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Influence of sales promotion strategies on customer choice of telecommunication firms in Federal Capital Territory, Abuja, Nigeria

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Abstract

This research examined the influence of sales promotion strategies of telecommunication firms on customer choice of the firms in Federal Capital Territory (FCT) Abuja and by extension Nigeria in general. The study specifically investigated how discount strategies, premium strategies, and bonus strategies influence customers choice of the telecom firms in terms of repeat purchase, and loyalty. A cross-sectional survey design anchored on mixed research philosophy was adopted for the research. The population for the research was 7,107,587 active customers of the telecom firms according to Nigerian Communication Commission year 2024 report and a sample size of 384 customers raised with the aid of Research Advisor (2006) sample size determination table under 95% confidence level with 0.05% margin of error. The customers were distributed and selected from the study area with judgmental and convenience non-probability sampling methods. Questionnaire served as the data collection instrument for the research while the data collected were analyzed with Spearman Rank Order Correlation with the help of IBM SPSS version 22. At the end of the analysis and interpretation of results, the research revealed among other things that all the sales promotion strategies – discount, premium, and bonus positively and significantly influenced the buying behaviour of customers of the telecom firms in terms of repeat purchase and loyalty. Based on the findings, the research concluded that sales promotion strategies positively and significantly influence customers choice of the telecom firms and their services in the study area and by implication Nigeria as whole. And standing on the conclusion, the management of the telecom firms were advised to give adequate attention to the sales promotion strategies planning and implementations as a short-term measures in order to remain in business because of the present economic depression which Nigeria finds herself but were equally encouraged to engage in viable research and development to improve the quality of their services as a long-term measure in order not only to attract customers but also to retain them for future transactions.

Keywords: Discount strategies, Premium strategies, Bonus strategies, Repeat purchase, Loyalty

Introduction

Choice is a fundamental problem in all human interaction, be it in social, business or professional. The act of selecting, picking, or deciding between two or more options is called choice. In the words of Myers (2010), choice is the variety of options available to oneself. The ability to freely select from a variety of options is the essence of choice. Patel (2020), opined that that customer choice is the capacity or liberty of a customer to select from a variety of possibilities which business or firm to use, or which product or service to buy. Explaining further, Patel argued that the true strength of choice architecture lies not in its capacity to compel but rather in its capacity to convince individuals or customers that this is the best option. He therefore asserted that when a brand or product is positioned in the environment where the consumer will be presented with options to pick from, the marketer's abilities are put to the test.

One of the components of the promotional mix that has the power to greatly influence customers' decisions regarding a product or service is consumer sales promotion. Public relations, publicity, direct marketing, personal selling, and advertising are also components of the promotional mix. To boost customer demand or enhance product availability, consumer sales promotion employs both media and non-media marketing communication for a set, time-limited period. According to Eze (2013) consumer sales promotion is any marketing activity that encourages consumers to make a purchase, excluding personal selling, advertising, public relations, and publicity, as well as any media and non-media marketing pressures that are applied to consumers for a set, limited time in order to encourage trial or raise demand. Yin and Jin-Song (2014), concurred with Eze (2013), where they opined that consumer sales promotion encompasses a number of communication initiatives aimed at offering consumers incentives or more value in order to boost sales right away. Elaborating their point, Yin and Jin-Song argued that these initiatives, if done well, may encourage customers to try, buy, or express interest in the product. They explained that the purpose of sales promotion is to draw in new clients, retain existing ones, fight off competitors, and seize favorable possibilities that are identified by market research. Farhangmehr and Brito (2015) considered consumer sales promotion as a collection of strategies intended to encourage people to buy a brand or product. They emphasized that in marketing communications and brand strategy, consumer sales promotion plays a tactical rather than a strategic role.

