

**Promotional Strategies and Customer Patronage among Telecommunication subscribers in
Ogun State, Nigeria**

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Certification

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Dedication

I dedicate this research work to Almighty Allah the giver of life and source of knowledge, He comprehends all things, and without him nothing is made.

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Abstract

In today's world of fierce competition in the business sector, it is expedient that organizations adopt the best promotional strategies that will enable business organizations outshine their competitors whilst increasing customer patronage. It is against this background that this study was embarked upon to investigate the influence of promotional strategies on customer patronage among telecom subscribers in Nigeria. The study adopted a cross-sectional survey research design. The population of the study comprises of customers of four telecommunication service providers in selected local governments in Ogun State. The target population was 8.5million active subscribers in Ogun State. A sample size of 462 was computed using Raosoft online sample size calculator. A structured questionnaire was adopted in collecting data for the study. The reliability statistic has Cronbach's Alpha coefficient ranging from 0.72 to 0.87. The collected data were analyzed using descriptive and inferential statistics using SPSS version 25. From the result of the regression analysis, the study found that advertising has positive and significant effect on customer patronage ($R^2 = 0.181$, $F(1,248)= 54.943$, $p= 0.000$); Sales promotion has positive and significant effect on customer patronage ($R^2 = 0.28$, $F(1,248)= 97.950$, $p= 0.000$); Public relations have positive and significant effect on customer patronage ($R^2 = 0.482$, $F(1,248)= 230.642$, $p= 0.000$); Direct marketing has positive and significant effect on customer patronage ($R^2 = 0.118$, $F(1,248)= 33.175$, $p= 0.000$); and Promotional strategies have positive and significant effect customer patronage (Adj $R^2 = 0.749$, $F(4,245)= 187.046$, $p= 0.000$) among telecom subscribers in Ogun State, Nigeria. Based on the findings, the study concluded that promotional strategies had significant effect on customer patronage among telecommunication subscribers in selected local governments in Ogun State. The study recommended that telecom firms should reinvent their promotional strategies and offer greater value across the products categories offered to the customers.

Word Count: 298

Keywords: Advertising, Customer patronage, Direct marketing, Public relations, Sales Promotion

Chapter One

Introduction

1.1 Background to the Study

It is safe to say that telecommunications have become an integral part of the worldwide globalization process. To communicate over long distances, we make use of a wide variety of tools and infrastructure, together referred to as "telecommunication." Modern consumers evaluate telecommunication providers based on the quality of the products and services they offer. The worldwide telecommunications market is expanding quickly as a result of factors such as globalization, liberalization, technology, competition, and consumer demand for improved products and services¹. An estimated 149.2 million people in Nigeria use some form of telecommunications, making it one of the largest telecommunications markets in the world². Consistently high returns on investment and expanding subscriber bases characterize this industry. About 9.1 percent of Nigeria's GDP comes from the country's telecommunications industry³. Telecommunications have been revolutionized by intense rivalry in a rapidly evolving market. Technology, market forces, politics, public opinion, and government regulation have all had a role in shaping the telecommunications industry in the United States.

Users' expectations and media consumption habits are rapidly evolving, with a change from traditional media of the AIDA model to the adoption of numerous touch displays brought about by the proliferation of cutting-edge smartphones and tablets. Recognizing and understanding this technological revolution is crucial for service organizations in their quest to command favorable purchasing behavior from clients so that they can implement appropriate mobile marketing strategies in reaching and serving a large number of users. Customer loyalty is the result of a consistent positive emotional experience, physical attribute-based satisfaction, and perceived

value of an experience, which includes the product or service. Telecom service providers could leverage on the strategic lucrativeness of mobile marketing tools to improve subscriber satisfaction and patronage⁴. Customer loyalty can be increased by providing an experience that is both pleasurable and valuable for the customer. Customer satisfaction, retention, and loyalty may be increased at a fraction of the expense of recruiting new customers through good customer experience management. When customers become brand champions, they help down the price tag on consumer education and advertising⁵.

Researches on the important elements that can function as antecedents in the emergence and sustainability of customer loyalty among customers have expanded in recent years due to the importance of customer loyalty to the survival and viability of the corporate organization. In other words, in recent years researchers and industry leaders have concentrated on the main drivers of this construct with the ultimate goal of using such information as a benchmark for effective execution of customer loyalty program. According to the research, consumer happiness plays a crucial role in the antecedent model of client loyalty. Customers are more likely to remain loyal to a company and continue doing business with it if they are pleased with its products and services and its financial performance. One may summarize the emphasis placed on customer happiness by saying that it is a strong indicator of future business⁶.

The term "patronage" refers to any form of favoritism, such as endorsement, promotion, special access, or financial assistance, given by one entity to another. In the context of business, patronage refers to the act of exchanging one's money or other resources in exchange for a product or service. Thus, patronage can be defined as the act of a customer or business purchasing goods or services from a supplier. The buyer pays for the goods or services with the expectation of getting something of value in return⁷. Patronage can be shown by consumers

toward specific brands, services, retailers, or product types. Patronage can be defined as the motivation, interest, and thought processes that drive customers to buy from a store or other business. The importance of customers and their patronage cannot be overstated; without them, businesses would fail.

Thankfully, Nigeria's telecommunications sector has not lagged behind the rest of the world. After years of government oversight, Nigeria's telecommunications market was finally liberalized in 2003, allowing private companies to compete to bring mobile phone service to the country's inhabitants. This prompted the launch of GSM network providers including MTN Nigeria, Airtel Nigeria, Globacom, and 9mobile, all of which use the 900/1800 MHz spectrum. The use of mobile phones has skyrocketed, largely replacing the formerly ubiquitous but now unreliable fixed line services provided by Nigerian Telecommunications Limited (NITEL). The Nigerian Communications Commission (NCC), the country's telecom regulator, implemented the Unified Licensing Regime after the exclusivity period of the major GSM network operators ended. It was envisaged that telecommunications companies could offer a wider variety of services to their customers by obtaining unified licenses that would allow them to provide fixed and mobile telephony, Internet access, and any other communications service they so desired. NCC SIM card registration began in March 2011. As of September 28, 2011, the drill was still going on. The growth and development of these telecommunications companies have revolutionized ICT infrastructure in Nigeria⁸.

Advertising, promoting, and selling are all parts of a company's promotional strategy. A company's promotional plan will be selected after considering a number of aspects such as the nature of the product, the available marketing funds, the intended audience, and so on. Marketing your goods effectively is essential if you want more people to buy it. More money is made in

return for less money spent on advertising by using an efficient promotional plan. New products/brands can be introduced to the market and a larger customer base can be acquired through the usage of promotional strategy. These promotional efforts draw consumers' focus to the promoted products and brands due to their attractiveness and inducing qualities. Therefore, in the modern business environment of promotion, it is difficult for organizations to build and sustain a devoted consumer base. Advertising, personal selling, direct marketing, and publicity/public relations are the main pillars of the promotional strategy.

Advertising based on previously published materials is one method of increasing sales by attracting new customers. One of the most important ways that businesses can reach their customers is through advertising. No matter how well-designed or well-executed a product may be, if the company doesn't put out the effort into marketing and advertising that will teach, educate, and ultimately persuade consumers to buy it, the company will not see the financial returns it anticipates. Advertising, as a form of promotion, is crucial in getting consumers to recognize the value of a product and consider buying it. Advertising in the mass media can have an impact, but television is the most effective and widespread medium. Non-personal information is disseminated by the sponsoring organization through paid media channels known as advertising. Ads are a sort of mass communication aimed at persuading consumers to make a purchase for the purpose of increasing a company's revenue. Advertising is non-personal communication because it is not delivered by an actual person and it is not addressed to a specific person; it facilitates mass production; it reaches a large number of consumers; it keeps the cost per message low; and it reaches a large group of people for a relatively small investment. The speed of the connection allows the marketer to reach a massive audience in a matter of hours.

Advertising is a part of the marketing mix, which also includes product, price, place, and promotion⁹.

When evaluating an organization's promotional strategy, sales promotion is the second metric that comes into play. It's a part of the overall marketing plan. The goal of sales promotion is to enhance customer demand, stimulate market demand, or improve product availability through the use of media and non-media marketing communications for a limited time. Promotional selling is the method of influencing potential buyers to make a purchase decision. It's a strategy meant to enhance sales in the short run. Boosting consumer loyalty over the long haul isn't something you can typically accomplish with sales campaigns. Manufacturers and merchants can both benefit from sales promotion. Manufacturers commonly employ this marketing tactic to boost sales to both merchants (trade promotions) and end users (consumer's promotions)¹⁰. Using computers and network technology to disseminate information about goods and services to the virtual market, internet sales promotion refers to a variety of actions that stimulate consumer demand, arouse the desire to buy, and facilitate the purchase. Due to technological advancements, online sales promotions have emerged as a key component of modern business marketing¹¹. Discounts, freebies, coupons, financing, samples, bundles, returns, and exchanges for purchases over \$10 are just a few of the many sales promotion strategies that can be employed. Pricing at a discount is the most typical example of this strategy. The most common types of sales are price reductions ("on sale items") and bonus packs ("bulk items"). Bonus packs offer more for the same price as the original sale, while price discounts refer to a reduction in the original sale by a set percentage. Trade/Consumer: For good reason, this method of sales promotion is by far the most widespread. A consumer discount of 5% on a product is referred to as a "consumer discount"¹⁰.

Public relations are a third metric for evaluating promotional effectiveness (PR). Public relations (PR) is a business discipline concerned with cultivating favorable public and media perceptions of an organization in order to encourage positive word-of-mouth and manage adverse situations (brand image). Public relations (PR) is the art and science of strategically shaping and disseminating information about an individual or group (such as a company, government agency, or non-profit organization) to the general public to influence how that group or individual is perceived by that group or individual. Using newsworthy events and issues of general interest, public relations professionals can increase their visibility without having to pay for every single impression. In most cases, people learn about it from the media. Because of this, it stands apart from other types of marketing communications like advertisements. Instead of spending money on paid marketing and advertising, public relations professionals seek to generate earned media publicity for their clients. Good word-of-mouth, an original business persona, and volunteer work are all examples of public relations in action. Public relations experts act as a spokesperson for their clients, communicating their mission and official stance on controversial topics to the media. By swaying the press and keeping in touch with key constituencies, public relations help shape how an organization is seen by the public. Keeping the company's reputation strong and getting the word out to clients, shareholders, and the general public all rely on this. To put it another way, when people have a favorable impression of a business or charity, it can lead to greater financial success. Having reputable third parties represent your firm is a key component of effective public relations. Reiterating, these middlemen speak to a specific audience that relies on them to weed out irrelevant information. Research, strategy development, implementation, public dissemination, and assessment are the four phases of a typical public relations campaign.

Activities in public relations (PR) aim to educate the public about a company's history and goals, as well as its products and services.

Furthermore, direct marketing is the study's fourth and final promotional measure. Direct marketing is a type of advertising that enables companies and nonprofits to have one-on-one interactions with customers through channels such as cell phone text messages, email, websites, online advertisements, database marketing, fliers, catalog distribution, promotional letters, and traditional media such as television, newspapers, magazines, and billboards¹⁰. Direct marketing is a subfield of marketing that helps us do some kinds of promotion more effectively. Direct marketing encompasses all forms of advertising that bypass intermediaries like mass media in favor of one-on-one interaction between a business and its target audience. Campaigns can be delivered through a variety of channels, including traditional mail, electronic mail, social media, and text messaging. Direct marketing is so named because it typically does not include any intermediaries, like traditional forms of advertising. Direct marketing is a method of reaching out to consumers that does not rely on or involve any other entity. In direct marketing, messages and sales pitches are sent directly to consumers via channels such as social media, email, direct mail, and phone/SMS campaigns¹⁴. Direct marketing allows for more exact and accurate monitoring of its effects because of the concrete forms of targeting and the acquisition of competitive advantage it delivers. In order to send promotional messages to the most likely recipients and get the greatest possible results, the most crucial targeting decisions involve ranking the most promising prospects. Mass marketing gave way to niche marketing, which gave way to personalized marketing, which gave way to the post-modern marketing of today, which aims to emphasize differences rather than highlight similarities. Selling products or services directly to end users, as opposed to going through a middleman like a wholesaler or retailer, is known as

"direct marketing." Direct marketing includes activities like direct response advertising and lead generation advertising. In addition to traditional methods of advertising, direct marketing also includes cold calling and door-to-door sales. The term "direct marketing" refers to a set of techniques that make use of a wide range of channels, including mail, print, broadcast, and digital media.

Patronage can be shown by consumers toward specific brands, services, retailers, or product types. An individual's loyalty to a company or its product can be gauged by the extent to which he or she continues to patronize or repurchase from that business or manufacturer. Patronage can be defined as the motivation, interest, and thought processes that drive customers to buy from a store or other business. The importance of customers and their patronage cannot be overstated; without them, businesses would fail.

Client loyalty means choosing a company's products above those of rivals. Customers' spending habits can be affected by a number of variables, including the economy, rival firms, consumers' social and psychological states, the characteristics of the product or service, and marketing initiatives. Accordingly, consistent demand from buyers is crucial to a company's viability, stability, and market share. The willingness to buy a product in the future is a strong indicator of the consumer's patronage intention. However, research shows that customer happiness should be the primary focus for highly competitive industries like telecommunications if they want to keep their customers coming back^{4,18}.

1.2 Statement of the Problem

The vast majority of Nigeria's telecommunications firms only use television to promote their services, as opposed to any of the other available options. Given Nigeria's erratic power supply,

which could prevent most people from watching television ads and could ultimately lead to low customer patronage, the chosen medium of advertisement may not be effective in covering a bigger population. There is a possibility that telecommunications companies are not making good use of other forms of advertising, which could lead to a severe lack of demand for their services. There is a lot of competition among the several communications networks in Nigeria, therefore they all use different kinds of marketing to try to attract customers. Telecommunication companies in Nigeria may have underused sales promotion in an effort to outmaneuver their rivals, which could have a negative impact on consumer loyalty.

Most Nigerian businesses view public relations less as a promotional tactic and more as a means to interact with the public, according to the available research. Companies may be failing to attract clients because their public relations efforts have failed to persuade or influence target audiences to view their products and services in a positive light. While academics have acknowledged direct marketing's widespread impact on consumer actions across the economy, many businesses have failed to fully embrace the concept. In order to increase customer loyalty, direct marketing has the potential to boost the success of Nigeria's telecommunications companies. Telecommunications companies can enhance the likelihood that their customers will utilize a certain service by constantly reminding them of the presence of that service, as many customers are unaware of the breadth of options available from their service providers.

1.3 Aim and Objectives

The aim of this study is to examine the effect of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. However, the specific objectives are to:

- i. determine the influence of advertising on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- ii. examine the influence of sales promotion on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- iii. investigate the influence of public relations on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- iv. examine the influence of direct marketing on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- v. investigate the influence of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

1.4 Research Questions

The thesis is guided by the following research questions:

1. What influence does advertising have on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria?
2. To what extent does sales promotion influence customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria?
3. What influence does public relations have on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria?
4. To what extent does direct marketing influence customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria?
5. What influence do promotional strategies have on customer patronage among telecom subscribers in the selected Local Government Areas of Ogun State, Nigeria?

1.5 Hypotheses

The research hypotheses developed for this study are stated as follows:

- H₀₁:** Advertising has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- H₀₂:** Sales promotion has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- H₀₃:** Public relation has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- H₀₄:** Direct marketing has no significant influence on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.
- H₀₅:** Promotional Strategies has no significant influence on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

1.6 Scope of the Study

The study investigated how a company's promotional strategy influences the number of subscribers they have in Ogun State, Nigeria. Analysis of the effects of advertising, sales promotion, public relations, and direct marketing on customer spending is the primary goal of this research. The location for this research is set to be Ogun State, Nigeria. But only few municipalities in Ogun State would be included in the research. The state of Ogun is singled out because of its proximity to Lagos, Nigeria's commercial hub. Ogun is

also home to the country's highest per capita GSM mobile user count, and more than half of Nigeria's largest corporations have their headquarters in the state's suburbs.

As there has been a proliferation of new telecommunications companies over the past decade, this study will span the decade from 2012-2022. Not only that, but over the time frame of this analysis, the names and ownership of some telecommunications companies changed.

1.7 Significance of the Study

The findings of the study would be beneficial to all telecom organizations. Again it is hoped that, the study and the recommendations that will be made, will be of benefit to the marketing department in particular and the entire industry as a whole. It will contribute to determining the strategic requirements for effective marketing and would enable companies serve their customers more effectively and efficiently. Specifically, the benefits of this study are enormous but in specific term, the study will be of importance to the following groups.

To the telecom enterprises, the result of this study will be significant to them because they will become more aware of the factors that affect and influence promotion strategies, and adopt those factors to get more market share which means higher profits from sales from the branded GSM services. To the academic, the result of this study will be significant to the academic as it will form the basis for research work in marketing strategies and consumer evaluation on preference for telecom brands.

1.8 Operationalisation of Research Variables

The variables in this study are classified into two – dependent and independent variables. The dependent variable customer patronage (Y). The independent variable promotional strategies (X) is measured as; Advertising, Sales promotion, Public relation, and Direct marketing. The functional operational model carrying these variables are displayed in the mathematical model below:

$$Y = f(X)$$

Y = Dependent variable: Customer Patronage (CP)

Y = Independent variables: X= Promotional Strategies (PS)

The independent variable- Promotional Strategies (PS) is measured as:

x_1 = Advertising,

x_2 = Sales promotion,

x_3 = Public relation,

x_4 = Direct marketing.

By substituting the acronyms of each variable in the regression model, the researcher presents the following:

Hypothesis One

$$y_1 = f(x_1)$$

$$y_1 = \beta_0 + \beta_1 x_1 + \mu_i \text{----- (i)}$$

Hypothesis Two

$$y_2 = f(x_2)$$

$$y_2 = \beta_0 + \beta_3 x_2 + \mu_i \text{----- (ii)}$$

Hypothesis Three

$$y_3 = f(x_3)$$

$$y_3 = \beta_0 + \beta_3 x_3 + \mu_i \text{----- (iii)}$$

Hypothesis Four

$$y_4 = f(x_4)$$

$$y_4 = \beta_0 + \beta_4 x_4 + \mu_i \text{----- (iv)}$$

Hypothesis Five

$$Y = f(X)$$

$$Y = \beta_0 + \beta_5 X_5 + \mu_i \text{----- (vi)}$$

Where:

β_0 = is the intercept or constant of the equation

$\beta_1 - \beta_6$ = are the coefficients or parameters to be estimated

μ_i = error or stochastic term

1.9 Operational Definition of Terms

Customer Patronage: a situation wherein an individual with need/want to satisfy purchases something of value from the seller to attend to the identified lack or shortage.

Advertising: Advertising is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor.

Sales Promotion: This refers to instruments that seek to increase sales of products and brands, usually in a short time.

Direct Marketing: is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction.

Public relation: This is the impact or exchange of information by speaking, writing or using some other medium or means of sending and receiving information such as telephone lines or computers.

Promotional Tools: These are tactics or activities you plan and execute to persuade consumers to buy your products or services. As a consumer, you likely partake of these activities yourself without realizing it.

Telecommunication: This is the transmission of signs, signals, messages, words, writings, images and sounds or information of any nature by wire, radio, optical or electromagnetic systems.

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Chapter Two

Literature Review

Conceptual, theoretical and empirical reviews in this chapter focused on identifying the effects of promotional strategy (advertising, sales promotion, public relations, personal selling, and direct promotional strategy) on customer patronage among telecom subscribers in Selected Local Government areas in Ogun State, Nigeria

2.1 Conceptual Review

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2.1 Conceptual Review

2.1.1 Promotional Strategies

Marketing strategies are concrete plans to increase brand awareness, sales leads, and customer participation. It shows you in graphical form how to implement your marketing and communication strategy, who you should aim your efforts towards, and when and where you should spread the word¹. Many corporate promotion campaigns are increasing in cost while yielding diminishing returns. There are a lot of competing businesses and marketing messages out there, so it's important for a company to make sure its promotional efforts are actually reaching its target audience.

