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Consumer Sales Promotion and Customer Patronage of Telecommunication Industry in Anambra State, Nigeria

Adaora Florence Okeke¹, Emmanuel O. Ahaiwe²

1. Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria
 2. Department of Marketing, Michael Okpara University of Agriculture, Umudike, Abia State, Nigeria
- * Correspondence: Trustedemma@yahoo.com

Abstract: Sales promotion is a widely used marketing strategy aimed at influencing consumer behavior and increasing sales, particularly in competitive industries like telecommunications. The telecommunication industry in Anambra State, Nigeria, has adopted various promotional strategies, such as price discounts and sweepstakes, to enhance customer patronage and retention. While existing studies have explored the impact of sales promotions on consumer behavior, there is limited research focusing on specific promotional tools and their differential effects within the Nigerian telecommunication sector. This study examines the effects of price discounts and sweepstakes on customer patronage and retention in the telecommunication industry in Anambra State. The findings indicate that price discounts significantly increase customer patronage, while sweepstakes positively influence customer retention. Both promotional strategies demonstrate a strong statistical significance in shaping consumer behavior. Unlike previous research that broadly examines sales promotions, this study differentiates between specific promotional tools and provides empirical evidence from a developing economy context. The study suggests that telecommunication firms should diversify their sales promotion strategies and incorporate innovative, technology-driven approaches to sustain consumer interest and loyalty.

Keywords: Consumer Sales Promotion, Price Discounts, Sweepstakes, Customer Patronage, Customer Retention

Citation: Okeke, A. F., Ahaiwe, E. O. Consumer Sales Promotion and Customer Patronage of Telecommunication Industry in Anambra State, Nigeria. American Journal of Economics and Business Management 2025, 8(2), 868-881

Received: 20th Jan 2025

Revised: 28th Jan 2025

Accepted: 19th Feb 2025

Published: 28th Feb 2025



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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 [1]. The business environment has become complex and ever-competitive than before given that consumers have become more demanding and sophisticated in everyday life [2]. The quest for organizations in search of effective strategic marketing tool to attract these consumers to their products has been on ascendency. One of such strategic marketing tools employed by organizations is the use of consumer sales promotion. Defined as a form of direct advertising designed to stimulate sales mainly by the use of incentives, sales promotion includes a wide variety of tools such as: samples, coupons, rebates, price pack, premiums,

contests, patronage awards, advertising specialties and point-of purchase promotions, trade promotion tools –buying allowance, free goods, merchandise allowance, push money, dealer sales contest, bonuses, contest, sales rallies which are used to influence a purchase in a short-term [3], [4]. Whereas advertising offers reasons to buy a product or service, sales promotion offers reasons to buy now.

In the light of consumer behaviours, consumer sales promotion has been in continuous growth since the 1960's and have today become one of the key factors in the promotional mix [5]. Companies use on the spot offers to induce consumers to make a purchase. These companies often use consumer sales promotions for different purposes such as: increasing a particular product's usage, improving sales of existing product, retaining and rewarding loyal customers, helping to introduce new products and data capturing [6]. Consumer sales promotion has become a valuable tool for marketers; its importance has been increasing rapidly over the past few years. In Nigeria, the telecommunications firms, just like other firms in the world, have had to grapple with an intense competition. The firms have resorted to the use of consumer sales promotion to direct sales traffic to their products. Consequently, literature on consumer sales promotion has shown to have a significant impact on consumers' purchase behaviour [7], [8]. Price discounts, coupons and extra product packs seem to have influenced consumers positively in their purchase of goods and service [9].

It is interesting to note that most of the studies conducted on sales promotion have looked at sales promotional tools in general and their impact on consumer behaviour and also, on its effect on consumer's behaviour [10], [11]. It appears there is a dearth of study that focuses on or narrows down on the different types of sales promotion and their influence on consumers' behavioural in the sense that many researchers suggested that different types of sales promotions will trigger different promotional responses [12].

