Sales Promotion and Customer Patronage of GSM Communication Services in Anambra State, Nigeria

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ABSTRACT

The study focuses on sales promotion and customer patronage of GSM communication services in Anambra State, Nigeria: Specifically the study sought to ascertain the relationship between Gifting and customer patronage of GSM communication services in Anambra State, Nigeria, to determine the nature of relationship between price discount and customer patronage of GSM communication services in Anambra State, Nigeria. The study had a population and sample size of 165, through the use of convenience sample size determination. Instrument used for data collection was primarily questionnaire and interview. Out of 165 copies of the questionnaire that were distributed, 150 copies were returned while 15 were not returned. The descriptive survey research design was adopted for the study. The hypotheses were tested using Pearson product moment correlation coefficient statistical tools. The findings indicated that There is positive relationship between gifting and customer patronage of GSM communication services in Anambra State, Nigeria (r =.868, P<.05). There is a significant and positive relationship between price discount and customer patronage of GSM communication services in Anambra State, Nigeria (r =.886, P<.05). . The study concluded that sales promotion significantly drives short-term customer patronage, boosts immediate sales revenue, and strengthens brand-customer relationships, particularly through discounts, coupons, and premiums. The study recommended that Gifting in sales promotion and customer patronage is a highly effective, low-cost marketing strategy that builds brand loyalty, increases immediate sales, and acts as a memorable touchpoint for customers which should be encourage

Keywords: Sales Promotion; Gifting ; Price Discount ; Customer Patronage

INTRODUCTION

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 2011). The business environment has become complex and ever-competitive than before given that consumers have become more demanding and sophisticated in everyday life (Dwamena-Agyei,2020). 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

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 (Mela, George & Lehmann, 2017) which are used to influence a purchase in a short-term (Acquaye, 2021).

Arguably, the ever-increasing competition in the global market has compelled businesses to be more customer-driven than their competitors in ensuring that consumer demands and wants are met more efficiently and effectively. Belch and Belch, (2018) noted that sales promotion is a direct enticement that

provides an additional value or incentive for the product, to the sales force, distributors, or final consumers, with the primary goal of spawning instant sales. Consumers are enlightened and enticed about an existing or new product through sales Promotion.

Moreover, Familmaleki et al. (2015) remarked that sales promotion tools comprise consumer promotion, trade promotion, and sales force promotion. Given that, consumer sales promotion strategies include samples, gift, coupons, premiums, refunds, price-offs, contests, advertising specialties, cashback, loyalty rewards, and point-of-purchase displays (Kurnia et al., 2023; Shamout, 2016). Companies apply consumer sales promotion strategies to increase immediate sales, help to establish long-term market share, stimulate consumers to try a new product, lure consumers to purchase a mature product, and establish good customer relationships (Daramola et al., 2014; Ajagbe et al., 2014).

The role of promotion in the marketing mix is critical for brands to reach the right consumers and meet set objective (Promotion Fulfillment Center, 2014). Borden as cited in (Odunlami & Akinruwa 2014, p. 455) observe that "in the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response". This is because communication is very important in altering consumer beliefs and attitudes. It is also essential in fostering satisfaction as a basis for the future behaviour (Niazi, 2008). Since promotion is essential for business growth, many stores tend to engage in sales promotion activities such as price reductions, coupons, sweepstakes, rebates, premium offers and the offering of other incentives to customers as a marketing communication strategy to inform, persuade and entice them to buy

Objectives of the study

The broad objective of the study is to examine sales promotion and customer patronage of GSM communication services in Anambra State, Nigeria

The specific objectives are

- To ascertain the relationship between Gifting and customer patronage of GSM communication services in Anambra State, Nigeria
- To determine the nature of relationship between price discount and customer patronage of GSM communication services in Anambra State, Nigeria

REVIEW OF RELATED LITERATURE

CONCEPTUAL REVIEW

Sales Promotion

Kotler et al. (2018), it is defined as short-term persuasion to purchase a product or service. It is a key element in the marketing communications mix that helps the organization to fundamentally achieve its long-term goals, through the retention of current and attraction of potential customers (Oyedapo et al., 2012). Sales promotion is a marketing communications tool whose action is focused on having a direct impact on the behavior of consumers to buy and make a repeat purchase. It takes a huge chunk of the marketing communication budgets as it is perceived by the marketing communications managers as the major factor contributing to consumer brand switching behaviors (Lappeman et al., 2017).