Statement of the Problem

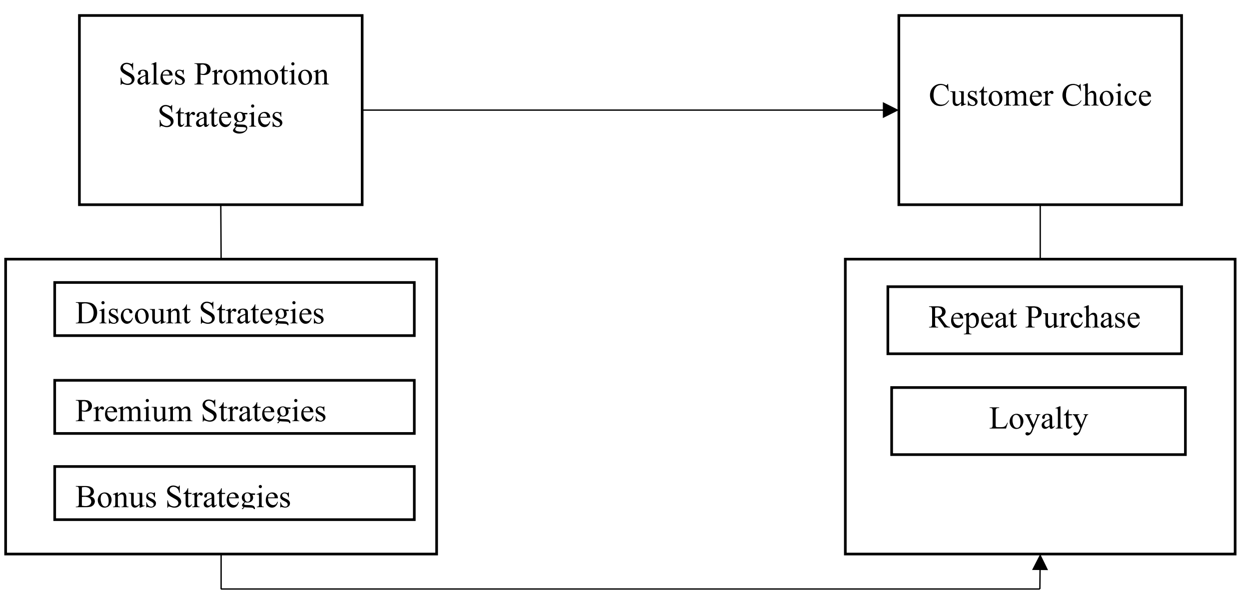
The problem of this study is centred on poor customer choices of telecom firms in the Federal Capital Territory Abuja, Nigeria. The problem is assumed to have occurred as a result of frequent use of sales promotion strategies to attract more customers by the telecom firms – Mobile Telephone Networks (MTN), Global Communication (Globacom), Airtel Networks (Airtel), and Emerging Markets Telecommunication Services (9mobile) which rightly or wrongly believed to have been distorting and creating confusion in the buying behaviour of their customers with the presumption that these now prevent them from making intelligent choice of which telecom firm and service to patronize.

These assumptions call for questions that only well-organized research can answer and it is on this account that the researcher embarked on this research with the aim of finding out the real cause(s) of the poor customer choices of the telecom firms and their services in the study area.

Conceptual Framework

A conceptual framework demonstrates a researcher's understanding of the relationships between the variables in his study. Basically, it is a written or visual statement that outlines the main variables to be examined and the assumed relationships between them, either narratively or graphically (Miles and Huberman 1994). The conceptual framework for the current study illustrates how sales promotion strategies influence consumers' decisions about telecom companies and their offerings in Nigeria's Federal Capital Territory, Abuja. A diagrammatic display of the conceptual framework for the current study is shown below.

Figure 1.1: A conceptual framework illustrating the influence of sales promotion strategies on customers choice of telecom firms' and their services in Federal Capital Territory Abuja, Nigeria.



Source: Adapted from Miles & Huberman (1994)

Aim and Objectives of the Study

This research aimed to investigate the influence of sales promotion strategies on customers' choice of telecommunication firms in the Federal Capital Territory Abuja, Nigeria.

To achieve the aim, the following specific objectives were provided to:

1) ascertain the influence of discount strategies on customers repeats purchase of the telecom firms' services.