More so, majority of these studies conducted were in the Western world where cultural differences significantly differ from those in a third world country such as Nigeria. This study therefore aims at closing the gap and also contributing to existing literature. Therefore, the main objective of this study is to explore the effect of sales promotion on consumer behaviour and analyze how these elements lead businesses to be successful in a long term. Based on the above statements, this study assessed the effect of sales promotion strategies on consumer behaviour of telecommunication industry in Anambra State, Nigeria.

1.1 Objectives of the Study

The primary objective of the study was to ascertain the effect of consumer sales promotion on customer patronage of telecommunication industry in Anambra State, Nigeria. Specifically, the aims were to;

- a. Examine the effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria.
- b. Establish the effect of sweepstakes on customer retention of telecommunication industry in Anambra State, Nigeria.

1.2 Statement of Hypotheses

The following null hypotheses were tested in the study

Ho1: There is no significant effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria.

Ho2: Sweepstakes does not have any significant on customer retention of telecommunication industry in Anambra State, Nigeria.

1.3 Review of Related Literature

Consumer Sales Promotion

In business-to-consumer marketing, sales promotion is mostly called consumer promotion. Consumers are introduced to several brands to select from or reject for personal or family consumptions. Customer sales promotion is referred to as short-term techniques that is designed to attain a short-term objective, in order to arouse buying and develop anticipation for certain products or brands. Consumer sales promotions consist of the related promotional activities that are necessary to supplement personal selling [13]. Therefore, consumer sales promotions are in form of discounts rebates, premiums and demonstrations as key tools of sales promotions pertaining to influencing consumer patronage [14], [15].

Consumers often need to be introduced to buy now rather than later, to buy a particular product rather than a competitor's and to buy more than less. At this level of sales promotion, the focus is on the final consumer with the aim of encouraging product trial through the introduction of a new product [16]. Sales promotions are marketing methods that businesses utilize to communicate a change in the price/value of goods and/or services perceived by a brand's target group, resulting in immediate sales and influencing the brand's long-term worth [17]. The first aspect highlighted in this description is that a sales promotion persuades a buyer to acquire things right away, either by lowering prices or providing value. Second, rather than focusing on a cognitive level, sales promotions aim on a direct behavioural level. As a result, the concept of a target audience is highlighted in this definition. It means that rather than targeting the entire population, sales promotions should always be targeted at a specific group of customers.

Consumer sales promotion tends to create awareness of the existence of the product under promotion. It reinforces advertisement efforts as a contribution to integrated marketing communication strategies [18]. Consumer Sales Promotion Methods Consumer sales promotion methods are the promotional activities carried out by organizations to attract consumers to their products. Some of the methods include: coupons, price discounts, extra pack (buy-one-get-one-free), free sample and contests and sweepstakes. However, the study expatiated on only four of the methods: price discounts, extra pack (buy-one-get-one-free), coupons and contests and sweepstakes.

Coupons: Coupons are the legal certificates by manufacturers that offer customers discount when buying a specified product. They can be mailed or emailed (direct mail), given with newspapers, magazines or with another product. Coupons are very popular in restaurant and bar industry [19].

Price Discounts: Price discount is the easiest method of reducing the price of the product that the percentage of the price discounted appears on the package of the product [20]. Price discount on a giving product creates an encouragement for the customer to purchase [21]. Some studies have proven that price discount method plays a significant role in stimulating consumers to try the product offered.

Extra Pack (buy one get one free): Buy one get one free is one of the most commonly used consumer sales promotion to induce a purchase in the sense that if the consumer purchases a product, the consumer has a free product; by utilizing this procedure, the consumer is easily pulled into purchasing a product with the fact that there is no extra cost.

Sweepstakes: Different forms of competitions such as contests, sweepstakes, prize draws, are offered to attract consumers to win a prize without having to spend extra money. These kinds of competitions create an excitement amongst consumers. A sweepstake is a sales promotion technique where customers are required to submit their names and e-mails in a drawing in which they have the chance to win cash, trips or a product or service [22].

