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**PRODUCT AWARENESS AND SALES PROMOTION STRATEGIES AMONG  
TELECOMMUNICATION INDUSTRY CONSUMERS IN NIGERIA**

By

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**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Master of Science.**

**May 2023**

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## **DEDICATION**

This thesis is dedicated to my parent for their boundless love, understanding, encouragement, support, and sacrifice throughout my study.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

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May 2023

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Customers have become more anxious about the economic situation over the past five years and have been looking for value. The number and depth of sales promotions and offers have increased across the market, but customers are not just looking for low prices, they are also looking to balance quality and the price they pay for things to make their budgets go further. As promotions become ever more prevalent, product loyalty is becoming outdated, so marketers need to get smart about the deals they offer. The business eco system is changing, especially the Nigerian telecommunication industry on a continuous basis owing to the level of competition which is moving at an alarming rate due to different competitor's reaction patterns. Thus, the study was designed to investigate the effect of sales promotion strategies among telecommunication industry consumers in Benin Metropolis, in Nigeria.

The study employed the survey research method with questionnaire as the instrument for data gathering because of its capacity to elicit precise information for strategic decision making. The variables in this research refer are discount prices, product giveaways, loyalty point, demo and samples and product awareness. In this study, the population was on telecommunication users in Nigeria Benin, with the total population of 407 respondents comprising of both males and females. The sample size required was estimated by using a formula proposed by Bartlett et al. (2001).

The findings show significant relationships between discounted price and product awareness ( $r = 0.287$ ,  $p < 0.01$ ), between product giveaways and product awareness ( $r = 0.285$ ,  $p < 0.01$ ), between loyalty point and product awareness ( $r = 0.368$ ,  $p < 0.01$ ) and between demos and samples ( $r = 0.428$ ,  $p < 0.01$ ) on product awareness. Also, the coefficient R ( $R = .522$ ) revealed a significant moderate influence by the independent variables (discounted price, product giveaways, loyalty point, demos, and samples) on the dependent variable (product awareness). The regression analysis shows that discounted price, product giveaways, loyalty point, demos, and samples, jointly

contributed 27.2 percent of the variance in product awareness. This suggested that to improve awareness on products, an effective and efficient marketing strategy is vital.

Findings from the study revealed that service providers tended to over concentrate on the use of a narrow strategy of personal sales to attract patronage from people within their scope of operations. To cure this defect, it was recommended that the service providers should follow current global realities of using a combination of various IMC (Integrated Marketing Communications) methods to achieve greater results. It is therefore hoped that telecommunication network providers would endeavor to expand their strategies to include sales promotions, advertising messages, conditional sales as well as public relations strategies to target more customers. Consumers also would be able to make better decisions in selecting the telecommunication products.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

## **KESEDARAN PRODUK DAN STRATEGI PROMOSI JUALAN DALAM KALANGAN PENGGUNA INDUSTRI TELEKOMUNIKASI DI NIGERIA**

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Pelanggan menjadi bimbang dengan keadaan ekonomi dalam lima tahun terakhir dan telah mencari nilai. Bilangan dan kedalaman promosi jualan telah meningkat merentasi pasaran, tetapi pelanggan bukan hanya mencari harga rendah, malahan juga mencari untuk menyeimbangkan kualiti dan harga yang mereka bayar bagi barangan untuk membuatkan belanjawan mereka pergi lebih jauh. Oleh kerana promosi semakin berleluasa, kesetiaan produk menjadi ketinggalan zaman, dengan itu pemasar perlu bijak tentang tawaran yang mereka berikan. Ekosistem perniagaan sedang berubah, terutamanya industri telekomunikasi Nigeria secara berterusan disebabkan tahap persaingan yang bergerak pada kadar yang membimbangkan kerana pola tindak balas pesaing yang berbeza. Oleh itu, kajian ini direka untuk mengkaji kesan strategi promosi jualan dalam kalangan pengguna industri telekomunikasi di Benin Metropolis, Nigeria.