2) evaluate the influence of discount strategies on customers' loyalty to the telecom firms.
3) examine the influence of premium strategies on customers repeat purchase of the telecom firms' services.
4) assess the influence of premium strategies on customers loyalty to the telecom firms.
5) determine the influence of bonus strategies on customers repeat purchase of the telecom firms' services.
6) investigate the influence of bonus strategies on customers loyalty to the telecom firms.

Research Hypotheses

The following hypotheses were statistically tested in the research.

Ho_1: There is no significant influence of discount strategies on customers repeat purchase of the telecom firms' services.

Ho_2: There is no significant influence of discount strategies on customers' loyalty to the telecom firms.

Ho_3: There is no significant influence of premium strategies on customers repeat purchase of the telecom firms' services.

Ho_4: There is no significant influence of premium strategies on customers' loyalty to the telecom firms.

Ho_5: There is no significant influence of bonus strategies on customers repeat purchase of the telecom firms' services.

Ho_6: There is no significant influence of bonus strategies on customers' loyalty to the telecom firms.

Review of Related Literature

The areas covered in this section are conceptual review where the action and outcome variables with their dimensions and measures were discussed in addition to empirical review where the works of previous researchers that are related in one way or the other to the current study reviewed.

Conceptual Review

The review here covered sales promotion strategies with its dimensions – discount, premium, and bonus strategies in addition to customer choice with its measures – repeat purchase, and loyalty.

Sales Promotion Strategies. In the opinion of Bagavathi (2020), consumer sales promotion strategies include all marketing initiatives that encourage consumers to buy, aside from public relations, publicity, advertising, and personal selling, as well as any media and non-media marketing pressures that are applied to consumers for a set, limited amount of time in order to encourage trial and raise demand for specific goods and services. Palmer (2021) explained how consumer sales promotion strategies can raise awareness of goods and services in a competitive market. He emphasized that while these strategies can raise awareness of goods and services, they are typically employed to generate interest, desire, and purchase action in the later stages of the purchasing process. Palmer went on to explain that consumer sales promotion tactics can effectively support other communication tools in the promotion mix, like enhancing the appearance of a product or service that has been advertised. In the words of Jobber (2019), the influence of consumer sales promotion strategies on consumer purchasing behaviour and sales volume typically shows up outside of the promotion period. He asserts that these strategies increase sales during the promotion period due to the incentive effect, but that the increase is frequently followed by a slight decline in sales to below-normal levels because some consumers stockpile the product during the promotion, which only represents the short-term effect of the promotion. Jobber went on to explain that the promotion might have a favorable, neutral, or negative long-term sales impact. He argued that recurrent business from customers who are drawn in by the marketing and discover they enjoy the brand could have favorable long-term impacts. On the other hand, there might be a negative impact if the campaign has made the brand seem less valuable to customers. Jobber noted in his conclusion that the long-term impact could be neutral if the campaign led customers to purchase the brand solely for the incentive value and had no impact on their underlying preferences.

A company can create and execute consumer sales promotion strategies in a variety of ways to draw in customers and boost sales volume and profit in a competitive market. The goals of the company, the characteristics of its target market, its financial stability, and many other factors typically dictate the strategies to be used. Discount, premium, and bonus strategies are the dimensions that the researcher used in this study, as shown in the conceptual framework.

Discount Strategies. These consist of promotional pricing strategies known as "discount pricing" which lowers the initial price of a good or service in an effort to draw in more customers, move inventory, and boost sales. Sustisna (2022) states that a price discount is a reduction in a product or service's regular price for a specific time frame. Tjiptono (2021) opined that a price discount is a reduction in price offered by a seller to a buyer in recognition of specific buyer behaviours that the seller finds satisfactory.

Premium Strategies. Premiums are sales promotional things, particularly in marketing, that are associated with a product or service and frequently require evidence of purchase to obtain or access. Examples of these items include toys, collectibles, souvenirs, and household goods. A premium strategy encourages consumers to purchase additional goods or services. It is sometimes made for devoted clients, and other times it is made to draw in new ones. In any case, increasing sales volume and profit is the ultimate goal. According to Lamb et al. (2023), a premium campaign that is properly thought out and executed may benefit a business much by assisting it in building strong relationships with its customers.