Furthermore, if your marketing messages don't ring true with your target audience, you'll struggle to turn them into buyers. When it comes to advertising their wares, today's small enterprises can pick from a wide variety of options. Finding out that your firm's customers are is crucial to developing an efficient marketing strategy, regardless of the goods or services your company offers. It's one of the four essential components of any successful marketing strategy. It's a form of advertising that helps you connect with your intended audience and start conversations with potential buyers².

Promotion aids in attracting your desired audience's focus, piquing their interest in your goods and services, stimulating demand, and motivating them to make a purchase³. To further understand the four primary functions of promotion, consider the following: Raise brand recognition by letting people know you exist and what you have to offer. You need to figure out who you're trying to reach, what you're going to say to them, and how you're going to say it. Encourage passions: Getting them interested in what you have to offer. To generate enough leads for nurturing and to stand out from the competition, you need a well-thought-out content

marketing plan. Create a need for your offerings by making them appealing to potential customers. You can make a personal connection with a potential customer by highlighting the product's many advantages; Motivate potential customers to take action by a call to action helps your audience become involved and figure out what to do next. Placements on your website, in digital ads, and on social media all have the potential to increase conversions.

One can see that they adhere to the AIDA framework for marketing. This suggests that advertising can have a role in every step of the buying process for consumers. In addition, this can assist company cement the loyalty of its repeat customers and keep them around for longer. In order to bring in new clients and expand existing customer bases, businesses can use a variety of promotional marketing strategies that focus on getting individuals to take the next step in the AIDA model. Promotional strategies have evolved over the years, from word-of-mouth and trade shows to digital advertising and loyalty programs. Promotional activities were highlighted as a significant part of the marketing mix⁴. It has been hypothesized that consumers' individual tastes and objectives shape their market behavior. This is because these consumers are the focus of extensive advertising campaigns. It is clear that creating avenues of communication and distribution is crucial to the marketing process.

Promotional messages, products, and services are disseminated to current and future clients using numerous mediums. Recent studies have found that a company's reputation and the value of its brand can have a significant impact on its ability to keep customers happy. This method is extended by considering brand loyalty to be a moderating variable in studies of advertising's effects on buyers' decisions and patrons' happiness.

Many studies have shown that consumers' interpretations of advertisements vary widely depending on the context in which they are read, and that the advertising's central message can

have an impact on the intensity with which the target audience responds to the advertisement⁵. Similar to how various marketing communication methods elicit various reactions from different people⁶, it has been discovered that marketers can influence consumers' views through various channels. The loyalty of consumers to a brand and their overall satisfaction with their experience can be influenced through promotional efforts⁵. The findings of, which revealed that advertising played a role in creating purchasing funnels, are investigated here to provide light on the significance of advertising⁶.

2.1.1.1 Advertising

Advertisements are a type of marketing communication that use an objective, impersonal message to promote or sell a product, service, or idea to the general public. Businesses seeking product exposure often fund advertisements. The advertiser, in contrast to the public relations firm, foots the bill and steers the narrative in advertising. The message is not tailored to a specific person, setting it apart from personalized sales pitches. Traditional media, such as newspapers, magazines, television, radio, outdoor advertising, or direct mail; and emerging media, such as search results, blogs, social networking websites, or text messages, all have a role in the dissemination of advertisements. Advertisements, or ads for short, are the medium-specific presentation of the message⁷.

"Branding," the process of associating a product name or image with certain traits in the minds of consumers⁸, is a common tactic used by commercials to enhance sales. Direct-response advertising, on the other hand, is meant to prompt an immediate purchase. Political parties, interest groups, religious organizations, and government agencies are all examples of non-commercial bodies that engage in advertising beyond the realm of consumer goods. Public service announcements are one form of free advocacy that non-profits can utilize. Promoting a

company's health and performance to its staff or investors can be a useful advertising tactic. Edward Bernays, known as the "father of contemporary, Madison Avenue advertising," is widely regarded as the innovator of the strategies used in tobacco advertising in the 1920s⁷.

A few examples of advertisements are: I "Covert advertising," which occurs when a product or brand is subtly integrated into other forms of media and entertainment. Tom Cruise's character John Anderton in the film *Minority Report*, for instance, uses a phone with the Nokia logo prominently displayed in the top corner and a watch with the Bulgari logo engraved on the face. The main character played by Will Smith in the film *I, Robot* wears a pair of Converse sneakers throughout the film and refers to them as "classics" despite the film's futuristic setting. Audi and Mercedes-Benz insignia can be seen prominently placed on the front of the future cars in both *I, Robot* and *Spaceballs*. Because of Cadillac's advertising in *The Matrix Reloaded*, the brand was prominently featured in several sequences. Like Omega watches and Ford, VAIO computers and BMW and Aston Martin automobiles, these brands have been prominently featured in recent James Bond films. The main transportation vehicle in "*Fantastic Four: Rise of the Silver Surfer*" features a massive Dodge emblem on the front. *Blade Runner* is arguably of the most blatant product placement in film history, with the entire production pausing to reveal a Coca-Cola billboard. (ii) Print: Print advertising is defined as ads that appear in print publications including newspapers, magazines, and trade journals¹¹. This includes publications with a wide audience, such as a national newspaper or magazine, as well as those with a narrower focus, such as a local newspaper or a specialized trade journal.

Classified ads are a type of print advertising that lets people or businesses buy relatively tiny ads with specific audiences for a set price per word or per line. Display ads are another type of print advertisement; they are larger than standard ads and often feature graphics. *The Great Outdoors*:

Billboards, or hoardings as they are sometimes called, are enormous outdoor advertising constructions that are visible to passing pedestrians and motorists¹². The most common placement for these signs is along busy thoroughfares frequented by both cars and pedestrians, although they can be found everywhere a significant number of people congregate, including on public transportation vehicles and at stations, in shopping centers, workplaces, and even stadiums. Street Advertising Services, a British company that puts up outdoor ads on things like benches and lampposts, was the first to popularize the concept of "street advertising" across the rest of the world. Using tools like Reverse Graffiti, air dancers, and 3D pavement advertising to spread brand messages in public Using huge, moveable structures (tents) set up in public places on temporary bases, sheltered outdoor advertising mixes outdoor and inside advertising. Large outdoor billboards are designed to grab the attention of passers-by, while indoor displays make the most of their creative opportunities.

Most mobile billboards are electronic displays installed on moving vehicles¹². Vehicles created specifically to transport advertisements along routes chosen by clients, specially outfitted cargo trucks, and even planes with banners strung from them are all viable options. Some billboards use backlighting, while others make use of spotlights, and all of them are illuminated in some way. Some billboards only show a single ad at a time, while others cycle through a series of ads indefinitely or at regular intervals. Target advertising, one-day and long-term campaigns, conventions, athletic events, store openings and similar promotional events, and large advertisements from smaller enterprises are just some of the many uses for mobile displays in urban locations around the world. Any form of advertising displayed at a retail point of sale is referred to hereafter as "point-of-sale" (or "POS") advertising. Product placement at eye level, at the ends of aisles, and near checkout counters (also known as POP – point of purchase display),

attention-grabbing displays promoting a specific product, and advertisements in places like shopping carts and in-store video displays are all part of in-store merchandising. (v) Novelties: Novelty advertising refers to ads that are imprinted on small, physical products like coffee cups, T-shirts, pens, purses, and the like. Advertisers can have novelty products delivered by printers who specialize in this service, or consumers may encounter these objects as part of a cross-promotion, such as on the sides of fast food containers. (vi) Celebrity endorsements: Advertising in which a celebrity endorses a product or brand uses the celebrity's name, likeness, voice, and popularity to boost the product's visibility and sales¹⁴. Advertisers frequently use celebrity endorsements, such as when a star recommends a particular product or wears an item of clothing designed by a certain label, to promote their wares. Many different types of advertising, including television and print ads, feature celebrities endorsing either a specific product or a category of products¹³. However, there are risks associated with using celebrities as brand endorsers, as even a single misstep on the part of the celebrity can have a significant impact on the PR for the brand in question. Michael Phelps, who won eight gold medals at the 2008 Olympic Games in Beijing, China, had his contract with Kellogg's yanked because the company refused to be associated with him when he was photographed consuming marijuana. Britney Spears has appeared in commercials for a wide variety of brands, including Pepsi, Candies from Kohl's, Twister, NASCAR, and Toyota.

2.1.1.2 Sales Promotion

The marketing and sales management literature recognizes the effectiveness of sales promotion in affecting sales and client patronage. In order to stimulate interest in a product or service, sales promotions provide temporary incentives of value. Discounts, rebates, freebies, and sweepstakes information is provided to both retailers and end users¹⁵. Advertising is used to turn customers

who tried a product because of a sales offer into loyal customers because the gains from sales promotions are usually short-lived and sales drop down when the deal ends. It was observed that constant sales promotions have no effect. Customers start holding off purchases until a discount is given, or they start to wonder if the product is worth the price.

Businesses can use consumer-focused sales promotion to bolster refunds and in-person sales by targeting their efforts at the end user. However, businesses also have the option of targeting retailers, wholesalers, and distributors in their sales efforts. Trader bonuses and discounts can help achieve this goal. They can also train distributor sales forces to improve performance¹⁵, and they can implement cooperative rebates, in which the manufacturer pays a portion of the retailers' local rebates expenses for rebates on the manufacturer's products.

When it comes to promoting sales, increasing product life cycle, sales growth, and customer goodwill, sales promotion is the next best thing to advertising. Managing a business in the modern era of marketing involves more than just creating a marketable product at a reasonable price. To win and keep clients, businesses use integrated marketing communication⁹.

Display, exhibits and exposition, demonstrations, and other nonrecurring selling efforts not in the normal routine are all examples of sales promotion that are not personal selling, rebates, or publicity but nonetheless encourage consumer purchase and dealer effectiveness. Displays, exhibits and expositions, demonstrations, and other similar marketing efforts were characterized as "sales promotion," together with personal selling, rebates, and publicity, to increase consumer buying and dealer efficiency. To reach their demographic, businesses often employ sales promotions. An additional motivation to take action is what makes sales promotion stand out from other marketing strategies.

Sales promotions can be broken down into a few distinct categories, the two most common of which are "trade" and "consumer" promotions. A consumer promotion is a type of marketing strategy that aims to persuade consumers to buy a certain product. These kinds of campaigns are designed to increase brand awareness or sales of a new product in a limited time frame. Sampling, free trials, free gifts, sweepstakes, and discounted prices are all examples of consumer promotion methods.

Distributing the producer's (or company's) message(s) to the consumer is the foundation of any sales promotion campaign. The goal of the communication is to encourage readers to buy the advertised goods or services. As a result, it's crucial that consumers be open to and understand the message in a way that compels them to make a purchase. Without a doubt, sales promotion is an integral part of any marketer's toolkit. Based on research, packaging businesses spend close to 75% of their marketing budgets on sales promotion¹⁹.

Sales promotion is a useful method for generating immediate revenue and satisfying sales quotas. Brand awareness can be increased, sales can be stabilized and short-term sales goals can be met, and demand can be boosted in the short-term by making the product appear to be a fantastic value. The primary goal is to boost revenue temporarily¹⁹. Other goals could include, but are not limited to, the following: It can be challenging for a new product to find its footing in a market already saturated with alternatives. As a result, the corporation may decide to implement sales promotion methods such as penetration pricing, special offers, price reductions, and the use of the scarcity principle in order to boost a portion of their sales. Temporary sales promotion techniques are used by businesses to compete with their rivals' short-term marketing initiatives. Marketing strategies that focus on increasing product sales in order to win over retailers' confidence. In turn, this boosts dealer profits and strengthens their allegiance to the brand. The

goal is to introduce products to untapped markets, which might be challenging. More people will test the new product because of the sales campaign. Boost sales by raising brand recognition and customer interest through the inclusion of enticing incentives. To combat the customer-stealing tactics of rivals and retain loyal patrons, sales marketing is also employed.

There are essentially three distinct categories of sales promotion tactics. To wit: The goal of the pull approach is to have customers actively seek out the company's offerings, or "pull" them. It entails utilizing marketing collateral and activities like sale events, money-saving programs, and so on. The second approach, called the "push strategy," involves actively attempting to get the product away from the business and into the hands of consumers. Promotional and personal selling activities are used to persuade intermediary channels to expedite the product via the distribution networks and onto the ultimate consumers. Specifically tailored strategies for intermediaries like retailers and wholesalers are incorporated into this approach. (iii) A hybrid approach combines elements of pull and push advertising to increase product sales with minimal effort on the part of the buyer. Promotional coupons are distributed to potential buyers, and retailers are offered financial incentives to stock the brand's products in their stores.

There are two main categories of sales promotions, distinguished by the demographics of their intended recipients. To wit: I Consumer sales promotion occurs when a company's marketing efforts are directed at the final buyers of a product. A good example would be to provide a discount of 20% on selected items. Directly increasing sales is the primary goal of most consumer-focused advertising campaigns. Consumer-Directed Sales Promotion Methods: Marketing strategies that focus on the consumer, or sales promotion, include — Donations welcome! Giving away free samples is a great way to get people interested in your business and get them to make a purchase if they end up liking the product they try. When you want to launch

a new product to the market and raise brand awareness at the same time, free product samples are a great choice. The sample campaign's target demographic represents a valuable asset with a high lifetime value. After using your goods for a while, customers will be reluctant to switch to a competitor. Although it can add to the bottom line, sampling has shown to be an effective tool for many different kinds of sales promotions.

Bonus Gifts: Gifting is a popular marketing strategy for stores, especially around holidays or other times when a large number of customers are expected to visit. Customers' excitement about the possibility of winning a store giveaway might serve as a further incentive to buy the retailer's wares. Promotional "Assured presents" campaigns are another common usage of gift-giving. You can choose from a variety of presents, such as a mixer grinder or a steam iron. To qualify for the "Assured gift," a customer must make a minimum purchase with your company. This makes the buyer feel like he got something for "free," which piques his interest. He could return at a later date.

Special Offers/Coupons: Quite frequently employed to encourage purchase at what could otherwise be viewed as a premium price, or as an incentive to choose your product over those of competitors. Coupons can be thought of as vouchers that can be exchanged for a lower price on a product. Fast food restaurants sometimes distribute discount coupons. The purpose of such advertising could be to introduce a brand-new product from a company. Coupons play a major role in the advertising strategies of fast food chains like Domino's, Pizza Hut, and McDonald's. A discount of \$X is available if you have their coupon. The purpose of the coupon is to motivate you to take some sort of action. If a shopper hears today that XYZ Store is offering a 10% discount on all purchases, that shopper will get off my keister and go shopping²³. In any case, they will buy up the entire stock. However, the discount convinced them to make a purchase from the XYZ showroom. That was the point of the coupon, and it was successfully executed; exchanging an

old product for a new one is a popular marketing strategy. Financing Strategies Among the many forms of advertising, financing is particularly smart. It's based on a number of different elements working together. Institutional financiers are typically large corporations. Consumers can buy Cocoa-Cola products using a variety of payment plans. A small processing charge and low interest rates make this possible. Therefore, the buyer, who does not have the whole amount necessary to buy the product outright, will most likely choose financing options to make the purchase. Faster product liquidation for the dealer is just one benefit of this type of financing for both the dealer and the consumer. Comma Separated Values; Shipping Plans: High shipping costs might be a deterrent to online sales. Frequency chartering and other similar short-term shipping strategies reduce resistance; offering discounts for purchasing a product or service in bulk can be an effective strategy for moving unsold stock. One example is offering discounted bundles of products compared to purchasing them individually²⁴. Promotional pricing for large purchases is a powerful tool for moving unsold stock. The policy includes rewarding patronage in large quantities by lowering prices for those buyers. (ii) Trade Sales Promotion refers to promotional efforts planned with dealers, distributors, and agents in mind. A trade channel promotion is a sales strategy that focuses on attracting retailers, wholesalers, agents, and distributors by offering them incentives to carry a brand's wares. This is done to raise the brand's visibility in the marketplace, encourage retailers to stock more of the brand's items, and boost sales in an indirect manner. Promotional strategies for sales that merchants might use are as follows: Point-of-purchase (POP) displays, in which the company gives out POP displays to merchants in the hopes that it will boost sales, fall under this category. Trade exhibitions, in which the company promotes its product to thousands of traders, are another wonderful sales promotion approach. Discounts of up to 80% are common during trade exhibits, as well,

compared to regular prices; Extra payments to traders are part of a strategy known as "push money," or "spiffs," which is designed to encourage them to achieve certain results. Paying them \$50 per unit sold of Product A and \$30 per unit sold of Product B during a certain time period is one example; what we call "Deal Loaders" are the freebies given to wholesalers and retailers that place large orders. Trade Deals are promotions offered to retailers to boost sales of a certain product for a limited time. To incentivize vendors to stock their shelves, many companies offer "buying allowances." Black Friday sales are annual events that take place on the fourth Friday of November. Massive savings and one-day-only promotions are involved. Thus, it exponentially boosts business; In a BOGO sale, customers pay for one product and receive another at no additional cost. This is an excellent method of advertising new products or selling off seasonal stock; Referral bonuses are an effective sales promotion approach in which existing customers are incentivized to recruit new clients. This is achieved by offering them valuable financial incentives such as rebates, cash-back, or price reductions.

2.1.1.3 Public Relations

Systems theory, critical theory, and rhetorical analysis are only few of the theoretical lenses through which public relations can be analyzed²⁵. Public relations are an aspect of a greater whole, and the problem is to figure out what that greater whole is.

Relationship marketing encompasses an array of techniques aimed at fostering and maintaining connections between businesses and their customers. Connection marketing can be defined as "the process through which a vendor identifies, attracts, develops, and maintains a mutually beneficial relationship with its clients over the course of multiple transactions"¹¹.

Public relations (PR) is an innovative method of advertising that aims to improve relationships between businesses and their target audiences by fostering communication, cooperation, and

general goodwill. Additionally, it helps the company gauge what its customers want and needs, and it encourages mutually beneficial interactions that benefit everyone involved in the organization. Public relations are the practice of enhancing a company's positive reputation in the eyes of its target audience by strategic planning, the dissemination of accurate information, and the cultivation of mutually beneficial relationships with the target audience (the "publics").

News releases, press conferences, speeches, and volunteer work are all common methods of spreading information and building public support²⁸. It entails studying and comprehending the mindsets and actions of the firm's crucial target demographics in order to ensure the company's long-term viability. The goal of public relations is to improve the company's reputation in the eyes of the public, which is accomplished through various marketing and advertising initiatives²⁹. Activities in public relations (PR) aim to educate the public about a company's history and goals, as well as its products and services. Public relations, when executed properly, can effectively reach a wide audience without the hefty price tag of more conventional forms of marketing and promotion. Businesses like commercial banks use this and other forms of mass media to provide information about and promote their wares to the general public. When consumers are well-informed and satisfied with the company's image or services, they are more likely to continue doing business with that company.

Also, a company's products and services might not be sold if people aren't aware of them. Customers need to be well-informed on the products and services offered by a company in order to make purchases from that company³⁰. One further way in which product/service consciousness can be raised is through the customer service provided. Cashiers, secretaries, customer service reps, and so on all have direct interactions with consumers and, it might be said, the way they interact with them has a significant impact on how loyal and positive those customers will be.

The way they portray themselves (how they dress, how they welcome clients, how they help them solve problems) sends a message to current and potential customers that the company is successful and compassionate. In addition to alienating the consumer directly, impolite employees can damage the company's reputation among future clients and other audiences. A single disappointed or angry client can have a chilling impact on business by spreading a negative word of mouth about the company to others.

Public relations as a marketing technique have been conceptually agreed upon by modern marketing authorities as a calculated initiative to build and maintain goodwill among a company and its target demographic. This view is supported by those who argue that the process assists businesses in determining what their customers want, in communicating with those customers, and in fostering the goodwill that ultimately leads to the profitable satisfaction of those customers' needs and wants. To sum up, this marketing strategy is an action or process that aims to improve the public's perception of the company and its products or services.

New trends of strategic service implementations are emerging in the corporate sector as rivals race to the bottom to stay afloat and then control their niches³⁴. Every company out there with a product to sell or a service to provide wants nothing more than to have its efforts rewarded by delighted customers who return for more of what they've bought or received. In light of this, it is crucial that a company effectively communicate with its publics³⁵.

But research shows that providing excellent service leads to happy customers who are more likely to return^{36,37,38}. Customers who are pleased with the service they receive are more likely to speak favourably of the company and may even spread the word among their social networks. That's why this explains why PR is so crucial to providing great service. There was a correlation between better service and greater customer satisfaction in another study³⁹.