Kajian ini menggunakan kaedah penyelidikan tinjauan dengan soal selidik sebagai instrumen pengumpulan data kerana keupayaannya untuk mengeluarkan maklumat yang tepat bagi membuat keputusan strategik. Pembolehubah dalam kajian ini merujuk kepada harga diskaun, pemberian produk, mata ganjaran kesetiaan, demonstrasi dan sampel serta kesedaran produk. Dalam kajian ini, populasi adalah pengguna telekomunikasi di Nigeria Benin, dengan jumlah populasi sebanyak 407 responden yang terdiri daripada kedua-dua jantina lelaki dan perempuan. Saiz sampel yang diperlukan dianggarkan dengan menggunakan formula yang dicadangkan oleh Bartlett et al. (2001).

Kajian tersebut menunjukkan hubungan yang signifikan antara harga diskaun dan kesedaran produk ( $r = 0.287, p < 0.01$ ), antara pemberian produk percuma dan kesedaran produk ( $r = 0.285, p < 0.01$ ), antara mata ganjaran kesetiaan dan kesedaran produk ( $r = 0.368, p < 0.01$ ) dan, antara demonstrasi dan sampel ( $r = 0.428, p < 0.01$ ) terhadap kesedaran produk. Selain itu, koefisien R ( $R = .522$ ) menunjukkan pengaruh sederhana yang signifikan oleh pemboleh ubah bebas (harga diskaun, pemberian produk percuma, mata ganjaran kesetiaan, demonstrasi, dan sampel) terhadap pemboleh ubah bersandar

(kesedaran produk). Analisis regresi menunjukkan bahawa harga diskaun, pemberian produk percuma, mata ganjaran kesetiaan, demonstrasi, dan sampel, secara bersama-sama menyumbang 27.2 peratus daripada varians dalam kesedaran produk. Ini menunjukkan bahawa untuk meningkatkan kesedaran tentang produk, strategi pemasaran yang berkesan dan cekap adalah penting.

Kajian mendapati bahawa pembekal perkhidmatan cenderung untuk terlalu memberi tumpuan kepada penggunaan strategi jualan peribadi yang sempit untuk menarik pelanggan dari dalam lingkup operasi mereka. Untuk mengatasi kelemahan ini, disarankan agar pembekal perkhidmatan mengikuti realiti global semasa menggunakan kombinasi pelbagai kaedah IMC (Komunikasi Pemasaran Bersepadu) untuk mencapai hasil yang lebih besar. Oleh itu, diharapkan bahawa pembekal rangkaian telekomunikasi akan berusaha untuk memperluas strategi mereka untuk meliputi promosi jualan, mesej pengiklanan, jualan bersyarat serta strategi hubungan awam untuk menasarkankan lebih banyak pelanggan. Pengguna juga akan dapat membuat keputusan yang lebih baik dalam memilih produk telekomunikasi.

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## LIST OF ABBREVIATIONS

%	Percentage
DP	Discount Prices
DS	Demos and Sampling
LP	Loyalty Point
PW	Product Awareness



# CHAPTER 1

## INTRODUCTION

### 1.1 Background to the Study

Branding is an essential part of every company's success, yet it remains a challenge for a company to stand out among its competitors' offerings. This is a problem that businesses are working hard to solve to get their product into the minds of consumers. This goal is achieved through promoting the product through various means. The ability to recognise, recall, and identify a product is the first purposeful step that consumers take toward purchasing it. The development of a favourable or negative attitude about a product is predicated on the consumer's awareness of it. In the absence of knowledge about a thing, no attitude toward it or willingness to purchase it will exist. Consumers are more likely to buy things that trigger images in their minds when shopping for retail products, making product awareness a more pressing issue. Product preference rises if consumers are unaware of, or unable to associate with, competitors' items in the same product range.

For product management, getting consumers to know and recognise a company's product is one of the most important objectives (Shariq, 2018). To gain the maximum benefit from increasing product awareness, companies should focus on enhancing their products' remembrance and influence customers' associations and decision-making processes about a certain product (Almasi et al., 2020).

Over the past five years, customers have gotten increasingly concerned about the economy and have been searching for value (Soni & Verghese, 2018). Even if the number and variety of sales incentives have grown, shoppers still want to find a balance between value and quality when shopping to stretch their purchasing power farther on their limited budgets (Yaseen & Mazahir, 2019). Product loyalty is becoming a thing of the past as more and more discounts are offered; therefore, marketers need to be more creative in their promotions.

