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## **Influence of Promotional Tools on Customer Patronage of Telecommunication Services in Nigeria**

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### **ABSTRACT**

The rapid growth in the number of subscribers of telecommunication services has led to strong competition in the industry. As a result of this competition, managers are faced with the challenges of adopting promotional tools that will push their telecom services. The objectives of the study were to determine the influence of promotional tools (advertising, sales promotion, personal selling) on customer patronage of telecommunication services. Descriptive research design was adopted to solicit responses from respondents in order to address the objectives of the study. The population of the study was student mobile phone users at Enugu State University of Science and Technology Enugu. The total population figure of regular students is 36,787. (ESUT, Department of Academic Planning Brochure, 2020). A sample size of 396 was arrived at using the Taro Yamane's formula for determining sample sizes and the multi-stage sampling technique was used to arrive at sampling technique. The validity of the instruments was achieved using face validity and content validity while Test-retest method was also used to ensure that the measuring instrument provides consistent result. The data collected was analyzed using descriptive statistics and multiple regressions were used to test the hypotheses. The findings of the study indicate that there is significant influence of advertising on customer patronage of telecommunication services; there is a significant influence of sales promotion on customer patronage of telecommunication services. And there is a significant influence of personal selling on customer patronage of telecommunication services. We conclude that Advertising, Sales Promotion, Personal selling have significant influence on customer patronage of telecommunication services. We recommend that telecommunication companies should continue to ensure that they use advertising, personal selling and sales promotion to keep attracting customers by maintaining their current effort and improve on them when necessary through proper market investigation.

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Keywords: Promotional Tools, Advertising, Sales Promotion, Personal Selling, Customer Patronage Telecommunication Services.

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### **1. Introduction**

The initial failure by many companies to understand the relevance of promotion made their survival difficult but currently almost every firm seeks to increase the sales of its product through an effective promotional tool. In this era of global competition, firms use various dimensions of promotional strategies to influence consumers' behaviour and increase sales. The world is fast becoming a global village and the necessary tool for this process is communication of which telecommunication is a key player (Hudson, 2012). Telecommunication is concerned with the roles of information technologies (IT) in the society that moves the economy forward. In line with this, Hobday (2014) opined that as social and economic activities become more and more dependent on information technology (IT), telecom companies are crucially expanding technological trend to capture shares in a rapidly growing (IT) market.

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In this competitive business environment, organizations like telecommunication companies need to constantly stimulate sales through adoption of well-blended promotion –mix strategy (Chevron, 1998); as promotion is an integrated and comprehensive term, and covers the entire gamut of advertising, publicity, public relations, personal selling and sales promotion. In the present competitive world if any business organization has to survive it needs to adopt promotional strategies. Promotion is the direct way an organization attempts to reach its publics and is performed through the five elements of promotion mix including advertising, sales promotion; personal selling, public relations, and direct marketing which when properly applied can lead to marketing performance in terms of sales turnover, market share and profitability, and other marketing objectives (Czinkota & Ronkainen, 2004). However, to achieve this, firms must operate within the boundaries of core competences of its promotional strategies and other business strategies (Prahad and Hamel, 1990); and within an understanding of the firm's environment which can change over time (Uzor, 2011). Michael and Ogwo (2013), mentioned that “competent and well-articulated promotion strategies” constitute a competitive advantage to telecommunication companies in particular and firms in general. This is hinged on the premise that firms which have built up knowledge and expertise in different promotion strategies are likely to adapt to the dynamics of the marketing environment and exhibit superior marketing performance.

However, many a time, most organizations do not achieve the level of marketing performance that will yield rents for them, hence some organizations experience sub-optimal or even out-right poor marketing performance. This research work therefore tends to evaluate the role of different promotional tools (advertisement, sales promotion, personal selling and public relations) on customer patronage of Telecommunication Company.

Prior to the advent of mobile phone, telecommunication industry was a monopolistic industry providing services to its subscribers through fixed-line even though their services were below expectation due to its unavailability and bad service provision. At that time, the fixed-line could not be carried around because of its nature. Also, the cost made it affordable only to the elite class. In the same vein, the mass media then were mostly owned and controlled by the government. The licensing of three GSM operators in July 2001; Econet Wireless Communication Limited (Airtel), MTN Limited and MTEL rekindled and restored hope to the yearnings of Nigerians for efficient telecommunication network. This opened door for other GSM mobile operators like Globacom. This increase in the number of GSM of mobile operators not only improved the efficiency but also provided affordable telecom services.

However, the rapid growth in the number of subscribers of GSM services has led to strong competition in GSM market. As a result of this competition, managers are faced with the challenges of adopting promotional strategies that will push their telecom services. Some telecom companies sometimes wonder whether promotional strategies still serves its purpose as indicated by poor marketing performance of some of their telecom companies (Ikem, 2011). According to Adebisi (2011) most organizations' components of promotional mix are not in line with the company's mission and the company find it challenging to use the appropriate blend.