2.1.1.4 Direct Marketing

It's a way to reach a specific demographic through advertising. More opportunities exist for rapid response and continued patronage. Consider for a moment that the only reason a business is still operating is because of its clientele. Once a buyer has tried and loved your goods, they are more likely to stick with you. Don't ignore these customers because of this. By offering them something of value in return for their information, you can gain access to their private data. That data can be used to raise product awareness in a market where it is not currently being offered⁴⁰.

The first thing to keep in mind is that the constant flow of customers is what keeps the business going. When consumers are enthusiastic about your items, they will continue to seek you out for future purchases. However, most companies make the error of ignoring their clients; they don't ask for feedback on products or services from actual users.

Keep in mind that you can't afford to ignore any of the people who walk through your door. They have already decided to buy your goods. The best course of action is to collect as much data from clients as possible. You can incentivize people to provide their data by offering them something in return. Using this data, you can introduce your items to a market that previously knew nothing about them. The company might utilize direct marketing to learn more about customers and potential customers and then rank that data based on factors like how likely the customer is to make a purchase, how much money they have available to spend, etc. When a company has a more complete picture of its clients, it can better tailor its offerings to each one.

Direct marketing's versatility allows it to be utilized both offensively and defensively, attracting new clients and retaining existing ones. While the focus of most traditional marketing strategies is on attracting new consumers, retaining current ones is just as crucial. An organization's current clientele are its best line of defense. Databases are utilized not only for personalized marketing

campaigns but also for more strategic purposes⁴³. Marketers have access to up-to-date data on the efficacy of past campaigns, allowing them to tailor the design of future campaigns to specific target audiences. Direct marketing may help businesses reach their target audience with the right offering at the right time, which is essential for both client acquisition and customer retention. Marketers can improve the effectiveness and efficiency of their direct marketing system by tailoring their efforts to specific target audiences⁴¹.

Even if a customer doesn't buy immediately, that information can be saved and used later on when it's time to reach out to them again. The use of a middleman in direct marketing is possible. The data-holding firm can then work with the third party to design a product or service that will appeal to the clientele it has in mind. All three constituents will emerge victorious in the end. However, caution is warranted on the company's part because some customers may be hesitant to provide information to an outside party⁴⁴. It's been shown that direct marketing can be an excellent strategy for speeding up the customer acquisition process. Once trust has been established, the company can use the customer service process, for example, to learn more about the customer, identify additional needs, and meet those needs by communicating with the customer, educating them about the company's offerings, and even upselling them on additional products or services.

However, while direct marketing does aim to bring in new customers, it is the retention of existing ones that is generally touted as the most important benefit. There are good reasons to prioritize client retention, as it costs five to ten times as much to acquire a new customer as it does to keep a current one. Personal selling, commission, data collection, and advertising are the primary drivers of direct marketing costs in the financial services industry. A typical customer becomes profitable after one or two years due to these significant up-front costs, giving

businesses more incentive to hold on to each and every one of them. When a business first interacts with a customer, it enters a period of discovery. Gathering data to determine precise demands and patterns for developing new products or services is a time-consuming process.

2.1.2 Customer Patronage

It was speculated that consumers' reasons for making a purchase may be summed up as a combination of emotional pull, practical need, and rational choice. So, rather of guessing at what customers want, marketers should instead conduct extensive research to better understand their preferences. When a marketer has a thorough understanding of their target demographic, they are better able to identify the elements that drive purchase decisions and develop strategies to appeal to those consumers. From these various vantage points, we may deduce that customer happiness is, in fact, the ultimate goal of customer-centric strategies. Consequently, Philip Kotler, a well-respected expert in the field of promotional strategy, stresses the importance of "seeing the business through the lens of the customer"⁴⁷. The social and ecological view held that businesses had a responsibility to the communities in which they operated. The idea requires business owners to strike a balance satisfying shareholders, customers, and the greater good. After reviewing the many ideas presented, it becomes clear that the selling concept is the one most commonly used in Nigerian marketplaces. Most of them think that customers won't buy enough of their items if they leave it up to chance, so they push products aggressively in ads and promotions without thinking about whether or not that's what the customer wants⁴⁸.

An individual's, a group's, or an organization's study of consumer buying behavior encompasses the study of consumers' mental and emotional reactions to, and actions involving, the acquisition, ownership, and eventual disposal of products and services. Everything from a shopper's consideration and research before a purchase through their use, appraisal, and eventual disposal

of the product thereafter is included in the purview of consumer behavior research. Brand-influencers and opinion leaders are also a focus, as they have a significant impact on consumers' decisions and behavior⁴⁹.

Companies and their marketers tried to "push" consumers through the sales funnel as quickly as possible by using flashy advertising campaigns and focusing on increasing conversion rates rather than client retention. Compared to their competitors, businesses that take consumer behavior into account during product development have a significant edge. Researching and studying consumer behavior helps businesses better understand their end users. To succeed, businesses need to know their customers inside and out. In the 21st century and beyond, it is crucial for businesses to develop personal connections with and in-depth understandings of their target markets⁵⁰.

Although customer retention is more cost-effective than customer acquisition, in today's competitive marketplace, attracting new customers has become increasingly crucial for businesses of all sizes. Therefore, for competitiveness and survival, businesses need to reevaluate how they connect with their customers' mindsets and actions. Customers are hard to keep, therefore it's important for businesses to stay on top of shifting trends in consumer culture and the social psychology of their clientele. In addition, it is important for businesses to let customers know what they have to offer, and this requires some degree of advertising and marketing⁵¹.

2.1.2.1 The Customer

Any company that doesn't care about its consumers and work to meet their needs and wishes isn't really doing what it's supposed to be doing, which is making money⁵². There is too much competition for it to succeed. How clients spend their money is a reliable barometer of customer loyalty and a reliable predictor of business success or failure. The concept of "customer

behavior" has been examined from many angles by numerous authors. Consensus appears to be an illusion. "the activities of individuals directly involved in purchasing and utilizing economic goods and services, including the decision process that precedes and determines those acts" is the focus of the study of consumer behavior. This definition sheds some light on the topic at hand, but it does not provide a comprehensive analysis. However, respectively appears to enjoy broader support. "the activities people undertake in actual or future usage of market commodities whether products, services, information, or ideas," he said⁵³.

Customers might be influenced by two main types of factors: psychological and environmental⁵⁴. Attitude, education, observation, character, and identity are all components of the mind's pull. Culture, family, social status, group influence, and the economy are all examples of environmental variables that have an impact on consumers. Situational factors, societal influences, instructional influences, promotional communication, and cost-benefit analysis. Why do customers act the way they do is a central topic in the field of consumer behavior analysis. To what extent do consumers become aware of new offerings? How can we change our customers' perceptions and opinions?

Businesses that don't prioritize their customers' needs and preferences risk being left behind in today's increasingly consolidated marketplace and seeing a precipitous drop in revenue as a result. These businesses won't be appealing to investors, so they'll have to either sell or stop producing altogether. A company's bottom line will improve in direct proportion to the level of customer satisfaction and loyalty it receives from its clientele⁵⁵.

When companies have a firm grasp of how their customers behave, they are better able to cater to the various demographics they serve. Unfortunately, client behavior cannot be tested or proven scientifically, making it difficult to analyze and comprehend. Deductive reasoning or

judgment based on prior experience with the repeated presentation of a product is the only other option or approach employed by behavioral scientists. Customer behavior was defined as "the actions of those individuals directly involved in the acquisition and use of goods and services, including the decision processes that determine those actions"⁴⁵. Although this definition sheds some further light on the topic at hand, it does not provide a comprehensive analysis of the concept. Customer behavior was defined as the "choice process and physical action individuals participate in when evaluating, obtaining, and using economic goods and services," although this definition did not provide any new information beyond the previous ones. On the other hand, the American Promotional Strategy Association's definition seems to encompass all the others. According to their definition, customer behavior is the result of a complex interplay between individuals' beliefs and values, their actions, and the circumstances in which they occur. At the very least, three fundamental concepts are highlighted by this definition. These include the notions that customer behavior is ever-changing, that it involves exchange, and that it involves interaction between effect and cognition, behavior, and environmental event⁵⁶.

It is clear from the definition that first and foremost, customer behavior is fluid. This means that consumers, consumer groups, and society at large are all subject to change and evolution over time. This has major ramifications for the fields of consumer behavior research and marketing strategy creation. Researching consumer habits is typically conducted on a small scale, covering only a limited number of instances, items, and people. Given the ever-changing preferences of consumers, it's unrealistic to assume that a single promotional approach will be effective across all products, markets, and industries⁵⁷.

The definition of consumer behavior emphasizes, secondly, the interplay of the effect, cognition, behavior, and environmental events. Customers' thoughts, feelings, and actions, as well as the

things and places (environmental events) that have an impact on these factors, must be comprehended in order to create effective marketing campaigns. The definition of consumer behavior also stresses the importance of interactions between people.

For their part, promotional strategy executives have looked into the concept of customer behavior by studying consumers' demands, needs, motivations, and where, how, and when these items are used. To better meet the needs of their customers at any given time, manufacturers can use the data they collect to adjust their production accordingly, as seen in⁵².

The term "patronage" refers to monetary support or moral backing provided by a patron. Customers supporting him in this way might make purchases or compensate him for his work. Sales growth, which in turn leads to higher profits, a larger proportion of the market, and a greater edge over the competition is typically directly correlated with the level of patronage a business receives. Every business owner hopes their products and services will be well received by consumers. Nigeria's GDP can only grow if locals buy lots of things made in Nigeria.

2.1.2.2 Patronage Intention

It is possible to define patronage intention as the probability that particular customers will be willing to buy organizational products in the future. Some people are also of the opinion that the final decision of customers regarding whether or not to buy a specific product is greatly influenced by the purchase intention of the customer. The purchase intention is more psychological in nature than behavioral in nature because the outcome of such an intention is what determines the end point of any purchase transaction⁵⁸.

2.1.2.3 Patronage Action

There are some who believe that decision-making is the process by which one course of action is chosen from among numerous possibilities. At this stage, the purchase has been completed, and the purchaser must have selected one option from among those available. Made in Nigeria goods do not usually make it to this stage because customers only want to derive satisfaction from the purchase of foreign goods, which has frequently resulted in a lack of growth in the Nigerian economy. Customers would only want to derive satisfaction from the purchase of foreign goods. The process of customer action and decision making may be broken down into five distinct stages: recognizing a need, searching for information, evaluating available options, making a purchase decision, and making a post-purchase decision.

2.1.2.4 Repeat Purchase

Customers' propensity to purchase the same brand of goods from the same company multiple times is referred to as repeat purchase. This is a result of the satisfaction acquired from prior purchases; when the customer feels satisfied about the product he has purchased, there is a potential that such a client will buy again in the future. This is a result of the satisfaction derived from previous purchases. In the vast majority of cases, these customers do not simply make additional purchases; rather, they become ambassadors of such products by sharing great things about the product with their friends and families. When a client is unhappy with the products offered by an organization, not only does he cease purchasing those things, but he also tries everything in his power to persuade his friends and family members not to purchase those products.

2.1.2.5 Factors Influencing Customer Response to a Product

Cultural, societal, individual, and psychological factors all have significant bearing on consumers' final purchasing decisions. These four aspects of his character or temperament

account for the internal and external influences that determine what he chooses to buy and what he does not. He is influenced by them all the way through the purchase choice process⁶¹. (i) Societal norms and expectations are influenced by cultural norms and expectations, which are the complex of shared values, ideas, attitudes, and other important symbols that humans develop and pass down to one another. Culture can play a role in a consumer's choice of garment materials. A customer's attempt to conform to a certain culture may influence his decision about, say, the type of fabric he decides to wear. Oftentimes, a man's cultural background can be deduced from the way he dresses, and vice versa; this is why it's important for people to dress in a way that's representative of their own culture at formal events like weddings and funerals. (ii) Motivation: At any given time, a person may be motivated by a wide variety of needs, some of which are physiological and result from stressful conditions like hunger, thirst, or physical discomfort, and others of which are psychological and result from desires for admiration, approval, or membership in a group. Most of these wants and needs aren't going to be strong enough to propel the person to take action right now. Once a desire is piqued to a high enough degree, it might be considered a driving force. A driving force, then, is a requirement strong enough to prompt an individual to take action in order to satisfy it⁶³. (iii) Changes in behavior as a result of prior experience is what we mean when we talk about learning. It takes place as a result of drive stimuli, cues, reactions, and reinforcement interacting with one another⁶⁴. When a customer's need for admiration is focused on a certain stimulus object, that desire transforms into an underlying motivation. Her reaction to the prospect of purchasing the rayon lace material is influenced by contextual cues⁶⁵. Whenever, wherever, and however a person responds is all determined by cues, which are subtle inputs. Seeing a buddy dressed in rayon lace, for example, can serve as a trigger that prompts the consumer to make a purchase. If she finds it to be a

worthwhile experience, she may decide to make a purchase. The next time she goes shopping, she will likely buy more of the material. A person's beliefs and attitudes are characterized by their (iv) descriptive thoughts. These convictions could be grounded in factual information, expert opinion, or religious dogma; they need not be emotionally charged, though. People have opinions on a variety of topics, including but not limited to religion, politics, fashion, cuisine, and entertainment. A person's attitude toward anything reflects their generally stable judgements, emotions, and dispositions with respect to that thing or concept. Attitudes shape people's mental states, leading them to either gravitate toward or avoid a given object or idea⁶⁶. Reference groups and family members are examples of social influences on consumers' purchasing decisions, which we collectively refer to as "social influences." They function as sources of knowledge for making decisions and as guides for establishing acceptable behavior. Friends, neighbors, classmates, and family members are all examples of reference groups that can have an impact on an individual's worldview and moral compass.

2.1.2.6 Internal /External Influences on Customer Behaviour

The decision-making process of a consumer is influenced by a variety of factors, making customer behavior very subjective. The two broad categories that account for the most majority of the individual weight buyers give to various factors while making purchases are as follows⁴⁸: A person's perceptions, attitude, motivation, lifestyle, learning, and roles are all examples of internal influences. All of us are impacted by these inner forces when making purchases. Culture, social conventions, subcultures, family roles, household structures, and groups are all examples of external factors that are also known as social influences that can have an effect on an individual's propensity to make a purchase.

As we've seen throughout this examination of internal and external factors, each situation and set of variables is unique, and individual customers' experiences will vary as a result. Marketers can alter certain factors, but others must be dealt with when they arise. It is crucial for marketers to comprehend these factors since it allows them to better guide consumers in making informed purchasing decisions. The GSM Network: The following are some internal and external effects on clients' purchase decisions that might help marketers overcome obstacles in selling GSM services⁶⁷. (i) The customer's personal lifestyle and worldview largely constitute internal factors. Customer-specific factors include ideas, beliefs, sentiments, attitudes, routines, habits, drives, and recollections. These forces come from within, and they might be thought of as psychological in nature. Customers' internal influences reflect the methods in which they see the world, label their emotions, gather and evaluate data, create convictions, and take some course of action⁶⁸. Marketers can also use these internal factors to learn more about their clients and their unique purchase habits. When it comes to choosing a GSM provider, clients are influenced by a number of factors on the inside, all of which are crucial for marketers to grasp. (a) Internal Drives and Requirements: The customer's wants and motivations are the most important internal factor in determining his or her buying decisions. A customer's need can be thought of as the absence of something else, or the gap between his ideal and current situation. A person's motivation comes from within and drives him to take action in order to fulfill a personal desire. This can also be grasped by analogy; for instance, a person's real state may be that he is hungry or thirsty, whereas his desired state may be that he is well fed. Because of this desire, he would look for a place to eat or stay. While it's impossible to precisely identify all of a customer's demands, their needs can be grouped into categories through extensive study. If marketers can figure out what drives their customers, they can more readily sway their purchasing decisions. Maslow's Need

Theory is the most robust need identification model that marketers may use to inspire purchases. Abraham Maslow, an American psychologist, presents this hypothesis. If you can understand and exploit this idea to influence clients, you'll find that their needs are ranked in a way that works to your advantage⁶⁹.

In order to guide customers' unmet requirements toward buying decisions, it is crucial to have a firm grasp on what those needs are. Using this information, sales teams can better understand their consumers' wants and needs as they pertain to signing up for a GSM plan. In the same way that one consumer might buy GSM service to meet his own needs, another might buy it for his or her social circle or professional associates. Thus, before providing GSM service to a target market, it is vital to determine the demands of different groups of the target market. These needs may be material or psychological in nature. A marketer can better segment their target market and serve individual consumers' unique demands by identifying their specific concerns before they even shop for a GSM plan⁷⁰. Regarding (b) one's attitude, Attitude is the next major internal variable that affects customers' purchasing behavior. The term "attitude" is used to describe an individual's emotional or mental disposition toward a given topic. What people do and buy reflect this reality constantly. It is quite difficult to modify one's attitude after it has been developed. If a consumer already has a preconceived notion about a product or topic that you're trying to sell them on, changing their mind will be a tall order. Clients' enduring impressions of a company's goods and services, marketers may learn a lot about their clients and their standing in the industry from their attitudes⁷¹. Marketers can learn more about their clients and how they feel about a GSM service if these attitudes are first identified. Marketers in the present era need to realize that consumers are bombarded with a lot of information and ads, and they can't possibly

remember everything. But in this exposure, individuals may readily screen out anything that goes against their preexisting beliefs⁷².

Marketers must, therefore, ensure that their ads don't offend their target audience. Customers' attitudes are formed through social learning; they are influenced by the individual's background, upbringing, ideas, and personality⁷³. Friends and family, as well as widespread media coverage, can have a significant impact on an individual's outlook. Establishing a favorable image in the minds of consumers is crucial to a company's success. Marketers will have an easier time persuading potential customers to sign up for GSM service if the service is provided in a pleasant setting and is of a high enough quality. A positive reputation among consumers is achieved by attentive, comprehensive service.

The Impact of Outside Factors on Consumer Purchasing Behavior: When deciding on a purchase, each of us is subject to a number of internal and external factors that stem from our upbringing, social circle, and other personal experiences. These interpersonal connections are referred to as "external impacts" because they originate from outside of an individual rather than from within. External influences, also called socio-cultural influences, stem from an individual's formal and informal contacts with others, such as his friends, family, coworkers, and acquaintances. In order to influence clients' purchase decisions, it is crucial to be aware of these external factors. Almost all of the aforementioned external elements are crucial to grasp, but the customer's culture is the most fundamental and has the most impact on the customer's purchasing choice. Values, attitudes, ideas, and opinions are all formed by a person's cultural upbringing. As a result, this influences how consumers feel about investing in various goods and services. As a result of the emotional demands that are satisfied by one's cultural practices, people are often very vigilant in attempting to preserve those practices. Customers' actions show this concern for cultural preservation. This might also be understood by

comparing it to the way McDonald's used to serve its American customers, with the exception that it now serves its Indian customers in the same manner. As a result of the company's actions, many vegetarian Indian customers were turned off.

Both the emergence of a customer need and its fulfillment are influenced by cultural factors⁶¹. GSM service marketers can better meet the needs of their clients if they learn how different cultures express these needs and use this information to tailor their offerings. Marketers can improve their chances of success while promoting GSM services by making their pitches more in line with customers' values and objectives. They need to provide GSM services to their clients in a variety of settings to meet their needs.

Thus, we might define promotional strategy as the sum of an organization's communication activities designed to persuade potential customers of the value of its products and services⁷⁴. Many people think of promotional strategy as a collection of actions taken by a company to get the word out about its wares and convince potential and existing customers to acquire them. A promotion plan is a management method by which a company interacts with its numerous target groups³. Organizations design and present messages for its specified stakeholder groups by first analyzing the communication environment of those groups.

Audiences are prompted to provide both an emotional and a practical response when meaningful messages are communicated. For a business to quickly sell its products and services, it needs a promotional strategy that highlights their superiority over the competition. Companies that excel at highlighting their products' distinctive features make substantial revenue and maintain a competitive edge. Paid forms of non-personal presentation and promotion of ideas, goods, or services by a clearly-named sponsor are all forms of advertising. Television, radio, print media,

electronic media, outdoor media, and transit cards are all examples of advertising channels (advertisement on buses and taxis and at bus stops).