There is a lack of product loyalty among consumers because of the retail environment being increasingly driven by discounts and sales promotions (Malmir et al., 2020). Promotion, according to Phat and Vedapunt, (2021), includes all the marketing mix's tactics aimed at persuading customers to purchase certain goods or services. Customers can now quickly compare prices, which has led to greater price matching, according to Kim & Lee (2021), who assert that this has had a significant impact on sales.

Keeping customers well-informed about the products and services that companies are providing is a top priority for any organisation (Jobber et al., 2019). It was observed that there are more company customers than individual consumers in the market, according to Cosgrave and O'Dwyer (2020). If customers are dissatisfied with the goods sold by

the merchant, they will shift their purchasing habits away from the company, reducing sales and causing it to post low profit margins. According to Agarwal (2021), sales promotion affects individual consumers' purchasing decisions in addition to raising their level of awareness or changing their attitude. Most studies have found that influencing customers' buying decisions at various phases of the buying process can enhance sales and, ultimately, profits through a variety of sales promotion tactics (Tan Akram & Sui, 2019).

Sales promotion has a role to play in reinforcing consumer commitment and encouraging repeat purchases. As a competitive weapon, sales promotion provides additional incentives for the target audience to choose one brand over the other. When it comes to encouraging product trial and accidental purchases, it is very successful (Ezenyilimba et al., 2019). Sales promotion has been extensively researched in the literature (Osaremen, 2019). Customers' brand choice, buying time, quantity, and brand switching are all affected by sales promotion (Mihret, 2019). Customers' sensitivity to pricing also changes because of sales promotion (Montazeri et al., 2021).

However, there has not been much research on whether product awareness can attenuate the influence of sales promotion. Sales promotion and product awareness have been widely studied, however most of these research focus on the impact of sales promotions on consumer choice during the time they are presented (Luo & Lee, 2018). Only a few studies have examined the lag effect of sales promotions on product awareness and subsequent purchasing behaviour after the promotion campaign is cancelled. In Webster's (2002) words, "the uplift has an amplifying impact rather than an absolute effect." It is better to promote the strongest brand with a promotional mechanic than to use a weaker brand as a prop. Consumers have gotten more cutthroat in their search for value, they are also more knowledgeable about their buying habits, so they do not just go to a huge retailer for one big purchase; they shop at a variety of inexpensive and high-end stores. In time, this will be accepted as the new normal. As a result of the limitation on multi-buy promotions, new pack forms may be developed for retailers to use in a more limited promotional environment.

If done correctly, promotions can boost the value of a brand and its category, but the major difficulty is to guarantee that our brand equity is maintained and grown during this period so that customers who purchase our items during a promotion remain loyal to us. As a result, they keep an eye on the promos to make sure they are getting the most bang for their buck and incentivizing the correct kind of behaviour in their customers. Shoppers appreciate promotions because it helps them save money. This is a huge advantage for firms in the sector that continue to invest in innovation, both in incremental enhancements to the base forms and in game-changing new inventions. Considering the high level of brand awareness and customer loyalty, extensive promotional activity is the best strategy in the market. A large percentage of our promotions will be geared on encouraging people to try new products and services. For generating interest in a new product and getting it into people's hands so they may try it and benefit from its features, they can be a useful marketing technique (Shariq, 2018).



A constantly shifting business environment, notably in the Nigerian telecommunications industry, has resulted from the rapid pace of competition, which has speed up the response time of competitors. Management, decision-makers, and marketing strategists have had to take a step up in their strategic marketing efforts and activities because of the increased competition. Despite these differences, strategic marketing management is based on the belief that the role of marketing is to help an organisation achieve its long-term goals and a sustainable competitive advantage through the development of long-range marketing plans that adequately reflect an understanding of the firm's resources and its competitive situation as well as the needs and desires of customers (Akingbade, 2021).

However, the rise of marketing has made it easier for producers and marketers around the world to succeed. Telecommunication industry in Africa is considered as one of the major players of the economic growth and development. In recent years, the telecommunications industry has seen fierce rivalry, resulting in aggressive employment of various strategic marketing strategies by market competitors to promote their brands by appealing to stakeholders' good conscience. Companies with a keen eye on the future have found that employing a variety of these tactics has helped them boost their brand's visibility and revenue.