From some subscribers point of view, promotional messages do not provide complete information, the terms and conditions' clause is always faintly written at the corner far below which many subscribers do not see and even if they do, not many will read the lengthy faint print (Ajibada 2015). The success of any business depends on how true their advertising claims are and how their customers relate to them. Ajibade (2015) stated the packages offered by the telecommunication companies through promotional strategies like advertising, sales promotion and personal selling are to deceive customers and are targeted to limited market segment.

In spite of this emerging need to coordinate all communication activities, few studies have empirically examined this interplay of promotional strategies (Smith, 2002). Promotional strategies remain sparsely researched especially among telecommunication companies in Africa (Smith, 2002). This study is therefore geared towards investigating the influence of some promotional strategies like advertising, sales promotion and personal selling on customer patronage of telecommunication services.

### **1.1 Objectives of the Study**

The general objective of this research is to determine the influence of promotional strategies on customer patronage of telecommunication services. Specific objectives are to:

- i. To determine the influence of advertising on customer patronage of telecommunication services.
- ii. To examine the influence of sales promotion on customer patronage of telecommunication services
- iii. To determine the influence of personal selling on customer patronage of telecommunication services.

### **1.2 Research Questions**

- i. What is the influence of advertising on customer patronage of telecommunication services?
- ii. What is the influence of sales promotion on customer patronage of telecommunication services?
- iii. What is the influence of personal selling on customer patronage of telecommunication services?

### **1.3 Research Hypothesis**

- i. There is a significant influence of advertising on customer patronage of telecommunication services
- ii. There is a significant influence of sales promotion on customer patronage of telecommunication services
- iii. There is a significant influence of personal selling on customer patronage of telecommunication services.

### **1.4 Significance of the Study**

Theoretically, this work will be of good academic relevance because it will provide the basis on which further research works could be done. It will also be of benefit to the reader as adequate knowledge and understanding will be gained from the information contained in the study.

Empirically, this study will be of high relevance to firms under study. This is because it will help telecommunication companies determine how effective their promotional strategies are in meeting their customers' needs, wants and expectations. This study will also help management of some companies reevaluate what they actually gain by adopting some of their promotional strategies and may be know if they can improve on what they already have.

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## 2. Review of Related Literature

### Conceptual Review

#### 2.1 Promotion

Promotions are very significant elements of marketing activities. The word Promotion is otherwise known as 'Marketing Communications'. All over the world, the large multinational corporations to medium and even small firms recognize that there is no best alternative than promotion to communicate with consumers and motivate them to purchase their products or services. According to Perreault and McCarthy (2010) simply state that Promotion means communicating information between seller and potential buyer or others in the channel to influence attitudes and behaviour. Promotion is an integrated and comprehensive term, and covers the entire gamut of advertising, publicity, public relations, personal selling and sales promotion. In the present competitive world if any business organization has to survive, it needs to keep an eye on various forces operating in the market (Zainal and Laboni, 2015). Promotion is the direct way an organization attempts to reach its publics and is performed through the five elements of promotion mix including advertising, sales promotion, personal selling, public relations and direct marketing (Czinkota & Ronkainen, 2004).

#### 2.1.2 Concept of Promotional Strategy and Promotion Mix

Commenting on the promotional strategy, Busch and Houston (1985) noted that promotional strategy of an organization covers all marketing strategies designed to communicate to the market place usually through a set of activities, the nature of the organization and its marketing effort. People act and react based on the information received. Therefore, promotion must persuade buyers that positive consequences will be realized from consumption of the firm's product and that these consequences are more positive than those of competitor's brands. Components of promotion include advertising, sales promotion, personal selling, packaging, public relations and publicity. They are sometimes referred to as the promotional mix (Idris, 2006). They are explained under the following heading:

**1. Advertising:** According to Kotler and Keller (2012), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising is any paid form of non-personal communication about an organization, good, service or idea by an identified sponsor (Perreault and McCarthy, 2010). Advertising is a highly public mode of communication. It is a persuasive medium that permits the seller to repeat a message many times. It provides opportunities for dramatizing the company and its products through artful use of print, sound and colour. Advertising, unlike personal selling is impersonal. It carries a monologue message to the audience from an identified source (Owaga, 2002). Meidan (1996) states that an organization can use its advertising for either its short-term or long-term objectives, the author further states that institutional advertising consists of promotion strategy of a firm's name.

#### 2. Sales Promotion

Sales promotion consists of short-term incentives to encourage purchase or sales of a product or service (Kotler and Armstrong, 2005). According to Brassington and Petit (2000), sales promotion is a different tactical marketing technique and mostly short-term incentives, which are designed to add to the product or service, in order to achieve specific sales or marketing objectives. It is used in conjunction with advertising or personal selling, sales promotions are offered to intermediaries as well as to ultimate consumers. Coupons, rebates, samples and sweepstakes are a few examples of sales promotions. The advantage of sales promotion is that the short term nature of these programs (such as coupon or sweepstakes with an expiration date) often stimulates sales for their duration. Offering value to the consumer in terms of a naira-off coupon or rebate provides an incentive to buy. Sales promotions cannot be the sole basis for a campaign because gains are often temporary and sales drops off when the deal ends (Berkowitz, Kerin, Hartley and Rudelius, 2000). However, the primary objectives of sales promotion are to attract new customers and increase market share in selected segments. Sales promotions in markets of high brand similarity can produce a high sales response (Kotler and Keller, 2012).