Bonus Strategies. A bonus pack is a company's method of offering a customer an additional amount of a product at the regular price as part of a sales promotion. Bonus packs, in the words of Shimp (2021), are extra amounts of goods that a business or vendor gives to customers at regular pricing.

Speaking in consonance with Shimp, Belch and Belch (2022) proposed that bonus packs provide customers with an additional amount of a product at a standard cost. Bonus packs are goods or services that are provided to customers or purchasers at comparatively low or free rates as inducements to purchase particular goods or services, according to Kotler and Keller's (2020) contribution.

Customer Choice. The behaviours of customers or consumers are complex and ever-changing. As a result, it is imperative that businesses and organizations regularly enhance their comprehension of both the factors that affect their decision to purchase a certain good or service and how to gauge how strongly they feel about it. It is crucial for marketers to comprehend how current and potential customers make decisions when choosing between different goods and services, as well as the factors that are utilized to gauge how strongly they feel about a particular option. This kind of accurate consumer perspective can have a very positive effect on marketers by lowering uncertainty when developing the marketing mix. Customer choice, as used in business and marketing specifically, refers to a consumer's freedom or ability to select from among the available options which business to use or which product or service to buy and use.

There are a number of variables that marketers use to gauge or ascertain the degree of customer preference for their goods and services in a market where businesses and marketers struggle to both draw in new customers and keep existing ones for repeat business. The conceptual framework, as illustrated in figure 1.1, clearly illustrates the rate of repurchase and degree of loyalty that the researcher has adopted for this study.

Customer Repeat Purchase. A repeat purchase is when a customer buys the same brand that he or she previously purchased. Recurring purchases are a sign of a brand's level of customer loyalty, which is based on how satisfied a consumer is with the product's use or consumption. Additionally, it is a chance for marketers to build enduring relationships with customers in anticipation of future increases in product consumption. A high percentage of repeat business indicates happy and loyal customers, which lowers the cost of acquiring new clients and boosts total profitability. For a seller or marketer, repeat business is crucial because it can be costly and challenging to attract a profitable customer to make their initial purchase from a company. According to Jin and Huang's (2023) contribution, a savvy marketer may convert new clients into loyal ones by delivering high-quality goods and services, as well as occasional price breaks to attract and retain customers.

Customer Loyalty. Customer loyalty is the word used to characterize the continuous emotional bond that exists between a business and its clients, which is demonstrated by the clients' willingness to interact with the business by making repeat purchases of its goods rather than those of rival companies. Customers' favorable experiences and trust in a business and its products lead to loyalty. Thakur (2021) explained that loyalty is the intention or inclination of a customer to repeatedly purchase from the same seller or brand because, in Thakur's opinion, the value obtained from the said seller or brand is higher than the value obtained from other competitors or competitive brands.

According to Thakur, there are two components to client or customer loyalty: behavioral and attitudinal. Customers who repurchase because they like a specific brand or service are said to exhibit behavioral loyalty. Conversely, attitude loyalty is a customer's psychological and emotional desire to return for a particular good or service and to encourage others to do the same.

Theoretical Foundation

Assimilation contrast theory serves as the foundation for the research's concept. This is the standard sales promotion theory that serves as the basis for the current study.

Assimilation Contrast Theory. This idea was created in 1961 by psychologists Sherif and Hovland. In psychology, the theory is referred to as an information processing theory. Assimilation contrast theory studies how consumers' internal reference price (higher normal market price) and subsequent sales promotion assessments are influenced by the external reference price (lower sales promotion price). In order to document the savings associated with the lower sales promotion price, an external reference price can be introduced to the market through a price advertisement or in-store communication that includes both the lower sales promotion price and the higher regular market price, also known as the internal reference price. Sales promotion assessments become more favorable as a result of the assimilation effect, which causes the higher internal reference price to move toward the lower external reference price—the sales promotion price.