The likes of GLO (Globacom a telecommunication company in Nigeria) and other prominent companies, strategic marketing management solutions have been employed in the past with significant financial resources. Accordingly, some organisations have even rethought their methods to better serve those who are less well-off and live in rural areas (National Census, 2006). Competitiveness in Nigeria's telecom business has resulted in a variety of sales promotion tactics being used by telecom companies to attract and retain clients. Increasing competition in Nigeria's telecommunications business because of the introduction of Mobile Number Portability (MNP) in the country's telecommunications sector, which allows subscribers to switch networks without losing their Mobile Station International Subscriber Directory Number (MSISDNs) has helped the industry approach its mature phase. It is imperative that to maintain and grow their companies, telecommunications providers must always strive to lower costs, acquire new customers, keep their current ones happy, and improve profits. Strategic marketing management processes in the industry face several challenges, including poor public power supply, vandalism of infrastructure, high import duties, as duties on telecommunication equipment range from 30 -70%, anti-competitive practises, and unhealthy rivalry from competitors the type and quantum of funds needed by operators to expand operations is scarce locally and hefty operational costs make it difficult for operators to extend operations (NCC, 2005). When it comes to gaining a larger part of the market and keeping up with the competition, it is critical for organisations to establish and implement an effective strategic marketing management strategy; that is, they must take a proactive approach rather than a reactive one. Based on these clear reasons, this research work has come to supply solutions to the difficulties at hand, notably for Globacom Limited.

Sales promotion is an essential part of every marketing strategy. Product, service, or concept promotion is essential in every firm. Sales promotion is defined by the American Marketing Association (AMA) as "media and non-media marketing pressure applied for



a specified, period to motivate trial, boost consumer demand or improve quality." It is hard to tell from the above definition how modern sales promotion differs from traditional methods.

An effective sales promotion improves a product's basic value for a limited period, which in turn directly encourages customer purchase and increases the selling power of a company. Sales marketing efforts must be utilised at an extremely high level today because of the intense competition among brands. A short-term promotion that goes above and beyond what one would regularly deliver to clients is what is best described as a sales promotion activity in the business world. A well-executed sales promotion strategy can help to get rid of old stock; counteract rival activity; merchandise new products; stimulate repeat purchases; and motivate the employees, among other benefits.

It is impossible to overstate how popular and widely used telecommunications services are in Nigeria right now. These networks are essential for day-to-day communication and business transactions for individuals, businesses, and organisations alike. Several telecommunications investors have emerged because of the privatisation approach. In the wake of deregulation, "the banking and finance sector is benefiting from additional investment prospects in the telecom sector". Deregulation of the mobile phone market, according to Estrella & Sandoval, (2021), led to the creation of a global mobile communication system: (GSM).

Many different marketing methods have been adopted by various service providers to increase their client base and market share since the 2001 privatization of the Nigerian Telecommunications Industry. As a result of this lack of attention, the Nigerian Telecommunications Industry has shifted its focus from advertising and promotion to sponsorship and organization of various talent hunt competitions, without paying adequate attention to the product performance in terms of customer patronage and long-term loyalty. Consequently, the Nigerian Telecommunications Industry has a major problem. Hence, the objective of this study is to determine the level of sales promotion, advertising, personal selling, and publicity of marketing strategy on telecommunication in Edo state, Benin metropolis, in Nigeria by identify the problems facing marketing of their services with the aim of providing solutions with the view to establishing their effectiveness.

## **1.2 Statement of the Problem**

Throughout the entire process of globalization, telecommunication has been a vital instrument, turning the world into a global village. In today's globalized economy, a strong telecommunications infrastructure is crucial not just for domestic economic growth but also for competing on the global stage and luring new investments. However, the significance of the roles played by telecommunications and information technology in this procedure is not in question. This is why progress in this important field has been so remarkable in recent years across the globe.

Communication companies use sales promotions to encourage consumers to get more involved with their products and present the essence of those products in a compelling manner to their target audience. Consumers are increasingly aware that well-executed sales promotion strategies can help telecommunications companies differentiate their products from their competitors. Building a brand's equity involves creating a positive, memorable, and consistent brand image.