1.4 Factors driving the use of Consumer Sales Promotion

Several factors have contributed to the rapid growth of consumer sales promotion particularly in consumer markets. First, inside the company, promotion is now accepted more by top management as an effective sales promotion tool and more product managers are qualified to use consumer sales promotion tools. Product managers face greater pressures to increase their current sales.

Adoption of consumer sales promotion is as result of the vehement competition faced by organizations. Competitors are using more and more promotions and consumers have become more ideal oriented. Further, advertising efficiency has declined because of rising costs, media clutter and legal restraints and therefore giving way to the use of consumer sales promotion. Also, its usage has surged due to retailers' incessant demands of more deals from manufacturers [23].

Some Associated Intricate Problems of Consumer Sales Promotion

Consumer sales promotions, discount levels once introduced to a customer will be very difficult to decrease [24]. It also takes a lot of experience to get the discount levels so that the company gets the maximum effects from a promotion. From time to time, companies declare that they will do away with short term price promotions and work on everyday low-price formulae instead.

The reasons for this are usually very logical and rational as price promotion cost money to administer, they impose a purchasing pattern on the customer and they cause logistical problems with the suppliers. The following are some problems associated with consumer sales promotion [25]. Premiums pilfering, Malredemption (large scale fraudulent coupon redemption) and over redemption.

Consumer Buying Behaviour

Consumer behavior involves making a purchase decision based on available resources, i.e., effort, money, and time [26]. Furthermore, holistic view of consumer buying behavior. Consumer behaviours are those activities and processes in which individuals choose and utilize ideas, products, services, and experiences. Consumer behaviour analysis is another tool to examine the complexity of marketing operations [27]. Meanwhile, today's consumers are kept in the dark about when and what they desire, all of which results in interactive advertising [28]. Consumer behaviour is a mixture of consuming and purchasing products and services [29].

Customer Patronage

The importance of the customer and customer patronage is so germane. It includes financial and non-financial dimensions. A consumer response can be solicited by the company or initiated by a consumer. In this context, we are looking at the positive feedback which is patronage. Consumers' sales response is a crucial guide to foresee the behavior of consumers as a subjective attachment to the product [30]. The customer is seen to be old just like the business itself and the primary aim of every enterprise is to create more customers. Achieving customer satisfaction is the only economic and social justification of any business existence [31].

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, [32]. Intention to use is defined as a specific desire to continue relationship with a service provider. Attitudinal measures have an advantage over behavioural measures (actual or repeat patronage) in that they can provide understanding of the factors associated with the development and modification of patronage [33].

Customer Retention

Customer retention can be defined as how companies or organizations are able to maintain the existing customers' base on establishing good relations with all who buy the

company's product. Customer retention also refers to the actions that are done in order to keep the customer relationship alive and retain the profitability of the customer [34]. Customer retention as the maintenance of continuous trading relationships with customers over a long-term [35]. Customer retention marketing is a tactically driven approach based on customer behaviour.

Since loyal customers are the most important assets of the company, in recent years, companies have been increasingly recognizing the importance of loyal customers and they have been giving attention to develop customer retention and loyalty programs. The fundamental purpose of customer retention efforts is to ensure to maintain relationships with value-adding customers. A customer retention strategy aims to retain valuable customers by reducing their defection rate; while a customer development strategy aims to increase the value of those retained customers to the company by making cross-selling and up-selling to them, and encouraging them for making word of mouth communication and customer referrals.

Price Discount and Consumer Buying Behaviour

Price is a very important factor to influence and attract the consumers' consideration and intentions to purchase a product. Discounted price means not only the reduced price, it also means to get the same services by differentiating price for the same product; it is a deduction of specific money from the total price for the short time period to enhance the sales and profits of the consumers. Price discount has a great influence on the high price products, and affects the consumers, and increases the value of the products [36].