This theory focuses on how a product or service's lower promotion price affects its higher regular market price and how consumers use the price difference as a point of comparison when evaluating sales promotions. This helps them decide whether to make a purchase during the promotion.

The key takeaway from this is that if the difference is large, customers will be more inclined to take part in the sales promotion; if the difference is little and unimportant to them, they will be deterred from taking part in the campaign. Therefore, the theory suggests that in order to encourage customers to engage in the promotion, marketers should ensure that the gap between their sales promotion price and ordinary market price (the gain) is positively high and meaningful.

Empirical Review

Researchers from all around the world have conducted a great deal of research on various facets of sales promotion methods and how they influence consumers' purchasing decisions and some of them are reviewed here.

Gilbert and Jackaria (2022), looked at how sales promotion strategies influence consumers' purchasing decisions with regard to UK supermarkets. They used London as the study area. The study examined how coupons, price reductions, free samples, and buy one, get one free promotion affected consumers' purchasing decisions. The effectiveness of these consumer sales promotion methods was examined in relation to stockpiling, product trials, brand loyalty, brand switching, and purchase acceleration.

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The study's research design was a survey. Questionnaire served as the data collection tool for the research and 160 respondents were chosen for the study using a straightforward random sampling procedure. Following the computation and analysis of the data gathered, the study found that (a) the various sales promotion tools had significantly different effects on consumers' purchasing decisions and (b) the buy one, get one free strategy was the most popular promotional tool influencing supermarket customers' purchasing decisions, followed by price reduction, free samples, and coupons.

Shamsi and Khan (2023) examined the effectiveness of consumer sales promotion strategies in relation to their impact on several facets of customers' buying decisions in the ready-made clothing market. The researchers looked at how customers' purchasing decisions were affected by price reductions, product displays, and buy one, get one free promotion for ready-made clothing. The study was conducted in India's New Delhi. 415 customers from the New Delhi-NCR area made up the research's sample size. They used a structured questionnaire to collect data, and the Analysis of Variance (ANOVA) statistical tool was used to calculate and interpret the data. The study's findings revealed that each of the chosen consumer sales promotion strategies had a unique effect on consumers' purchasing decisions. In particular, the price reduction was the most successful sales promotion strategy that affected consumers' purchasing decisions for ready-made clothing, followed by product displays and buy one, get one free tactics.

Gopal and Rohit (2020) did research in Indian where they examined how retail sales promotions and price reductions influence consumers' purchasing decisions. Descriptive survey approach was the foundation of their research design. Customers of two retail establishments situated in separate locations—Hallow Park and VIP Road—were utilized to gather data for the study, which was conducted in West Bengal, India. One hundred customers made up the study's sample size, and they were chosen using a straightforward random selection method. Interviews and questionnaires served as the study's data collection tools. A statistical tool - Analysis of Variance (ANOVA) was used to analyze the data gathered for the study. The findings showed that (a) price discounts in retail sales promotions have little effect on consumers' purchasing decisions, (b) only a small portion of consumers are drawn to these kinds of promotions, and (c) retail sales promotions rely on other factors to have a positive influence on consumers' purchasing decisions.

Della et al. (2020) conducted a study on the influence of in-store displays, bonus packs, and discount prices on impulsive purchases in supermarkets. The study was carried out at Padang, Indonesia's West Sumatera. The study examined how price reductions, bonus packs, and in-store displays affected Padang City shoppers' impulsive purchasing decisions. The researchers' research design was based on a quantitative survey. 96 respondents made up the research's sample size, and they were chosen using a straightforward random selection procedure. They used questionnaire to collect data, and multiple linear regression, a statistical method, was used to evaluate the results. The following conclusions were reached after the researchers tested three hypotheses: (a) price reduction, bonus packs, and in-store displays all have positive and significant effects on consumers' purchasing behaviour with regard to impulse buying, even though their effects are not the same when taken separately; (b) price reduction and in-store display have partial positive and significant effects on impulse buying; and (c) bonus packs have positive but not significant effects on impulse buying. Based on the results, the researchers suggested that Padang City supermarket managers enhance the impulsive purchasing of their goods and services by offering price breaks and in-store displays that will not only draw customers in but also encourage them to make larger purchases, boosting sales volume and business profitability.