Advertising's versatility lies in its ability to cater to both broad audiences (through mediums like television) and more specific niches (via mediums like magazines). Modern promotional strategy is characterized by centralized and mass production, differentiated and branded products, and widely dispersed and sophisticated customers; and advertising is a key component of the promotional activity that has become the undisputed spokesman of modern promotional strategy. As previously said, advertising is an effective tool for conveying the positive, distinctive, and compelling qualities of a brand to consumers in a way that leaves them with a good impression of the advertised product and compels them to make repeat purchases.

Sales promotion is a communication tactic used as part of a promotional plan to encourage the quick purchase of a product or service, sometimes in the form of a discount or other incentive. Free samples, bundle deals, limited-time discounts, additional bonuses, etc., are all examples of such incentives. Many people use the term "sales promotion" to refer to any effort made to temporarily increase sales. Included below are a variety of communication initiatives undertaken to incentivize immediate purchases from end users, distributors, retailers, and other business partners. Marketing campaigns have one primary goal: to increase the number of people who try out or buy the product. Its intended purpose is to increase short-term revenue and, eventually, customer loyalty.

A company's public relations efforts are those made to build and maintain a positive reputation in the communities and markets where it operates²⁸. To boost its reputation among both its internal and external audiences, the company might issue press releases, provide customers with training

and education on the most efficient ways to use its products and services, sponsor events, make regular radio and television broadcasts, and engage in CSR initiatives.

Effective public relations between a company and its constituencies can help that company gain and sustain a positive public profile, which in turn can boost sales. Businesses interact with the public, particularly the internal publics (current employees and customers) who are encouraged to positively represent the company in the eyes of others. Customers who experience significant value from an organization's products are more likely to repeat purchases and to spread favorable buzz about that company throughout their social circles. In order to disseminate enough information, overcome prospects' objections to sale, provide answers to questions asked by prospective customers, and generate a positive response towards the organization's offers, sales representatives must engage in personal selling, which entails verbal communication and face-to-face interaction with prospects. Promotional success can be gauged by looking at factors including how well-trained and skilled sales staff are, how well they present themselves, how well they answer questions and solve problems, how persuasive they are verbally, and how well they dress. By using channels like tele-promotional strategies (telephone calls), text messaging, posters and handbills, online adverts, website visits/surveys, and electronic mails, sellers can quickly and directly attract potential clients for one-on-one transactions. One of the primary functions of direct marketing is to gauge consumer reaction to special offers. The second is to create and keep a steady stream of satisfied clients. Finally, to make good use of today's available means of communication in order to facilitate the transaction between the vendor and the buyer. An organization can reach its target market segments with personalized messages, save money on marketing, stay in touch with existing and potential customers, better meet the

needs of the market, and tailor their products and services to each group as part of a direct promotional strategy, all of which can lead to an increase in sales and customer loyalty.

The term "purchasing decision" refers to the series of decisions that a customer makes prior to making a purchase. The consumption process and the perceived usefulness of items are two factors that the marketer needs to know about in order to fully grasp the factors that go into a customer's purchasing choice. Further, they stated that the buyer goes through a number of stages (decision making, purchasing, and evaluation) when making an unconscious purchase. Customers can tell the difference between their necessities and their wants, which is the first step in making a decision. Most commonly, marketers attempt to raise awareness of a need or want through the use of advertisements, salespeople, and product packaging⁷⁵.

In the second phase, known as "information search," consumers look for product details through various channels (e.g., their own reminiscences, recommendations from friends and family, official reports and publications, salespeople, online resources, product packaging, labels, and window displays) until they find what they need. The third step is to conduct an evaluation of the available options based on criteria the client has established, which will include factors they have determined to be essential. Fourth, the buyer chooses to buy the product after considering their options. Last but not least, the consumer makes a post-purchase decision about whether or not to continue buying the goods based on his level of satisfaction⁷⁶.

How happy a consumer is with a product or service depends on whether or not they feel that the product or service actually delivers the promised benefits to the customer. A company's ability to generate the money necessary to run its operations, maximize profit, stay afloat, and get ahead of the competition depends on its ability to keep its customers happy. Any company's capacity to

meet the demands of its clientele is important to its success in establishing and sustaining lucrative relationships with those clients⁷⁷.

2.1.2.7 Customer Satisfaction

To fully grasp the nature of the business's interaction with its clients, it is necessary to first grasp the concept of client satisfaction. There is a close relationship between a person's own personal contentment and their own level of customer satisfaction. Optimal morale in an organization is exemplified by happy customers. Indirectly, the short-term sacrifices made in order to realize the long-term benefits of ensuring customer pleasure. Customer loyalty can be affected by satisfying consumers through an understanding of their needs and the delivery of services that meet those needs. After gaining confidence in a product, loyal customers become advocates for that product among their peers⁷⁸.

When a customer's expectations are met or surpassed, that's called customer satisfaction. If a customer is satisfied, it means their wants and needs have been met, and they view the value they received from a product or service as being on par with their expectations. A person's level of satisfaction with a product can be either high or low, depending on how closely the product meets the person's expectations⁷⁹. Among the most common topics discussed in marketing and management books is the importance of keeping customers happy. As a rule of thumb, businesses can't stay in operation and make money if they're not providing what their customers want. Satisfaction levels are seen as a better indicator of a product's value than cognitive outcomes⁸⁰.

And since happy customers are more likely to repurchase, spread the word, and refer others to a company, customer happiness can be used as a gauge of a company's actual and potential success. Another recent study confirmed the existence of a favorable correlation between happy

customers, brand loyalty, and future purchases (N=82). For this reason, maintaining happy clients is essential to the health care industry's long-term success (and profitability)^{81,82}. Satisfying customers and keeping them as clients for the long haul is the primary focus of any business. Customer satisfaction is crucial for long-term success and financial gain in the healthcare industry, since direct interactions with patients are among the most important business activities. The degree to which a client is pleased depends largely on their opinion on the quality of the service provided⁸³. Satisfaction is defined as "the degree to which actual performance of a service meets the customer's expectations"²⁸.

In a nutshell, customer satisfaction can be defined as the response an individual has, either satisfaction or dissatisfaction, when the actual performance of a product is compared with the projected performance. If results fall short of anticipations, the consumer will get unhappy. When promised results are delivered, customers experience extreme joy. If a business or sector doesn't know what its customers want, it will be difficult to meet their needs and keep them satisfied with the product or service they receive. A variety of customers can be pleased to varying degrees by the same high-quality goods or services. As a result, it's crucial for a business to focus on providing clients with high-quality goods and services at all times⁸⁴.

Present and future marketing and branding professionals will continue to place a premium on consumer satisfaction and loyalty. For customer-centric businesses, happy customers are not only an end in themselves but also a powerful promotional tool⁶⁰. The level of customer satisfaction with a product or service is a major contributor to a company's success. The transition from transactional to relational marketing has brought renewed focus on the importance of happy customers. Satisfying clients' needs and desires is one way for businesses to earn their approval. Customer satisfaction can be defined as "the degree to which a consumer

experiences pleasure as a result of using a product or service"⁸⁵. Customer satisfaction can be defined as the degree to which actual performance or outcome meets or falls short of one's expectations of that performance or outcome⁸⁶. When service falls short of what was promised, customers get unsatisfied. Customers are happy if and only if their expectations are met. When service quality far beyond what was promised, customers report feeling "very satisfied" and "delighted"⁵⁴. In the context of mobile commerce, customer satisfaction is defined as "the degree to which an individual is pleased with a product or service after making a purchase"⁷⁶.

Most service providers today prioritize happy customers before all else²³. It has been established that an increase in customer satisfaction has a significant impact on a company's market share, earnings, positive word of mouth, and marketing expenditures. Improved customer satisfaction is a direct effect of a company's focus on service excellence. Clients who are pleased with the services they receive are more likely to become loyal, which in turn increases the likelihood that they will make additional purchases and spread positive word of mouth.

From the perspective of the company in today's fast-paced business world, client loyalty is built and maintained through an awareness of what makes customers happy. Customers are more likely to remain loyal to a company if they are satisfied with the service they receive. Key links in the service-profit chain include service quality and customer happiness. Quality of customer service is widely seen as a critical success factor in maintaining competitive advantage in service industries³². To thrive and survive in today's cutthroat economic climate, quality service delivery has become an indispensable component of most companies' long-term strategies²¹.

2.2 Empirical Review

2.2.1 Promotional Strategies and Customer Patronage

Business schools in southeastern Nigeria were studied in order to assess the connection between advertising and enrollment. With the help of a structured instrument reflecting alternatives like "strongly agree," "agree," "disagree," and "strongly disagree" (often known as a "four (4) point likert scale"), the researcher conducted a survey to collect data from the respondents. Six hundred and five business school students from the participating universities made up the study's population. Borg and gall's algorithm (1973) was used to select a random sample of 116 workers from the population, and a response rate of 96% was achieved thanks to the completion and submission of 98 questionnaires. Analysis of variance (ANOVA) was used to test research hypotheses; this was accomplished with the assistance of SPSS version 23. According to the results, sales promotions at south-eastern business schools have a substantial impact on foot traffic. Consumer interest in south-eastern business schools is significantly influenced by direct marketing. In the south and east, advertising for business schools does not significantly affect enrollment. Based on the results, the study suggests that a targeted plan for boosting a company's public profile should be developed to help it achieve its goals of cultivating positive associations and making a good impression on potential clients. For the sake of expanding the business school's student body, it would be wise to investigate and thoroughly embed direct marketing as a communication tool across all of its operations. An advertising budget is necessary for planning advertising initiatives. This may be the case if the ad's goal is to boost sales, introduce buyers to a brand-new product, or increase overall brand recognition⁷⁴.

Promoting for-profit education in Canada: a look at the "margins" of legitimacy. This research looks at 751 FPCs in Canada and finds evidence of a different kind of thinking at work in the sector. Organizations in this industry actively seek for niches, differentiating themselves from the competition through the strategic use of advertising. They accomplish it by directly drawing on

symbolic resources and associations from the industrial sectors which they service. These results are analyzed by considering them in light of current theories in the field of organizational sociology⁸⁷.

A separate analysis looked at the effectiveness of the advertising campaigns used by Chinese universities offering graduate programs. The number of Chinese students attending universities in the United States is steadily on the rise, making them the most conspicuous international presence at many schools. There has been a plateauing in the number of graduate students going abroad since 2010. The administration is making an effort to entice Chinese students despite the fact that the global economy is in disarray and higher education is more expensive than ever. Attracting Chinese students as a source of revenue has become a fiercely contested arena, with schools investing heavily in advertising campaigns to stand out to potential applications. The marketing strategy outlined in this article stems from the official reports, the personal experience of Chinese students studying in the United States and the bold vision of the members of this group⁸⁸.

Evaluated marketing strategy and commercial performance of domestic airlines in Nigeria. To put it simply, marketing strategy incorporates all of the key building blocks of marketing. The research methodology utilised in this study was a survey. The whole enumeration technique was used, and the target population was constituted of 488 employees from the chosen airline. Data was obtained through the use of structured questionnaire titled: "Marketing Strategies and Business Performance Questionnaire" (MSBPQ), modified and verified for the study. Descriptive and inferential statistics (Pearson product moment correlation, regression analysis) were used to examine the data. The result demonstrated that marketing techniques had substantial effect on business performance⁸⁹.

One of the debates in current marketing literatures is how to encourage repeat business from both new and existing clients. However, empirical research providing a definitive answer to this subject is lacking. Thus, this study analyzes the moderating effect of consumer loyalty on long-run repurchase intentions in telecommunication business utilizing Lagos State surrounds. The study used a questionnaire based on a field survey research design with 250 respondents drawn at random and stratified at random from the telecommunications industry in Lagos State, Nigeria. Using PPMC, simple regression analysis, and inferential statistics in Statistical Package for the Social Sciences version 20.0, we tested our hypotheses (SPSS). The research showed that there is a strong link between customer satisfaction and loyalty in the telecom sector⁹⁰.

Examined promotional strategy influences on market share and profitability in Coca-Cola and 7up enterprises in Lagos State, Nigeria. Employees working in marketing roles at the sampled organizations made up the study population. A total of 172 people filled out questionnaires after receiving samples from Coca-Cola and 7UP. Univariate analysis of variance (ANOVA) was used to examine the relationship between promotional approach and variations in market share and profitability at the sampled businesses. The study found that changes in market share and profitability were caused by differences in promotional strategy⁹¹.

Analysis of fast food companies' positioning tactics and customer loyalty. The purpose of this study was to examine how fast food companies in Nigeria's Port Harcourt Metropolis use positioning tactics to attract and retain customers. We used a cross-sectional survey with a descriptive research strategy. A total of 123 fast food workers were surveyed using a self-administered questionnaire, of which 110 usable copies were analyzed. Multiple regression analysis was used, with the SPSS 20.0 and GRETL packages used to analyze the connection between the variables of interest and to test the hypothesis. All positioning techniques were

found to have a weak correlation with consumer loyalty. However, the estimated link of interest only explains 2.5% of the variance in customer patronage when taken together with the influence of customer anticipation, location, service quality, and assortment⁹².

To further investigate the effect of marketing tactics, a model of customer satisfaction has been developed and studied. The educational market has been revolutionized by the rapid evolution of higher education during the past 20 years. The purpose of this research is to better understand the nature and strength of the connections between marketing tactics, student satisfaction, and loyalty at Taiwanese universities⁹³. Validation of the measure and testing of the hypothesized connections were accomplished using structural equation models. Students in colleges and universities in Taiwan were the intended audience. Of Taiwan's 161 colleges and universities, the author chose 20 at random to conduct research at. By the end of the second month, the author had received 692 responses. Following initial data screening, 21 questionnaires were deemed ineligible for further analysis, leaving a final count of 671. According to the results, student happiness is a crucial nexus point between marketing efforts and long-term commitment from students.

The efficiency of LPU-advertising HS's campaigns. Researchers decided to investigate this topic so that they could evaluate the efficacy of LPU-High School's promotional efforts. The focus here is primarily descriptive. Participants were asked to judge the effectiveness of LPU High School's marketing techniques, identify the motivations that led them to enroll, and describe any difficulties they had in the process of enrolling. Two hundred and five LPU-High School seniors took part. Data was tabulated, encoded, and analyzed with a focus on frequency distribution and weighted mean. PASW Version 18 was used to clean and analyze the data. Therefore, the advertising campaigns tend to provide positive results⁹⁴.

Researched the approaches taken by British colleges to advertising their programs. The financing and enrollment landscapes for UK universities are shifting dramatically. Questionnaires were distributed to various administrators at both established and up-and-coming educational institutions to learn how they are adapting to the current climate. After receiving 131 responses, we can say the following: (81 from old universities, 50 from new). The studies show that public and private organizations use notably diverse methods for putting their marketing strategies into action⁹⁵.

A second study, titled "Impact of Marketing Strategy on Customer Retention in the Handloom Industry," seeks to answer the same question. This research used a convenience sample size of 100 clients to draw conclusions, which is a form of nonprobability sampling. A very positive correlation was found between the four Ps of marketing (product, price, place, and promotion) and consumer loyalty and satisfaction⁹⁶.

2.2.2 Advertising and Customer Patronage

To what extent do advertising appeals in the telecommunications industry in Port Harcourt translate into loyal customers? Participants in the study were four (4) active telecommunications service providers based in Port Harcourt, Rivers State. Due to the relatively small size of the research population, the authors decided to conduct a census study rather than rely on a random sample. The study's respondents included 32 strategic managers from four different telecommunications companies. However, thirty-two (32) copies of a structured questionnaire were distributed to the managerial staff of the telecommunication businesses at their respective offices, and twenty-five (25) copies were retrieved, cleaned, and used for the study. Measures of central tendency and dispersion were utilized for descriptive analysis of respondent characteristics. Equally, hypotheses were tested using the Pearson Product Moment Correlation

in order to learn more about the connection between the predictor (Advertising Appeals) and the outcome (Success) (Customer Loyalty). The study's findings showed that advertising appeals had a considerable impact on customer loyalty for Port Harcourt's telecommunications companies. Furthermore, the study indicated that the Rational Advertising Appeal, among the characteristics of Advertising Appeals considered in this study, was the most important predictor of Customer Loyalty in Telecommunication firms in Port Harcourt. In light of these findings, the study's author concludes that the management of Telecommunication enterprises in Port-Harcourt would do well to implement the study's aspects of advertising appeal as techniques for increasing customer loyalty⁹⁷.

We looked into whether or not advertising for commercial road transport services in Benin City, Edo State, Nigeria, affects customer usage. The researchers used a cross-sectional survey approach and a methodology based on the principles of correlation. Data were collected from 500 respondents using a five-point likert-scale questionnaire, with the help of purposeful and systematic sampling techniques. Five trained research assistants visited the five most heavily promoted commercial road transport providers in Benin City and gathered the data. Multiple regression analyses were used to evaluate the gathered data. Advertisements that were both informational and convincing, as well as those that served as a gentle reminder, were shown to have the greatest impact on sales. Researchers suggested that commercial road transport firms advertise to get more consumers. They should also use a variety of advertising channels to reach both existing and new clients⁹⁸.

We analyzed the impact of telecom companies' TV and radio commercials on consumers' final buying decisions. The researchers used a correlational approach for their investigation. 754 college and university students were chosen at random from a pool of 17218. The questionnaire

was the primary instrument utilized to collect information for the study. Analysis of the data was performed using descriptive and inferential statistics such means, variances, regression, and hierarchical regression. The study found that college students were more influenced by television commercials than radio commercials when making purchases of telecommunications products. It was also shown that the connection between electronic advertising and customer purchases is tempered by the delivery of pricing and quality of service. If a company wants to reach college and university students in their country, TV is where they should focus their marketing efforts⁹⁹.

A similar study concluded that commercials in the current period play a major part in shaping the attitudes and views of individuals and society, which in turn has a profound effect on the customer. To investigate how much influence advertising and consumer perception have on purchasing decisions, they conducted a study. Researchers used a questionnaire to collect data from a representative sample of roughly 150 people, including students from Punjab University, Gift University, Punjab College for Women, Lahore Grammar School, and members of the general public. The study found a favorable correlation between advertising and consumer perception and purchase intent. The study also found that advertisements affect consumers' purchasing decisions more than do consumers' perceptions.

2.2.3 Sales Promotion and Customer patronage

Analyzed how sales promotion affected the marketing of Coca-Cola beverages in Anambra State. The primary goal of this research is to analyze the influence of Rebates trade, discounts, and personal selling on the marketing of Coca-Cola beverage products in the state of Anambra. This survey study took a descriptive approach. Onitsha, the capital of Anambra State, was the site of the research. Primary sources were used in the study. Participants in the study include all of Onitsha's potential clients. There are no reliable estimates of the population (infinite). For this

study, we used Topman's non-parametric sample size formula to arrive at a sample size of 368¹⁰⁰. The dependability of the research equipment was confirmed by a combination of test-retest and the Cronbach Alpha technique. Questionnaires and in-depth interviews were used to compile the information used in this study. Quantitative data was presented in the form of tables, with the help of frequency tables and percentage analyses. Multiple Regression Analysis was also used in the study. In Anambra State, the data indicate that the marketing of Coca-Cola beverages is significantly impacted by personal selling. Coke sales in Anambra State are significantly affected by rebates. Coke's sales in Anambra State are significantly impacted by trade discounts. This research finds that sales promotion plays an important role in the success of Coca-advertising Cola's campaigns in the state of Anambra. The research concludes that techniques like public visibility and public attention seeking, which are used to gain rebates, have an impact on sales performance and suggest that the organization consider integrating these strategies¹⁰¹.

Using the Maggi NAIJA POT brand of food seasoning from Nestle Nigeria Plc as a case study, we analyzed how sales advertising influences the purchasing decisions of Nigerian families. The population of this study was made up of people living in Bwari Area Council, Abuja, and they were all regular users of a Nestle product (Maggi seasoning). Using Topman's approach, we arrived at a sample size of 246. Questionnaires were given out to participants in order to collect primary data, which was then analyzed using regression in order to see whether there was any correlation between the many factors under consideration. The results showed that rebates are appreciated by the majority of consumers, and that they play a role in consumers' decisions before, during, and after a purchase; free trial and free gift promotions have a positive impact on the purchasing habits of Maggi NAIJAPOT consumers in Bwari Area Council, Abuja. In order to influence consumers' purchasing decisions, the study found that sales promotion through rebates,

free trial, and free gifts is an important tool for marketing companies. Among the study's recommendations: offering free samples of food seasoning is a good strategy for introducing new products to the Nigerian market¹⁰².

