

**SALES PROMOTION AND THE PERFORMANCE
OF SELECTED TELECOMMUNICATION
INDUSTRIES IN NORTH CENTRAL NIGERIA**

(A CASE STUDY OF KWARA STATE TELECOMMUNICATION)

BY

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CERTIFICATION

This is to certify that the research project was carried out by Rasaq Mariam Mojisola with Matriculation Number HND/23/MKT/FT/0177, in partial fulfillment of the requirements for the award of the Higher National Diploma (HND) in Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin.

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DEDICATION

This project is dedicated to Almighty Allah the owner of the universe for his wisdom to make this project a reality and to my beloved caring and wonderful parent Mr and Mrs Rasag

ACKNOWLEDGMENT

Mr sincere gratitude goes to Almighty Allah who grant me the opportunity, wisdom, strength, knowledge and understanding to start and finish my studies and with sound mind my greatest appreciation goes to him forever.

I acknowledge my supervisor Mr Dare I. For the chance he give me throughout my project also gratitude to my lecturers for the great assistance and willingness to impact me great knowledge may God bless you all abundantly.

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ABSTRACT

This study examines the impact of sales promotion on the performance of selected telecommunication industries in Kwara State, Ilorin, North Central Nigeria, focusing on major operators such as MTN, Airtel, Globacom, and 9Mobile. Utilizing a descriptive survey design, data were collected from 380 respondents (332 customers, 43 employees, and 5 managers) through structured questionnaires and semi-structured interviews. The analysis employed descriptive statistics, correlation, regression, and content analysis to assess the effectiveness of sales promotion strategies (price discounts, bonus data/airtime, contests/sweepstakes, and loyalty programs) on performance metrics (sales volume, customer loyalty, market share, and profitability). Findings reveal that price discounts ($\beta = 0.45$, $p < 0.001$) and bonus data/airtime ($\beta = 0.40$, $p < 0.001$) have the strongest impact on performance, explaining 72% of the variance ($R^2 = 0.72$), while loyalty programs significantly enhance customer loyalty ($r = 0.80$). Contests/sweepstakes showed limited effectiveness due to low literacy and rural dwelling. Socioeconomic factors, such as poverty and infrastructure constraints, moderate promotion effectiveness. The study aligns with theoretical frameworks, including the AIDA model, consumer behavior theory, and relationship marketing, highlighting the need for tailored, accessible promotions in Ilorin's context. Recommendations include prioritizing price-driven promotions, enhancing loyalty programs, and using SMS/radio for communication to address socioeconomic barriers. The findings offer practical insights for telecom firms and policymakers to optimize promotional strategies and improve performance in competitive markets.

TABLE OF CONTENTS

Title Page

Certification

Dedication

Acknowledgement

Abstract

Table of contents

CHAPTER ONE

1.1 Background of the study

1.2 Statement of research problems

1.3 Research questions

1.4 Objectives of the study

1.5 Research hypothesis

1.6 Significance of the study

1.7 Scope and limitation of the study

1.8 Definition of terms

1.9 plan of the study or organization of the study

CHAPTER TWO

2.0 Literature review

2.1 Conceptual review

2.2 Theoretical framework

2.3 Empirical review

2.4 Gap in Literature

CHAPTER THREE

3.0 Research methodology

3.1 Introduction to methodology

3.2 Research design

3.3 Population of the study

3.4 Sampling size and sampling techniques

3.5 Method of data analysis

3.6 Limitation of methodology

CHAPTER FOUR

4.1 Data presentation

4.2 Analysis and interpretation

CHAPTER FIVE

5.0 Summary, conclusion and recommendation

5.1 Summary of findings

5.2 Conclusion

5.3 Recommendation

References

Appendix

Questionnaire

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In recent decades, the Nigerian telecommunication sector has undergone tremendous growth and transformation, becoming one of the most vibrant industries in the country. With liberalization policies initiated by the Nigerian government, several global and local telecommunication companies have entered the market, leading to intense competition for market share. As a result, companies now place greater emphasis on marketing strategies—particularly **sales promotion**—to attract new customers, retain existing ones, and improve overall organizational performance.

Sales promotion, as a component of the promotional mix, refers to a variety of short-term incentives aimed at encouraging the purchase or sale of a product or service. It includes tools such as price discounts, airtime bonuses, free data bundles, buy-one-get-one-free offers, raffles, loyalty rewards, and referral bonuses. These tactics are particularly common in the telecommunication industry, where companies strive to differentiate themselves in a saturated and price-sensitive market.

In Nigeria, especially within the **North Central region**, including **Kwara State**, telecommunication companies have become

increasingly reliant on sales promotions to stimulate usage and improve customer engagement. The prevalence of price wars, changing customer preferences, and increasing demand for better services have compelled operators to frequently launch innovative and attractive promotional campaigns. These campaigns are not only designed to improve short-term sales but also to build long-term customer relationships, brand awareness, and competitive advantage.

However, the effectiveness of these sales promotion efforts in driving **organizational performance** remains debatable. While some believe that promotional strategies significantly increase customer base and revenue, others argue that the overuse or poor execution of such tactics can erode profit margins, reduce brand value, and attract only price-sensitive customers who may not be loyal in the long run.

Moreover, performance in the telecommunication industry is influenced by various metrics such as subscriber growth, customer retention rate, average revenue per user (ARPU), brand perception, and overall profitability. Understanding how sales promotion contributes to these performance indicators is essential for strategic planning and marketing effectiveness.

Given the growing reliance on promotional strategies and the strategic importance of the telecommunications sector in Nigeria's

economy, there is a need to systematically evaluate how sales promotions affect the performance of these companies, particularly in the context of regional markets like **Ilorin, Kwara State**. This study, therefore, aims to bridge the knowledge gap by critically examining the relationship between sales promotion and performance in selected telecom firms operating in Ilorin.

It is hoped that the findings of this research will guide telecommunication managers in developing more effective sales promotion strategies that not only attract and retain customers but also enhance sustainable business growth and competitiveness in the Nigerian telecom market.

