incentives, influencer marketing can affect credibility and consumer reaction, and digital and social media promotion can raise awareness and engagement (Alalwan, 2018; Henningsen et al., 2011; Lou & Yuan, 2019). These connections can be shown as:

Digital and Social Media Promotion → Awareness/Engagement → Purchase Response → Sales Volume

Online Advertising → Consumer Exposure → Purchase Response → Sales Volume

Sales Promotion/Discount → Purchase Incentive → Purchase → Sales Volume

Influencer Marketing/Engagement → Consumer Response → Possible Purchase → Sales Volume

However, sales volume may also have an impact affected by price, product availability, distribution, seasonality, competition, consumer demand, and product mix. Therefore, this study examines association rather than assuming direct causality.

2.10 Previous Empirical Studies

Previous empirical research shows that promotional strategies might affect consumer reactions and, in certain situations, sales-related results. The research environment, variables, data sources, and dependent measures of the current study, however, are different from those of previous studies.

1. Pan and associates (2025)

In their meta-analysis of the efficacy of influencer marketing, Pan et al. (2025) investigated the ways in which influencer marketing influences customer behavior and decision-making. The study emphasizes the significance of mechanisms like source credibility and persuasion and offers new data demonstrating the influence of influencer marketing on consumer reactions. The study offers up-to-date theoretical and empirical evidence in favor of incorporating influencer marketing into the current conceptual framework. But rather than being a case study of a particular organization, it is a meta-analysis. The present research focuses on Almarai and examines sales volume as the primary business outcome.

2. Abbasi et al. (2024)

Using social media marketing initiatives, Abbasi et al. (2024) investigated consumer interaction with Saudi online meal delivery services. PLS-SEM and necessary condition analysis were employed in the study, which gathered data from 233 respondents. The findings showed that consumer engagement was positively impacted by elements like informativeness and word-of-mouth. Because it was carried out in Saudi Arabia and in a digital setting on food, this study is especially pertinent.

However, rather than a significant food and beverage manufacturer and physical sales volume, it concentrates on online meal delivery apps and consumer engagement. In order to overcome this discrepancy, the current study looks at Almarai Company.

3. Lou and Yuan (2019)

Lou and Yuan (2019) investigated how customer trust, brand awareness, and purchase intentions are impacted by influencer-generated content and influencer attributes. Their results demonstrated that trust in branded influencer postings is influenced by informative content and source attributes including resemblance, attractiveness, and trustworthiness. The study is pertinent to the current research's influencer marketing component. But rather than actual sales volume, its main results are buying intention, brand recognition, and trust. Therefore, by investigating whether recorded influencer and engagement actions are linked to company-level sales outcomes, the current study expands the conversation.

4. Alalwan (2018)

Alalwan (2018) investigated the variables linked to customer reactions to social media marketing. The study examined the impacts of performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance on purchase intention using survey data from 437 individuals and structural equation modelling. The findings confirmed that a number of advertising attributes and buying intention were significantly correlated. Because it shows how social media advertising features might affect customer reactions, the study is pertinent to current research. It is different from the current study, though, in that it uses a survey to get data from customers and its dependent variable is purchasing intention. The current study uses secondary data to analyze reported physical sales volume with a focus on Almarai Company.

5. Alalwan and associates (2017)

About 144 research studies on social media marketing were examined by Alalwan et al. (2017). Customer relationship management, electronic word-of-mouth, advertising and promotional efforts, and brand-related results were found to be significant topics in the literature. The study offers a comprehensive theoretical framework for the current research's digital and social media component. But rather than being an empirical case study at the corporate level, it is a survey of the literature. The current study looks at the connection between promotional activities and sales volume, with a particular focus on Almarai.