Jewel et al. (2021) investigated the influence of price promotions (price reduction and rebate) on customer loyalty. Shoprite Shaishie Accra Mall served as a case study for the research. A descriptive survey research design served as the foundation for the study's methodology. 1,748,514 customers, who lived in the Shaishie district where Shoprite was situated, made up the research population. The study's sample size consisted of 60 respondents who were selected individually using a convenience non-probability sampling technique from among Shoprite Shaishie Accra Mall patrons. Questionnaire and in-person interviews served as the research's data collection tools. The respondents were given 60 copies of the questionnaire, which they successfully completed and returned to the researchers. The following conclusions were drawn from the analysis of the data using simple percentage, bar chart, and pie chart: (a) price promotions (discount and rebate) are the most important factors that draw customers to Shoprite; and (b) the majority of respondents strongly agreed that price promotions (discount and rebate) not only influenced their choice or patronage of Shoprite, but also influenced their decisions to make repeat purchases there. As a result, the researchers advised Shoprite's management not to set pricing before understanding market trends and the distinctions between various market categories. Once again, management should take into account how consumers view price in relation to the quality of products and services and always ensure that their pricing goals for promotions pertaining to product and service quality align with the company's overall communication goals.

In California, the United States, Beng et al. (2023) studied how customers saw bonus pack sales promotions and how they influenced their purchasing decisions. A survey approach was chosen by the researchers as their study strategy. The sample size for the study was 359 respondents in total, who were chosen at random using a straightforward random selection procedure. The research's data collection tool was a questionnaire. 340 of the 359 copies of the questionnaire that were distributed were satisfactorily filled out and returned. The t-distribution test and Pearson correlation were used to compute and statistically analyze the gathered data. The study's findings showed that (a) bonus pack sales promotions have a positive and significant impact on consumers' purchasing behavior, influencing their preference for and choice of goods and services to purchase as well as the quantity to be purchased whenever the promotion was held, and (b) consumers found smaller bonus pack offers, like "20% free," to be more realistic than larger offers, like "80% free." The study concluded that the 20% free offer would have a greater beneficial impact on customers' purchasing decisions than the 80% free offer. Because more generous offers could cannibalize sales, make consumers skeptical, and decrease patronage and sales volume for the product or service being promoted, the researchers advised marketers or businesses to focus their bonus pack sales promotion strategy on offering small bonus packs.

Methodology

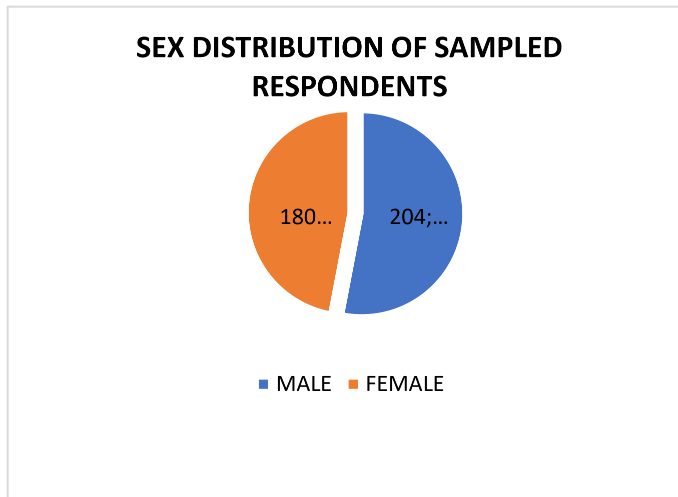
Philosophically, the research was a survey study anchored on mixed research method. The population was 7,107,587 active customers of the telecom firms – MTN, GLO, Airtel, and 9mobile used for the study from the study area according to Nigerian Communication Commission year 2024 report. The sample size was 384 customers drawn from the population with the help of Research Advisor (2006) sample size determination table under 95% confidence level with 0.05% margin of error. The 384 active customers sample size was distributed equally in the six area councils that make up the Federal Capital Territory with judgmental sampling technique with each area council having 64 respondents. Individual respondents from the council areas were randomly selected through a convenience sampling method.