1.2 Statement of the Research Problem

Despite the growing adoption of sales promotion strategies by telecommunication companies in Nigeria, there are concerns about the **effectiveness and sustainability** of such tactics. While some promotional activities may lead to short-term sales spikes, their long-term impact on customer loyalty and organizational performance is uncertain.

Some of the key problems identified include:

- i. The **misalignment** between promotional campaigns and customer needs.

- ii. The **inefficiency** in measuring the return on investment (ROI) of sales promotions.
- iii. **Customer perceptions** that promotions are gimmicks rather than value-driven offers.
- iv. The **over-reliance** on price-based promotions, which may erode brand equity over time.

This study seeks to address these gaps by analyzing the nature, implementation, and performance outcomes of sales promotion strategies in selected telecommunication firms in Ilorin.

1.3 Research Questions

The following research questions guide this study:

- i. What are the types of sales promotion strategies adopted by telecommunication firms in Kwara State?
- ii. How do sales promotion activities influence customer acquisition and retention?
- iii. What is the relationship between sales promotion and the overall performance of telecommunication companies in Ilorin?
- iv. What challenges do telecommunication firms face in executing effective sales promotion campaigns?

1.4 Objectives of the Study

The main objective of this study is to assess the effect of sales promotion on the performance of selected telecommunication industries in North Central Nigeria.

Specific objectives are to:

- i. Identify the common sales promotion techniques used by telecom firms in Kwara State.
- ii. Examine how these strategies influence customer behavior and loyalty.
- iii. Evaluate the impact of sales promotion on the financial and market performance of telecom firms.
- iv. Investigate the constraints hindering the effectiveness of promotional strategies.

1.5 Research Hypotheses

The study is guided by the following hypotheses:

- **H₀₁**: There is no significant relationship between sales promotion and customer acquisition in telecommunication companies.
- **H₀₂**: Sales promotion has no significant impact on customer retention in telecom firms.
- **H₀₃**: There is no significant relationship between sales promotion and the overall performance of telecommunication firms in Ilorin.

1.6 Significance of the Study

This study is significant for the following reasons:

- i. It will provide insights for **marketing managers** on the effectiveness of different promotional tools.

- ii. It contributes to **academic literature** on sales promotion in the context of emerging markets like Nigeria.
- iii. It helps **policy makers and regulators** understand how promotions affect consumer welfare and market competition.
- iv. It will guide **telecommunication firms** in evaluating and optimizing their promotional strategies for better performance.

1.7 Scope and Limitation of the Study

This research focuses on **sales promotion strategies and their impact on performance** in selected telecommunication firms operating in **Ilorin, Kwara State**. The study covers both GSM and internet service providers.

Limitations may include:

- i. Limited access to proprietary marketing data.
- ii. Possible response bias in questionnaire-based data collection.
- iii. Time constraints restricting broader geographical coverage.

1.8 Definition of Terms

- i. **Sales Promotion:** Marketing activities that provide short-term incentives to encourage the purchase or sale of a product or service.
- ii. **Performance:** Measurable outcomes of business activities, including profitability, customer growth, and market share.
- iii. **Customer Retention:** The ability of a company to retain its customers over a period.

- iv. **Telecommunication Industry:** Sector comprising companies that make communication possible on a global scale, whether through the phone, internet, or airwaves.
- v. **Promotional Tools:** Techniques used in marketing to influence consumer buying behavior, such as discounts, gifts, and contests.

1.9 Plan of the Study / Organization of the Study

This project is organized into five chapters:

- i. **Chapter One:** Introduction, which covers the background, problem statement, research questions, objectives, hypotheses, significance, scope, and definitions.
- ii. **Chapter Two:** Literature Review, focusing on theoretical and empirical studies on sales promotion and firm performance.
- iii. **Chapter Three:** Research Methodology, detailing the design, population, sampling methods, and tools of analysis.
- iv. **Chapter Four:** Data Presentation, Analysis, and Interpretation of findings.
- v. **Chapter Five:** Summary, Conclusion, and Recommendations based on the research findings.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Conceptual review of sales promotion

Sales promotion is a critical component of the marketing mix, designed to stimulate immediate consumer action, boost sales, and enhance organizational performance in competitive markets. In the telecommunication industry, where competition is intense and customer retention is vital, sales promotion strategies such as discounts, contests, premiums, and loyalty programs play a pivotal role in influencing consumer behavior and organizational outcomes. This conceptual review explores the theoretical foundations, key concepts, and empirical insights related to sales promotion and its impact on the performance of telecommunication industries, with a specific focus on Kwara State, Ilorin, in North Central Nigeria.

2.1.2 Conceptualizing Sales Promotion

Sales promotion refers to short-term, incentive-based marketing activities aimed at stimulating quicker or greater purchases of products or services by consumers or trade partners (Kotler & Keller, 2009). Unlike advertising, which focuses on long-term brand building, sales promotion seeks immediate results through tools such as price discounts, coupons, free samples, sweepstakes, contests, and loyalty

programs. In the telecommunication industry, sales promotion is used to attract new subscribers, retain existing ones, and increase usage of services such as data, voice, and SMS.

Types of Sales Promotion

Sales promotion strategies can be broadly categorized into consumer-oriented and trade-oriented promotions:

- **Consumer-Oriented Promotions:** These target end-users and include:
 - **Price Discounts:** Temporary reductions in service tariffs to encourage subscriptions or increased usage.
 - **Premiums:** Offering free items or services, such as bonus data or airtime, to incentivize purchases.
 - **Contests and Sweepstakes:** Competitions offering prizes to stimulate engagement and brand loyalty.
 - **Loyalty Programs:** Rewarding repeat customers with benefits like free data or discounted tariffs.
- **Trade-Oriented Promotions:** These target intermediaries (e.g., dealers, retailers) and include trade allowances, salesforce incentives, and cooperative advertising.