#### 3. Personal Selling

Personal selling is a two-way communication tool between a representative of an organization and an individual or a group with the intention to inform, persuade or remind, or sometimes serve then to take appropriate actions (Brassington and Pettitt, 2000). Furthermore, personal selling is a crucial element in ensuring customers' post-purchase satisfaction, and in building profitable long-term buyer-seller relationships built on trust and understanding (Grankvist, Kollberg and Persson, 2004). Personal selling involves a face – to – face contact between the seller or his representatives, and the prospective buyer (Anyanwu, 1999). It is made more effective when complemented with advertisement. Personal selling is the most effective means of reaching the prospective, but is also the most costly.

Furthermore, personal selling is a crucial element in ensuring customers' post-purchase satisfaction, and in building profitable long-term buyer-seller relationships built on trust and understanding (Grankvist, Kollberg and Persson, 2004).

#### 2.1.3 Effectiveness of Promotional Strategies of MTN

For promotional strategies to be effective, the following variable must be present; product, place, business environment, people, physical evidence and process. Product is one of the elements in the marketing mix. A product is a good or service combination the company offers to the target market. Price is the amount of money customers pay to obtain the product (Kotler & Armstrong, 2005). It involves price levels, discounts, commissions, terms of payments and credit (Thujo, 2008). Place/Distribution element comprises of those functions of firm involve in getting products from the manufacturer to the customer. (Lilien et al, 2003). Business environment comprises a wide range of influences: Economic, demographic, social, political, legal and technological which affect business activity in a variety ways. It can impinge on the process of resource acquisition and on the creation and consumption of output. Hence, for MTN promotional strategies to be effective in Enugu, the above factors must be considered.

### 2.1.4 Customer Patronage

Experience shows that defining and measuring patronage is a difficult task. Attitude and actual usage patronages has been used as measures of customer patronages (Ogwo and Igwe 2012). Dick and Basu (1994) precisely suggested that favourable attitude and repeat purchase were pre-requisites to defining patronage.

### 2.1.5 Behavioural (Patronage) Intention

According to Oliver (1997), behavioural intention is defined as an affirmed tendency to engage in a certain behaviour. It can be grouped into two categories (Smith, Huangstvedt & Petty, 1994 cited in Booi-Cchen & Peik-Fong, 2012), economic behaviour intentions such as repeat purchase behaviour, readiness to pay more and switching behaviour (Anderson & Mittal, 2000). Ajzen (1991) defines intention as a person's subjective probability of performing a behaviour. It shows the willingness of an individual to participate in a certain act. Measuring behavioural intention could be done using such indicators as the intention to purchase a particular telecom service, a positive word of mouth and the readiness to recommend.

Intention is said to be cognitive representation of a person's willingness to perform certain behaviour or action, and it is considered to be the immediate antecedent of behaviour (Ajzen, 1991). The intention is based on attitude towards the behaviour, subjective norm and perceived behavioral control, with each prediction weighted for its importance in relation to the behaviour and population of interest (Ajzen, 1991). That is, if a customer has a positive attitude, the support of the significant others and the requisite resources to perform or carry out a behaviour but the subjective willingness to perform the action is lacking, the actual behaviour may never take place.

### 2.1.6 Consumer Patronage Behaviour

The customer is as old as business. The sole purpose of every business is to "Create Customer". According to Drucker, 1973 as cited in Ogwo and Igwe, 2012 opined that the only economic and social justification of any business existence to create customer satisfaction. The importance of the customer and customer patronage is so germane. It includes financial and non financial dimensions. Various studies have been carried out on what influence or impacts on level of customer patronage. They include firm's capacity, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs (Schiffman and Kanuk 2009 as cited in Ogwo and Igwe, 2012; Kotler and Killer 2006). Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel and Culmore, 1987 as cited in Ogwo and Igwe, 2012).

Attitudinal measures have an advantage over behavioural measures (actual or repeat patronage) in that they can provide greater understanding off the factors associated with the development and modification of patronage (Oliva, Oliver and Macmillan, 1992). Fishbin and Ajzen (1975) argue that attitudes are functionally related to behavioural intentions, which predict behaviour. A person's intention to behave in a certain way is contingent upon the attitude toward performing the behaviour in question and the social pressure on him/her to behave in that way (subjective norm). This suggests that attitudes and subjective norms differ according to the person involved and behavioural context. Theory of Planned Behaviour (TPB), which is an extension of Theory of Reasoned Action (TRA), has introduced another factor that affects behavioural intentions which is the perceived behavioural control. Controls beliefs and perceived power are the main construct of perceived behavioural control (Mackenzie 1993).