To examine the impact of sales promotion on alcoholic beverage consumption (A study of Consumer of Alcoholic Beverages in Aguata LGA). Interest and discussion about the efficacy of sales promotions have increased as their use has become more commonplace. Some claim that sales promotions are futile because they train consumers to expect discounts and special offers at every turn. But some studies have found that sales promotions actually boost business. Despite this disparity, there is a paucity of knowledge regarding sales promotion, particularly with regards to the impact of various promotional tactics on consumers. The primary goal of this research is to analyze how sales promotions influence customer spending. The precise goals are to see if there is a correlation between the contest and increased sales, and if there is, whether or not those sales were of alcoholic beverages. The study was conducted using a survey methodology. There were 115 participants in the study. Multiple Regression Analysis was used to study the data. The results showed that the dependent variable (price) and the independent variables (pack size, contest, and coupons) all played a major role in influencing customers' purchasing decisions. The study revealed that sales marketing has a substantial impact on alcohol consumption. The study's findings and findings' implications inform the following suggestions: Given the importance of sales promotion to the growth of the brewing business, it is important to choose promotional techniques that can withstand the test of time while being adaptable in the face of economic uncertainty¹⁰³.

We analyzed how promotional bundles in Ghana's telecommunications market affected customer switch and retention rates. Using questionnaires, we gathered information from 150 subscribers

to the two major Ghanaian telecommunications companies, Mobile Telecommunication Network (MTN) and Vodafone Ghana Ltd. The link between the independent and dependent variables was analyzed using SPSS's descriptive statistics, multiple regression, and correlation. An optimistic and statistically significant correlation between promotional bundles, customer switching, and customer retention was found. Findings from the survey also highlight the importance of discounts and other special offers for retaining and attracting telecom customers. The survey indicated that promotional packages were among the most important factors in keeping customers coming back to a company. According to the report, if a telecommunications company wants to increase its customer retention rate, it should allocate a large portion of its marketing innovation budget on creating appealing promotional packages.

Examined how advertising campaigns affected earnings at Nigeria Bottling Company Plc's Enugu Plant. In total, 56 managers from the company's marketing, sales, and accounting/finance divisions made up the study's population. Using a census method, we surveyed 56 managers and used descriptive statistics to summarize our findings; then, using SPSS for multiple regression analysis, we put our findings and the company's financial statements from 2003 through 2012 to the test. The results of the hypotheses testing showed that sales promotion has a significant impact on profitability; rebates have no significant impact on profitability; personal selling has no significant impact on profitability; and public relations have a significant impact on profitability. Every company that cares about its bottom line needs to worry about the importance of coordinating its promotional activities to deliver a clear, consistent, and competitive message about itself and its products. According to the results of the research, advertising is an effective method for increasing a business's bottom line. Organizations were

urged to boost profits and gain a competitive edge by incorporating more effective promotion into their operations.

Based on secondary and primary research with a sample size of 50 (being the pilot study for PhD dissertation, in order to assess the reliability of the structured questionnaire), this study investigated the effect of sales promotion (a subset of one of the marketing stimuli-Promotion) on the loyalty of Indian Generation-Z households for edible (cooking) oil. Customer loyalty among India's millennials for edible oils was found to be strongly influenced by factors like quality, price, intention to buy, and sales promotion. The research contributes to our knowledge of how members of Generation Z in developing countries like India¹⁰⁶ make decisions about the edible oil they buy.

The impact of sales promotion on soft drink sales in Nepal's Kathmandu Valley was analyzed. Primary data were collected using a convenient sampling strategy for this investigation. The basic data was gathered through a face-to-face field survey with 150 individuals in various locations throughout the Kathmandu valley. It has been determined that soft drink sales are positively impacted by sales promotion efforts. It is hoped that the results of this study will be useful to business groups in Nepal in developing marketing strategies for soft drink goods.

We focused on a subset of industrial firms in Ibadan, Oyo State, Nigeria, and analyzed how different sales promotion aspects affected customer loyalty. One hundred fifty (150) participants were polled using a standardized questionnaire. Pearson's product-moment correlation coefficient and multiple linear regression analysis were used to examine the data. Results revealed that all aspects of sales promotions (price cut, premium, coupon, bonus, and free sample) except premium jointly and independently predicted customer loyalty ($R^2 = 0.972$; $F(5, 69) = 485.552$; $P.01$). Sales promotion dimensions (price discount, premium, coupon, bonus, and free sample)

were found to be strong combined predictors of customer retention. Coupons, freebies, bonuses, and discounted prices were found to be strong independent predictors of customer loyalty. However, the premium has a small, detrimental effect on customer loyalty. Manufacturers and retailers were urged to keep using price cuts, coupons, bonuses, and freebies due of the positive effect they have on customer retention¹⁰⁸.

Impact of Sales Promotion on Consumer Engagement and Intention to buy in the Travel Industry was analyzed. In recent years, sales promotions have become an integral part of a company's marketing strategy, with the goal of increasing sales and brand awareness. Promotional sales are those that use incentives other than price to move product. Sales promotions abound, but not all of them deliver the goods when it comes to influencing consumers' perceptions of and interest in a certain brand and, ultimately, their propensity to make a buy. As a result, sales promotion has risen to the forefront of the marketing department's concerns. A total of 1000 questionnaires were handed out to attendees at the 2014 Kaohsiung International Travel Fair, with a total of 421 valid copies being returned (a return rate of 42%). The study's findings show a link between sales promotions and consumers' willingness to participate in the studies' focus groups, as well as between consumers' participation in the focus groups and their intent to make a purchase.

Researchers in Nigeria analyzed how different sales promotion methods affected company results. The purpose of this research is to analyze how different sales promotional techniques affect the effectiveness of Flour Mills Maiduguri, located in Borno State, Nigeria. The participants in this study were drawn from the whole management team of the Flour Mills of Nigeria's Maiduguri, Borno State location. Both primary and secondary information was used to complete the analysis¹⁰⁹. Twenty (20) employees were selected at random to fill out the survey. Descriptive statistics, such as percentage analysis, were applied to the data for analysis, and

regression analyses were performed to evaluate hypotheses. This finding provides strong evidence that sales promotional methods boost business results. The research advises that businesses always have a well-thought-out, streamlined, and managed sales promotion programme in place. Furthermore, they need to take advantage of festival periods or events by creating powerful sales promotional tools that can influence consumers' awareness of the product during the events¹¹⁰.

2.2.4 Public Relations and Customer Patronage

Researchers in Nigeria's Anambra State looked into the relationship between marketing PR and sales of financial services. The survey was administered to 176 operational staff members from eight commercial banks in the research area. The data was analyzed using frequency tables, mean ratings, and the Pearson correlation coefficient. Customer service, service quality, and cashier interactions were all found to significantly affect customers' loyalty to a business. The results of the study indicate a positive correlation between consumer satisfaction with banks' customer service, cashier friendliness, and the banks' overall product sales. Therefore, it was suggested that the banks improve their customer care services, reward their clients on a regular basis, and continuously assess and retrain their cashiers on best or improved relational techniques to interacting with customers¹¹¹.

Recently, researchers in Ghana set out to identify and evaluate SED factors that could affect insurance uptake in the country. The study used cross-sectional and convenience sampling to collect data from 200 people who filled out a series of semi-structured questions. Analysis using a Probit econometric regression model revealed a positive and substantial relationship between insurance demand and a wide range of socio-economic and demographic factors, with the

exception of religious affiliation. This suggests that, with the exception of SED in some regions, a significant influence on consumer insurance product subscriptions can be attributed to SED. Lack of awareness on and transparency of insurance plans, as well as difficulty in receiving due claims, discourage customers in Ghana¹¹². This is in addition to the fact that customers' income is a major barrier to subscription of insurance policies.

The purpose of this study was to examine the impact of customer values, public relations perception, and brand image on customer loyalty in Pakistani insurance firms. These findings are consistent with the positivist worldview. There were 367 people randomly chosen for this study, and they all live in either Lahore or Islamabad, two of the largest cities in Pakistan. All respondents were current users of insurance policies from a variety of Pakistani providers. The investigation followed a deductive methodology on the whole. An official questionnaire is now in use. The reliability was calculated using the Cronbach's Alpha test. Tests of the predicted connection were conducted using multiple regression and the correlation coefficient. 58.0% of the variation in customer loyalty may be attributed to customer value, PR perception, and Brand image, according to a regression analysis. There is a really significant positive correlation between public opinion and repeat business. There is a favorable and substantial relationship between customer value and brand image and customer loyalty¹¹³.

Researchers in the state of Rivers examined how people's "advancement inclination behaviors" (AIB) affected their use of deposit money banks. The 792 faculty and staff members from the three state universities were randomly selected. The questionnaire served as the measuring device, and the key data collected with the help of the instrument were analyzed using Spearman's rank order correlation coefficient. The data show that there is a highly significant

positive correlation between innovative leanings and sales. The research concluded that companies interested in expanding their customer base should do¹¹⁴.

To better understand the direct impact on customer loyalty in Malaysia's commercial banking sector, we looked at how quality of service, customer satisfaction, and company image all played a role. The causal linkages between exogenous and endogenous factors were analyzed using a Structural Equation Model. Partial Least Square (PLS) analysis was used to evaluate the proposed model on data from a survey that produced 512 valid questionnaires. The study found that customer loyalty in the commercial banking sector of the country was highly influenced by service quality, customer satisfaction, and the firm's image.

Conducted research into the role of public relations in the provision of forestry services in Kenya. We used a sample size of 70. Those that participated were chosen at random. The questionnaire and interview schedule served as the data collectors. The participants in the study were chosen using a simple random selection technique. Descriptive statistics were utilized to analyze the data. According to the findings, PR is crucial for promoting the service, generating interest, disseminating relevant information, and bolstering customer loyalty.

The impact of service quality on consumers' purchase decisions for Malaysian medical insurance was studied in a qualitative study. Twenty people were interviewed in-depth for the study. Research showed that buyers mostly thought about the service provider's performance, reputation, and awareness while deciding on a certain healthcare insurance coverage. Customers were also worried about the perceived value of the services provided to them. The reliability, tangibility, assurance, empathic responsiveness, perceived value, and reputation of a company can all influence a customer's choice to patronize that business¹¹⁷.

To analyze the effect of PR on bank customers in Enugu, Nigeria. Diamond Bank, Zenith Bank, United Bank for Africa (UBA), and Eco Bank were the four commercial banks chosen for this study. There were 300 people that answered the survey used for the study. Descriptive statistics, including numbers and percentages, were applied to the primary data gathered via the questionnaire and in-person interviews, while the hypotheses were assessed by Chi-square analysis. According to the research, a bank's ability to retain its customers depends on its ability to provide them with a high-quality customer relations program that includes providing them with timely and accurate information about the bank's policies and new products and maintaining open lines of communication with those customers. It was also found that consumers who are happy with their bank's services are more likely to recommend that bank to their friends and family (their " lineage"). Customers were also highly attuned to how they were treated by bank employees, demonstrating that they were aware of and responsive to the subtleties of their treatment.

Analysis of Keffi Community Bank's (Nigeria) use of public relations to promote its products and services. A greater number of customers have made purchases as a result of the efforts put into public relations. It also found that PR helped the bank offer more services to regular people and improved its reputation. The report suggested the bank strengthen its ties with media professionals and launch a bank-customer house forum where current and prospective clients could provide feedback on the quality of the bank's services.

2.2.5 Direct Marketing and Customer Patronage

We used the Mobilis telecommunications industry as a case study and looked into how direct marketing affected customers' buying decisions. A survey research strategy was used to acquire information from participants using a predetermined set of questions. Descriptive statistics and linear regression were used to examine the data. According to the results, Mobilis Enterprise Direct Marketing does have an impact on consumers' decision-making processes throughout the purchase phase (by a factor of 120).

The impact of direct market on customer traffic at some Ondo State banks was the subject of an academic study. Exactly 269,454 people who used the designated banks in Akure, Ondo State, Nigeria, made up the sample population. Three hundred ninety-nine samples were used in the study's research into the taro model. The goals of this study were to (1) establish a connection between direct marketing and customer loyalty in a sample of Ondo State commercial banks and (2) examine the impact of a direct marketing strategy on customer loyalty in a sample of Ondo State commercial banks using multiple regression and correlation analyses. Results indicated that online banking was significantly more secure than any other banking method ($r = 0.304$, $t = 5.031$, $p = 0.05$), while mobile banking was similarly secure ($r = 0.185$, $t = 3.073$, $p = 0.05$), and personal banking was similarly secure ($r = 0.211$). The research found that direct marketing has a beneficial effect on bank customers in Ondo State¹²¹, and that this effect is statistically significant.

We looked into how direct tourist marketing in Algeria affected people's decision to travel there. There were a total of 600 customers and 101 workers included in the sample for the medical vehicles. Overall, the results indicated a level of practice that is about average when it comes to tourism direct marketing with febrile curative tourism vehicles (the study sample), and there was agreement between the two samples (tourists and tourism vehicle management) regarding the relative importance of the tourism direct marketing component as the most promotional method

influencing the decisions of Tourists when choosing their destinations. From the perspective of tourism vehicle management, the study found that direct marketing had a high relative importance. The investigation also showed that, at the level of significance that was accepted, the stability of the significance of the correlation connection was validated. All dimensions of direct tourism marketing were shown to have statistically significant standard coefficients of simple regression (Beta), according to the study.

The effects of direct marketing on consumer decision-making were the subject of a recent academic study. The study set out to answer the question, "How strong is the link between direct marketing and consumer behavior?" and "What does this link consist of, and where does it end?" at the academic level. A research sample consisting of agents and customers of long-lasting products was selected. There were fifty service providers and fifty end users included in the study's sample. Researchers used questionnaires and in-person interviews. The study found that some agents for long-lasting goods do not want to use the Internet because of a lack of experience in informatics and an inability to communicate effectively in English, as well as a general reluctance to engage with the virtual world and a failure to grasp the significance of direct marketing. Since most marketing initiatives are initiated informally, without any mention of direct marketing being made in the normal course of work, the agency does not view direct marketing as a core competency. The variance results also revealed statistically significant differences between direct marketing and consumer purchasing behavior variables, as well as a statistically significant effect of direct marketing (the future) on consumer purchasing behavior variables (approved)¹²².

Additionally, a study looked into how various forms of direct marketing might help businesses gain an edge in the market. The study's primary goal was to assess the significance of various

direct marketing channels for Amman's five-star hotels in terms of gaining a competitive edge. Thirteen five-star hotels in the Amman area were included in the study. Officials and certain employees in the Marketing Department were given 65 surveys (5 per hotel). The study found that e-mail is the most effective direct marketing tool for these hotels, and it also noted the growing significance of social networks for gathering data on existing and potential customers. The importance of mobile phone communication with consumers, which improves the possibility to persuade and support them in making the decision to buy the hotel service they want¹²⁴, was also noted in the study.

Direct marketing's impact in retaining customers. The study set out to determine how direct marketing influences customers' propensity to return for future purchases, develop a sense of pride in the brand, and resist competing products and services. A random sample of 200 mobile phone users in Umm El-Bouaghi was selected using the simple sample approach. The study took the form of a descriptive survey and relied on a predetermined questionnaire to gather information. The respondents' loyalty was shown to have been bolstered in part because the company in question engaged in direct marketing, with TV proving to be the most effective medium for this purpose (voice, movement and image). Due to their widespread use, electronic means (telephone, internet) have risen to prominence and displaced more conventional channels (normal mail, catalog, radio) to the bottom of the hierarchy⁴⁰.

2.3 Theoretical Review

2.3.1 The Stakeholders' Theory

Originally put forth in the stakeholder theory, which universalizes the idea of stockholders being the only group to whom management needs to be responsible¹²⁵. Stakeholder has a double meaning. Stakeholders, in the restricted sense, are individuals who have a vested interest in the

well-being of a business. Anyone or anything that has an impact on, or is affected by, the corporation¹²⁶ is said to be a stakeholder. The theory holds that because management was recruited by the shareholders in their capacity as agents, the latter have the right and the duty to expect management to act in their best interests. According to this school of thought, organizations' primary purpose is not to maximize profit for their shareholders but rather to safeguard the interests of a wide range of constituents whose potential negative actions could threaten the business's viability. Customers, suppliers, employees, host communities, creditors/lenders, and governments are all examples of stakeholders.

For enterprises to thrive in today's complicated and uncertain world, stakeholder theory must be implemented because of the pragmatic, efficient, effective, and ethical guidance it provides. At its foundation, Stakeholder Theory¹²⁷ is concerned with expanding economic benefits for all parties involved. It argues that it's common sense to view the five stakeholder groups as essential to a sustainable company's success. Customers pay more for the company's goods and services than its competitors', which are made possible thanks to the investment of Shareholders, the approval of the local community, the efforts of Suppliers who provide raw materials and services, and the dedication of Employees.

The political philosopher has argued that stakeholder theory is flawed because it falsely assumes that competing interests can be reconciled or balanced. Arguments that this is because negotiations are prioritized above other forms of communication for resolving stakeholder concerns. Instead, he suggests having a discourse, which leads him to advocate for what he calls a "patriotic" definition of the corporation in opposition to stakeholder theory. Stakeholder theory undermines the foundations of a market economy by extending the political concept of a 'social compact' to business.

Stakeholder theory, which is the center of this investigation, states that customers are an organization's "life wire" because businesses can't survive without a steady stream of cash. The relationship between a company and its consumers is crucial to the success of the business and the maximization of shareholder value. Without patronage, a business can't survive. Telecom service providers can safeguard their clients' funds in a number of different ways, but doing so effectively necessitates developing strong personal relationships with their consumers and implementing robust security procedures. A customer's loyalty and word-of-mouth promotion are both boosted when his interests are looked after by a telco. When one customer is treated poorly, it can discourage many others from becoming regulars¹⁰.

Customers have a vested interest in the success of telecom companies; as such, they look to those companies to provide them with information about and access to products and services that can raise their quality of life. On the other hand, shareholders of telecom companies count on the companies to deliver returns for them by successfully promoting their services and attracting new users (shareholders).

2.3.2 Motivation-Need Theory

Motivational need theory, often known as the hierarchy of needs hypothesis, was proposed in¹³². In his theory, he contends that human needs are inexhaustible, that gratification of one need inevitably leads to the emergence of another, that needs fall into a hierarchical order, that no need or drive can be considered in isolation, that the satisfaction of one need has a direct impact on the satisfaction or dissatisfaction of all other needs, and that unmet needs are a powerful motivator for people. Maslow's hierarchy of needs proposes a tiered structure for human wants and suggests that people are motivated to take action only if their basic needs have been satisfied. Many more theories can be traced back to Abraham Maslow's hierarchy of needs hypothesis¹³³.

There are many people that believe in the hypothesis. He contends that the idea can shed light on how supervisors can guide their staff members toward self-actualization. When employees give their all to the service of their organization, the culture and human resource practice should also make sure that the employees' level of needs are reflected in the values the organization holds in high esteem. This is because both the organization and the employees have a say in how well the organization performs. Further, it was argued that Abraham Maslow's hierarchy of needs theory is still relevant in modern business and that any attempt to avoid practical application of the theory would have a negative impact on the organization's culture, human resource management, and employees' performance. This would be counterproductive to the goal of achieving organizational excellence and creating a good atmosphere and better work environment. Numerous studies and opinions in its favor have made Maslow's hierarchy of needs a staple in psychology, although the theory has also been subject to criticism. Feminist theorists, existential philosophers, environmentalists, and others have all challenged Maslow's hierarchy of needs for its perceived Western bias²²⁸.

Puts forth the claim that emotions cannot be explained by Maslow's theory. Emotions, on the other hand, are assumed to not exist until after more basic requirements, such as physical well-being, have been met. The demand for "consistency," which has not been explicitly addressed in the theory but reveals itself as a key barrier to changing an individual's behavior, is argued by 230 to be added as the final level in the hierarchy.