6. De Oliveira Santini et al. (2016)

De Oliveira Santini et al. (2016) examined the immediate and long-term impacts of sales promotions using a meta-analysis of 221 papers and 139 observations. Purchase intention and sales volume were found to be significantly correlated with sales promotions. Examining sales promotions in connection to sales volume is directly supported empirically by the study. In contrast to the current study, which focuses on Almarai and the Saudi food and beverage market, it integrates evidence from many contexts and items.

7. Hollebeek et al. (2014)

A consumer brand engagement scale for social media was created and verified by Hollebeek et al. (2014). They recognized cognitive processing, affection, and activation as aspects of consumer brand engagement and defined engagement as cognitive, emotional, and behavioral activity connected to consumer-brand interactions. The conceptual foundation for the current research's customer involvement component is provided by this study. But rather than focusing on actual sales volume, it measures customer involvement. As a result, the current study does not treat engagement as being equal to sales, but rather uses engagement as proof of promotional activity.

8. Sethuraman et al. (2011)

By using 751 short-term and 402 long-term advertising elasticity estimates from 56 studies, Sethuraman et al. (2011) carried out a comprehensive meta-analysis of advertising efficacy. Their findings demonstrate that while advertising has quantifiable effects on brand sales, the strength of these effects varies depending on the measuring conditions and context. The study supports the theoretical idea that advertising and sales-related outcomes are related. Instead of focusing on a single Saudi food and beverage firm, it looks at advertising elasticity across several trials. The current investigation employs secondary company-level evidence with a specific focus on Almarai.

2.11 Research Gap

Even while earlier research has looked at modern promotional methods, there are still a number of gaps. Instead of focusing on actual sales volume, the majority of studies concentrate on specific promotional techniques or consumer outcomes including purchase intention, brand recognition, trust, and customer engagement (Alalwan, 2018; Hollebeek et al., 2014; Abbasi et al., 2024). Furthermore, only limited research has examined influencer marketing and customer involvement in conjunction with digital and social media promotion, online advertising, sales promotions and

discounts, and a large Saudi food and beverage company. Prior meta-analyses (De Oliveira Santini et al., 2016; Sethuraman et al., 2011; Pan et al., 2025) offer general evidence of promotional effectiveness but do not offer a company-level examination of Almarai. By analyzing the relationship between these four aspects of modern promotional methods and actual sales volume at Almarai Company in Saudi Arabia, this study fills these gaps. While digital engagement metrics are viewed as indicators of promotional activity rather than as direct measures of sales, revenue is regarded as supporting evidence.

3. Methodology

3.1 Research Design

Based on secondary data and documentary research, this study uses a descriptive case study design. Because the study looks at reported sales results and promotional activities within a particular organizational context, Almarai Company in Saudi Arabia, the design is suitable.

3.2 Case Selection

Almarai Company was selected as the case because it works in Saudi Arabia's food and beverage sector and has publicly accessible financial, operational, and corporate data pertinent to the study, it was chosen as the case study.

3.3 Study Period

The study covers the period from 2021 to 2025. Because consistent company-level financial and promotional evidence is available for these years, Revenue will not be used to estimate missing sales-volume data.

3.4 Data Sources

The study makes use of secondary data from peer-reviewed academic studies, official Almarai publications, official campaign material, Saudi Exchange disclosures, and Almarai Integrated Annual Reports.

3.5 Data Collection

Annual reports, campaign publications, financial declarations, and official digital campaign information were all examined in order to gather data. Reported sales

indicators, revenue, campaign activities, social media reach, engagement indicators, promotional activities, and pertinent dates were among the data that were extracted.

3.6 Variable Measurement

Four criteria are used to measure modern promotional methods: online advertising, sales promotions and discounts, influencer marketing and customer engagement, and digital and social media promotion. On the other hand, reported physical quantities are used to measure the dependent variable of sales volume. Revenue is solely utilized to bolster financial claims.