Consumers vary in their commitment to attitude; the degree of commitment relates to their level of involvement with the attitude object. This commitment ranges from inertia to a strong emotional passion. Commitment might be based on customers' intentions as want, expectation, plans for the future (Ogwo & Igwe 2012).

### 2.1.7 Telecommunication Industry in Nigeria

Telecommunication is the transmission of messages over significant distances for the purpose of communication. The Nigerian Communications Commissions is the independent regulatory authority for the telecommunications industry in Nigeria. According to the Pyramid Research's Intelligence Report on Communications Markets in Nigeria made available to Saturday Champion, the amount stands in as 23 per cent year-on-year growth since the enactment of the Communications Act in 2013. With a large population of about 150 million and mobile penetration at just 42 per cent by year-end 2008, the Nigerian market still holds tremendous opportunity for growth', the report added. Equally, Pyramid Research report revealed that network quality in Nigeria is still a major problem, but the situation is billed to get better in the coming years.

We expect this situation to improve as operating networks rollout plans come to fruition. We also expect growth to stabilize over the next five years at a 5.8 per cent Compounded Annual Growth Rate (CAGR). The study said, "Mobile and fixed voice, although growing more slowly, will dominate the balance of services revenue due to their relatively important weight in the overall Nigerian communications market," the report further said.

In a related development, Pyramid Research noted that with increase in the annual subscription of Global System for Mobile communications (GSM) globally, is an indication that growth of mobile advertising in emerging markets is expected to further rise in the coming years, even as it will create new revenue stream for telecom operators. A preview of the Pyramid Research entitled 'Mobile Advertising in Emerging Markets'.

Market Trends and Strategies for the Third Screen showed the global mobile subscriptions has surpassed 5 billion as at the end of 2013 and are expected to approach 6 billion by 2016. Making mobile services an extremely relevant platform for advertising for mass audience, the report said. Pyramid Research believes that using mobile services as an advertising medium creates a new revenue stream for telecom operators as well as for technology enablers and content developers.

## 2.2 Theoretical Framework

### The AIDA Model

The AIDA model which was propounded by Strong in 1925 is a behavioral model that has as its target the purpose of ensuring that an advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually action (Hackley, 2005). Hence, the acronym AIDA stands.

- **A – Attention (Awareness):** Attract the attention of the customer.
- **Interest:** Raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- **D-Desire:** Convince customers that they want and desire the product or service and that it will satisfy their needs.
- **A-Action:** Lead customers towards taking action and/or purchasing.

Thus, AIDA is a marketing communication model that postulates that the mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it, then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it and eventually take positive action towards it (Beakbane, 2013; Ferrell and Hartline, 2005). For the advertisement to contribute to success it has to be designed so that the target publics pass through all the four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make the target publics triggered to act in the expected positive ways (Brierley, 2002).

Hence, for the telecom service implementation and regulatory agencies, the AIDA model will help them in the marketing communications campaign to attract attention of the target customers and potential ones to what they are saying, how to sustain the messages until they are grasped by them, how to inspire confidence in the truth of what they are preaching; how to whet the appetite of the target audience for further information; how to make that information reinforce the first impression and lead to the desired action from the target publics (Geml and Hermann, 2008). In other words, for telecommunication company's campaign messages to be considered successful, it must receive "Attention", create "Desire to Buy" and lead "Decision or Action" This way, achieving target public's interest.

### Hierarchy – of – Effects Model

Developed by Lavidge and Steiners (1961), the hierarchy –of - effects model shows the process, or steps, that an advertiser should bear in mind that a customer passes through in the actual purchase process (Barry and Howard, 1990). The marketing communication model holds that there are six steps that the target audience of an advertisement pass through before accepting the idea or buying the product. Tire job of the advertiser is to encourage the customer to go through the whole six steps and accept the idea or purchase the product.

The six steps according to Lavidge and Steiner (1961) go in the following order:

- Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
- Up a step are prospects who know what the product has to offer.
- Still closer to purchasing are those who have favourable attitudes toward the product, those who like the product
- Those whose favourable attitudes have developed to the point of preference over all other possibilities are up still another step
- Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise
- Finally, of course, is the step which translates this attitude into actual action or purchase.

The implications of the above model is that the telecom operators must have at the back of their minds that for the target public of their campaigns to be carried along, the advertisement must not be a one-off event, but a series of communication, and in line with the level of public awareness, acceptance and actions at every stage.

### 2.3 Empirical Review

Mohammed and Sultan (2014) examined the impact of promotion activities in Jordan shareholding ceramic and glass production companies on their consumers purchasing decisions. The sample of the study constitute of 36 managers and staff in marketing departments of these companies. The finding of the study shows that the degree of promotional mix elements practices in Jordanian share holding ceramic and glass promotion companies was high for advertising, personal selling and sales promotion while it was moderate to publicity and public relations. There is no statistical significant of the following combined promotion activities (advertising, personal selling, sales promotion, publicity and public relations) carried out by Jordanian shareholding ceramic and glass production companies on consumers purchasing decision.