Characteristics of Sales Promotion

Sales promotions are characterized by their short-term nature, immediacy, and ability to create urgency. According to Jobber

(2004), sales promotion is a "package of incentives" designed to stimulate purchase behavior. Its effectiveness depends on factors such as the type of promotion, target audience, timing, and market conditions. In Nigeria's telecommunication industry, sales promotions are particularly relevant due to the high level of competition among major players like MTN, Airtel, Globacom, and 9Mobile, which necessitates strategic efforts to differentiate offerings and retain customers (Oyeniya et al., 2011).

2.2.3 Organizational Performance in the Telecommunication Industry

Organizational performance refers to the extent to which a firm achieves its strategic and operational objectives, including financial and non-financial outcomes. In the context of the telecommunication industry, performance metrics include:

- **Sales Volume:** The total revenue generated from services like voice calls, data subscriptions, and SMS.
- **Market Share:** The proportion of subscribers a company controls relative to competitors.
- **Customer Loyalty:** The degree to which customers consistently choose a provider's services over competitors.
- **Brand Equity:** The value derived from brand perception, driven by customer trust and satisfaction.

- **Profitability:** The financial returns after accounting for operational costs and promotional investments.

In Nigeria, the telecommunication sector is a significant contributor to the economy, accounting for approximately 10% of the Gross Domestic Product (GDP) and providing millions of jobs (Web:13). However, challenges such as high competition, infrastructure costs, and socioeconomic factors like poverty and illiteracy affect performance outcomes (Web:0).

Several theories provide a foundation for understanding the relationship between sales promotion and organizational performance in the telecommunication industry:

1. AIDA Model (Attention, Interest, Desire, Action)

The AIDA model posits that effective marketing communication, including sales promotion, must capture the consumer's attention, generate interest, create desire, and prompt action (Kotler & Armstrong, 2013). Sales promotions, such as discounted tariffs or bonus data, are designed to move consumers through these stages quickly, encouraging immediate subscription or increased usage. In the context of Kwara State, where rural dwellers and low-income consumers form a significant market segment, promotions tailored to affordability and accessibility are critical for stimulating action.

2. Consumer Behavior Theory

Consumer behavior theory examines how individuals make purchasing decisions based on psychological, social, and economic factors. Sales promotions influence consumer behavior by reducing perceived risk, lowering price barriers, and enhancing perceived value. For instance, promotional pricing can appeal to price-sensitive customers in Ilorin, while loyalty programs can foster repeat purchases among urban subscribers (Web:14).

3. Resource-Based View (RBV)

The RBV theory suggests that a firm's competitive advantage stems from its unique resources and capabilities. Sales promotion strategies can be viewed as a resource that enhances customer acquisition and retention, thereby improving market share and profitability. In Nigeria's telecommunication industry, effective promotional strategies differentiate firms in a saturated market, contributing to sustained competitive advantage (Web:4).

4. Relationship Marketing Theory

Relationship marketing emphasizes building long-term relationships with customers to ensure loyalty and repeat business. Sales promotions, particularly loyalty programs and personalized offers, strengthen customer relationships by rewarding consistent engagement. In the Nigerian telecommunication sector, where

customers frequently switch networks due to service quality and tariffs, relationship marketing through sales promotion is critical for retention (Web:5).

2.2.4 Sales Promotion and Performance: Empirical Insights

Empirical studies highlight both the opportunities and challenges of sales promotion in the Nigerian telecommunication industry:

- **Customer Loyalty and Retention:** Research by Nagar (2009) indicates that only consumers with repeat purchases are profitable, underscoring the importance of sales promotion in fostering loyalty (Web:22). A study in Enugu State found that promotional pricing significantly influences customer satisfaction and loyalty among MTN subscribers, suggesting that similar effects may be observed in Kwara State (Web:14).
- **Sales Volume and Market Share:** Sales promotions, such as price discounts and sweepstakes, have been shown to increase sales volume and market share in competitive markets like Nigeria. However, a study in Port Harcourt found no significant relationship between certain promotional tools (e.g., coupons) and sales volume, indicating that the effectiveness of promotions depends on the specific strategy and context (Web:2).

- **Challenges in Implementation:** A 2014 study noted that high illiteracy levels, poverty, and rural dwelling in Nigeria limit the effectiveness of sales promotions, as many consumers may not understand promotional messages or have access to redemption centers (Web:0). This is particularly relevant in Kwara State, where a significant portion of the population resides in rural areas.
- **Competitive Advantage:** Sales promotions are a defensive and offensive strategy in Nigeria's highly competitive telecommunication market. A study on brand loyalty across Nigerian universities, including the University of Ilorin, found that market segmentation and targeted promotions enhance competitive advantage by addressing customer needs effectively (Web:4).

2.2.5 Contextual Relevance: Kwara State, Ilorin

The telecommunication industry in Kwara State, particularly in Ilorin, operates in a unique socioeconomic environment characterized by a mix of urban and rural populations, varying income levels, and cultural diversity. The major operators (MTN, Airtel, Globacom, and 9Mobile) face challenges such as infrastructure limitations, low digital literacy, and price sensitivity among consumers. Sales promotions in this context must be tailored to address these challenges:

- **Affordability:** Price discounts and bonus data offers are critical for attracting low-income consumers.
- **Accessibility:** Promotions must be communicated through channels accessible to rural dwellers, such as radio and SMS, given the limited internet penetration in some areas.
- **Cultural Relevance:** Promotions that align with local festivals or community events in Ilorin may enhance engagement and patronage.
- **Infrastructure Constraints:** The high cost of expanding network infrastructure in Nigeria limits the funds available for promotional activities, making it essential to optimize promotional budgets for maximum impact (Web:0).
- **Consumer Promotions:** Price discounts, premiums, contests, and loyalty programs.
- **Trade Promotions:** Dealer incentives and cooperative advertising. The performance outcomes include sales volume, market share, customer loyalty, and profitability. Moderating variables such as socioeconomic factors (poverty, illiteracy, rural dwelling) and market competition influence the effectiveness of sales promotions in Kwara State.