3.7 Data Analysis

The reported sales volume and revenue trends were summarised using descriptive analysis. Promotional activities were identified and categorised using documentary content analysis based on the independent variable's four characteristics. Next, a comparative study was performed to see if changes in reported sales-related outcomes were correlated with promotional activity. Inferential statistical tests like regression and correlation were not carried out since consistent campaign-level observations were not made public.

3.8 Reliability and Validity

Using the same data extraction criteria across the chosen reports and advertising materials supports reliability. Every promotional activity was categorized using the same structure. Source triangulation, which involved comparing company-reported data with accessible official corporate disclosures and pertinent scholarly literature, was used to support validity. The study recognizes that company-reported campaign outcomes may contain reporting limitations.

3.9 Ethical Considerations

The study does not include human subjects, private information, interviews, or experimental methods; instead, it depends on secondary data that is accessible to the public. Business data was reported and utilized for scholarly objectives without changing the published data's original meaning. The proper academic citations were used to credit the sources.

4. Results

4.1 Sales Volume

This study's dependent variable is the actual number, which refers to the physical quantity of products sold. Because revenue is the monetary worth of sales and can be impacted by pricing adjustments, discounts, and product mix, the analysis separates revenue from sales volume. Limited physical sales-volume indicators were found when Almarai's publicly accessible firm information was reviewed. The Milk Motto campaign, which increased fresh milk sales in Saudi Arabia by over 10 million liters, is believed to have the strongest known physical sales indication. Additionally, Almarai revealed that the campaign increased market share by 6.5 points.

Table 4.1. Available Sales Volume Indicators

Sales-volume indicator	Reported result	Unit	Evidence status
Fresh milk sales associated with The Milk Motto	More than 10 million	Liters	Company-reported
Physical sales in kilograms	Not consistently disclosed	Kilograms	Not available
Physical sales in units	Not consistently disclosed	Units	Not available
Overall company revenue	SAR 22.065 billion	SAR million	Company-reported
Saudi Arabia revenue	SAR 14.578 billion	SAR million	Company-reported

Source: Almarai, 2025

According to the 2025 Annual Report, overall income was SAR 22.065 billion, with SAR 14.578 billion coming from Saudi Arabia. According to the research, volume growth and a favourable sales mix across core categories were the main drivers of the 5% gain in revenue in 2025.

Figure 4.1. Reported Physical Sales Outcome of The Milk Motto Campaign

Interpretation

The findings offer a verified illustration of a marketing campaign that coincided with a quantifiable rise in the volume of physical purchases. Since liters are a concrete measure of sales volume, the increase of more than 10 million liters offers greater support for the current study than metrics like views or impressions. The outcome should not be taken as evidence that the growth was only the product of the promotional campaign. Other elements influencing overall performance, such as volume growth, sales mix, pricing choices, scalability, and cost control, are reported by the company itself.

4.2 Digital and Social Media Promotion

The first aspect of modern promotional methods is digital and social media promotion. Measurable digital indicators connected to the Milk Motto campaign were found through the investigation. The campaign song had over 10 million views and over 400 million social media impressions, according to Almarai. According to Almarai's corporate statement, the campaign also won top place on Anghami for six weeks in a row.

Table 4.2. Digital and Social Media Promotion

Campaign	Digital indicator	Reported result	Sales evidence	Evidence type
The Milk Motto	Social media impressions	More than 400 million	More than 10 million litres of fresh milk sales	Direct company-reported evidence
The Milk Motto	Song views	More than 10 million	More than 10 million litres of fresh milk sales	Direct company-reported evidence
The Milk Motto	Anghami ranking	No. 1 for six consecutive weeks	More than 10 million litres	Documentary evidence

Source: Almarai corporate communication

Interpretation

In the available data, the Milk Motto campaign offers the most compelling illustration of a correlation between digital promotional activity and physical sales volume. Almarai reported an increase in sales of fresh milk of over 10 million liters as a result of the campaign's significant internet exposure. The conclusion lends credence to the idea that sales-volume outcomes can be linked to digital and social media promotion. Consequently, the outcome should be characterized as follows: A verified positive correlation between sales volume and digital promotional activities.