Mitta (2011) examined the effectiveness of sales promotional tools in generating different buying behaviour. The study revealed that sales promotions, in India are effective measures for inducing brand switching, stock piling and purchase acceleration. Piefer and Pillary (2014) investigated the effectiveness of world wrestling entertainment marketing strategies. The study was designed to investigate the numerous ways in which the company promotes and markets its brands its programming, its events and its products. The study adopted survey design and randomly selected 107 respondents as the sample size.

The study results revealed a variety of significant differences in the effects of WUSE marketing promotions on the age income, marital status, and ethnicity demographics. Kehinde, Yusuf (2014) examined the effectiveness of promotion as a marketing management tool in the Nigerian Telecommunication industry. The study adopted a co-relational research design. Using the Pearson correlation coefficient and primary data obtain through a structured questionnaire administered to 100 selected staff of Globacom telecommunication Nigeria Ltd. The study revealed that promotion has a significant effect on marketing management with a correlation value of 0.869 which implies that promotion is a good marketing tool survival, sustenance and expansion of business in Nigerian telecommunication industry which requires regular reviews in order to meet customers.

Mitta (2011) examined the effectiveness of promotional tools in generating different buying behaviour. The study revealed that all promotional tools including advertising, public relations, publicity and sales promotion are effective measures for inducing brand switching, stock piling and purchase acceleration.

### 2.4 Conceptual Framework of the Study

This work aimed at finding out the influence of promotional strategies on customer patronage of telecommunication service.

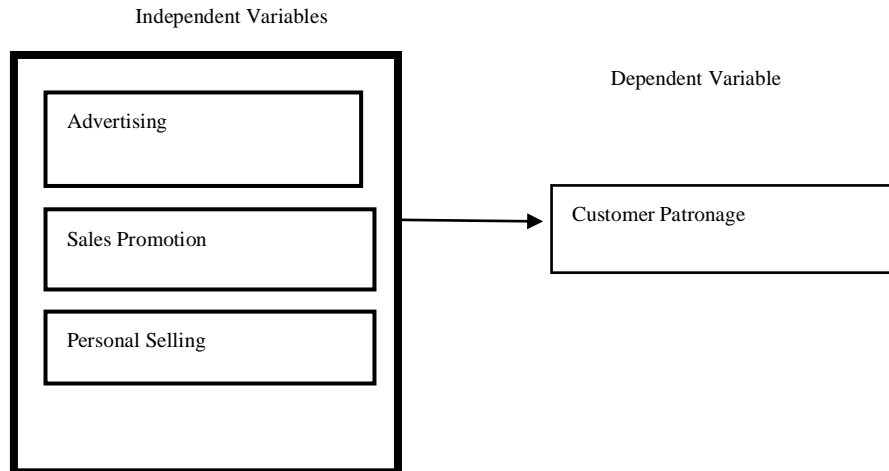


Figure 1 (Source: Researcher's model, 2020)

### 2.5 Gap in Literature

As the literature reveals and observed by the researcher in spite of this emerging need to coordinate all promotional activities, few studies have empirically examined this interplay of promotional activities (Stammerjohan et al, 2005). Furthermore, promotional strategies remain sparsely researched especially among telecommunication companies in Africa (Achibiri, 2011).

### 2.6 Summary of Literature Review

This chapter reviewed the concepts of promotional strategies and customer patronage. Also, the chapter explored related and relevant theories and models of consumer patronage behaviour. More so, empirical review was conducted in order to identify the methods and materials employed in previous and similar studies.

Finally, a proposed research model was put forward.

## 3. Methodology

### 3.1 Research Design

The research design adopted in this work is survey method – which involves asking questions and recording responses of respondents in order to address the objectives of the study, (Onyeizugbe, 2013).

### 3.2 Population of the Study

Population is the total number of elements within a given environment (Nwodo 2006). In this study, mobile phone users among regular students of Enugu State University of Science and Technology, Enugu make up the population of this study. The total population figure of regular students is 36,787. (ESUT, Department of Academic Planning Brochure, 2019).

### 3.3 Sampling Size and Sample Technique

#### 3.3.1 Sample Size

A sample size of 396 was drawn from the population of study. This sample size had been arrived at using the Taro Yamane's formula for determining sample sizes.

#### 3.3.2 Sample Size Determination

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size to be determined

N= population figure (36,787)

e= error margin

1= constant

e= 0.05

$$n = \frac{36,787}{1 + 36,787 (0.5)^2}$$

$$n = \frac{36,787}{1 + 36,787 (0.0025)}$$

$$n = \frac{36.787}{92.9675}$$

$$n = 396$$

### 3.3.3 Sampling Technique

The sampling technique adopted is the multi-stage sampling technique. ESUT has fourteen (14) faculties out of which four (4) were randomly selected by writing out the names of the various faculties on different pieces of paper. The pieces of paper were folded and put in a container and shaken together before the researcher made the selection. This was so that every element (faculty) had equal chance of being selected. Furthermore, from the four (4) selected faculties, one (1) department was also selected from each faculty, the selection of the department was conducted the same way as that of the four (4) faculties. Thus 99 copies of questionnaires were randomly administered in each department of a faculty.