Gifting : One of the most common ways to promote your store during festival time or when there is a huge walk in expected is Gifting. It is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store. Another popular way to use gifting is to advertise "Assured gifts (Ogilvy 2013). Basically, you have different gifts on offer like a mixer grinder or a steam iron. A customer who purchases a set amount of products will get the "Assured gift" from you. This creates excitement in the mind of the customer and he received something for "free". He might visit again and again

Ho: there is no relationship between gifting and customer patronage of GSM communication services in Anambra State, Nigeria

Price Discounts: Fill (2016) indicates that 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. According to Raghubir & Corfman (2019), price discount on a giving product creates an encouragement for the customer to purchase. Some studies have proven that price discount method plays a significant role in stimulating consumers to try the product offered (Alford & Biswas, 2022; Biswas, Pullig, Yagci & Dean, 2018).

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THEORETICAL REVIEW

Theory of Cognitive Dissonance

This theory as proposed by Leon Festinger in the mid 1950's argues that human beings are constantly seeking and striving for mental consistency. In other words their cognitions (thoughts, beliefs, values) make every effort to be in constant harmony with their behaviours. Matz and Wood (2005, p. 22) further observe that the "cognitive dissonance theory has been used to explain why people eat grasshoppers, donate to charity, enjoy tedious tasks and devalue attractive choices". Different factors or reasons may be responsible for why people have differing views on a particular subject matter. Experiencing a dissonance in a situation might make such persons look for measures to block further dissonance coming from that source. The recognition of this dissonance could in turn alter previous held attitudes, values or beliefs.

EMPIRICAL REVIEW

Omorefem Mojekek and Unukpo (2025) did a study on Sales Promotional Techniques and Consumer Patronage of GSM Communication Services in Delta State. This study is carried out to investigate the relationship between sales promotional techniques and consumer patronage of GSM Communication Services in Delta State of Nigeria. The study anchored on the theory of planned behaviour, adopted descriptive research design using a survey method. The population of the study comprises of consumers of GSM communication services in Delta State. The study used a structured questionnaire as instrument for data collection. Findings of the study indicate that free sample, price discount, and bonus offer are all positively and significantly related to consumer patronage of GSM communication services in Delta State. The research work concluded that there is a strong, significant and positive relationship between sale promotional techniques and consumer patronage of GSM communication services in Delta State of Nigeria, and recommends amongst others that GSM communication service providers should sustain on giving price discount to GSM users so as to entice them and also increase consumer patronage of GSM services

Adaora Florence Okeke1, Emmanuel O . Ahaiwe (2025) did a study on consumer Sales Promotion and Customer Patronage of Telecommunication Industry in Anambra State, Nigeria 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

Charles, Attamah, Oranusi, Ikpo and Dickson (2024) did a study on the influence of innovative sales promotion strategies on consumer brand loyalty in First Bank Nigeria was investigated. Specifically, the study determined the influence of FirstBank Naira MasterCard Reward Promo on customer brand loyalty. Similarly, it ascertained the influence of XploreFirst Account Promo on consumer brand loyalty. The

population of the study comprises university undergraduates between 18 to 29 agerange, who participated in the First Bank of Nigeria sales promotion program, who were purposively selected from 15 First Bank branches in Southeastern Nigeria. The questionnaire copies were given to Marketing Experts to certify its content validity. Besides, a pilot study was conducted and the reliability test was determined using Cronbach's alpha in which 0.891 was realized. The sample size of 384 was determined using Freund and William's formula. However, 384 copies of questionnaire were distributed to the respondents, and 216 were properly filled. Furthermore, simple linear regression was used to analyze the data using SPSS version 22. The findings revealed that FirstBank Naira MasterCard Reward Promo has a significant and positive influence on customer brand loyalty ($r = 0.980$; $t = 161.111$; $F = 25956.783$; $p < 0.05$). Similarly, it was revealed that XploreFirst Account Promo has a significant and positive influence on customer brand loyalty ($r = 0.985$; $t = 189.083$; $F = 35752.537$; $p < 0.05$). Indeed, customers made new transactions with their MasterCards and opened XploreFirst account during the promotion program First Bank's innovative promotional strategies should be improved to encourage more customer brand loyalty.