4.3 Online Advertising

The second aspect of modern promotional methods is online advertising. The examined data demonstrates how crucial digital communication is to Almarai's marketing initiatives. However, a sufficiently consistent series of internet advertising expenditures is not provided by the publicly accessible data. Campaign-level advertising exposure, and corresponding physical sales-volume observations.

Table 4.3. Online Advertising Evidence

Indicator	Evidence available	Sales evidence	Assessment
Online advertising activity	Yes	Limited	Insufficient for independent quantitative estimation
Digital advertising exposure	Available for selected campaigns	Limited	Descriptive evidence
Advertising impressions	Available for selected campaigns	Limited	Exposure indicator
Advertising expenditure	Not consistently available	Not matched with sales volume	Insufficient for statistical estimation
Campaign-level physical sales	Limited	Available for selected campaigns	Partial evidence

Source: Almarai corporate communication.

Interpretation

The data suggests that Almarai's marketing environment includes digital and internet communication. However, it is not possible to statistically quantify the independent impact of internet advertising on sales volume using the data currently available. Because advertising impressions, reach, clicks, and engagement evaluate exposure or customer response rather than actual sales, this restriction is crucial. As a result, the quantitative outcome for internet advertising is categorized as inconclusive. The theorized connection between internet advertising and sales volume is not refuted by the study.

4.4 Sales Promotions and Discounts

The third aspect of modern promotional methods is sales promotions and discounts. The analysis distinguishes between price reductions and general promotional campaigns. This difference is required since a price cut is not always a part of a promotional effort. A variety of promotional activities, such as product campaigns, seasonal campaigns, and promotional communication, are identified by the evidence that is now accessible.

Table 4.4. Sales Promotions and Discounts

Promotional activity	Classification	Evidence	Sales-volume interpretation
Seasonal campaigns	Sales promotion	Documented	Potential short-term sales support
Promotional offers	Sales promotion	Where explicitly documented	Potential purchase incentive
Discounts	Price promotion	Included only when explicitly reported	Potential price-related sales response
Product campaigns	Promotional activity	Documented	May support product demand
Digital promotional campaigns	Integrated promotion	Documented	May support consumer response

Source: Almarai, 2025

Interpretation

Sales promotions give businesses a way to encourage customer purchases. There are not enough matched observations in the available Almarai data to determine the independent impact of certain discounts or promotional offers on the volume of

physical sales. As a result, while the results do not prove a distinct statistical effect, they do offer documentary evidence for the significance of sales promotions.

4.5 Influencer Marketing and Customer Engagement

The fourth component of modern promotional methods is influencer marketing and customer engagement. Influencer activity and consumer involvement are separated by the analysis. Promotional communication via people or content producers who have a following is known as influencer marketing. Consumer involvement with brand or promotional information is referred to as customer engagement.

Table 4.5. Influencer Marketing and Customer Engagement

Indicator	Evidence	Interpretation
Campaign views	Available for selected campaigns	Exposure
Social media impressions	Available	Reach
Engagement	Available for selected campaigns	Consumer interaction
Influencer activity	Documented in selected campaigns	Promotional communication
Purchase intention	Available in some campaign evaluations	Behavioral intention
Physical sales effect	Limited	Not consistently measurable

An illustration of integrated social communication including digital platforms and individuals is the Milk Motto campaign. The campaign reported a significant digital reach and employed a variety of communication platforms.

Interpretation

Activities pertaining to influencers and engagement can result in significant consumer exposure and involvement. Sales and engagement are not the same thing. Evidence of physical sales volume must be expressed in kilos, litres, units, or another physical amount. Because there is evidence of engagement, but little consistent physical sales data directly related to influencer activity, the relationship between influencer marketing and sales volume is therefore categorized as moderately supported.