Finally, from each selected department, the researcher selected (3) classes out of the four (4) classes from year 1 to year 4 using simple balloting. Hence, 33 copies of questionnaires were randomly distributed at each of the three (3) classes selected which when we multiply 33 by 3 gives us a total of 99 questionnaires. Administration of the instruments was done immediately after lectures with the permission of the lecturer-in-charge.

Below is the table showing the faculties and the departments selected and the number of questionnaire administered.

S/N	FACULTY	DEPARTMENT	NO OF QUESTIONNAIRES
1.	Management Sciences	Marketing	99
2.	Social Sciences	Mass Communication	99
3.	Art	English	99
4.	Education	Adult Education	99
TOTAL	4	4	396

### 3.4 Sources of Data

In general, there are two ways of collecting data, primary and secondary. In this research, both of these data collection techniques were used to obtain the best possible answer for the research question. According to Ghauri & Cateora (2010), Primary data is the one which is collected by the researchers at hand.

According to Shukka (2008), Secondary data is defined as "collection of data that already exist". In this research, the secondary data has mostly been taken from online sources like different articles and journals.

### 3.5 Research Instrument

A well structured questionnaire is adapted for this study, this is because of the survey design of the study. It comprises of open-ended and closed-ended questions. The closed ended questions were designed using a 5 – point Likert scaling ranging from strongly disagree to strongly agree. All the variables in this study have a number of questions on the questionnaire items. Section A of the questionnaire, contains questions on the personal information of the respondents. Section B contains the construct under study namely: advertising, sales promotions and personal selling.

### 3.6 Validity of Research Instrument

The types of validity that were applied in the study were face validity and content validity. The researcher subjected the instrument to face validity by giving the supervisor who carefully studied the instrument and pointed out some errors which were eventually corrected. Again, the structure and language of questionnaire were modified so as to minimize the effect of error such as inconsistency and ambiguity.

### 3.7 Reliability of Research Instrument

Test-retest method was also used to ensure that the measuring instrument provides consistent result. This involves administering the same test instrument to the same group on two occasions and correlating paired scores. The coefficient reliability of their responses was established as 0.865, using Crombach Alpha which was considered high enough.

### 3.8 Method of Data Analysis

The data collected was analyzed using descriptive statistics. Multiple regressions was used to test the significance if the hypotheses generated for the study. This was adopted because it indicates which independent variable is the best predictor, second best and so on.

## 4. Data Presentation and Analysis

This section concerns presentation and analysis of the primary data collected in the course of the study and the instrument used for the primary collection is the questionnaire. Out of 396 copies of questionnaire distributed, 288 (71%) were returned as duly filled and useable questionnaire.

### 4.1.1 Demographic Characteristics

**Table 4.1.1 Demographic characteristics of respondents**

		Frequency	Percent (%)	Valid Percent	Cumulative Percent.
Gender	Male	103	35.8	39.6	39.6
	Female	185	64.2	60.4	
	Total	288	100	100	100
Age	16-25 years	95	33.7	33.7	33.7
	26-35 years	169	58.7	58.7	60.8
	35 -above	24	8.3	8.3	100
Educational Qualification	SSCE	198	68.75	68.75	68.75
	OND/NCE	60	20.83	20.83	31.25
	Others	30	10.42	10.42	
	Total	288	100	100	100
Marital Status	Single	190	66.0	66.0	66.0
	Married	98	34.0	34.0	100

Source: Field survey, 2020

Table 4.1 shows that majority of the respondents are 64.2% (185) females while 35.8% (103) are males. The age category of 16-25 represented 33.7%, more than half of the respondents (58.7%) represented 26-35, 36 and above are 8.3%.

#### 4.1.2 Analysis of Major (Research Variables)

**Table 4.1.2 Response to the Advertising Variables**

Advertising	SD	D	U	A	SA	TOTAL
Advertising has been an effective promotional tool.	20 6.9%	38 13%	50 17.3%	100 34%	80 27%	288 100%
I prefer advertising to other promotional tools	20 6.9%	40 13.9%	50 17%	99 34%	79 27%	288 100%
Regular advertising of telecom services keeps me abreast of new telecom services	25 8.7%	35 12.1%	48 12.1%	98 34%	82 28%	288 100%
Advertising telecom services on radio and TV makes me patronize	20 6.9%	26 9%	48 16%	98 34%	96 34%	288 100%
Total	85	139	196	395	337	1152
Average	21 7%	35 12%	49 17%	99 34%	84 29%	288 100%

Source: Field survey, 2020

The table above shows that on the average, 21 (7%) respondents, 35 (12%) respondents, 49 (17%) respondents, 99 (34%) respondents 84(29%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on advertising variables.