Thankfully, Nigeria's telecommunications sector has also kept pace with the rest of the world's rapid expansion (Ajisola & Awodun, 2014). The advent of mobile phone technology has revolutionized the dissemination of news and information, especially in underdeveloped regions. The complete liberalization of the Nigerian telecommunications market has allowed private companies to compete with government-run telcos to bring affordable mobile phone service to the country's residents. Because of this, the GSM (global system for mobile) communication licensing process began in 2001. Competition in Nigeria's GSM market is fierce because of the country's rapidly expanding number of cellphone subscribers (Hashim, 2014).

To increase production, the primary goal of an organization is to meet the needs of its consumers. If there are no consumer, the business activities will be useless. Telecom companies have long struggled to provide the active support needed by the country, which has long yearned for better telecommunications. The Federal Government responded to this by establishing a company that will operate solely on a commercial basis.

As a result of the intense competition among Nigeria's telecommunication networks, many marketing methods and approaches have been implemented. Many of these networks have employed sales promotion to outsmart their competitors. Meanwhile, sales promotion, an important component of marketing campaigns that includes a variety of incentive tools, is primarily short-term in nature and is intended to spur customers to buy products or services more quickly or in greater quantities, but it is lacking in the ability to keep them as customers.

Sales promotion helps firms in spreading and popularizing their products amongst the customers which in turn helps in widening their market segment leading to increased sales volume. Since it is an expensive undertaking, it should fulfil the goals for which the companies and firms want to achieve at a given time. Companies in the telecommunication sector will always strive to understand the decisions made by consumer when they want to buy a product or service to determine whether sales promotion strategies stimulate their decisions or not as increase in sales volume is sometimes might not attribute to the sales promotion strategies. Hence several factors usually contribute to consumer purchase decisions.

To fulfil Nigeria's goal of Vision 2030, the telecommunications industry is a vital aspect of the country's economic growth strategy. In the recent several years, the industry has seen modest growth, and has the potential to grow at a far faster rate going forward.

However, mobile subscriptions have a rapidly declining market share, internet usage is at a low penetration rate, and product and service costs are exorbitant (NCC, 2018).

Studies done in Nigeria mainly focused on distribution strategies. Few studies have been carried out and none has been done in respect to sales promotion strategies. According to Ochieng (2014) study focused mainly on sales distribution strategies used by wines and spirit importers and manufacturers in Lagos. Muriithi & Waithaka (2020) carried out research in the agrochemical industries and focused on the types of sales promotion strategies used in Nigeria. Ng'ang'a (2018) examined sales promotion practices and sales performance of companies and firms that deals mainly on fast moving consumer goods while Fasana & Haseena (2017) researched on the sales promotion tools used by restaurants dealing in fast foods. The studies done by Ochieng (2014) only investigated the distribution strategies used in agrochemicals industries. This research sought to bridge the gap by answering question on the influences of sales promotion strategies on consumer behaviour and product awareness on the Nigeria telecommunication industries.

Even though many Nigerian businesses have embraced the idea of sales promotion to be successful, business must be considered for the businesspeople. For example, a strong product is an essential part of the company's slogans and logo. A company's long-term success depends on having a solid product and brand awareness strategy in place (Morgado, 2018)

So, it seems like competitors are coming up with any kind of sales promotion plan they can think of to hold on to their customer interaction. Sales promotion is difficult because it necessitates activities that raise awareness of not only their presence but also the importance of the brand, continually highlighting the brand, the purchase of which would provide a plethora of other benefits for customers who buy the brand. If the sales promotional activities have been successful in getting the customer to buy the brand, the brand needs to be powerful and have enough features to drive the customer to buy the brand again. A further difficulty lies in sustaining the brand's prominence in the marketplace. This occurs because of the proliferation of temporary sales promotions that keep the brand feeling new. Among the seven components that make up a well-rounded promotion, sales promotions are a vital component. Upsell and cross-sell chances are only two of the many benefits that businesses may get from well-executed sales promotion. Customers who are intrigued with their purchases may tell their friends about a company if they are offered the chance to upgrade or purchase additional products or services. Another advantage is the increased revenue that will result from this.