METHOD AND MATERIAL

The study was carried out primarily through the survey method and interview of customers of three GSM service providers in Anabram state, Nigeria which include: MTN, AIRTEL and GLOBACOM. Secondary data were obtained through books, journals, and internet. A sample size of 165 was obtained through the use of convenience sample size determination 150 (90.90%) of the questionnaire distributed were returned while 15 (9.09%) of the questionnaire distributed were not returned / mutilated. The questionnaire was designed in likert scale format. (AS) representing strongly agree, (A) representing agree, (U) representing undecided (D) representing disagree while (SD) representing strongly disagree. The researcher conducted a pre-test on the questionnaire to ensure the validity of the instrument by giving to Marketing expert who modified and made necessary correction for the instrument to measure what it ought to measure. The reliability test was done using test-retest method with the help of spearman ranking correlation coefficient. The result gave a reliability coefficient of 0.77, indicating a high degree of internal consistency. Data collected were presented in frequency tables and Pearson product moment correlation coefficient statistical tools were used to test the hypotheses.

Table 4.1: Gifting and customer Patronage

s/no	Questionnaire items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
1	Exclusive gift drive sales	58 (39%)	74 (49%)	7 (5%)	6 (4%)	5 (3%)	**150**
2	Gift is a powerful tools for sales promotion	75 (50%)	60 (40%)	5 (3%)	7 (5%)	3 (2%)	**150**
3	Gift promotion customer loyalty to a product	94 (63%)	38 (25%)	3 (2%)	8 (5%)	7 (5)	**150**

Source: Fieldwork, 2026

Item 1 of table 4. 1 indicates that out off 150 respondents, 58(39%) of the respondents strongly agreed with the statement that Exclusive gift drive sales. 74(49%) agreed, 7(5%) were undecided, 6(4%) disagree that Exclusive gift drive sales while 5 (3%) of the respondents strongly disagreed with the statement.

Item 2 of the table 4.1 states that Gift is a powerful tools for sales promotion. 75 (50%) strongly agreed with the statement, 150(38.96%) agreed, 9(2.34%) were undecided, 6(1.56%) disagreed that Gift is a powerful tools for sales promotion while 5(1.30%) strongly disagreed with the statement.

In item 3 of the table 4.1 reveals that out off 150 respondents , 94 (63%) of the respondents strongly agreed that Gift promotion customer loyalty to a product, 38 (25%) agreed, 3(2%) were undecided, 8(5%) disagreed while 7(.5)%) strongly disagreed that Gift promotion customer loyalty to a product

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Table 4.2 Descriptive Statistics of Gifting and customer patronage

	Mean	Std. Deviation	N
Gifting	1.7015	.78878	150
Customer Patronage	1.6157	.80591	150

Table 2.3 Correlations Gifting and Customer patronage

		Gifting	Customer patronage
Gifting	Pearson Correlation	1	.868**
	Sig. (2-tailed)		.000
	N	150	150
Customer Patronage	Pearson Correlation	.868**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table (4.2) shows the descriptive statistics of the gifting and customer patronage with a mean response of 1.7015 and std. deviation of .78878 for gifting and a mean response of 1.6157 and std. deviation of .80591 for customer patronage and number of respondents (150). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table (4.3) is the Pearson correlation coefficient for gifting and customer patronage . The correlation coefficient shows 0.868. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between gifting and customer patronage. (r = .868). The computed correlations coefficient is greater than the table value of r = .195 with 266 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = .868, p< .05). However, since the computed r = .868, is greater than the table value of .195 we reject the null hypothesis and conclude that There is a positive

relationship between gifting and customer patronage of GSM communication services in Anambra State, Nigeria (r =.868, P<.05).