**Table: 4.1.3 Response to Sales Promotion variables**

Sales Promotion	SD	D	U	A	SA	TOTAL
Effective sales promotional tools like coupons stimulate me to purchase	20 6.9%	20 6.9%	50 17.3%	98 34%	100 34.7%	288 100%
Constant sales promotional strategy like free and cash refund attract me to telecom services	20 6.9%	20 6.9%	52 18%	100 34.7%	96 33%	288 100%
Sales promotion has been an effective promotional tool for telecom services	24 8.3%	18 6.3%	25 8.6%	99 34%	122 42%	288 100%
I prefer sales promotion to other promotional tools for promoting	25 8.7%	28 9.7%	31 10.8%	99 34.5%	105 36.5%	288 100%
Total	89	86	158	396	423	1152
Average	22 8%	22 8%	39 14%	99 34%	106 36%	288 100%

Source: Field survey, 2020



The table above shows that on the average, 22(8%) respondents, 22 (8%) respondents, 39 (14%) respondents, 99 (34%) respondents 106 (36%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on Sales Promotion variables.

**Table: 4.1.5 Response to Personal Selling Variables**

Personal Selling	SD	D	U	A	SA	TOTAL
Personal selling is an effective promotional tool	20 6.9%	20 6.9%	50 17.4%	95 32.9%	103 35%	288 100%
I prefer personal selling to other promotional tools	20 6.9%	20 6.9%	26 9%	126 43.8%	99 34.4%	288 100%
Personal selling gives me the motivation and is always convincing	26 9%	20 6.9%	38 13.1%	125 43.8%	79 27.4%	288 100%
I am attracted to products promoted through personal selling	20 6.9%	20 6.9%	50 17.4%	116 40.4%	82 28.5%	288 100%
Total	86	80	168	462	363	1159
Average	22 8%	20 7%	42 18%	116 40%	91 31%	288 100%

Source: Field Survey, 2020

The table above shows that on the average, 22(8%) respondents, 20 (7%) respondents, 42(18%) respondents, 116 (40%) respondents 91(31%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on personal selling variables.

**Table 4.1.6 Response to the Customer Patronage**

Customer Patronage	SD	D	U	A	SA	TOTAL
I always patronize telecom services	24 8.3%	18 6.3%	25 8.6%	99 34%	122 42%	288 100%
Promotions influence my patronage of telecommunication services	20 6.9%	20 6.9%	50 17.4%	98 34%	100 34.7%	288 100%
I intend to patronize telecommunication services very soon	20 6.9%	20 6.9%	26 9%	126 43.8%	99 34.4%	288 100%
I always recommend telecom services to people	20 6.9%	40 13.9%	50 17.4%	99 34.3%	79 27%	288 100%
Total	84	98	151	422	400	1155
Average	21 7%	25 9%	38 13%	106 37%	100 35%	288 100%

Source: Field survey, 2020

The table above shows that on the average, 21(7%) respondents, 25(9%) respondents, 38(13%) respondents, 106 (37%) respondents 100 (35%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on Customer Patronage variables.

**4.2 Interpretation of the Multiple Regression Tables**

**Table 4.2 Model Summary**

Model	R	R. Square	Adjusted R	Std. Error of the estimate
1	.717 (a)	.685	.574	.78440

- a. Predictors: (Constant), Advertising sales promotion, personal selling
- b. Dependent Variable: customer patronage.

The table above shows the model summary of the regression analysis. The table shows the correlation coefficients (R) of .717 which is a positive, strong correlation. R square, shows us much variance in the independent variable explained by the model. The value is .685 as expressed in percentage (68.5%) by shifting decimal point two places to the right. This means that our measurement model explains 68.5% of the variance in the dependent variable (customer patronage). The adjusted R square value provides a better estimate of the true population value. The value is .574 which indicates that the numbers of independent variables and the sample size of this study are large enough for a study of this magnitude.

**Table 3 ANOVA**

Model	Sum of Squares	DF	Mean Square	F	Sig
Regression Residual	42.251	4	10.968	17.122	.003(a)
Total	165.421	318	.621		
	207.672	322			

- Dependent Variable; customer patronage
- Predictors: (Constant), Advertising, Sales Promotion, Personal Selling

The table above reveals the analysis of variance (ANOVA) of the regression analysis. ANOVA value assesses the statistical influence of the result. The ANOVA in this study is 17.122 which is statistically significant at .003; this implies that the model is a good-fit.

**Table 4: Coefficients (a)**

Model	Standard Coefficients		Standardized	T	Sig
	B	Std. error	Beta	T	Std. Error
1 (Constant)	.815	.593		10.980	.000
Advertising	.746	.059	.414	.308	.028
Sales Promotion	.140	.057	.118	1.747	.042
Personal Selling	.415	.062	.286	.326	.035

- Dependent Variable: Customer Patronage

#### Decision Rule

The smaller the value of significance = (p-value), and the larger the t – value, the greater the contribution of that predictor. In this model, advertising (t = .308, p = .028 <.05), Sales Promotion (t = 1.747, p = .042 <.05), Personal Selling (t = .326, p = .035 <.05).