Questionnaire formed the data collection instrument for the research. A total of 384 copies of questionnaire were physically distributed to the respondents in the area councils and filled copies collected back the same way. The data collected were analyzed with Spearman Rank Order Correlation with the aid of SPSS version 22.

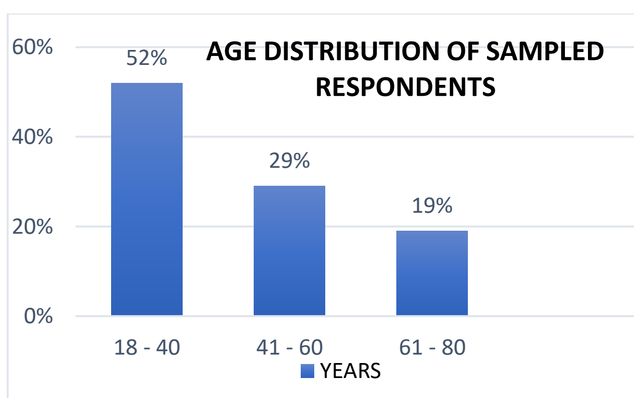
Data Presentation, Analysis, and Results

A total of 384 copies of the questionnaire were distributed to the six area councils, and they were adequately filled out and returned. Therefore, the decisions on the research were based on these 384 valid copies of the questionnaire.

Data Presentation



Information from the pie chart above shows that 204 respondents that represent 53% were males while 180 respondents that represent 47% were females.



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The above bar chart that 200 of the respondents made up of 52% are within the age bracket of 18-40 while 110 that represent 29% are within 41-60 years. 74 of them that constitute 19% are within 61-80 years.

Six hypotheses were tested in this research and they were tested with Spearman Rank Order Correlation.

Ho_1: There is no significant influence of discount strategies on customers repeat purchase of the telecom firms' services.

Bivariate Analysis

Table 4.1: Result of bivariate analysis between discount strategies and customers repeat purchase

			Discount strategies	Customers repeat purchases
Spearman (rho)	discount strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.588** .001 384
	customers repeat purchase	Correlation Coefficient Sig. (2 tailed) N	.588** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

The result from table 4.1 above shows that discount strategies have moderate and positive influence on customers repeat purchase (rho = .588**) and this influence is significant at 0.01 level as indicated by the symbol **. Consequently, the null hypothesis (Ho_1) was rejected and the alternate hypothesis was accepted.

Ho_2: There is no significant influence of discount strategies on customers' loyalty to the telecom firms.

Table 4.2: Result of bivariate analysis between discount strategies and customers loyalty

			Discount strategies	Customers loyalty
Spearman (rho)	discount strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.644** .001 384
	customers loyalty	Correlation Coefficient Sig. (2 tailed) N	.644** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 4.2 result reveals that discount strategies have a strong positive influence on customers loyalty (rho = .644**) and the symbol ** signifies that this influence is significant at 0.01 level.

Ho_3: There is no significant influence of premium strategies on customers repeat purchase of the telecom firms' services.

Table 4.3: Result of bivariate analysis between premium strategies and customers repeat purchase

			Discount strategies	Customers repeat purchase
Spearman (rho)	premium strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.721** .001 384
	customers repeat purchase	Correlation Coefficient Sig. (2 tailed) N	.721** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Information from table 4.3 indicates a strong positive influence of premium strategies on customers' repeat purchase (rho = .721**) and this influence is significant at 0.01 level as indicated by the symbol **

Ho_4: There is no significant influence of premium strategies on customers' loyalty to the telecom firms.