Equity in a product can only be built if people are aware of it. The more people know about a particular product, the more likely they are to associate it with it, and the more valuable the brand will be overall. Businesses can have a positive impact on society by raising consumer awareness of their products. Social impact helps people spread positive word-of-mouth about the brand and to perceive the brand's importance in their lives. As a result, the product becomes a symbol for their preferences, tastes, or habits in daily life (Pappu & Quester, 2021)

According to Priyanka & Vimala (2020) in his study "A survey of selected consumer product in rural market area", says that retargeting converted customers and enabling them to return and make purchases rather than attracting new customers, which can be very expensive, is critical to the long-term viability of any business. To keep customers loyal to one's products, the need to ensure that they are aware of the brand is essential. For instance, following up with customers through surveys, sales promotions, and newsletters after a sale, increases their loyalty to the product and leads to increased future sales.

Furthermore, even outside of Nigeria, studies have shown that marketers should pay close attention to the types of deals they offer because a higher discount level in sales promotion does not mean a higher return on investment (Almasi et al., 2020). It appears that one can get people to spend more money on the products they are interested in by offering lower discounts. "There is no need to drive people with extremely high discounts, and when that is done, it's very difficult to get sufficient volume to offset that discount (Almasi et al., 2020 p.22)." To better understand the impact of sales promotion strategies on product awareness, the researcher is conducting this study by using a Telecommunications company as a case study, to examine the effect of sales promotion strategies on product awareness in Nigeria. Using the study's findings, businesses and organisations can come up with new and creative ways to promote their products. It also aims to bridge the academic gap that currently exists when it comes to the impact of sales promotion strategies on product awareness.

### **1.3 Research Questions**

In line with the research objectives, the following questions serve as guide to the research work.

- i. What are the levels of discounted prices, product giveaway, loyalty points and demos and sampling and product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?
- ii. Is there any significant relationship between discounted prices and product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?
- iii. Is there any significant relationship between product give away and product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?
- iv. Is there any significant relationship between loyalty points and product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?
- v. Is there any significant relationship between demos and sampling and product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?

- vi. What are the significant predictors (discounted prices, product giveaway, loyalty points and demos and sampling) on product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria?

The purpose of this study is to examine the impact of sales marketing strategies in Nigeria on product awareness.

#### **1.4 Objectives of study**

The objectives of the study are divided into the general and specific as follows.

##### **1.4.1 General Objective**

The general objective of the study is to examine the sales promotion on product awareness of telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

##### **1.4.2 Specific objectives**

1. To determine the levels of discounted prices, product giveaway, loyalty points and demos and sampling and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.
2. To determine whether there is a significant relationship between discounted prices and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.
3. To determine whether there is a significant relationship between product giveaway and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.
4. To determine whether there is a significant relationship between loyalty points and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.
5. To determine whether there is a significant relationship between demos and sampling and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.
6. To determine whether there is a significant predictor among (discounted prices, product giveaway, loyalty points and demos and sampling) on product

awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

### **1.5 Hypothesis of the study**

Ho1: There is no significant relationship between discounted prices and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

Ho2: There is no significant relationship between product giveaway and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

Ho3: There is significant relationship between loyalty points and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

Ho4: There is no significant relationship between demos and sampling and product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

H05: There is no predictive variable discounted prices, product giveaway, loyalty points and demos and sampling on product awareness among telecommunication industries consumers in Edo state, Benin metropolis, in Nigeria.

### **1.6 Scope of the Study**

Because sales promotion strategies are such a broad topic, this study did not want to get bogged down in debating them; instead, its focus was solely on the impact of sales promotion strategies on product awareness in the telecommunication industry, and not the broad subject of sales promotion strategies.

This study is limited in scope to the consumers of the major GSM companies in Nigeria, which include MTN, Airtel, Glo, and Etisalat (NCC, 2017). This is because these service providers represent 83% of the market share of total mobile subscribers according to National Bureau of Statistics, (2019). The service context is limited in scope to southwestern Nigeria, this is because commercial activities are predominantly carried out in southwest Nigeria. This study's scope is also limited to the assumptions of the theory of consumer behaviour by Lancaster. This is because these theories go inept in explaining emotive, evaluative, and behavioural predictors of product awareness.