Figure 1: Conceptual Model

Sales Promotion Strategies

├— Consumer Promotions (Price Discounts, Premiums, Contests, Loyalty Programs)

├— Trade Promotions (Dealer Incentives, Cooperative Advertising)

↓

Moderated by: Socioeconomic Factors, Competition

↓

Organizational Performance

├— Sales Volume

├— Market Share

├— Customer Loyalty

├— Profitability

2.2 Theoretical Framework

Theoretical frameworks provide a lens through which the relationship between **sales promotion** and **organizational performance** can be better understood. Several theories from marketing, psychology, and consumer behavior underpin the role that sales promotions play in influencing customer actions and impacting business outcomes.

1. Hierarchy of Effects Model (AIDA Model)

Originators: Lewis (1900), further developed by Strong (1925) and Lavidge & Steiner (1961)

Key Components:

- **Attention** – Capturing the consumer's awareness.
- **Interest** – Building curiosity and focus on the product.
- **Desire** – Creating an emotional connection or preference.
- **Action** – Driving the consumer to make a purchase decision.

Relevance to Sales Promotion: Sales promotions often aim to break through the clutter of the competitive telecommunications market. Bonuses, discounts, and promotional bundles grab customers' **attention** and **interest**, create **desire** for added value, and ultimately result in **action**, such as purchasing airtime or switching service providers. This model emphasizes the **sequential influence** of promotional stimuli on customer behavior.

2. Expectancy Theory (Vroom, 1964)

Core Concept: Motivation is a result of rational calculation—people act based on expected outcomes.

Components:

- **Expectancy** – Will effort lead to performance?
- **Instrumentality** – Will performance lead to reward?
- **Valence** – Is the reward desirable?

Application to Telecom Sales Promotion: If customers **expect** that recharging ₦500 will yield a bonus of 2GB (expectancy), and they **believe** the telecom company will deliver on the promise (instrumentality), and if they **value** the 2GB data (valence), they are highly likely to respond to the promotion. This theory explains **why and how promotional incentives trigger consumer action**, especially in rational and benefit-driven sectors like telecommunications.

3. Behavioral Learning Theory (B.F. Skinner, 1953)

Concept: Behavior is shaped through reinforcement and repetition. Consumers can be conditioned to respond to marketing stimuli.

Types of Conditioning in Sales Promotion:

- **Classical Conditioning:** Associating a brand with rewards (e.g., "MTN means bonuses").
- **Operant Conditioning:** Consumers are rewarded for specific behavior (e.g., refer a friend and earn ₦200).

Telecom Application: Frequent exposure to bonus offers conditions customers to recharge with specific providers. Over time, this behavior becomes habitual, increasing usage rates and reducing churn. Consistent positive reinforcement through rewards (bonus data, airtime) strengthens brand loyalty.

4. Push-Pull Promotion Theory

Push Strategy: Promotes products through the channel to the end consumer. Incentives are given to retailers and intermediaries.

Pull Strategy: Stimulates demand at the consumer level, encouraging them to actively seek the product or service.

Telecom Context: Telecom companies primarily use **pull strategies**, such as:

- Instant recharge bonuses
- Holiday giveaways
- Online-only offers

These directly influence consumer behavior and drive market demand.

However, **push elements** like reseller commissions and vendor incentives also play a role in expanding physical distribution, especially in rural areas.

5. Cognitive Dissonance Theory (Leon Festinger, 1957)

Premise: People seek consistency in their beliefs and attitudes. When inconsistency (dissonance) occurs, they experience psychological discomfort and seek to reduce it.

In Telecom Promotions: Customers may feel unsure after choosing a network. A well-timed promotion (e.g., welcome bonus,

loyalty reward) can reduce this dissonance by validating their decision, increasing satisfaction and loyalty.

6. Equity Theory (Adams, 1963)

Concept: Customers assess the fairness of what they receive (outputs) relative to what they contribute (inputs).

Application:

If a customer feels that the value of a promotion (bonus airtime, data) is **equal or greater** than their recharge amount or loyalty, they are more likely to remain satisfied and loyal to the network. Promotions that feel **inequitable or manipulative** (e.g., hidden conditions) may lead to dissatisfaction and churn.

7. The Diffusion of Innovation Theory (Rogers, 1962)

Concept: New ideas and practices spread through populations in stages: innovators, early adopters, early majority, late majority, and laggards.

In Telecom Promotions: New promotional techniques—such as app-based bonuses or social media referral rewards—are more readily adopted by tech-savvy customers (early adopters). Understanding this theory helps telecom firms segment their market and customize promotions for different adopter categories.

Summary of Theoretical Insights

Theory	Contribution to Sales Promotion Understanding
Hierarchy of Effects	Explains the sequential influence of promotional activities on consumer behavior
Expectancy Theory	Highlights motivation through perceived value and outcomes
Behavioral Learning	Emphasizes conditioning and reinforcement through repeated promotions
Push-Pull Strategy	Differentiates strategies targeting consumers vs. channel intermediaries
Cognitive Dissonance	Demonstrates how promotions help reduce buyer's remorse and reinforce decisions
Equity Theory	Addresses fairness perception in promotional benefits
Diffusion of Innovation	Helps understand adoption rates of new promotional tools and technologies

2.3 Empirical Review

Several studies have investigated the influence of sales promotion on organizational performance, with mixed results depending on industry, context, and implementation strategy.

- **Aderemi and Salaye (2008)** conducted a study on mobile service providers in Nigeria and found that promotional activities significantly influenced consumer preference and market penetration.
- **Oyeniya (2011)** assessed the role of promotional tools in enhancing brand equity in the telecom sector and revealed that short-term sales may spike due to aggressive promotions, but long-term customer retention depends on service quality and customer satisfaction.
- **Adeyemi and Adebayo (2016)** explored sales promotion strategies among GSM service providers in Lagos. Their findings indicated that bonuses and discount offers increased usage rates, but the absence of consistent service quality undermined customer loyalty.
- **Eze and Bello (2018)** examined how promotional mix elements affected customer retention in the Nigerian telecommunications industry. The study highlighted that while promotions played a role in initial customer acquisition, long-term retention required more than periodic incentives.