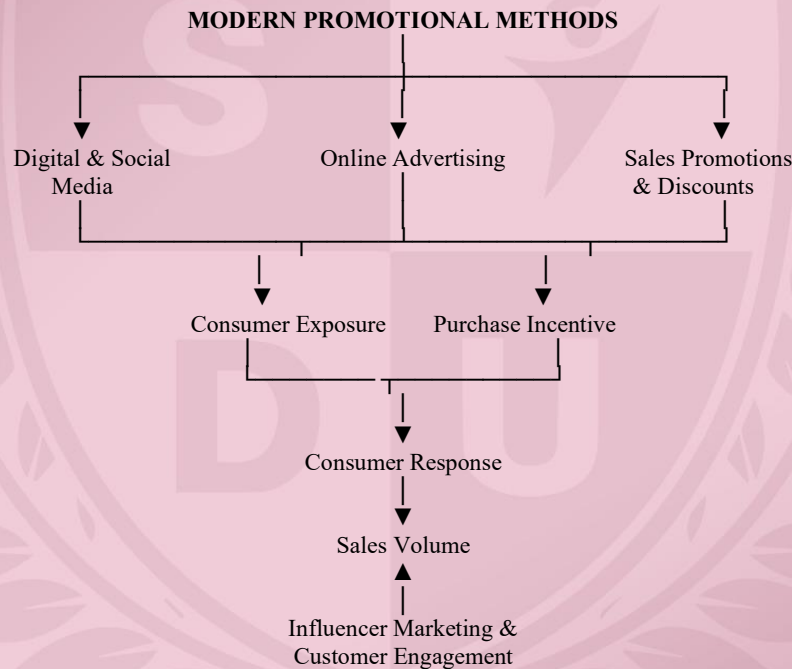
4.6 Promotional Methods and Sales Volume

The independent variable's four dimensions are evaluated collectively below.

Table 4.6. Evidence Summary

Promotional Dimension	Evidence of Activity	Sales Evidence	Overall Evidence
Digital and Social Media Promotion	Strong	Strong for selected campaign	Direct documentary evidence
Online Advertising	Strong	Limited	Indirect evidence
Sales Promotions and Discounts	Moderate/Strong	Moderate	Documentary evidence
Influencer Marketing and Customer Engagement	Moderate	Limited	Partial evidence

Figure 4.6 Overall Evidence Structure



Through the Milk Motto campaign, it demonstrates that social media and digital marketing have the best-established correlation with a tangible sales result. Online advertising has shown promotional activity, but there aren't enough sales observations to support it. Although there is theoretical and documentary support for sales promotions and discounts, there aren't enough campaign-level quantitative findings. There is evidence of consumer interaction in influencer marketing and customer engagement, but there is little proof connecting certain engagement activities to actual sales.

4.7 Research Propositions

Table 4.7. Assessment of Research Propositions

Proposition	Assessment	Basis
P1. Digital and social media promotion is associated with Sales Volume	Supported at descriptive level	Campaign-level physical sales evidence
P2. Online advertising is associated with Sales Volume	Inconclusive	Insufficient matched data
P3. Sales promotions and discounts are associated with Sales Volume	Supported at descriptive level	Promotional and sales-related evidence
P4. Influencer marketing and customer engagement are associated with Sales Volume	Partially supported	Engagement evidence but limited sales linkage
P5. Modern Promotional Methods are associated with Sales Volume	Supported at descriptive level	Combined documentary evidence

P1. Digital and Social Media Promotion

Assessment: Descriptive level support

More than 400 million social media impressions and an increase in fresh milk sales of over 10 million liters were linked to the Milk Motto campaign. This is the study's strongest campaign-level evidence. At the descriptive level, the result validates P1.

P2. Online Advertising

Assessment: Inconclusive

Although online advertising activity is identified in the investigation, there are insufficient matched observations linking advertising exposure or spending to the volume of physical purchases. Therefore, inferential statistics cannot be used to corroborate or refute P2.