Because telecom service providers must work hard to understand the demands of a wide range of clients and how to address those needs, this theory has found widespread application in the realm of promotional strategy. Some telecommunications companies are head and shoulders above their competitors because they offer a comprehensive suite of services and products that appeal

to both current and prospective clients. As a result of satisfied consumers telling their friends and family about the business, the company will get new clients. They will find out the truth if it is not, which will reduce the number of potential buyers. Therefore, this idea should be used as a framework for the telecom industry's marketers. Customers' wants can be uncovered through conversation, and the resulting insights can inform design decisions. When a consumer has a need, they actively seek out solutions. A customer that has to send money abroad quickly and cheaply, for instance, might benefit from working with a telecom that specializes in such transfers. This is an essential requirement. The telco that was able to accomplish this with minimal effort on the part of the customer will be singled out and given further business that has the same requirement.

In addition to raising the product's profile, a successful marketing effort will also establish the product's position in the buyer's hierarchy of demands. When faced with a choice, customers are more likely to make a purchase towards the bottom of the hierarchy, so it is crucial for businesses to craft messages that create a sense of urgency or necessity in their target demographic. Because of how effective marketers have been at fabricating a genuine need in their target demographics, motivation-need theory has become a staple of modern marketing strategy.

2.3.2 Reasoned Action Theory

In the late 1960s, a hypothesis called Reasoned Action was proposed. According to the Theory of Reasoned Action, one's preconceived notions significantly impact their final verdict. The theory's central tenet is that individual customers' behavior is driven by the desire to either bring about or experience a predetermined outcome. Within this framework, buyers are assumed to be self-interested rational actors. The hypothesis posits that a high degree of granularity is necessary

for effective decision making. Consumers will act in a predetermined manner only if they anticipate a predetermined outcome. The customer has the option to alter his or her mind at any point between the time the action is decided upon and the time it is performed.

Make the case that this theory can accurately anticipate people's future actions in regards to climate change. In addition, both prior experience and acquired information play significant roles in predicting and shaping future behavior. Confirmed TRA's superiority over other models in the study of how people embrace new technologies. Since adoption is mostly a matter of perspective, researchers have found TRA to be a useful framework that, with some tweaks, can adequately direct studies into the uptake of innovative IS technologies.

But there have also been some arguments opposing the theory. It has been argued that such models cannot be examined because they are not falsifiable, that the supposed linkages among model components are true by definition, and that questionnaires used to test the models may create rather than assess cognitions and so impact later behavior.

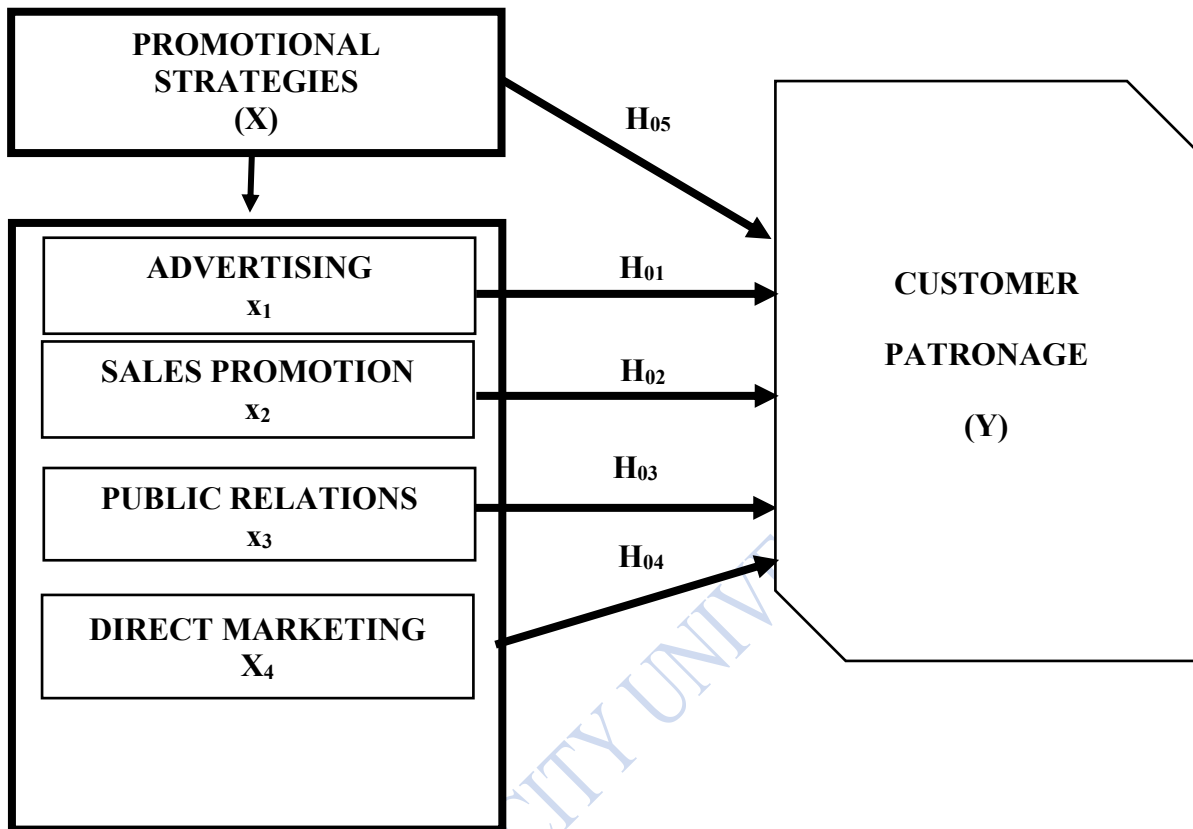
There are a number of takeaways for those working in sales from the Theory of Reasoned Action. To begin with, salespeople need to provide customers a clear idea of what they'll get out of buying a product. Axe Body Spray successfully capitalized on this idea by associating their product with sexual attractiveness among female consumers. The second major point made by the theory is the significance of guiding customers along the sales funnel. The time it takes for a consumer to go from having an idea to actually acting on it is a significant factor in the consumer's ability to make a well-informed decision.

2.3.4 Engel, Kollet, Blackwell (EKB) Model

This paper extends the work of the Theory of Reasoned Action by outlining a five-step process that customers follow when making a purchase. Input is where most of the marketing messages that consumers see on TV, in the newspaper, or online are taken in. In the information processing stage, when the consumer has gathered the data, the consumer evaluates the input in light of prior knowledge and expectations. After giving something some serious thought, consumers go on to the decision stage, where they make a purchase based on their informed judgment. In the decision-making phase, consumers are influenced by a number of factors, including the consumer's own expectations of how the purchase will change their lives. According to the EKB Model, there are two critical junctures during which marketing input is most appreciated. When introducing a new product to a potential customer, marketers must provide them just enough information to keep the company's offerings in their shopping cart.

During the phase of external effects, marketing is once again a consideration. Lifestyle brands, such as Coca-Cola vs. 7Up, are experts at making consumers feel a certain way about themselves and their purchase, despite the fact that the products themselves are not all that different.

2.4 Conceptual Framework



Source: Researcher's Self-Construct, 2022

2.5 Summary of Literature Review

This chapter has been able to review a myriad of concepts germane to this study which includes promotional strategies, advertising, sales promotion, public relations, direct marketing, customer retention amongst others.

Similarly, this study was anchored on Maslow's hierarchy of needs theory, stakeholders' theory, and theory of reasoned action by Ajzen and Fishbein. These theories provided a robust justification for the variables utilized by this study.

In the same vein, this research has been able to review the studies conducted by other scholars on this study. From the empirical review, it was discovered that majority of the studies reached similar conclusions as regards the relationship between promotional strategies and customer loyalty to be positive and significant.

This study thus proceeds to ascertain if the results obtained in the other studies can be replicated in the findings of this study.

Endnotes

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Chapter Three

Methodology

3.1 Research Design

This study employed cross-sectional survey research design to achieve the aim of this study which is to examine the effect of promotional strategies on telecommunication service providers in Ogun State, Nigeria. The design has economic advantage over the longitudinal survey design and it ensures the collection of data at a point in time from a cross-section of the study population.

3.2 Population of the Study

The universal population of this study is One million, seven-hundred and thirty-one thousand and seventy (1, 731, 070) residents in 20 local government areas. However, the targeted population as at March 2022 are 8.54 million telecommunication subscribers in Ogun State, Nigeria (NCC, 2022). This population are active telecoms subscribers spread across the twenty (20) local government areas which are Ado-odo/ota, Ifo, Shagamu, Odogbolu, Odeda, Ogun-waterside, Remo-North, Obafemi-Owode, Ipokia, Imeko-Afon, Ikenne, Ijebu-Ode, Ijebu-North, Ijebu-East, Ijebu-North East, Ewekoro, Egbado-South, Egbado-North, Abeokuta-South and Abeokuta-North in Ogun State, Nigeria.

3.3 Sample and Sampling Techniques

The appropriate sample size for study adopted for a target population of 8.54 million according to Raosoft online sample size calculator is 385 spread across the five selected local government areas in Ogun State. The study was limited to five local government areas based on the fact that telecoms subscribers are a homogeneous population and that the participation of

some member (and exclusion of others) of the population does not in any way invalidate outcome of this study^x. Thus, five local government areas selected include Ado-Odo/Ota, Ifo, Obafemi-Owode, Ewekoro, and Egbado-South. To accommodate instance of non-response from the participant, it became imperative to add 20% of the sample size (20% of 385= 77) to ensure the response obtained is optimum to faithfully represent the target population. This procedure is in agreement with extant literature (Balarabe, Lily, & Shamsul, 2017). Therefore, the sample for the telecoms subscribers in Ogun State, Nigeria, is 462. Hence, 462copies of the questionnaire were administered to telecoms sunscribers in Ogun State, Nigeria.

The purposive sampling was employed to select participants in this study. The technique allows researchers to use relevant criteria when selecting respondents to participate in the study. As a non-probability technique, purposive is appropriate only when certain numbers of respondents are considered relevant for the study and its adoption for this study is consistent with extant literature³. The telecoms subscribers represent a homogenous group; hence, every accessible adult who owns a mobile phone, an active line and is a registered with at least a telecoms provider(s) shall be considered for this study. Despite the less systematic way of data gathering, scholars stressed that the purposive sampling saves time, cost, and it does not in any way compromise the intended quality of work under investigation⁴.

3.4 Research Instrument

The instrument for gathering data for this research was a structured questionnaire. The purpose of utilizing questionnaires in survey is because of the direct response, feedback and the literacy level of the proposed respondents. Furthermore, the questionnaire can be collected within a short

period of time and with ease. For the purpose of this research, the questionnaire was divided into three sections; A, B and C.

Section A: this section was developed by researcher to collect demographic information of respondents and these contain bio-data of respondents measured through gender, years of working experience, educational qualification and rank.

Section B: Promotional strategies consist of twenty-four (24) items covering four measures, that is, advertising, sales promotion, public relation and direct marketing adapted from¹. The instrument used six-point response format ranging from Very High (VH), High (H), Moderately High (MH), Moderately Low (ML), Low (L), Very Low (VL). The scaling is ordinal from where 6 points imply the highest score and 1 point implies the lowest score. Each measure (advertising, sales promotion, public relation and direct marketing) has six (6) items.

Section C: Customer patronage consist of eight (8) items. The study adopted the six-points rating scale which ranges from format ranging from Very High (VH), High (H), Moderately High (MH), Moderately Low (ML), Low (L), Very Low (VL).

3.4.1 Pilot Study

A pre-test of the questionnaire was conducted in order to ascertain the relevance and proper understanding of the research questions. The questionnaire was perused by the researcher's supervisor as well as experts in the field of marketing. It was posited that the pilot study sample should be the 10% of the sample projected for the main study. The pilot study was considered important in order to determine the willingness of the respondents; to have a foreknowledge of their reactions and to ascertain the reliability of the questionnaire when used in the population of the study.

3.5 Validity of Research Instrument

The research utilized content validity and constructs validity techniques to validate the instruments and the information. Content validity was done through non-statistical specialists' judgments where research instruments and the information will be evaluated by the specialists in the field of research, including researcher's supervisors. Construct validity was analyzed and assessed through a progression of strategies by applying the factor Analysis. The factor analysis was conducted using principal components method approach in determining the Average Variance Extracted (AVE). Average Variance Extracted (AVE) that is greater than 0.5 was used as an additional evidence of construct validity of all variables in the research instrument.

Table 3.7: Summary of Pilot Test Incorporating Construct Validity Test.

Variable	AVE	Remark
Advertising	0.67	Reliable
Sales Promotion	0.63	Reliable
Public Relations	0.50	Reliable
Direct Marketing	0.78	Reliable
Customer Patronage	0.51	Reliable

Source: Computed from Pilot study, (2021)

Table 3.7 above shows that the AVE values for all the constructs are above the threshold of 0.5 to suggest that the convergent validity has been established for all the reflective constructs in this study.

3.5.1 Reliability of Research Instrument

The internal test of consistency was utilized to determine the reliability of the research instrument for this study. This test was ascertained via Cronbach's Alpha coefficient since the study used multiple-item measures. The analysis of reliability index for promotional strategy and customer patronage was determined using Statistical Package for Science Solutions Version 25 software in order to process it correctly and precisely.

Table 3.7: Reliability

Variable	No of Items	Cronbach's Alpha
Advertising	6	0.753
Sales Promotion	6	0.810
Public Relations	6	0.857
Direct Marketing	6	0.875
Customer Patronage	8	0.785

Source: Author's Computation (2021)

The Cronbach alpha's coefficient displayed in table 3.7 explains the reliability value of each of the variables considered in this study. A Cronbach's alpha coefficient of > 0.7 but < 1 score for a questionnaire is adjudged to be reliable. Following from the values of each of the variables, the research instrument is adjudged to be highly reliable in achieving the objectives sought by the study.

3.6 Administration of Instrument and Method of Data Collection

This study adopted the primary source of data collection (questionnaire) in gathering the data from the subscribers of the selected telecommunication service providers in Ogun State. The primary source of data collection looks at construct originality, opinions and perceptions of the respondents under study. Data was collected by administering a structured questionnaire on four-hundred (400) subscribers of top four (4) telecommunication service providers in Ogun State. The copies of the questionnaire were administered by trained research assistants for the administration and retrieval of instruments. The research assistants employed were trained for two-days on the modalities for questionnaire distribution, retrieval and the purpose of carrying out the research in line with ethical standards.

In administering the questionnaire, the respondents were contacted using an online survey procedure through the use of Google forms for gathering information from the respondents.

3.7 Method of Data Analysis

The data collected in this study was coded, processed and analyzed using the Statistical Package For Social Sciences (SPSS) version 25. The researcher used multiple tools of data analysis including descriptive statistics where frequency distribution tables, which include mean and percentages were used to describe the data and offer response to the research questions. For the inferential statistics regression analysis was used to test the hypotheses formulated in this study.

Endnotes

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Chapter Four

Results and Discussion of Findings

This study investigated promotional strategies and customer patronage of telecom firms in Ogun State. Four research questions and four hypotheses were generated for the study and tested. The statistical tools used for the testing of the research instrument were: descriptive statistics such as frequency distribution and percentages; and inferential statistics in the form of regression with the aid of SPSS version 25.

The reports are presented in three parts. First, the demographic distribution of the respondents is presented while the second part dealt with descriptive analysis of the responses of the respondents. The third part is concerned with the testing of the formulated hypotheses. A total of 462 questionnaires were distributed to the respondents and only 400 were properly filled and suitable for further analysis. This also represent 86.65 response rate.

4.1 Demographic Distribution of the Respondents

Table 4.1: Frequency and Percentage of Respondents' Gender

S/N	Item	Response	Frequency	Percentage
1	Gender	Male	196	49
		Female	204	51
2	Age (Year)	Less than 30	391	97.8
		31 – 40	9	2.3
		41 – 50	-	-
		51 – 60	-	-
		Above 60	-	-
3	Marital Status	Single	386	96.5
		Married	14	3.5
		Divorced	-	-
4	Highest Educational Qualification	First School	-	-
		Leaving Certificate	-	-
		SSCE	-	-

OND/NCE	85	21.3
BSc/HND	315	78.8
Masters	-	-
PhD/DBA	-	-
Others	-	-

Source: Field Survey 2021

The result as presented in table 4.1 above indicates that 196 (49%) of the participants were male and the remaining were female with majority (97.8%) were less than 30 years of age. In addition, 386 (96.5%) of the respondents were single and the remaining 14 (3.5%) were married. Most of the respondents (78.8%) have first degree in their respective area of specialization. This indicates that majority of the respondents were literate, hence they were able to understand the content of the questionnaire distributed for the research work.

4.2 Answers to the Research Questions

The decision rule to make sense of a four Likert-type scale is Mean of response between 1.00 – 1.49 is strongly disagree, 1.50 – 2.49 represents disagree, 2.50 – 3.49 represents agree and the mean of response between 3.50 - 4.00 represent strongly agree.

Table 4.2: Descriptive Analysis of the response on Advertising

S/N	Item	Response	Freq.	Perc.	Mean	Stand. Dev.
5	Informative	VH	254	63.5	5.47	0.791
		H	91	22.8		
		MH	45	11.5		
		ML	10	2.5		
		L	-	-		

6	Persuasive	VL	-	-	5.04	0.626
		VH	75	18.8		
		H	279	69.8		
		MH	34	8.5		
		ML	12	3		
		L	-	-		
7	Remindful	VL	-	--	5.04	0.988
		VH	157	39.3		
		H	145	36.3		
		MH	53	13.3		
		ML	45	11.3		
		L	-	-		
8	Entertaining	VL	-	-	4.89	1.185
		VH	125	31.3		
		H	186	46.5		
		MH	53	13.3		
		ML	-	-		
		L	27	6.8		
9	Accurate	VL	9	2.3	4.73	1.008
		VH	88	22.0		
		H	172	43.0		
		MH	97	24.3		
		ML	33	8.3		
		L	6	1.5		
10	Emotional	VL	4	1.0	4.28	1.609
		VH	128	32		
		H	74	18.5		
		MH	73	18.3		
		ML	69	17.3		
		L	19	4.8		
Overall average					4.9	1.035

Source: field survey 2021

Key: VH=Very High, H= High, ML = Moderately High, ML = Moderately Low, L= Low, VL= Very Low.

Decision rule: if mean is ≤ 1.49 = Very low; 1.5 to 2.49 = Low; 2.5 to 3.49 = Moderately Low; 3.5 to 4.49 = Moderately High; 4.5 to 5.49 = High; 5.5 to 6.0 = Very High

The responses (table 4.2) indicate that majority of the respondents rated the advertisement of their service provider very high informativeness of the adverts with an average of 5.47 and

similar response was given when it comes to persuasiveness of the advert with an average of 5.04. In addition, they rated the advert of their service provider high in remindfulness of the advert with an average of 5.04 and they rated their service provider high in when it entertaining aspect of such advert. In terms of accuracy of such advert, the average response is 4.73 indicating that they rated their service provider high in accuracy of the advertisement. However, they rated their service provider moderately high in terms of emotional aspect of the advertisement. In general, the respondents have rated their service provider high with average response of 4.9 in terms of advertisement.

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Table 4.3: Descriptive Analysis of the response on Sales Promotion

S/N	Item	Response	Freq.	Perc.	Mean
11	Price Discount on Tariffs	VH	183	45.8	4.68
		H	78	19.5	
		MH	39	9.8	
		ML	45	11.3	
		L	37	9.3	
		VL	18	4.5	
12	Offers Coupon	VH	58	14.5	4.49
		H	182	45.5	
		MH	73	18.3	
		ML	70	17.5	
		L	17	4.3	
		VL	-	-	
13	Airtime Bonuses	VH	113	28.3	4.65
		H	147	36.8	
		MH	52	13	
		ML	72	18	
		L	8	2	
		VL	8	2	
14	Organizes Exhibition	VH	80	20	4.51
		H	166	41.5	
		MH	73	18.3	
		ML	55	13.8	
		L	9	2.3	
		VL	17	4.3	
15	Raffle Draws	VH	105	26.3	4.47
		H	127	31.8	
		MH	88	22	
		ML	29	7.3	
		L	33	8.3	
		VL	18	4.5	
16	Data Bonuses	VH	142	35.5	4.82
		H	123	30.8	
		MH	74	18.5	
		ML	41	10.3	
		L	20	5	
		VL	-	-	
Overall average					4.603

Source: Field Survey 2021

Key: VH=Very High, H= High, ML = Moderately High, ML = Moderately Low, L= Low, VL= Very Low.