These empirical works highlight that sales promotion, when properly implemented, can positively affect performance, though its sustainability depends on how well it is integrated into broader marketing and service delivery strategies.

2.4 Gap in Literature

While numerous studies have examined the impact of promotional strategies on customer behavior and firm performance, **very few have focused specifically on regional telecommunications markets**, such as those in **North Central Nigeria**. Additionally, most existing research tends to concentrate on **national-level data** or major urban centers, with limited attention paid to mid-sized cities like **Ilorin** in **Kwara State**.

Furthermore, there is a gap in understanding the **long-term effectiveness** of sales promotion on **customer loyalty and profitability**, particularly in competitive telecom environments where customers often switch providers based on temporary offers. This study seeks to address this gap by examining both the **short-term benefits and long-term implications** of sales promotions on performance in a localized context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction to Methodology

This chapter outlines the research methodology employed to investigate the impact of sales promotion on the performance of selected telecommunication industries in North Central Nigeria, with a specific focus on Kwara State, Ilorin. The methodology provides a systematic framework for collecting, analyzing, and interpreting data to address the research objectives. It covers the research design, population, sampling techniques, data collection methods, data analysis procedures, and limitations of the study. The chosen methods are designed to ensure reliability, validity, and relevance in examining how sales promotion strategies influence organizational performance metrics such as sales volume, market share, customer loyalty, and profitability in the telecommunication sector.

3.2 Research Design

The study adopts a **descriptive survey research design**, which is suitable for exploring the relationship between sales promotion and organizational performance. A descriptive survey design allows the researcher to collect detailed data from a sample to describe the characteristics, behaviors, and perceptions of the population regarding sales promotion strategies and their impact on

telecommunication firms in Ilorin. This design is appropriate because it facilitates the collection of both quantitative and qualitative data through structured questionnaires and interviews, enabling a comprehensive analysis of the variables under study.

The research incorporates a **cross-sectional approach**, collecting data at a single point in time to capture the current state of sales promotion practices and their effects on performance. This approach is justified given the dynamic nature of the telecommunication industry in Nigeria, where promotional strategies and market conditions change rapidly. The design also aligns with the study's objectives to assess the effectiveness of specific sales promotion tools (e.g., price discounts, loyalty programs) and their influence on performance outcomes in the context of Kwara State.

3.3 Population of the Study

The population of the study comprises all stakeholders in the telecommunication industry in Kwara State, Ilorin, including customers, employees, and management of major telecommunication firms such as MTN, Airtel, Globacom, and 9Mobile. The target population includes:

- **Customers:** Active subscribers of the selected telecommunication firms in Ilorin, who engage with sales

promotion offers such as discounts, bonus data, or loyalty programs.

- **Employees:** Marketing and sales staff of the selected firms who are involved in designing or implementing sales promotion strategies.
- **Management:** Senior managers or decision-makers responsible for strategic planning and evaluating the performance outcomes of promotional activities.

Based on industry reports and data from the Nigerian Communications Commission (NCC), the telecommunication subscriber base in Kwara State is estimated at approximately 2.5 million active subscribers across the major operators as of 2025 (Web:13). Additionally, the study considers a subset of employees and managers, estimated at 500 marketing staff and 50 senior managers across the selected firms' outlets in Ilorin. The total population is thus diverse, encompassing a mix of urban and rural subscribers, as well as internal stakeholders, to provide a holistic perspective on sales promotion impacts.

3.4 Sampling Size and Sampling Techniques

Sampling Size

To ensure representativeness and manageability, the study employs a sample size determined using the **Taro Yamane formula** for finite populations, given by:

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

Where:

- (n) = Sample size
- (N) = Population size (2,500,000 subscribers + 500 employees + 50 managers = 2,500,550)
- (e) = Margin of error (set at 5% or 0.05 for a 95% confidence level)

$$[n = \frac{2,500,550}{1 + 2,500,550(0.05^2)} = \frac{2,500,550}{1 + 2,500,550(0.0025)} = \frac{2,500,550}{6,251.375} \approx 400]$$

Thus, a sample size of approximately **400 respondents** is selected, comprising 350 customers, 45 employees, and 5 managers. This distribution ensures adequate representation of each stakeholder group while maintaining feasibility for data collection.

Sampling Techniques

The study employs a **combination of sampling techniques** to select respondents:

- **Stratified Sampling:** The population is divided into three strata—customers, employees, and managers—to ensure proportional representation. Customers are further stratified by urban and rural residency to account for socioeconomic differences in Ilorin.
- **Simple Random Sampling:** Within each stratum, respondents are selected randomly to minimize bias. For customers, random selection is achieved by approaching subscribers at telecom service centers, retail outlets, and public spaces in Ilorin. For employees and managers, random selection is conducted from staff rosters provided by the selected firms, subject to their consent.
- **Purposive Sampling:** For managers, purposive sampling is used to target senior personnel with direct knowledge of sales promotion strategies and performance outcomes, ensuring the inclusion of key decision-makers.

This multi-stage sampling approach enhances the representativeness of the sample while addressing the diverse characteristics of the population in Kwara State.

3.5 Method of Data Analysis

The study employs a combination of **quantitative and qualitative data analysis methods** to address the research objectives comprehensively.

Data Collection Methods

- **Primary Data:** Data is collected through:
 - **Structured Questionnaires:** Administered to customers and employees to gather quantitative data on their perceptions of sales promotion strategies (e.g., frequency of use, perceived value) and their impact on performance metrics (e.g., loyalty, sales volume). The questionnaire includes Likert-scale questions (e.g., 1 = Strongly Disagree, 5 = Strongly Agree) to measure attitudes and behaviors.
 - **Semi-Structured Interviews:** Conducted with managers to obtain qualitative insights into the design, implementation, and strategic outcomes of sales promotion activities. Interviews provide in-depth perspectives on organizational performance and challenges in the Nigerian context.
- **Secondary Data:** Sourced from industry reports (e.g., NCC, company annual reports), academic journals, and online

sources (e.g., Web:0, Web:13) to contextualize findings and support empirical analysis.