P3. Sales Promotions and Discounts

Assessment: Descriptive level support.

Promotional incentives are relevant to customer purchases, according to the literature and data from businesses. It is not possible to separate the impact of specific discounts from other factors using the available data. As a result, P3 has descriptive rather than statistical support.

P4. Influencer Marketing and Customer Engagement

Assessment: Only partially supported.

The data validates consumer exposure to and participation in particular marketing initiatives. Engagement metrics, however, cannot be regarded as concrete proof of actual sales. As a result, P4 is partially supported descriptively.

P5. Modern Promotional Methods and Sales Volume

Assessment: Descriptive level of support.

The collective data shows that Almarai employs a variety of modern promotional methods and that at least one campaign has been linked to quantifiable physical sales results. The independent contribution of each promotional dimension is not established by the evidence.

4.8 Interpretation of the Results

Although the strength of the evidence differs across the four categories, the results show that modern promotional methods are related to Almarai's sales performance. The best evidence relates to **Digital and Social Media Promotion**, especially the Milk Motto campaign. Almarai estimates a 6.5-point increase in market share in Saudi Arabia, over 400 million social media impressions, and over 10 million liters of increased fresh milk sales. Because advertising activity and physical sales observations cannot be regularly linked, the results for **Online Advertising** are still equivocal.

Although there is theoretical and empirical support for **Sales Promotions and Discounts**, they cannot be isolated to separate the effects of individual campaigns. **Influencer marketing and Customer Engagement** demonstrate exposure and interaction, but engagement cannot be utilized in place of actual sales volume. Therefore, while the overall results do not offer enough evidence to support assertions of statistical significance or causal consequences, they do support the suggested conceptual relationship at the descriptive and documentary level.

4.9 Important Methodological Statement

Instead of being construed as proof of statistical causality, the data in this chapter should be understood as descriptive and documentary evidence. Nevertheless, certain Almarai campaigns offer proof of connections between marketing efforts and sales results. There are not enough matched observations in the secondary data that is currently available to calculate the independent statistical impact of each promotional dimension on the volume of physical sales. As a result, rather than using statistical

significance testing, the evaluation of the study propositions is based on the consistency and strength of documentary evidence.

5. Discussion

Through four dimensions digital and social media promotion, online advertising, sales promotions and discounts, influencer marketing, and customer engagement, this study investigated the relationship between modern promotional methods and sales volume at Almarai Company.

5.1 Main Findings

- The best evidence of a connection between digital and social media promotion and actual sales results is seen in the Milk Motto campaign.
- Although online advertising is a significant promotional activity, there is not enough information available to determine its independent impact on sales volume.
- While discounts and sales promotions offer proof of purchase incentives, their impacts cannot be separated from those of other market variables.
- Compared to in-person purchases, influencer marketing and customer involvement provide more proof of consumer interaction. Therefore, engagement metrics shouldn't be used as a direct indicator of sales volume.

5.2 Comparison with Previous Studies

- Alalwan (2018) and Abbasi et al. (2024), who documented connections between social media activity and customer reactions, agree with the digital and social media findings. In contrast, the current analysis focuses on Almarai and physical sales volume.
- The results of online advertising are in accord with those of Sethuraman et al. (2011), who discovered quantifiable benefits of advertising on sales while also pointing out variations among products and situations.
- De Oliveira Santini et al. (2016) revealed connections between sales promotion and customer purchasing outcomes, which is in line with the sales-promotion finding.

- The influencer finding is in line with findings from Lou and Yuan (2019) and Pan et al. (2025), who found connections between influencer traits, customer reactions, and outcomes connected to purchases.
- The customer-engagement result aligns with the findings of Hollebeek et al. (2014), who differentiated between basic exposure and consumer involvement. Similarly, rather than using engagement as a direct sales metric, the current study views it as a consumer-response indicator.