Table 4.4: Result of bivariate analysis between premium strategies and customers loyalty

			Discount strategies	Customers repeat purchase
Spearman (rho)	premium strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.817** .001 384
	customers loyalty	Correlation Coefficient Sig. (2 tailed) N	.817** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

The result of the analysis on table 4.4 demonstrates a very strong positive influence of premium strategies on customers' loyalty (rho = .817**) and this influence is significant at 0.01 level as indicated by the symbol **.

Ho_5: There is no significant influence of bonus strategies on customers repeat purchase of the telecom firms' services.

Table 4.5: Result of bivariate analysis between bonus strategies and customers repeat purchase

			Discount strategies	Customers repeat purchase
Spearman (rho)	bonus strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.714** .001 384
	customers repeat purchase	Correlation Coefficient Sig. (2 tailed) N	.714** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

From table 4.5, the result reveals a strong positive influence of bonus strategies on customers repeat purchase of telecom firms' services in FCT Abuja (r = .714**) and this influence is significant at 0.01 level as indicated by the symbol **.

Ho_6: There is no significant influence of bonus strategies on customers' loyalty to the telecom firms.

Table 4.6: Result of bivariate analysis between bonus strategies and customers loyalty

			Discount strategies	Customers repeat purchase
Spearman (rho)	bonus strategies	Correlation Coefficient Sig. (2 tailed) N	1.000 . 384	.454** .001 384
	customers loyalty	Correlation Coefficient Sig. (2 tailed) N	.454** .001 384	1.000 . 384

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Information from table 4.6 shows that bonus strategies have a moderate positive influence on customers' loyalty to the telecom firms' services (r = .454**) and this influence is significant at 0.01 level as indicated by the symbol **.

Results and Discussion of Findings

At the end of the computation and interpretation of results, the research revealed that all the variables under consideration – discount strategies, premium strategies, and bonus strategies positively and significantly influenced the buying behaviour of customers of the telecom firms in terms of repeat purchase of their services and loyalty to the firms.

Also, the results from the statistical calculations of the hypotheses showed that the findings were in agreement with the objectives of the study and some extant research findings on the influence of sales promotion strategies with reference to different aspects of discount, premium, and bonus strategies on consumers buying behaviour for products and services.

Specifically, the findings were also in agreement with the findings of the researches by Shahzad et al (2020), Jewel et al (2021), Ochieng (2022), Sakara & Alhassan (2021), Beng et al (2023), and Shamsi & Khan (2023). Shahzad et al. (2020) assessed the impacts of sales promotion discount price and coupon on consumers buying behaviour and realized that both discount price and coupon have positive and significant impacts on consumers buying behaviour. Jewel et al. (2021) evaluated the influence of sales promotion discount price and rebate on customers' loyalty at a retail outlet – Shoprite and discovered that discount price and rebate were instrumental to customers visit to the Shoprite.

Ochieng (2022) reviewed the influence of sales promotion premium strategies – gifts on consumers buying behaviour using alcoholic spirits as a case study and the result revealed that the promotion gifts positively influenced the buying behaviour of the consumers. Sakara & Alhassan (2021) verified the effects of sales promotion gifts on the ability of a firm to retain its customers and they discovered that the gifts were not only capable of attracting customers but equally help in retaining them.

Beng et al. (2023) on their part, examined the effects of sales promotion bonus pack on consumers buying behaviour where they got the result that the strategy has positive and significant effects on the purchase behaviour of the consumers. Shamsi & Khan (2023) assessed the influence of sales promotion buy-one-get one free on consumers purchase behaviour in the area of readymade garments and the result showed that the strategy influenced the buying behaviour of the consumers.

Conclusion and Recommendations

Based on the findings, the research therefore concluded that there is positive and significant influence of sales promotion strategies on customers choice of the telecom firms – MTN, GLO, AIRTEL, 9mobile and their services in the Federal Capital Territory, Abuja and by implication Nigeria in general.

Again standing on the conclusion, the management of the telecom firms were advised to give adequate attention to the sales promotion strategies planning and implementations as a short-term measures in order to remain in business because of the present economic depression Nigeria finds herself but were equally encouraged to engage in viable research and development to improve the quality of their services as a long-term measure in order not only attract customers but also to retain them for future transactions.

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