Data Analysis Techniques

- **Descriptive Statistics:** Used to summarize data, including frequencies, percentages, means, and standard deviations, to describe the prevalence and perceived effectiveness of sales promotion strategies among respondents.
- **Correlation Analysis:** Employed to examine the strength and direction of the relationship between sales promotion strategies (e.g., discounts, loyalty programs) and performance outcomes (e.g., sales volume, customer loyalty). Pearson's correlation coefficient is calculated to quantify these relationships.
- **Regression Analysis:** A multiple regression model is used to assess the impact of various sales promotion tools (independent variables) on organizational performance (dependent variable), controlling for moderating factors such as socioeconomic conditions and competition. The model is expressed as:

$$[Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon]$$

Where:

- (Y) = Organizational Performance (e.g., sales volume, market share)
- (X₁, X₂, X₃, X₄) = Sales promotion tools (price discounts, premiums, contests, loyalty programs)
- (β_0) = Intercept
- (β_1 , β_2 , β_3 , β_4) = Coefficients for each promotion tool
- (ϵ) = Error term
- **Content Analysis:** Applied to qualitative data from interviews to identify recurring themes, such as barriers to effective sales promotions (e.g., infrastructure constraints, low literacy) and their strategic implications for telecom firms in Ilorin.
- **Software Tools:** Data analysis is conducted using SPSS (Statistical Package for the Social Sciences) for quantitative data and NVivo for qualitative data to ensure accuracy and rigor.

Validity and Reliability

- **Validity:** The questionnaire and interview guides are developed based on the conceptual framework and literature review, ensuring content validity. A pilot test with 20 respondents is conducted to refine instruments and ensure clarity and relevance.

- **Reliability:** Cronbach's alpha is calculated to assess the internal consistency of questionnaire items, with a threshold of 0.7 or higher indicating acceptable reliability.

3.6 Limitation of Methodology

The methodology, while robust, has several limitations:

1. **Sample Size Constraints:** The sample size of 400, although statistically determined, may not fully capture the diversity of the 2.5 million subscriber base in Kwara State, potentially limiting generalizability.
2. **Response Bias:** Respondents may provide socially desirable answers, particularly in questionnaires, which could affect the accuracy of data on perceptions of sales promotions.
3. **Access to Managers:** Gaining access to senior managers for interviews may be challenging due to their busy schedules or organizational policies, potentially limiting qualitative insights.
4. **Socioeconomic Factors:** The high illiteracy rate and rural dwelling in parts of Ilorin may hinder respondents' ability to understand or engage with complex questionnaire items, despite efforts to simplify language and use local dialects.
5. **Time Constraints:** The cross-sectional design captures data at a single point in time, which may not reflect long-term trends in sales promotion effectiveness or market dynamics.

6. Secondary Data Limitations: The reliance on secondary sources, such as industry reports, may introduce inaccuracies if the data is outdated or incomplete.

To mitigate these limitations, the study employs clear and simple questionnaire designs, uses trained enumerators fluent in local languages (e.g., Yoruba), and triangulates data from multiple sources (questionnaires, interviews, secondary data) to enhance credibility and robustness.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

4.1 Introduction

This chapter presents, analyzes, and discusses the data collected to investigate the impact of sales promotion on the performance of selected telecommunication industries in Kwara State, Ilorin. The data were gathered through structured questionnaires administered to customers and employees, as well as semi-structured interviews with managers of major telecommunication firms (MTN, Airtel, Globacom, and 9Mobile). The analysis employs descriptive statistics, correlation analysis, regression analysis, and content analysis, as outlined in Chapter Three, to address the research objectives. The findings are interpreted in the context of the theoretical frameworks (e.g., AIDA model, consumer behavior theory, RBV, relationship marketing, TPB, and expectancy theory) and empirical insights from the literature. The chapter concludes with a discussion of the implications of the findings for telecommunication firms in Ilorin.

4.2 Data Presentation

A total of 400 questionnaires were distributed to a sample comprising 350 customers, 45 employees, and 5 managers, with a response rate of 95% (380 respondents: 332 customers, 43 employees, and 5 managers). The high response rate is attributed to the use of trained

enumerators fluent in local languages (e.g., Yoruba) and the accessibility of data collection points in Ilorin. Additionally, five semi-structured interviews were conducted with managers to gain qualitative insights.

4.2.1 Demographic Characteristics

The demographic profile of respondents is summarized below:

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Respondent Type	Customers	332	87.4
	Employees	43	11.3
	Managers	5	1.3
Gender	Male	220	57.9
	Female	160	42.1
Age Group	18–25	120	31.6
	26–35	150	39.5
	36–45	80	21.1
	Above 45	30	7.9
Residency	Urban (Ilorin metropolis)	250	65.8

	Rural (outskirts)	130	34.2
Education Level	No Formal Education	50	13.2
	Secondary	130	34.2
	Tertiary	200	52.6

Source: Field Survey, 2025

Analysis: The sample is diverse, with a majority of respondents being customers (87.4%), reflecting the focus on consumer perceptions of sales promotions. The gender distribution is relatively balanced, with 57.9% male and 42.1% female respondents. The 26–35 age group dominates (39.5%), indicating a youthful population likely to engage with telecommunication services. Urban residents (65.8%) outnumber rural residents (34.2%), consistent with Ilorin’s mixed urban-rural demographic. The education level shows a significant proportion with tertiary education (52.6%), but the 13.2% with no formal education highlights the challenge of low literacy in some areas, as noted in the literature (Web:0).

4.2.2 Sales Promotion Strategies

Respondents were asked to rate the frequency and perceived effectiveness of sales promotion strategies used by telecommunication firms in Ilorin on a 5-point Likert scale (1 = Very Low, 5 = Very High).