5.3 Interpretation of Findings

The results point to the following connection:

**Promotional activity → Exposure → Awareness / Engagement / Purchase
Incentive → Potential Purchase → Sales Volume**

Price, distribution, product availability, seasonality, competition, production capacity, and customer demand can all have an impact on sales volume. Consequently, rather than direct causality, the results show association.

5.4 Theoretical Implications

By analyzing four contemporary promotional aspects under a single framework and differentiating physical sales volume from revenue and digital interaction, the study adds to the body of literature on promotional efficacy. This differentiation offers a more explicit method for assessing the efficacy of promotions.

5.5 Managerial Implications

Campaign expenditure, reach, engagement, conversion, and product-level sales should all be connected to promotional efforts by Almarai. Sales generated by influencers should be monitored independently, and engagement metrics and sales KPIs should stay apart. Regression or time-series analysis in the future might also benefit from monthly campaign-level data.

6. Limitations

There are a number of limitations to this study. First off, the results should not be applied to all food and beverage enterprises in Saudi Arabia or other markets because it concentrates on Almarai Company as a unique case. Second, the study mostly uses secondary data that is accessible to the public, which restricts control over data

measurement, consistency, and availability. Third, not all advertising campaigns have consistent access to physical sales-volume data. Despite the fact that the Milk Motto campaign offers proof of sales numbers. Fourth, the evaluation of promotional return on investment is hampered by the inconsistent disclosure of campaign-level promotional expenditure by channel. Lastly, there are not enough matched observations in the available data to statistically assess each promotional dimension's independent effect on sales volume.

7. Conclusion

This study examined the relationship between modern promotional methods and sales volume at Almarai Company in Saudi Arabia. The results show that promotional activities and sales-related outcomes are positively correlated, with digital and social media promotion showing the strongest substantiated proof. While there is no evidence connecting internet advertising and influencer marketing to actual sales volume, sales promotions offer supporting data. Additionally, the results demonstrate that digital engagement is not a reliable indicator of sales. Overall, sales-volume outcomes at Almarai are linked to contemporary promotional strategies; however, statistical causality cannot be established, or the independent impact of each promotional dimension cannot be ascertained from the secondary data that is currently available. Therefore, metrics of physical sales volume, consumer response indicators, and promotional activity should be used to assess the effectiveness of promotions.

9. Recommendations

The following recommendations are put forth in light of the study's limitations and conclusions.

1. Connect Physical Sales Data to Promotional Campaigns

Almarai should set up a system that links each marketing campaign to actual sales information expressed in kilograms, liters, or units, as appropriate.

2. Track Conversion at the Campaign Level

Measurable conversion metrics should be incorporated into digital marketing so that management can determine whether exposure and interaction lead to purchases.

3. Monitor Sales Produced by Influencers Independently

Influencer campaigns should detect sales linked to influencer activity by using campaign-specific links, codes, or other monitoring mechanisms.

4. Keep Track of Promotional Spending

Spending on promotions should be tracked by channel and campaign. This would enable management to calculate the return on investment for promotions.

5. Distinct KPIs for Engagement Based on Sales KPIs

Communication or engagement indicators include views, impressions, likes, comments, shares, and engagement rates. Sales volume ought to continue to be a distinct performance metric.

6. Examine the Seasonal Impact of Ramadan

Ramadan, Eid, summer, school periods, and other seasonal periods should be specifically identified in future marketing analyses because customer buying habits may vary throughout these times.

7. Apply Sales Analysis at the Product Level

Because consumer response and purchase frequency may vary among dairy, juice, bread, poultry, and other food categories, promotional success should be assessed independently by product category.

8. Preserve Monthly Promotional Information

Promotional activity, expenditure, reach, engagement, conversion, physical sales volume, prices, and product availability should all be documented on a monthly basis by the business.