Decision rule: *if mean is ≤ 1.49 = Very low; 1.5 to 2.49 = Low; 2.5 to 3.49 = Moderately Low; 3.5 to 4.49 = Moderately High; 4.5 to 5.49 = High; 5.5 to 6.0 = Very High*

From table 4.3, the responses on sales promotion indicate that the participants rated their service provider high in terms of price discount on tariffs with average response of 4.68. They also rated their service provider moderately high when it comes top offers on coupon with an average response of 4.49. Moreover, the participants also rated their provider high in terms of airtime bonuses on average of 4.65 with similar opinion on organization of exhibition by the service provider with average response of 4.51. The average response for raffle draws is 4.47 indicating that the respondents have rated their provider moderately high in terms of raffle draws with contrary opinion in terms of data bonuses with average response of 4.82 indicating that the service provider is highly rated. In general, in terms of sales promotion with average response of 4.603, indicating that the service provider is highly rated when it comes to sales promotion.

Table 4.4: Descriptive Analysis of the response on Public Relations

S/N	Item	Response	Freq.	Perc.	Mean
17	Social media presence	VH	245	61.3	5.31
		H	103	25.8	
		MH	15	3.8	
		ML	12	3	
		L	17	4.3	
		VL	8	2	
18	Spokespersons, brand, ambassadors, interviews	VH	157	39.3	5.06
		H	154	38.5	
		MH	55	13.8	
		ML	25	6.3	
		L	9	2.3	
		VL	-	-	
19	Extraordinary events	VH	188	47	4.75
		H	47	11.8	
		MH	72	18	
		ML	63	15.8	
		L	30	7.5	
		VL	-	-	

20	Anniversaries	VH	152	38	4.87
		H	120	30	
		MH	72	18	
		ML	35	8.8	
		L	21	5.3	
		VL	-	-	
21	Seminars	VH	73	18.3	4.46
		H	161	40.3	
		MH	94	23.5	
		ML	35	8.8	
		L	23	5.8	
		VL	14	3.5	
22	Press release	VH	66	16.5	4.55
		H	117	29.3	
		MH	188	47	
		ML	29	7.3	
		L	-	-	
		VL	-	-	
Overall average					4.833

Source: Field Survey 2021

Key: VH=Very High, H= High, ML = Moderately High, ML = Moderately Low, L= Low, VL= Very Low.

Decision rule: if mean is ≤ 1.49 = Very low; 1.5 to 2.49 = Low; 2.5 to 3.49 = Moderately Low; 3.5 to 4.49 = Moderately High; 4.5 to 5.49 = High; 5.5 to 6.0 = Very High

The result from table 4.4 shows the responses of the respondents about public relations activities of the service providers on different platforms. The data presented in the table indicates that majority of the respondents affirmed there is high presence of the service provider on social media with an average response of 5.31. In addition there is high level of presence of the spokespersons, brand ambassadors and interviews (average response of 5.06) with high level of extraordinary events to showcase the product of the service provider. The service providers were also rated high when it comes to anniversaries with average response of 4.87 while in the contrary they were rated moderately high when it comes to seminars and press release with average responses of 4.46 and 4.55 respectively.

Table 4.5: Re **Descriptive Analysis of the response on Direct Marketing**

S/N	Item	Response	Freq.	Perc.	Mean
23	E-mail newsletters	VH	182	45.5	4.85
		H	60	15	
		MH	114	28.5	
		ML	10	2.5	
		L	26	6.5	
		VL	8	2	
24	Unsolicited messages pops up on your phone screen	VH	195	48.8	5.34
		H	156	39	
		MH	40	10	
		ML	9	2.3	
		L	-	-	
		VL	-	-	
25	Unsolicited phone calls from the network informing about the existence of a service	VH	114	28.5	4.59
		H	100	25	
		MH	130	32.5	
		ML	29	7.3	
		L	17	4.3	
		VL	10	2.5	
26	Face-to-face encounter with organization representatives	VH	117	29.3	4.47
		H	111	27.8	
		MH	78	19.5	
		ML	49	12.3	
		L	27	6.8	
		VL	18	4.5	
27	Online Adverts	VH	155	38.8	4.96
		H	160	40	
		MH	40	10	
		ML	17	4.3	
		L	16	4	
		VL	12	3	
28	Newspaper and magazine advertisements	VH	172	43	4.95
		H	112	28	
		MH	73	18.3	
		ML	26	6.5	
		L	-	-	
		VL	17	4.3	
Overall average					4.86

Source: Field Survey 2021

Key: VH=Very High, H= High, ML = Moderately High, ML = Moderately Low, L= Low, VL= Very Low.

Decision rule: if mean is ≤ 1.49 = Very low; 1.5 to 2.49 = Low; 2.5 to 3.49 = Moderately Low; 3.5 to 4.49 = Moderately High; 4.5 to 5.49 = High; 5.5 to 6.0 = Very High

On the responses when it comes to direct marketing (table 4.5), the service provider were rated high when it comes to the use of e-mail newsletters with an average response of 4.85. Similar responses were observed by the respondents when it comes to the use of unsolicited messages they also rated the service providers high by the use of unsolicited messages that pops up on the customer phone screen while they were rated moderately high in the use of unsolicited phone calls from the network informing about the existence of a service. Furthermore, the service providers were rated moderately high when it comes to face to face encounter with organization representatives with an average response of 4.47, however, they were rated high in the use of online adverts and newspaper/magazine adverts. In general, the overall average response is 4.86, which indicates that the respondents rated their service provider high when it comes to the use of direct marketing.

Table 4.6: Descriptive Analysis of the response on Customer Patronage

S/N	Item	Response	Freq.	Perc.	Mean
29	I am usually attracted by the advertisements of my service provider	VH	176	44	4.96
		H	99	24.8	
		MH	93	23.3	
		ML	6	1.5	
		L	18	4.5	
		VL	8	2	
30	The advertisements brings a service to my knowledge and I feel the need to utilize such service	VH	102	25.5	4.96
		H	197	49.3	
		MH	46	11.5	
		ML	46	11.5	
		L	-	-	
		VL	-	-	
31	The airtime bonus is the strongest reason why i'm a loyal customer of my service provider	VH	90	22.5	4.42
		H	114	28.5	
		MH	121	30.3	
		ML	41	10.3	
		L	17	4.3	
		VL	17	4.3	
32	Data service is why I continue to patronize the service of my network provider	VH	138	34.5	4.96
		H	146	36.5	
		MH	85	21.3	
		ML	23	5.8	
		L	8	2	
		VL	-	-	
33	Products presentation and situation around me do influence my buying decision	VH	166	41.5	4.90
		H	91	22.8	
		MH	95	23.8	
		ML	32	8	

		L	16	4	
		VL	-	-	
34	The customer representatives on social media are very friendly and that influences me to patronize the service of my network provider	VH	117	29.3	4.80
		H	152	38.0	
		MH	73	18.3	
		ML	49	12.3	
		L	49	12.3	
		VL	-	-	
35	Newsletters found in my email has influenced my decision to patronize a particular tariff plan of my service provider	VH	124	31	4.59
		H	129	32.3	
		MH	77	19.3	
		ML	31	7.8	
		L	8	2	
		VL	31	7.8	
36	Popped up notification on my phones screen encourages me to patronize a tariff plan offered by my network provider.	VH	189	47.3	4.86
		H	84	21	
		MH	61	15.3	
		ML	24	6	
		L	33	8.3	
		VL	9	2.3	
Overall average					4.806

Source: Field Survey 2021

Key: VH=Very High, H= High, ML = Moderately High, ML = Moderately Low, L= Low, VL= Very Low.

Decision rule: if mean is ≤ 1.49 = Very low; 1.5 to 2.49 = Low; 2.5 to 3.49 = Moderately Low; 3.5 to 4.49 = Moderately High; 4.5 to 5.49 = High; 5.5 to 6.0 = Very High

The result on customer patronage as presented in table 4.6 indicates that the respondents rated their service provider high with average response of 4.96 affirming that they are usually attracted by the advertisements of their service provider. Similar result was obtained as the respondents rated their service provider high with average response of 4.96 indicating that the advertisements brings a service to the knowledge and the customer feel the need to utilize such service. In addition, the average response of 4.42 indicating that the respondents rated their service provider moderately high because the airtime bonus is the strongest reason why they still remain loyal customer of their respective service provider. Moreover, the participants also ratted their service provider high with average response of 4.96, claiming that data service is the reason they continue to patronize the service of their network provider. Further information from the respondents suggest they rated their service provider high (average response of 4.90) when it comes to product presentation and situation around them influence their buying decision. The participants also rated their service provider high (average response of 4.80) in terms of friendliness and influence of the customer representatives and these has influenced the customers for patronage. The content of the emailed newsletters has also influenced the patronage decision of the customers and hence, their decision on particular tariff plans. Lastly, the average response of 4.86 indicates high rate in terms of popped up notification on the customers phones screen encouraging them to patronize a tariff plan offered by their network provider. In general, the overall average response is 4.806 indicating that the participants rated the patronage of their respective service provider high and the standard deviation of 1.187 indicates little deviation in the responses of the participants.

4.3 Test of Hypotheses

H₀1: Advertising has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

The null hypothesis one which states that advertising has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer patronage were regressed on the values of advertising. The data for advertising (independent variable) was generated by summing responses of all variable items respectively while that of customer patronage of telecom subscribers (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.7a-c

Table 4.7a-c: Summary of regression analysis for the effect of advertising on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426 ^a	.181	.178	.27142

a. Predictors: (Constant), Advertising

b. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.048	1	4.048	54.943	.000 ^b
	Residual	18.270	248	.074		
	Total	22.318	249			

a. Dependent Variable: CustomerPatronage

b. Predictors: (Constant), Advertising

c. Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3.197	.080		39.905	.000
	Advertising	.160	.022	.426	7.412	.000

a. Dependent Variable: Customer Patronage

Source: Field Survey Data (2022)

Table 4.7a-c presents the results of the regression analysis for the effect of advertising on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.7a presents a model summary which establishes how the model equation fits into the data. The R^2 was used to establish the predictive power of the study's model. From the results, advertising has weak and significant relationship with customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.426$, $p < 0.05$).

The coefficient of determination (R^2) of 0.181 shows that advertising explained 18.1% of the variation in customer patronage while the remaining 81.9% variation in customer patronage is explained by other exogenous variable different from those considered in this study. This result suggests that advertising influence 18.1% of customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. It is important to stress that the effect predicted by advertising is positive but weak.

Table 4.7b presents the results of ANOVA (overall model significance) of regression test which revealed that the advertising has a significant influence on customer patronage among telecom

subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (54.943) and $p=0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.7c, revealed that at 95% confidence level, a unit change in advertising will lead to a 0.160 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2 = 0.181$, $F(1,248)= 54.943$, $p=0.000$), this study reject the null hypothesis one (H_01) which state that advertising has no significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria.

H₀₂: Sales promotion has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

The null hypothesis two which states that sales promotion has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer patronage were regressed on the values of sales promotion. The data for sales promotion (independent variable) was generated by summing responses of all variable items respectively while that of customer patronage of telecom subscribers (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.8a-c

Table 4.8a-c: Summary of regression analysis for the effect of sales promotion on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532 ^a	.283	.280	.25399

a. Predictors: (Constant), SalePromotion

b. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.319	1	6.319	97.950	.000 ^b
	Residual	15.999	248	.065		
	Total	22.318	249			

a. Dependent Variable: Customer Patronage

b. Predictors: (Constant), Sale Promotion

c. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.895	.191		9.927	.000
	SalePromotion	.500	.050	.532	9.897	.000

a. Dependent Variable: CustomerPatronage

Source: Field Survey Data (2022)

Table 4.8a-c presents the results of the regression analysis for the effect of sales promotion on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.8a presents a model summary which establishes how the model equation fits into the data. The R² was used to establish the predictive power of the study's model. From the results, sales promotion has averagely-strong and significant relationship with customer

patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.532$, $p < 0.05$).

The coefficient of determination (R^2) of 0.280 shows that sales promotion explained 28% of the changes in customer patronage while the remaining 72% variation in customer patronage is explained by other exogenous variable different from those considered in this study. This result suggests that sales promotion influence 28% of customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.8b presents the results of ANOVA (overall model significance) of regression test which revealed that the sales promotion has a significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (97.950) and $p = 0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.8c, revealed that at 95% confidence level, a unit change in sales promotion will lead to a 0.500 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2 = 0.28$, $F(1,248) = 97.950$, $p = 0.000$), this study reject the null hypothesis two (H_02) which state that sales promotion has no significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria.

H₀₃: Public relation does not have significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

The null hypothesis three which states that public relation has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State,

Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer patronage were regressed on the values of public relation. The data for public relation (independent variable) was generated by summing responses of all variable items respectively while that of customer patronage of telecom subscribers (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.9a-c

Table 4.9a-c: Summary of regression analysis for the effect of public relation on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.482	.480	.21593

a. Predictors: (Constant), Publicrelation

b. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.754	1	10.754	230.642	.000 ^b
	Residual	11.564	248	.047		
	Total	22.318	249			

a. Dependent Variable: CustomerPatronage

b. Predictors: (Constant), Publicrelation

c. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.897	.125		15.229	.000
	Publicrelation	.526	.035	.694	15.187	.000

a. Dependent Variable: CustomerPatronage

Source: Field Survey Data (2022)

Table 4.9a-c presents the results of the regression analysis for the effect of public relation on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.9a presents a model summary which establishes how the model equation fits into the data. The R^2 was used to establish the predictive power of the study's model. From the results, public relation has strong and significant relationship with customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.694$, $p < 0.05$). Table 4.8a-c presents the results of the regression analysis for the effect of public relation on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.9a presents a model summary which establishes how the model equation fits into the data. The R^2 was used to establish the predictive power of the study's model. From the results, public relation has averagely-strong and significant relationship with customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.694$, $p < 0.05$). The coefficient of determination (R^2) of 0.482 shows that public relation explained 48.2% of the changes in customer patronage while the remaining 51.8% variation in customer patronage is explained by other exogenous variable different from those considered in this study. This result suggests that public relation influence 48.2% of customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

Table 4.9b presents the results of ANOVA (overall model significance) of regression test which revealed that the public relation has a significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained

by the F-value (230.642) and $p=0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.9c, revealed that at 95% confidence level, a unit change in public relation will lead to a 0.526 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2 = 0.482$, $F(1,248)= 230.642$, $p= 0.000$), this study reject the null hypothesis one (H_03) which state that public relation has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

H₀₄: Direct marketing has no significant influence on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

The null hypothesis four which states that direct marketing has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer patronage were regressed on the values of direct marketing. The data for direct marketing (independent variable) was generated by summing responses of all variable items respectively while that of customer patronage of telecom subscribers (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.10a-c

Table 4.10a-c: Summary of regression analysis for the effect of public relation on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 ^a	.118	.114	.28173

a. Predictors: (Constant), Direct Marketing

b. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.633	1	2.633	33.175	.000 ^b
	Residual	19.685	248	.079		
	Total	22.318	249			

a. Dependent Variable: Customer Patronage

b. Predictors: (Constant), Direct Marketing

c. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.262	.091		35.784	.000
	DirectMarketing	.131	.023	.343	5.760	.000

a. Dependent Variable: Customer Patronage

Source: Field Survey Data (2022)

Table 4.10a-c presents the results of the regression analysis for the effect of direct marketing on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.10a presents a model summary which establishes how the model equation fits into the data. The R² was used to establish the predictive power of the study's model. From the results, direct marketing has very weak and significant relationship with customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria (R = 0.343, p<0.05).

The coefficient of determination (R^2) of 0.118 shows that direct marketing explained 11.8% of the changes in customer patronage while the remaining 90.2% variation in customer patronage is explained by other external variable different from those considered in this study. This result suggests that direct marketing influence 11.8% of customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.10b presents the results of ANOVA (overall model significance) of regression test which revealed that the direct marketing has a significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (33.175) and $p=0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.10c, revealed that at 95% confidence level, a unit change in direct marketing will lead to a 0.131 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2 = 0.118$, $F(1,248)= 33.175$, $p= 0.000$), this study reject the null hypothesis four (H_04) which state that direct marketing has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

H₀₅: Promotional Strategies has no significant influence on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

The null hypothesis five which states that promotional strategies have no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun

State, Nigeria was tested using multiple linear regression analysis. In the analysis, the values of customer patronage were regressed on the values of promotional strategies. The data for promotional strategies (independent variable) was generated by summing responses of all variable items respectively while that of customer patronage of telecom subscribers (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.11a-c

Table 4.11a-c: Summary of regression analysis for the effect of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.749	.14990

a. Predictors: (Constant), DirectMarketing, Publicrelation, SalePromotion, Advertising

b. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.812	4	4.203	187.046	.000 ^b
	Residual	5.505	245	.022		
	Total	22.318	249			

a. Dependent Variable: CustomerPatronage

c. Predictors: (Constant), DirectMarketing, Publicrelation, SalePromotion, Advertising

d. Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.240	.158		-1.521	.130
	Advertising	-.229	.046	-.611	-4.931	.000

SalePromotion	.603	.058	.643	10.350	.000
Publicrelation	.838	.055	1.106	15.336	.000
DirectMarketing	-.107	.044	-.280	-2.456	.015

a. Dependent Variable: Customer Patronage

Source: Field Survey Data (2022)

Table 4.11a-c presents the results of the regression analysis for the effect of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.11a presents a model summary which establishes how the model equation fits into the data. The Adjusted R^2 was used to establish the predictive power of the study's model. From the results, promotional strategies have strong and significant relationship with customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.868$, $p < 0.05$).

The coefficient of determination (Adj. R^2) of 0.749 shows that promotional strategies explained 74.9% of the changes in customer patronage while the remaining 15.1% variation in customer patronage is explained by other exogenous variable different from those considered in this study. This result suggests that promotional strategies predict 74.9% of customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.11b presents the results of ANOVA (overall model significance) of regression test which revealed that the promotional strategies have a significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (187.046) and $p = 0.000$ which is statistically significant at 95% confidence interval.

Furthermore, the results of regression coefficients in table 4.11c, revealed that at 95% confidence level, a unit change in advertising will lead to a 0.229 decrease in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. Also, a unit change in Sales Promotion will lead to a 0.603 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. Moreover, a unit change in public relation will lead to 0.838 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. In addition, a unit change in direct marketing will lead to 0.107 decrease in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. Of all the promotional strategies examined, public relation has the highest relative influence (Beta= 0.838). In second position is Sales Promotion (Beta= 0.603) followed by direct marketing (Beta= -0.107) and lastly is advertising (Beta= -0.229). On the strength of this result ($Adj R^2 = 0.749$, $F(4,245) = 187.046$, $p = 0.000$), this study reject the null hypothesis five (H_05) which state that promotional strategies has no significant effect on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

4.4 Discussion of Findings

The finding of the first research question on promotional strategies shows that the overall average for Advertising is 4.9 and this suggests that the respondents rated the advertisement of

their service provider high with statement representing influence of advertising on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. However, the issue such as “Emotional” with a mean of 4.28, ‘Accurate’ with a mean of 4.73, and ‘Entertaining’ with a mean of 4.89 shows that despite an overall average of 4.9 which shows that influence of advertising on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State is high, the discovered as presented above suggest more effort is needed to ensure that within selected Local Government Areas of Ogun State, subscribers emotion is put into consideration; the accuracy of the advertisements and the advertisement should be more entertaining. This would have more influence on telecom subscribers and increased customer patronage among telecom subscribers in selected Local Government Areas of Ogun State.

The finding of the second research question on promotional strategies shows that the overall average for sales promotion is 4.603 and this suggests that the respondents rated the sales promotion of their service provider high with statement representing influence of sales promotion on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. However, participants rated their service provider high in terms of price discount on tariffs with average response of 4.68 and data bonuses with average response of 4.82, the issue such as “Offers Coupon” and “Raffle Draws” with a mean of 4.49 and 4.47 respectively, shows that despite an overall average of 4.603 which shows that influence of sales promotion on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State is high, the discovered as presented above suggest more effort is needed to ensure that within selected Local Government Areas of Ogun State, subscribers are offers for more chances to raffle draws and offer coupon to increase more customer patronage. This would have more

influence on telecom subscribers and increased customer patronage among telecom subscribers in selected Local Government Areas of Ogun State.