The scope of the study is also limited to telecommunication industry only, hence findings from this study might not necessarily be generalized to other major sectors in the Nigerian economy. The choice of telecommunication industry is based on the increasing



expansion of the industry and the availability of millions of consumers to provide data for the study. This study also hopes that the findings can serve as a backdrop of replicability for other studies in other industry. Also, the study focuses on major GSM service providers in Nigeria hence finding might not be necessarily representative of emerging GSM service providers.

### **1.7 Significance of the study**

The study is beneficial to the users of the services of the telecommunication company as the study serve as a source of information to them on the efficiency of services rendered by different telecommunication companies. Having understood the various telecommunication products, consumers will be making an informed decision. Furthermore, this study is relevant to consumers who by virtue of promotional activities patronizes firms and become loyal to them. They consider themselves as kings because they have several choices to make among alternative products and services. The study is equally of immense benefit to other researchers who may want to conduct further research on the areas of sales.

The outcome of this study is beneficial to societies/organizations interested in understanding and exploring on the impact of product awareness on customer decision making. It is believed, the findings are of great importance to the marketing managers of telecommunication company, as the literature reviewed, and the findings of the study seek to explore and examine the relationship between sales promotion and customer loyalty.

When information is suppressed, if there is deception in the information offered, or if information is too difficult for consumers to access or evaluate, customers can be disadvantaged and experience harm. Constraints on consumers' ability to digest information can result in welfare-reducing decisions, even if the information given is not false. To avoid such harm, this study provides consumers with the need to be empowered through: Awareness of alternative suppliers and services, and access to comparative information on the features, prices, and quality of the available services. The result of this study is of great importance to Executives of firms in the Telecommunication Industry who are looking for ways to gain an advantage over rival firms and sustain their firm's competitiveness in the industry.

### **1.8 Organization of the Study**

Five sections make up this research. The research problem, objectives, research questions, and significance are all addressed in this first chapter, as well as other issues. Chapter 2 focuses primarily on a literature review of sorts. Methodological approaches are discussed in chapter three; findings are discussed in chapter four; and recommendations are made in chapter five, which wraps things up.

## 1.9 Conceptual Definition

**Product awareness:** refers to the extent to which customers can recall or recognize a product. Product awareness is a key consideration in consumer behaviour, advertising management, product management and strategy development (Ahmad et al., 2021).

**Sales Promotion:** as any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (that is, initiatives that are not covered by the other elements of the marketing communications or promotions mix), (Ramadanty & Widayanti, 2020).

**Discount Prices:** It is a transient period, which units are sold, to enabling the organization to lessening stock and incidentally raise incomes (Lee & Chen, 2018).

**Product Giveaways:** People love getting something to no end. Marketers are utilizing this love of anything allowed to get the message out about items, find new clients and increment deals (Nguyen & Chaudhuri, 2019).

**Demos and Samples:** In marketing, an item show (or "demo" for short) is a promotion where an item is demonstrated to potential clients. The objective of such a showing is to acquaint clients with the item with expectations of motivating them to buy that thing (Lempert & Glantz, 2019).

**Loyalty points:** In marketing for the most part and in retailing more specifically, a loyalty card, rewards card, point's card, advantage card, or club card is a plastic or paper card, outwardly like a charge card, check card, or computerized card that distinguishes the card holder as a part in a loyalty program (Wasserman, 2016).

### 1.9.1 Operational Definition

**Product awareness:** How well customers remember or recognise a product is called product awareness. It was measured using instrument adopted by (Netemeyer et al., 2004; Yoo e al., 2000, 2001) on a 5-point Likert Type scale and it entails 11 questions.

**Sale promotion strategies (Discount Prices, Product giveaways, loyal point, Demo, and samples):** multi-item scales developed by Sproles and Kendall (1986), Lichtenstein et al. (1993) and by Feick and Price (1987), was used to measure sale promotion strategies on a 5-point Likert scale, which contain 23 items.



## 1.10 Summary

In chapter one above, the researcher introduced the topic under investigation and discussed vividly on problem statement; research questions aligned with the objectives of the study, as well as contributions of the study; the chapter also discussed the scope and operational definitions of the terms.



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