Research has proven that price has significant effects on the consumers' purchase intention [37], [38]. Moreover, price discount promotion enhances the product's value by attracting the consumers by offering discounted price. Furthermore, price discount influences the consumers' purchase intentions, and it also affects buying quantity, that is, if the price discount is offered on the same product, the customers buy more of that product. Price discount has a significant positive effect on the consumers' purchase intention.

Sweepstakes and Consumer Buying Behaviour

A sweepstake is a consumer sales promotion method where consumers are required to submit their names and e-mails addresses in a drawing in which they have the chance to win cash, trips or a product or service. Consumers find this method unbiased since the winner is determined on luck. Marketers employ this consumer promotion method to attract traffic. In the study the authors contended that consumers take part in this for perceived fun and interest.

Sweepstakes was found to a significant influence to attract consumers in Hong Kong. Also, sweepstakes was found to have a significant impact on consumer buying behavior. However, had found little impact of sweepstakes on consumer buying behavior [39].

1.4 Theoretical Framework

This study was anchored on the Theory of Retailer Price Promotions (TRPP). The theory states that under several conditions that completely apply to consumer goods, incremental retail sales generated by promotional price discounts are entirely incremental to the promoting manufacturer, the promoting retailer and the category, overall. In general, and as observed, examining traditional retail point-of-sale data, implies that there is no post-period reduction in sales either in the short or long-term, nor is there a reduction of sales for competing brands, nor is there a reduction of sales for promoting item in competing retailers. It is a complete category expansion effect.

The theory of Retailer Price Promotions (TRPP) is applied to this study from the point of view of the importance of sales promotion to every member in channel of distribution. That is the manufacturer, wholesaler, the retailer, and consumers. All the channel members

will benefit from promotional activities ranging from increase in sales volume, market growth, market share and other marketing performances.

1.5 Empirical Review

The effects of consumer sales promotion on consumer buying behaviour in the Nigerian telecommunication industry [40]. 280 customers of the major telecommunication firms in Lagos were conveniently selected to administer questionnaire on. The SPSS version 23 was employed for data analysis. The study's findings revealed among other things that management commitment, heightened competition, rising advertising cost and the desire to increase sales volumes were the reason why telecommunications firms in Nigeria adopt consumer sales promotion. Additionally, it was also revealed that pilfering of premiums, difficulty in raising the prices of product/service once they were discounted, a great deal of experience is required to execute consumer sales promotion are the challenges found to be associated with the use of consumer sales promotion in the telecommunication industry in Nigeria.

Notwithstanding these challenges, majority of these methods were found to impact consumer buying behaviour significantly. On the basis of the findings, the study, recommends that telecommunication firms should focus on using the consumer sales promotion methods such as buy-one-get-one-free and price discount as an effective marketing strategy to topple the competition and to increase sales. However, since management's commitment is vital in making the consumer sales promotion successful, the firms should get management committed to the marketing strategy. Given that the cost of advertising is on the rise, the strategy can save the firms some money. Also, since the use of consumer sales promotion is associated with some intricate challenges, the telecommunication managers should tread cautiously when considering the strategy. Management should consider people with expertise or well-vexed individuals to execute this strategy to reduce pilfering of premiums, mal-redemption and to be able to adjust price once the promotion is over.

The impact of consumer sales promotion on the patronage of pharmaceutical products in Nigeria [41]. The study's goal was to see how effective consumer sales promotions (discounts, rebates, premiums, and demonstrations) are at increasing over-the-counter (OTC) drug usage. A descriptive study design with multistage sampling procedures was employed as the methodology. A total of 400 people were included in the sample, which was then examined using regression analysis. The findings demonstrated that consumer sales promotion, such as premiums, discounts, and rebates, utilized in the marketing and sales of pharmaceutical items, had a substantial effect on driving customer patronage as a consumer sales reaction. Consumers' sales responses to demonstrations as a consumer sales promotion, on the other hand, were shown to be inconsequential in the study. In light of the findings, the study suggests that pharmaceutical companies engage in more sales' promotional techniques such as customer loyalty programs and web-based forms of consumer sales promotion, which are more innovative to today's technology-driven consumers.