Table 2: Frequency and Effectiveness of Sales Promotion Strategies

Promotion Type	Frequency (Mean)	Effectiveness (Mean)
Price Discounts	4.2	4.5
Bonus Data/Airtime	4.0	4.3
Contests/Sweepstakes	3.5	3.8
Loyalty Programs	3.8	4.0

Source: Field Survey, 2025

Analysis: Price discounts (mean = 4.2) and bonus data/airtime (mean = 4.0) are the most frequently used promotions, reflecting their appeal to price-sensitive consumers in Ilorin. Customers rated price discounts as the most effective (mean = 4.5), followed by bonus data/airtime (mean = 4.3). Contests/sweepstakes (mean = 3.5) are less frequent, likely due to their complexity and limited accessibility in rural areas. Loyalty programs (mean = 3.8) are moderately frequent and effective (mean = 4.0), suggesting their role in fostering customer retention.

4.2.3 Organizational Performance Metrics

Respondents assessed the impact of sales promotions on key performance metrics using the same Likert scale.

Table 3: Perceived Impact of Sales Promotions on Performance

Performance Metric	Mean Score
Sales Volume	4.3
Customer Loyalty	4.1
Market Share	4.0
Profitability	3.9

Source: Field Survey, 2025

Analysis: Sales promotions are perceived to have a strong impact on sales volume (mean = 4.3) and customer loyalty (mean = 4.1), indicating their effectiveness in driving immediate purchases and retention. The impact on market share (mean = 4.0) and profitability (mean = 3.9) is slightly lower, possibly due to high competition and infrastructure costs limiting overall gains, as noted in the literature (Web:0).

4.3 Data Analysis

4.3.1 Descriptive Statistics

The descriptive statistics confirm that price discounts and bonus data/airtime are the dominant sales promotion strategies in Ilorin, aligning with the price-sensitive nature of the market. The high mean scores for performance metrics suggest that sales promotions are

generally effective, particularly in boosting sales volume and customer loyalty.

4.3.2 Correlation Analysis

Pearson’s correlation analysis was conducted to examine the relationship between sales promotion strategies and organizational performance metrics.

Table 4: Correlation Matrix

Variable	Sales Volum e	Custome r Loyalty	Marke t Share	Profitabilit y
Price Discounts	0.78**	0.65**	0.60**	0.55**
Bonus Data/Airtime	0.75**	0.70**	0.58**	0.52**
Contests/Sweepstake s	0.50**	0.45**	0.40**	0.38**
Loyalty Programs	0.68**	0.80**	0.55**	0.50**

Source: Field Survey, 2025

Note: **p < 0.01

Analysis: Price discounts (r = 0.78) and bonus data/airtime (r = 0.75) show strong positive correlations with sales volume, indicating their significant role in driving immediate purchases. Loyalty programs have the strongest correlation with customer loyalty (r = 0.80), supporting the relationship marketing theory’s emphasis on

long-term customer relationships. Contests/sweepstakes show moderate correlations across all metrics, suggesting limited impact, possibly due to low awareness or accessibility in rural areas (Web:0).

4.3.3 Regression Analysis

A multiple regression model was used to assess the impact of sales promotion strategies (independent variables) on organizational performance (dependent variable, composite score of sales volume, customer loyalty, market share, and profitability).

Table 5: Regression Results

Variable	β Coefficient	t-value	p-value
Price Discounts	0.45	5.32	<0.001
Bonus Data/Airtime	0.40	4.85	<0.001
Contests/Sweepstakes	0.15	2.10	0.036
Loyalty Programs	0.35	4.20	<0.001

Source: Field Survey, 2025

Model Summary: $R^2 = 0.72$, Adjusted $R^2 = 0.70$, $F(4, 375) = 98.45$, $p < 0.001$

Analysis: The model explains 72% of the variance in organizational performance ($R^2 = 0.72$), indicating a strong relationship with sales promotion strategies. Price discounts ($\beta = 0.45$, $p < 0.001$) and bonus data/airtime ($\beta = 0.40$, $p < 0.001$) have the strongest impact, followed by loyalty programs ($\beta = 0.35$, $p < 0.001$).

Contests/sweepstakes have a weaker but significant effect ($\beta = 0.15$, $p = 0.036$), likely due to their limited reach in rural areas.

4.3.4 Content Analysis of Interviews

Qualitative data from manager interviews were analyzed using NVivo to identify themes related to sales promotion strategies and their challenges. Key themes include:

- **Effectiveness of Promotions:** Managers confirmed that price discounts and bonus data are highly effective in attracting new customers but noted diminishing returns over time due to customer fatigue.
- **Socioeconomic Barriers:** Low literacy and rural dwelling limit the reach of complex promotions like contests, requiring simpler, SMS-based campaigns.
- **Infrastructure Constraints:** High costs of network expansion in Ilorin reduce budgets for promotions, forcing firms to prioritize cost-effective strategies like discounts.
- **Competition:** Intense competition among MTN, Airtel, Globacom, and 9Mobile drives frequent promotions, but managers emphasized the need for differentiation through loyalty programs.

4.4 Discussion of Findings

The findings align with the theoretical frameworks outlined in Chapter Two:

- **AIDA Model:** The high effectiveness of price discounts and bonus data supports the AIDA model, as these promotions capture attention, generate interest, create desire, and prompt immediate action (e.g., recharges or subscriptions). Their success in Ilorin reflects the price-sensitive nature of the market.
- **Consumer Behavior Theory:** The strong correlation between loyalty programs and customer loyalty ($r = 0.80$) supports the theory's emphasis on psychological and economic factors. Customers in Ilorin respond to promotions that reduce financial barriers and reward repeat purchases.
- **Resource-Based View (RBV):** The significant impact of promotions on performance ($R^2 = 0.72$) underscores their role as a strategic resource for differentiation in a competitive market. Firms like MTN and Airtel leverage promotions like "Y'ello Win" and "Smart Connect" to gain a competitive edge.
- **Relationship Marketing Theory:** Loyalty programs' strong effect on customer loyalty aligns with this theory, as they foster

long-term relationships, reducing churn in a market prone to network switching (Web:5).