9. Use Time-Series or Regression Models

Future studies should use regression, panel data, or time-series models to estimate the independent relationship between promotional strategies and sales volume while accounting for price, seasonality, distribution, competition, and product availability once enough observations are available.

10. Perform Comparative Analysis

Almarai should be compared to other Saudi food and beverage enterprises in future research. Such studies would enhance generalizability and assist in figuring out whether the trends seen in this instance also apply to the Saudi food and beverage industry as a whole.

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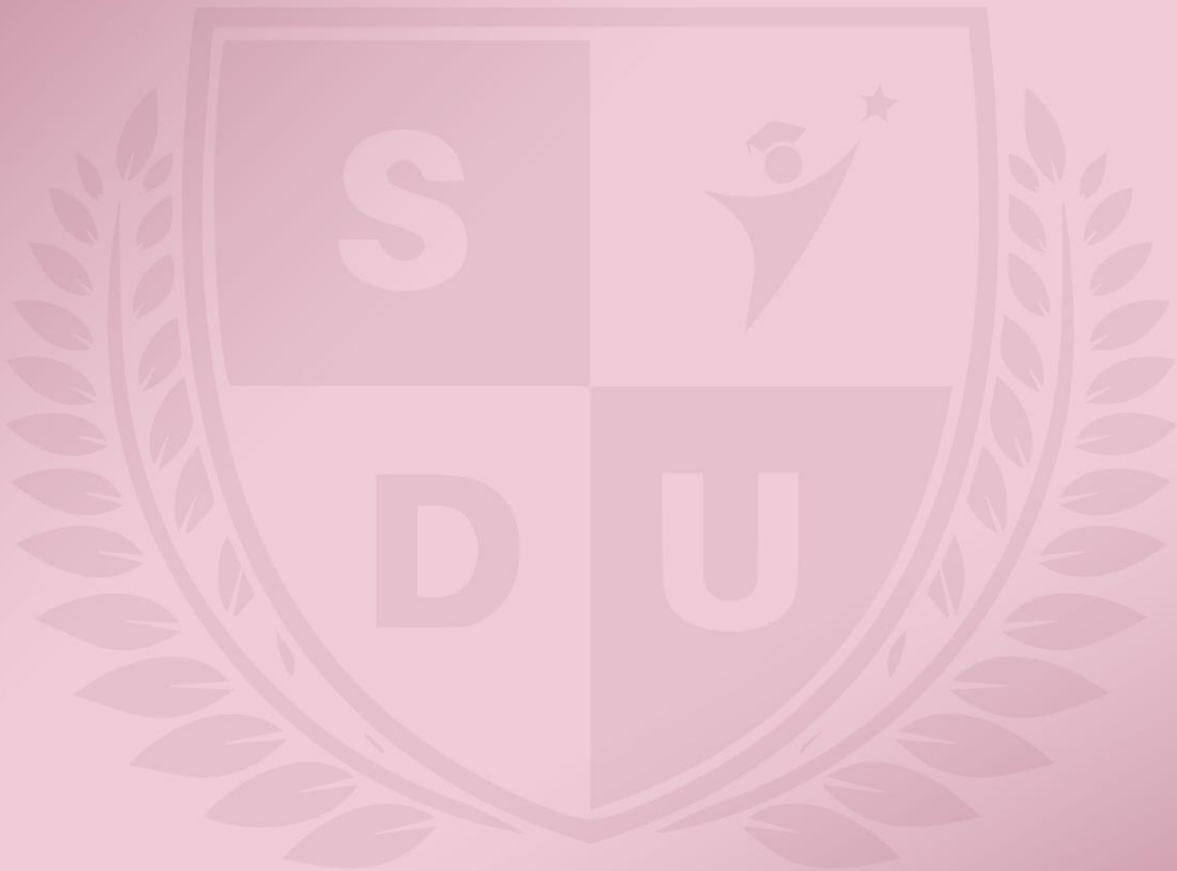
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