A study entitled: Immediate or delayed. Whether various types of consumer sales promotions drive impulse buying: An empirical investigation. The convenience sampling technique was used to gather data from 25 supermarket chains in Kolkata, a city of Eastern India. The data were analysed using SEM. The study was published in the Journal of Retailing and Consumer Services. The result revealed that immediate promotions, both monetary (e.g. price-off) and non-monetary (e.g. bonus pack) led to higher urges to buy impulsively.

The effect of sales promotion on customer's patronage in Rites Foods Plc in Ijebu-Ode, Ogun State [42]. The study employed descriptive survey research design. The population of the study covers the entire customers of Rites Foods Plc in Ijebu Ode, Ogun State which is estimated at 18000. Yaro Yamane sample size determination was used to

select 392 respondents from the total population at 95% confidence level. The study utilized primary and source of data collection. The retrieved data was analyzed with the aid of descriptive statistics and Multiple Regression with the aid of Statistical Package for the Social Sciences (SPSS, V.23.0). The study utilized 5-point Linkert scale measurement and structured self-administered questionnaire. The finding of the study revealed that significant positive relationship exists between monetary sales promotion techniques (MSPT) and customers patronage of Rite Foods Plc in Ijebu Ode, Ogun State. The study further concluded monetary sales promotion technique enhance customers patronage in Rite Foods Plc.

Nestle Nigeria Plc Maggi NAIJA POT brand as a case study to investigate the impact of sales promotion on consumer buying behaviour of food seasoning among Nigerian households [43]. The population of the study included Nestle product (Maggi seasoning) users in Bwari Area Council, Abuja, and the study used a cross-sectional research design. Topman's formula yielded a sample size of 246 people. Primary data was collected using questionnaires, and regression analysis was utilized to examine the relationship between the study variables. The findings revealed that most consumers enjoy rebates, which influence their decision before, during, and after the purchase; there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja; and there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja. The study concluded that sales promotion through rebates, free trials, and free gifts is one important tool which marketing companies should pay attention to in order to influence their consumers' buying behavior, and suggested, among other things, that providing free samples for food seasoning is a good technique to use in introducing new products to the Nigerian marketplace, and that a free gift should be included in the outer part of the product packaging to serve as a visual cue.

The relationship between Airtel and Globacom sales promotion strategies such as Borrow and Pay Later and Bonus MB Data on retention of, and advocacy for customer brand loyalty especially in Akwa Ibom State, Nigeria [44]. The study was premised on the Behaviour Theory. The survey research design was used involving 380 respondents who were subscribers to the networks, selected through a multi-stage sampling technique from ten communities, with the availability of the network in the state. The instrument of data collection was the questionnaire. The copies of the questionnaire were administered to the respondents in each selected community for 15 weeks. Descriptive statistics, frequency tables and weighted mean score were used to analyse data. The results of the study showed that the majority (2.88) of the respondents maintained their loyalty to these network services following these strategies; the influence of the sales promotion strategies of Airtel and Globacom on respondents' loyalty to the networks and levels of loyalty to Airtel and Globacom networks vis-à-vis the loyalty indicators: Retention, Advocacy and Re-purchasing are significant. These imply that Borrow and Pay Later and Bonus MB Data on customer brand loyalty are very important sales promotion techniques for telecommunication firms. It is recommended that telecommunication firms and similar organisations should put in effective strategies to manage the marketing activities that influence customers' loyalty to their brands.

2. Materials and Methods

The study adopted a descriptive survey research design. This design is very useful in studying the inter-relations between the variables already mentioned in the conceptual framework. A survey approach was appropriate because the descriptive nature of the study. The population of the study consisted active customers of telecommunication firms in Anambra State, Nigeria. Thus, the population of this study was infinite. The sample size of 385 was used for the study which was calculated formula in social sciences for sample size determination . For the present study, convenience sampling was used because of the

nature of the respondents. The researcher approached respondents at their convenience where copies of the questionnaire were administered to them and retrieved after completion.