The finding of the third research question on promotional strategies shows that the overall average for public relations is 4.833 and this suggests that the respondents rated the public relations of their service provider high with statement representing influence of public relations on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. However, majority of the respondents affirmed there is high presence of the service provider on social media with an average response of 5.31 and on Spokespersons, brand ambassadors, interviews with average response 5.06. The issue such as “Seminars” with average response 4.46 and “Press Release” with average response 4.55, which are rated moderately high shows that despite an overall average of 4.833 which shows that influence of public relations on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State is high, the data presented above suggest effort is needed to ensure that within selected Local Government Areas of Ogun State, seminars and press release should be more focused on to enable subscribers do more in patronizing. This would have more influence on telecom subscribers and increased customer patronage among telecom subscribers in selected Local Government Areas of Ogun State.

The finding of the fourth research question on promotional strategies shows that the overall average for direct marketing is 4.86 and this suggests that the respondents rated the direct marketing of their service provider high with statement representing influence of direct marketing on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. However, the service provider were rated high when it comes to the use of e-mail newsletters with an average response of 4.85; they also rated the service

providers high by the use of unsolicited messages that pops up on the customer phone screen and on Spokespersons, brand ambassadors, interviews with average response 5.06. The service providers were rated moderately high when it comes to face to face encounter with organization representatives with an average response of 4.47, shows that despite an overall average of 4.86 which shows that influence of direct marketing on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State is high, the data presented above suggest more effort is needed to ensure that within selected Local Government Areas of Ogun State, face to face with the subscribers should be more focused on to enable subscribers do more in patronizing. This would have more influence on telecom subscribers and increased customer patronage among telecom subscribers in selected Local Government Areas of Ogun State.

The finding on customer patronage shows that the overall average is 4.806 and this suggests that the respondents rated customer patronage of their service provider high in selected Local Government Areas of Ogun State, Nigeria. However, the respondents rated their service provider high with average response of 4.96 affirming that they are usually attracted by the advertisements of their service provider; they also rated the service providers high that data service is why they continue to patronize the service of their network provider with average response 4.96. Service provider was rated high with average response of 4.96, claiming that data service is the reason they continue to patronize the service of their network provider. Respondent also rated their service provider high with average response of 4.90 when it comes to product presentation and situation around them influence their buying decision. In addition, in terms of friendliness and influence of the customer representatives and these has influenced the customers for patronage; and popped up notification on the customers phones screen encouraging them to patronize a tariff plan offered by their network provider with average response rate of 4.80 and

4.86, service provider were rated high. The content of the emailed newsletters has also influenced the patronage decision of the customers and hence, their decision on particular tariff plans with average response of 4.59 which was rated high. The average response of 4.42 indicating that the respondents rated their service provider moderately high because the airtime bonus is the strongest reason why they still remain loyal customer to their respective service provider. In conclusion, the overall average response is 4.806 indicating that the participants rated the patronage of their respective service provider high and the standard deviation of 1.187 indicates little deviation in the responses of the participants.

The findings of hypothesis one to five reveal that there is significant influence of combined measure of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Hence, the findings of hypothesis one found support in prior empirical studies. Examine the relationship between Advertising Appeals and Customer Loyalty in Telecommunication firms in Port Harcourt. The result of the analysis revealed that Advertising Appeals significantly influenced Customer Loyalty in Telecommunication firms in Port Harcourt. The study further discovered that amongst the dimensions of Advertising Appeals used in this study that Rational advertising appeal was found to be the most significant predictor of Customer Loyalty in Telecommunication firms in Port Harcourt. Hence, the researcher concluded that Advertising Appeals significantly affect Customer Loyalty and therefore recommended that the management of Telecommunication firms in Port-Harcourt should adopt the dimensions of advertising appeal used for the study as strategies for improving their level of customer loyalty¹.

Examined if advertising has an influence on consumer patronage of commercial road transport services in Benin City, Edo State, Nigeria. It was found that informative, persuasive and

reminder advertising were all significantly related to customers' patronage. The researchers recommended that commercial road transport companies should undertake advertising as a means of soliciting customers' patronage. They should also employ different means of advertising to reach out to their actual and potential customers².

Similarly, a study posited that advertisements play an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer. They conducted a study to find out the impact of advertisement and consumer perception on consumer buying behaviour. The results of the study revealed that advertisement and consumer perception both have positive relationship with consumer buying behaviour. Further, the study revealed that the impact of advertisement on consumer buying behaviour is greater than the impact of consumer perception³.

Also, the findings of hypothesis two found support in prior empirical studies. Examined the effect of sales promotion on the marketing of Coca-Cola drinks in Anambra State. The major aim of the study is to ascertain the effect of Personal selling, Rebates trade and discounts on the marketing of Coca-Cola drink in Anambra State. This study adopted a descriptive survey design. The study was carried out in Onitsha Anambra State. The results show that personal selling has significant effect on marketing of Coca-Cola drink in Anambra State. Rebates have significant effect on marketing of Coca-Cola drink in Anambra State. Trade discounts have significant effect on marketing of Coca-Cola drink in Anambra State. The study concludes that sales promotion has significant positive effect on the marketing of Cocacola drink in Anambra State. The study therefore recommends that the company should consider integration of rebates strategies such as public visibility and public attention seeking since these strategies influence the level of sales performance⁴.

Examined the effects of sales promotion on the consumer buying behavior of food seasoning among Nigerian households using Nestle Nigeria Plc Maggi Naija pot brand as a case study. Findings revealed that sales promotion through rebates, free trial and free gifts is one significant tool marketing companies should give attention to in order to influence their consumers' buying behavior, and recommended among others that providing free samples for food seasoning is a good technique to use in introducing new products to the Nigerian marketplace, also free gift should be included in the outer part of the product packaging to serve as a visual attraction to Nigerian consumers⁵.

Focused on the effect of sales promotion on customer patronage, of alcoholic beverages (A study of Consumer of Alcoholic Beverages in Aguata LGA). The widespread use of sales promotion has sparked considerable interest and debate over their effectiveness. Critics argue that sales promotions are ineffective as they make customers prone to promotion resulting in market share losses in the long run. However, other researchers have shown that sales promotions lead to real increases in sales and profits. Despite this discrepancy, very little is understood about sales promotion, especially with regards to how consumers respond to the various sales promotional strategies used by marketers. The main objective of the study is to determine the effect of sales promotion on consumer patronage. The specific objectives are to ascertain the effect of contest on customer patronage and to ascertain the effect of contest on customer patronage of alcoholic beverages. The findings revealed that both dependent and independent variables (price, pack, contest and coupons) had significant effect on customer patronage. Finally, the study concluded that sales promotion has significant effect on customer patronage of alcoholic beverages. Based on the results of the study and conclusions, the following recommendations are made: In as much as sales promotion is a key element in the advancement of Brewer industry, tools selected should

be sustained overtime while being flexible due to economic instability so as to avoid downward fluctuations in their profit margin⁶.

Furthermore, the findings of hypothesis three found support in prior empirical studies. Investigated marketing public relations and consumer patronage of bank products in Anambra State, Nigeria. Results indicated that customer care service has a significant positive influence on consumers' product awareness; service quality has significant effect on customers' patronage; and cashier relations influences customer patronage. The study therefore, concluded that marketing public relations tools of customer care service, service quality and cashier relations of the banks have significant positive relationship with patronage of the firms' products by the customers. Thus, it recommended that the banks should strengthen their customer care services; institute a periodic reward system for customers; and continuous cashiers' evaluation and retraining on best or improved relational approaches in dealing with customers⁷.

In a most recent study, attempted to explore and assess the social economic and demographic (SED) factors that are likely to influence the patronage of insurance in Ghana. Using a Probit econometric regression model for the analysis, the results showed that, with the exception of religion, other customer's socio-economic and demographic antecedents are positively and significantly related to insurance demand. This implies that excepting region SED strongly influence consumer subscription to insurance products. Further, beside customer income considered as major impediment to subscription of insurance policies, lack knowledge on and transparency of insurance policies, and difficulty in obtaining due claims deter consumers from purchasing insurance policies in Ghana⁸.

Aimed to find an empirical relationship between customer values, Public Relations Perception, Brand Image and to investigate these variables impact on customer loyalty within insurance

companies of Pakistan. Positivism paradigm used in this study. Regression analysis reveals that customer value, public relation perception, and Brand image bring 58.0% change on customer loyalty. There is a strong positive significant relationship between public relation perception and customer loyalty. Customer Value and Brand image have also positive and significant impact on customer loyalty⁹.

The findings of hypothesis four also found support in prior empirical studies. Investigated the impact of direct marketing on customer purchasing behaviour using Mobilis telecommunication as a study area. Findings of the study revealed that there is a statistically significant effect of Mobilis Enterprise Direct Marketing on consumer's behaviour during the purchase phase¹⁰.

Research carried out a study on the effect of direct market on consumer patronage in selected banks in Ondo State. Study concluded that there is a significant relationship between direct marketing and customers' patronage, and that direct marketing positively influence customers' patronage of banks in Ondo State¹¹.

Investigated the impact of direct tourism marketing on the decision of destination choice in Algeria. The results showed that the level of practicing tourism direct marketing with febrile curative tourism vehicles (the study sample) is average in general, and there is also a congruence in the views and opinions of the two study samples (tourists and tourism vehicle management) about the relative importance of the tourism direct marketing component as the most promotional method influencing the decisions of Tourists when choosing their destinations. The study has proven that the relative importance of tourism direct marketing was high from the viewpoint of the tourism vehicle management. The study also confirmed the stability of the significance of the correlation relationship with a high degree at the level of the approved significance. The study

also found that the standard coefficients of simple regression (Beta) for all dimensions of direct tourism marketing are statistically significant¹².

In conclusion, the findings of hypothesis five found support in prior empirical studies. Examined the effect of promotion strategies and customers patronage a study of business schools in south east Nigeria. Findings from the study show that Sales promotion has significant effect on customer patronage in Business Schools in south east. Direct marketing has significant effect on consumer's patronage of Business Schools in south east. Advertising does not have significant effect on students' patronage of Business Schools in south east. In view of the findings, the study recommended that that in order to achieve the objectives of developing favourable association as well as to impress customers a suitable strategy should be designed to promote the image of the particular business. Direct marketing as a tool of communication should be explore and properly entrenched in all areas of operation of the business school to increase the student's enrolment. There is need to determine advertising spending through the preparation of advertising budget. This can be based on advertising objectives which include increasing sales volume, informing customers of a new product or creating awareness of an old or new product in the mind of the consumers and customers¹³.

Endnotes

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Chapter Five

Conclusion

This chapter presents and discusses the summary of findings, conclusions and provides useful recommendations, contributions to knowledge and suggestions for further studies.

5.1 Summary of Findings

The data generated were sorted, coded, and analyzed to establish the statistical significance of the influence of organizational training on job performance moderated by knowledge acquisition capability, Nigeria, and final acceptance of the hypotheses were made. From the interpretation of analyses of data collected and findings of the study, the following can be summed up as the main empirical findings of this study:

1. Advertising has positive and significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria.
2. Sales promotion has positive and significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria.
3. Public relations have positive and significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria
4. Direct marketing has positive and significant effect on customer patronage among telecom subscribers in Ogun State, Nigeria
5. Promotional strategies have positive and significant effect customer patronage among telecom subscribers in Ogun State, Nigeria

5.2 Conclusion

The research was carried out to investigate the effect of promotional strategies on customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. The result of the regression analysis suggested that promotional strategies influence on customer patronage in Ogun State is significant. Specifically, the study concludes that advertisement programmes of the telecom firms are effective in influencing the customers to respond positively to their offerings. In the same vein, the study concludes that sales promotion efforts by the telecom firms are efficient and makes the subscribers patronize their services more. Furthermore, it was concluded that telecom firms in Nigeria are utilizing public relation as a tool to improve the rate of patronage among the subscribers. Lastly, the study concludes that direct marketing efforts of the telecom firms are effective and efficient in causing a positive response on the part of the subscribers. Based on these specific findings, this research concludes that promotional strategies have a positive significant effect on customer patronage among telecom subscribers in selected LGAs in Ogun State.

5.3 Recommendations

Based on the findings in this study, the following recommendations were made:

1. This study recommends that telecom firms should improve their efforts in advertisement programmes by communicating new uses for their existing services to their customers.

2. Based on the findings of the study as regards sales promotion, telecom firms should design new sales promotion offers to attract new customers whilst retaining their existing ones.
3. As regards the findings of the study public relations, it is recommended that telecom firms should communicate to its subscribers more often about changes in its policies and terms of service. This is likely to improve the confidence of its subscribers in them which may result in customer loyalty.
4. According to the findings of this study on direct marketing, it is recommended that telecom firms should push their services right in front of their customers by sending them new offers, services directly via phone calls, pop-up notification and so on.
5. Since there is significant influence of promotional strategies on customer patronage among telecom subscribers in the selected Local Government Areas of Ogun State, telecom service providers should provide their subscribers with regular promotional strategies as a means to improve customer patronage.

5.4 Contributions to Knowledge

This study offers significant contribution to literature conceptually, theoretically, and empirical.

Conceptually, the study focused on identifying gaps in literature pertaining to promotional strategies and customer patronage. The conceptual framework of this study equally offers conceptual contribution as it was constructed by the researcher to analyze the gaps identified in literature. The model combined independent variable (promotional strategies) and dependent variable (customer patronage). The model also can be adapted to suite future studies.

Empirically, the study is able to add to recent literature on the interaction among promotional strategies and customer patronage. This study has added to the body of knowledge by revealing that telecom providers' advertising programs are effective in persuading customers in Nigeria to patronize their services. The study demonstrates that telecom companies' sales promotional efforts are effective in increasing customers' patronage in Nigeria. Similarly, according to this survey, telecom companies in Nigeria are using public relations as a technique to increase subscriber patronage. It also indicated that direct marketing is effective and efficient in producing a positive customer patronage. Overall, these above-mentioned points lay emphasis on the fact that this study offers significant contribution to knowledge and has practical implication for telecom firms in some local government areas in Ogun State, Nigeria.

5.5 Limitations of the Study

Like many research, this study has limitations that must be acknowledged to provide opportunities for future studies.

Precisely, the study was focused on telecoms subscribers in five local governments in Ogun State, Nigeria hence the findings are limited to this area. The adoption of a cross-sectional survey design equally suggests that the study was unable to provide explanations of the changes in the dependent variable (customer patronage) attributable to the independent (promotional strategies) over a long period. Nonetheless, this study was not affected by this weakness because its broad objective was to evaluate the effect of promotional strategies on customer patronage of telecoms service provider in Ogun State, Nigeria, involved the collection of data at a point in time, thereby playing to the strength of the design.

The questionnaire used for data collection, has its drawbacks such as participants low response rate and instance of inappropriate filling of the questionnaire. The researcher addressed these challenges and increased the response rate, as it ensured that items in the

questionnaire were designed, using simple English void of ambiguous statements, include 'checker question' in the questionnaire to monitor whether respondents had the requisite knowledge to fill the questionnaire. Also, the researcher guaranteed the confidentiality and anonymity of respondents and seek sort each subscriber's permission to conduct the study, and this improve responses. To address this issue of low response rate, 20% of the sample size was computed and added to the original sample size to accommodate this event when they occur.

In addition, this study is mindful of the fact that several other factors can equally influence the customer patronage of telecoms companies in Ogun State, Nigeria. To relate these variables (promotional strategies and customer satisfaction) together; this study held other factors as being constant. It is imperative to note that the variable considered in this study are context-specific and the inability to consider all other factors that can influence customer patronage in Ogun State, Nigeria cannot jeopardize the findings of this study. Despite these limitations, this study provides important conceptual, empirical, and theoretical implications for telecoms operators in Nigeria. In all, the identified limitation of this study presents potential areas for further research.

5.6 Area of Further Studies

This study focused on influence of promotional strategies on customer patronage among telecom subscribers in the selected Local Government Areas of Ogun State, Nigeria, Nevertheless, to further broaden the frontiers of knowledge, the following areas of studies are suggested for further research.

1. Other types of promotional strategies such as social media promotion, personal selling and mail order marketing amongst many others can be investigated on customer patronage by future research.

2. Furthermore, future studies should investigate a larger audience in order to improve the generalization of the outcome of this type of research.
3. Lastly, further studies should conduct research on other industries in Nigeria as this study was focused on the telecommunication industry.

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Appendix 1

Questionnaire

Effect of Promotional Strategies on Customer Patronage of Telecom Firms in Ogun

State

Dear respondents,

I am a postgraduate student of Lead City University, Ibadan, Oyo State carrying out a research on the above topic. The study is purely an academic exercise, and your assistance is needed in the completion of the research work by filling the questionnaire. All information given will be treated with strict confidence. Kindly return the questionnaire at your earliest convenient time. Please answer the following questions by ticking the one you consider most appropriate among the alternatives.

Thank you for your sincere cooperation.

Bako Zainab Funke

Section A: Demographic Information

Instruction: Please answer the statements below by ticking the options which best describes your agreement.

1. Gender: Male () Female ()

2. Age: Less than 30 yrs (), 31-40 (), 41-50 (), 51-60 (), 61 & Above ()

3. Marital Status: Single () Married () Divorced ()

4. Highest Educational Qualification: please tick the highest of all:

First School Leaving Certificate (), SSCE (), OND/NCE (), B.Sc/HND (),

Masters (), PhD/DBA (), Others.....

Section B

Using the scale below, please answer the questions below by ticking the options that best satisfies your response to the following questions as it relates to your experience.

Where: **Very High (VH), High (H), Moderately High (MH), Moderately Low (ML), Low (L), Very Low (VL)**. The scaling is ordinal from where 6 points imply the highest score and 1 point implies the lowest score

Promotional Strategies

S/N	Questions	VH (6)	H (5)	MH (4)	ML (3)	L (2)	VL (1)
A	Advertising How will you rate the adverts by your service provider in terms of being:						
1	Informative						
2	Persuasive						
3	Remindful						
4	Entertaining						
5	Accurate						
6	Emotional						
B	Sales Promotion How will you rate the implementation of these sales promotion strategies by your service						

	provider						
1	Price discount on tariffs						
2	Offers coupon						
3	Airtime Bonuses						
4	Organizes Exhibition						
5	Raffle draws						
6	Data bonuses						
C	Public Relations						
	How will you rate the following activities by your service provider						
1	Social media presence						
2	Spokespersons, brand, ambassadors, interviews						
3	Extraordinary events						
4	Anniversaries						
5	Seminars						
6	Press release						

D	Direct Marketing						
1	E-mail newsletters						
2	Unsolicited messages pops up on your phone screen						
3	Unsolicited phone calls from the network informing about the existence of a service						
4	Face-to-face encounter with organization representatives.						
5	Online adverts						
6	Newspaper and magazine advertisements						

Section C

Using the scale below, please answer the questions below by ticking the options that best satisfies your response to the following questions as it relates to your experience.

Where: **Very High (VH), High (H), Moderately High (MH), Moderately Low (ML), Low (L), Very Low (VL)**. The scaling is ordinal from where 6 points imply the highest score and 1 point implies the lowest score

S/N	Questions	VH (6)	H (5)	MH (4)	ML (3)	L (2)	VL (1)
	Customer Patronage How will you rate these statements						
1	I am usually attracted by the advertisements of my service provider						
2	The advertisements brings a service to my knowledge and I feel the need to utilize such service						
3	The airtime bonus is the strongest reason why I'm a loyal customer of my service provider						
4	Data service is why I continue to patronize the service of my network provider						
5	Products presentation and situation around me do influence my buying decision						
6	The customer representatives on social media are very friendly and that influences me to patronize the service of my network provider						
7	Newsletters found in my email has influenced my decision to patronize a particular tariff plan of my service provider						
8	Popped up notification on my phone's screen encourages me to patronize a tariff plan offered by my network provider.						

Biodata

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University Compliance Certification

This is to certify that this Thesis written by **Zainab Funke BAKO** with Matric No. **LCU/PG/001191** in the Department of Management and Accounting, Faculty of Management and Social Sciences, Lead City University, Ibadan is in full compliance with the approved University format and style.

Signature

Date

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