Table 4.4: price discount

s/no	Questionnaire items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Total
4	Discount depth balance between attracting customers and maintaining margin	101 (67%)	34 (23%)	5 (3%)	4 (3%)	6 (4%)	**150**
5	Communication clearly promote the discount offer that will induce customer	84 (56%)	45 (30%)	6 (4%)	7 (5%)	8 (5%)	**150**
6	Price discount encourage customer loyalty	105 (70%)	32 (21%)	6 (4%)	5 (3%)	2 (1%)	**150**

Source: Fieldwork 2026

Item 4 of table 4. 4 indicates that 150 respondents, 101(67%) of the respondents strongly agreed that Discount depth balance between attracting customers and maintaining margin 34(25%) of the respondents agree with the statement, 5(3%) of the respondents were indifferent about the statement, 4(3%) of the respondents disagree while 6(4%) strongly disagreed with this statement

Item 5 of the table 4.4 indicates that outoff , 150 respondents , 84 (56%) of the respondents strongly agreed with the statement that Communication clearly promote the discount offer that will induce customer 45(30%) agreed, 6(4%) were undecided, 7(5%) disagreed while 8 (5%) strongly disagreed that Communication clearly promote the discount offer that will induce customer,

In item 6 of the table 4.4 reveals that out off 150 respondents, 105(70%) of the respondents strongly agreed Price discount encourage customer loyalty , 32(21%) agreed, 6(4%) were undecided, 5(3%) disagreed while 2(1%) strongly disagreed that y Price discount encourage customer loyalty

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Table 4.5 Descriptive Statistics price discount and customer patronage

	Mean	Std. Deviation	N
Price Discount	1.5880	.95809	150
Customer patronage	1.7040	.90091	150

Table 4.6 Correlations price discount and customer patronage

		Interactional justice	Customer patronage
Price discount	Pearson Correlation	1	.886**
	Sig. (2-tailed)		.000
	N	150	150
Customer patronage	Pearson Correlation	.886**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.5 shows the descriptive statistics of the price discount and customer patronage, with a mean response of 1.5880 and std. deviation of .95809 for price discount and a mean response of 1.7040 and std. deviation of .90091 for customer patronage and number of respondents (150). By careful observation of standard deviation values, there is no much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 4.6 is the Pearson correlation coefficient for price discount and customer patronage. The correlation coefficient shows 0.886. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a relationship between price discount and customer patronage (r = .886). The computed correlations coefficient is greater than the table value of r = .195 with 248 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = .886, p< .05). However, since the computed r = .886, is greater than the table value of .195 we reject the null hypothesis and conclude that there is a significant positive relationship between price discount and customer patronage of GSM communication services in Anambra State, Nigeria (r =.886, P<.05).

SUMMARY OF FINDINGS

The results based on the descriptive statistics revealed the following

- There is positive relationship between gifting and customer patronage of GSM communication services in Anambra State, Nigeria (r =.868, P<.05).
- There is a significant and positive relationship between price discount and customer patronage of GSM communication services in Anambra State, Nigeria (r =.886, P<.05).

CONCLUSION

The study concluded that sales promotion significantly drives short-term customer patronage, boosts immediate sales revenue, and strengthens brand-customer relationships, particularly through discounts, coupons, and premiums. It acts as a powerful tool to attract new customers and encourage repeat purchases. However, for long-term success, promotions should be balanced with product quality to avoid perceptions of lower value

RECOMMENDATIONS

Based on the research findings and conclusions, the following recommendations are made:

- Gifting in sales promotion and customer patronage is a highly effective, low-cost marketing strategy that builds brand loyalty, increases immediate sales, and acts as a memorable touchpoint for customers which should be encourage.
- Price discounts in sales promotions are highly effective at attracting consumers, increasing purchase volume, and fostering customer patronage by enhancing perceived product value

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