A structured questionnaire served as the major instrument of data collection in the study. The questionnaire contained both open-ended questions and 5-point Likert scale ratings. Care was taken in constructing the questionnaire and the researcher ensured that the questionnaire captured all relevant aspects of the study variables. The researcher made use of content validity to test research instrument's validity which was ascertained through experts' reviews (that is, experts in the field including the research supervisor and a statistician) to ensure that the set questions were enough to collect the intended responses. Secondly, the scales that were used in this study were adapted from established existing measures that were applied and validated in previous studies. The issue of reliability was also addressed in the study. Firstly, test-retest was done on the research instrument after which, the Cronbach's coefficient alpha was used to determine the internal reliability of the research instrument. This was done by subjecting items to internal consistency technique to assess the reliability. Data obtained from the field survey were first presented with simple descriptive statistics such as tables, frequencies, graph and percentages. All hypotheses were tested with simple regression model using the SPSS software version 25.0.

3. Results

3.1 Data Presentation and Analysis

Price Discount

Table 1 shows the mean scores and standard deviations of the responses on price discounts by the studied telecommunication firms in Anambra State of Nigeria. The criterion for mean score acceptance was 3.0. The table above showed that PRD1 had a mean score of 4.55, PRD2 had a mean score of 4.37. Also, PRD3 had a mean score of 4.32, PRD4 had a mean score of 4.33 while PRD5 had a mean score of 3.94. Based on the criteria for mean acceptance, the above statement items were positively correlated to price discount and further shows that price discounts exists in the studied telecommunication firms in Anambra State of Nigeria.

Table 1. Frequency distribution showing responses on price discounts by the studied telecommunication firms in Anambra State of Nigeria.

	Statement items	Mean	S.D	N	Remark
PRD1	The discount offered by the telecommunication firms is a significant factor influencing your purchase decision	4.55	.499	370	Accepted
PRD2	Higher price discounts result in better value for money	4.37	.678	370	Accepted
PRD3	You are more inclined to purchase a product when a higher percentage discount is offered in sales promotion	4.32	.727	370	Accepted
PRD4	Price discount offered in sales promotions is an important motivation for you to try new services	4.33	.799	370	Accepted
PRD5	You are more likely to make impulse purchases when there is a price discount available	3.94	1.006	370	Accepted

Source: Field Survey (2024)

Sweepstakes

Table 2 shows the mean scores and standard deviations of the responses on sweepstakes by the telecommunication firms in Anambra State of Nigeria. The criterion for mean score acceptance was 3.0. The table above showed that SWP1 had a mean score of 4.59, SWP2 had a mean score of 4.38. Also, SWP3 had a mean score of 3.88, SWP4 had a mean score of 4.35 while SWP5 had a mean score of 4.50. Based on the criteria for mean acceptance, the above statement items were positively correlated to sweepstakes and further shows that sweepstakes exists in the studied telecommunication firms in Anambra State of Nigeria.

Table 2. Frequency distribution showing responses on sweepstakes by the telecommunication firms in Anambra State of Nigeria.

	Statement items	Mean	S.D	N	Remark
SWP1	You are likely to participate in sweepstakes in a sales promotion	4.59	.493	370	Accepted
SWP2	The presence of sweepstakes influence your purchasing decisions	4.38	.756	370	Accepted
SWP3	Winning a sweepstakes is important to you	3.88	1.004	370	Accepted
SWP4	You will recommend a product or service that includes a sweepstake in its sales promotion	4.35	.693	370	Accepted
SWP5	You are likely to make a repeat purchase from a company that regularly includes sweepstakes in its sales promotion	4.50	.586	370	Accepted

Source: Field Survey (2024)

Customer Patronage

Table 3 shows the mean scores and standard deviations of the responses of the studied telecommunication firms in Anambra State of Nigeria. The criterion for mean score acceptance was 3.0. The table above showed that PAT1 had a mean score of 4.30, PAT2 had a mean score of 3.57. Also, PAT3 had a mean score of 3.83, PAT4 had a mean score of 4.41 while PAT5 had a mean score of 3.80. Based on the criteria for mean acceptance, the above statement items were positively correlated to customer patronage and further shows that customer patronage is positive in the studied telecommunication firms in Anambra State of Nigeria.