From the magnitude of t-values, personal selling (.326) has the highest influence followed by advertising (.308) then sales promotion (1.747).

The Beta value for advertising (.414) shows that advertising has the strongest influence on customer patronage while personal selling (.286) shows the next stronger influence and then the sales promotion (118).

#### Hypotheses H<sub>1</sub>

The first hypothesis is that there is a significant influence of advertising on customer patronage of telecommunication services. From the regression analysis (t = .308, p = .028 <.05), we accept the alternative hypothesis that there is a significant influence of advertising on customer patronage of telecommunication services.

#### Hypothesis H<sub>2</sub>

The second hypothesis is that there is a significant influence of sales promotion on customer patronage of telecommunication services. (t = 1.747, p = .042 <.05). We accept the alternative hypothesis that there is a significant influence of sales promotion on customer patronage of telecommunication services.

#### Hypothesis H<sub>3</sub>

The third hypothesis is that there is a significant influence of personal selling on customer patronage of telecommunication services. (t = .326, p = .035 <.05). We accept the alternative hypothesis that there is a significant influence of personal selling on customer patronage of telecommunication services.

Moreover, from the magnitude of t-values, personal selling (.326) has the highest influence followed by advertising (.308) and then the sales promotion (1.747).

The Beta value for advertising (.414) shows that advertising has the strongest influence on customer patronage while personal selling (.286) shows the next stronger influence and then the sales promotion (118).

#### 4.4 Discussion of Findings

The objective of this research work was to examine the influence of promotional strategies on customer patronage of telecommunication services. The study made use of descriptive and inferential technique to observe the influence; a well structure questionnaire was used in the descriptive approach and multiple regression models were used to identify the proposed influence of the independent variables on dependent variable. The study finds that advertising has a significant influence on customer patronage of telecommunication services. This entails that increase in advertising will increase customer patronage of telecommunication services.

The study also observes that sales promotion has a significant influence on customer patronage of telecommunication services. This means that a unit increase sales promotion will increase customer patronage of telecommunication service.

Finally, the study finds also that personal selling has a significant influence on customer patronage of telecommunication services. This also means that a unit increase in personal selling will increase customer patronage of telecommunication services.

The study shows that the three promotional strategies (advertising, sales promotion and personal selling) used to examine the influence on customer patronage of telecommunication services, all have significant influence. This implies that three hypotheses were supported as shown in the above table.

This is in line with the result by Mohammed and Sultan (2014). Who found out that the degree of companies' practices of these promotional mixes was high for advertising, personal selling and sales promotions while it was moderate to publicity and public relations. There is no statistical significant of the following combined promotion activities (advertising, personal selling, sales promotion, publicity and public relations) carried out by Jordanian shareholding ceramic and glass production companies on consumers purchasing decision. The study is also in accordance with the assertion of Micheal and Ogwo (2013), that 'competent and well-articulated communication strategies' constitute a competitive advantage for firms. This is hinged on the premise that firms which have built up knowledge and expertise in different communication strategies are likely to adapt to the dynamics of the marketing environment and exhibit superior marketing performance.

This study is also in line with the result of Mitta (2011) who examined the effectiveness of promotional tools in generating different buying behaviour. The study revealed that all promotional tools including advertising, public relations, publicity and sales promotion are effective measures for inducing brand switching, stock piling and purchase acceleration

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## 5. Conclusion

From the analysis and hypothesis tested in chapter four, these were the major findings.

- Advertising has a significant influence on customer patronage of telecommunication services.
- Sales Promotion was found to have significant influence on customer patronage of telecommunication.
- Personal selling also has a significant influence on customer patronage of telecommunication services.

This study examined the influence of promotional strategies on customer patronage of telecom services. Empirical evidence show that personal selling remains most significant predator of customer patronage of telecom services followed by advertising and then sales promotion. This implies that telecommunication companies should pay more attention to these three major factors to always improve n customer patronage of their services.

### 5.1 Recommendations

Based on this background, the following recommendations are made:

Telecommunication companies should continue to ensure that they use advertizing, personal selling and sales promotion to keep attracting customers by maintaining their current effort and improve on them when necessary through proper market investigation. However, from the result of this study, telecommunication companies are advised not to pay less attention to the use of other promotional strategy like: public relations, publicity etc.

### 5.2 Limitations of the study

The sample size of this study was drawn from only Enugu State University of Science and Technology, Enugu and response mainly from the literate consumers. This could affect the generalization of the result. Moreover, there are other factors of promotional strategies that were not included in this work. Further studies could focus on these factors to determine the influence on customer patronage.

### 5.3 Suggested areas for further studies

We suggest that further study can be done to determine the influence of other promotional strategies especially social media platforms like facebook etc on customer patronage of telecommunication services.

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