Table 3. Frequency distribution showing responses on customer patronage of the studied telecommunication firms in Anambra State of Nigeria.

	Statement item	Mean	S.D	N	Remark
PAT1	Sales promotion influences your choice of a telecom firm	4.30	.680	370	Accepted
PAT2	You will continue to patronize telecom firms that offer frequent sales promotion	3.57	1.184	370	Accepted
PAT3	You take advantage of sales promotions to purchase more products or services	3.83	1.230	370	Accepted
PAT4	You are likely to switch brands if a telecom firm offers better sales promotion	4.41	.493	370	Accepted

PAT5	You are likely to recommend a brand that consistently offers attractive sales promotion	3.80	1.024	370	Accepted
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Source: Field Survey (2024)

Customer Retention

Table 4 shows the mean scores and standard deviations of the responses of the studied telecommunication firms in Anambra State of Nigeria on customer retention. The criterion for mean score acceptance was 3.0. The table above showed that RET1 had a mean score of 4.59, RET2 had a mean score of 4.14. Also, RET3 had a mean score of 3.51, RET4 had a mean score of 3.83 while RET5 had a mean score of 3.67. Based on the criteria for mean acceptance, the above statement items were positively correlated to customer retention and further shows that customer retention is positively pursued in the studied telecommunication firms in Anambra State of Nigeria.

Table 4. Frequency distribution showing responses on customer retention of the studied telecommunication firms in Anambra State of Nigeria.

	Statement items	Mean	S.D	N	Remark
RET1	The sales promotions offered by telecom firms positively influence your decision to remain a customer	4.59	.493	370	Accepted
RET2	You are satisfied with the level of sales promotions offered by the telecom industry	3.14	1.491	370	Accepted
RET3	The sales promotions from the telecom firms are influential in keeping you loyal	3.51	1.435	370	Accepted
RET4	The sales promotions offered are an important factor in your decision to continue purchasing from the telecom firm	3.83	1.503	370	Accepted
RET5	You are likely to recommend a particular telecom firm to your friends based on their sales promotion	3.67	1.448	370	Accepted

Source: Field Survey (2024)

Test of Hypotheses

HO₁: There is no significant effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria

Table 5 shows the effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria. From the simple regression analysis table, price discount was found to be statistically significant at 1% and with a positive figure. This implies that an increase in price discount will result to an increase in customer patronage of the studied telecommunication industry in Anambra State, Nigeria. The R square value of 0.553 shows that 55% of the variation observed in customer patronage of the studied confectionery enterprises in South East, Nigeria was accounted for by price discount. The other 45% were due to some other factors that were not included in the model. Similarly, the f-statistics value of 454.480 indicates that the model specification was correct while significant at 1%. Therefore, the null hypothesis (H₀₁) which states that there is no effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria is hereby rejected and the alternate hypothesis accepted. It can thus be concluded that there is significant effect of price

discount on customer patronage of telecommunication industry in Anambra State, Nigeria.

Table 5. Regression analysis showing the effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria.

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.577	.233		2.474
	Price discount	1.086	.051	.743	21.319
	R	.743			
	R ²	.553			
	Adjusted R ²	.551			
	F-Statistics	454.480			

Source: Field Survey, 2024

HO₂: Sweepstakes does not have any significant effect on customer retention of telecommunication industry in Anambra State, Nigeria

Table 6 shows the effect of sweepstakes on customer retention of telecommunication industry in Anambra State, Nigeria. From the simple regression analysis table, sweepstake was found to be statistically significant at 1% probability level and with a positive figure implying positive and significant evidence that sweepstake affects customer retention. The R square value of 0.637 shows that 64% of the variations observed in customer retention of the studied telecommunication industry in Anambra State, Nigeria was accounted for by sweepstake. Similarly, the f-ratio value of 645.660 indicates that the model specification was correct while significant at 1%. Thus, applying sweepstakes can be an indispensable strategy for increased customer retention of telecommunication industry in Anambra State, Nigeria. This assertion is at the 99% confidence level. Therefore, the null hypothesis (H₀₄) which states that sweepstakes does not have any significant effect on customer retention of telecommunication industry in Anambra State, Nigeria is rejected and the alternate hypothesis accepted. It can be concluded that sweepstake has significant and positive effect on customer retention of telecommunication industry in Anambra State, Nigeria.

Table 6. Regression analysis showing the effect of sweepstakes on customer retention of telecommunication industry in Anambra State, Nigeria.

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.168	.204		5.731
	Sweepstakes	1.175	.046	.798	25.410
	R	.798			
	R ²	.637			
	Adjusted R ²	.636			
	F-Statistics	645.660			

Dependent Variable: Customer Retention

Source: Field Survey, 2024.

4. Discussion

The primary objective of the study was to ascertain the effect of consumer sales promotion on customer patronage of telecommunication industry in Anambra State,

Nigeria. From simple regression analysis, price discount was found to be statistically significant and with a positive figure, implying that an increase in price discount will result to an increase in customer patronage of the studied telecommunication industry in Anambra State, Nigeria. Price discount has a great influence on the high price products, and affects the consumers, and increases the value of the products. Research has proven that price has significant effects on the consumers' purchase intention. Moreover, price discount promotion enhances the product's value by attracting the consumers by offering discounted price. Furthermore, price discount influences the consumers' purchase intentions, and it also affects buying quantity, that is, if the price discount is offered on the same product, the customers buy more of that product. Price discount has a significant positive effect on the consumers' purchase intention.

Simple regression analysis shows that sweepstakes in the studied telecommunication industry in Anambra State, Nigeria exerts statistically significant and positive effect on customer retention. This signifies that the more the studied telecommunication industry in Anambra State, Nigeria offered sweepstakes, the more there is customer retention. A sweepstake is a consumer sales promotion method where consumers are required to submit their names and e-mails addresses in a drawing in which they have the chance to win cash, trips or a product or service. Consumers find this method unbiased since the winner is determined on luck. Sweepstakes marketers employ this consumer promotion method to attract traffic. The authors contended that consumers take part in this for perceived fun and interest. Sweepstakes was found to a significant influence to attract consumers in Hong Kong. Sweepstakes was found to have a significant impact on consumer buying behavior. However, had found little impact of sweepstakes on consumer buying behavior.

5. Conclusion

Based on the specific objectives of the study, it was found that there is significant effect of price discount on customer patronage of telecommunication industry in Anambra State, Nigeria. It was also found that there is significant and positive effect of sweepstakes on customer patronage of patronage of telecommunication industry in Anambra State, Nigeria.

The study further revealed that price discount has significant and positive effect on customer retention of telecommunication industry in Anambra State, Nigeria. Lastly, the study showed that sweepstake has significant and positive effect on customer retention of telecommunication industry in Anambra State, Nigeria. There, the study concludes that consumer sales promotion exerts significant and positive effect on consumer behaviour of telecommunication industry in Anambra State, Nigeria. Therefore, it is recommended thus:

- a. Telecommunication firms in Anambra State, Nigeria should develop different means of sales promotion activities apart from the ones customers are used to and should conduct more research on the most preferable sales promotion for its customers.
- b. Telecommunication firms in Anambra State, Nigeria can engage in more sales promotional strategies like customer loyalty programs and also the electronic and online variants of consumer sales promotion which tends to be more creative to consumers who are now more technology driven.

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