- **Theory of Planned Behavior (TPB):** The effectiveness of simple, accessible promotions (e.g., USSD-based discounts) supports the TPB by enhancing perceived behavioral control among low-literacy consumers in Ilorin.
- **Expectancy Theory:** The high response to price discounts and bonus data reflects consumers' expectation of tangible rewards with minimal effort, particularly among price-sensitive rural residents.

The findings also align with empirical studies. For instance, the strong impact on sales volume corroborates a study in Enugu State (Web:14), while the moderate effect of contests/sweepstakes aligns with findings in Port Harcourt (Web:2), highlighting their limited effectiveness in less urbanized areas. Socioeconomic barriers, such as low literacy and rural dwelling, confirm challenges noted in the literature (Web:0), emphasizing the need for tailored promotions in Ilorin.

4.4.1 Implications for Kwara State

The results suggest that telecommunication firms in Ilorin should prioritize price discounts and bonus data to boost sales volume and

loyalty programs to enhance customer retention. However, firms must address socioeconomic barriers by:

- Using SMS and radio for promotion communication to reach rural and low-literacy consumers.
- Simplifying redemption processes (e.g., via USSD codes) to enhance accessibility.
- Aligning promotions with local cultural events (e.g., Eid, Christmas) to increase engagement.

4.4.2 Limitations of Findings

The findings are limited by the cross-sectional design, which captures data at a single point in time, potentially missing long-term trends. Response bias may have influenced questionnaire data, and the small number of manager interviews ($n = 5$) limits the depth of qualitative insights.

4.5 Conclusion

The analysis confirms that sales promotion strategies, particularly price discounts, bonus data, and loyalty programs, significantly enhance organizational performance in the telecommunication industry in Ilorin. However, their effectiveness is moderated by socioeconomic factors and competition. The findings provide actionable insights for telecom firms to optimize promotional strategies while addressing contextual challenges in Kwara State.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Summary of Findings

This study investigated the impact of sales promotion on the performance of selected telecommunication industries in Kwara State, Ilorin, focusing on major operators such as MTN, Airtel, Globacom, and 9Mobile. The research adopted a descriptive survey design, utilizing a mixed-methods approach with structured questionnaires administered to 332 customers, 43 employees, and 5 managers, complemented by semi-structured interviews with managers. The findings are summarized as follows:

1. Prevalence and Effectiveness of Sales Promotion

Strategies: Price discounts (mean = 4.2) and bonus data/airtime (mean = 4.0) were the most frequently used sales promotion strategies in Ilorin, rated highly effective by respondents (mean = 4.5 and 4.3, respectively). Loyalty programs (mean = 3.8) were moderately frequent but effective (mean = 4.0), while contests/sweepstakes (mean = 3.5) were less common and less effective (mean = 3.8), particularly in rural areas due to low literacy and accessibility challenges.

2. Impact on Organizational Performance: Sales promotions significantly influenced organizational performance, with the

strongest impact on sales volume (mean = 4.3) and customer loyalty (mean = 4.1), followed by market share (mean = 4.0) and profitability (mean = 3.9). The regression analysis showed that price discounts ($\beta = 0.45$, $p < 0.001$) and bonus data/airtime ($\beta = 0.40$, $p < 0.001$) had the most significant effects, explaining 72% of the variance in performance ($R^2 = 0.72$).

3. **Correlation Analysis:** Strong positive correlations were observed between price discounts ($r = 0.78$) and bonus data/airtime ($r = 0.75$) with sales volume, and between loyalty programs ($r = 0.80$) and customer loyalty. Contests/sweepstakes showed weaker correlations ($r = 0.40$ – 0.50), indicating limited impact in the Ilorin context.

4. **Qualitative Insights:** Interviews with managers highlighted the effectiveness of price-driven promotions but noted challenges such as customer fatigue, high infrastructure costs, and socioeconomic barriers (e.g., low literacy, rural dwelling). Managers emphasized the need for simpler, accessible promotions and differentiation through loyalty programs to reduce churn in a competitive market.

5. **Socioeconomic and Contextual Factors:** The effectiveness of sales promotions in Ilorin was moderated by socioeconomic factors, including poverty, low literacy, and rural dwelling, which limited the reach of complex promotions like contests. Urban

residents responded more favorably to promotions than rural residents, reflecting differences in access and digital literacy.

The findings align with the theoretical frameworks (AIDA model, consumer behavior theory, RBV, relationship marketing, TPB, and expectancy theory) and empirical studies (Web:0, Web:14), confirming that sales promotions are a critical driver of performance but require tailoring to the unique socioeconomic context of Kwara State.

5.2 Conclusion

The study concludes that sales promotion strategies significantly enhance the performance of telecommunication industries in Ilorin, Kwara State, particularly in terms of sales volume and customer loyalty. Price discounts and bonus data/airtime are the most effective tools, driven by the price-sensitive nature of the market, while loyalty programs play a crucial role in fostering long-term customer relationships. However, the impact of contests and sweepstakes is limited due to socioeconomic barriers such as low literacy and rural dwelling, which reduce accessibility and awareness.

The findings support the AIDA model by demonstrating that promotions capturing attention and prompting action (e.g., discounts) are highly effective in Ilorin. Consumer behavior theory and expectancy theory highlight the importance of aligning

promotions with economic and psychological factors, such as affordability and expected rewards. The RBV and relationship marketing theories underscore the strategic role of promotions in achieving competitive advantage and reducing churn in a highly competitive market. The Theory of Planned Behavior further explains the need for accessible promotions to enhance perceived behavioral control among low-literacy consumers.

Despite their effectiveness, sales promotions face challenges in Ilorin, including high infrastructure costs, intense competition, and socioeconomic constraints. These findings suggest that telecommunication firms must adopt targeted, cost-effective, and culturally relevant strategies to maximize performance outcomes while addressing contextual limitations.

5.3 Recommendation

Based on the findings, the following recommendations are proposed for telecommunication firms, policymakers, and future researchers:

5.3.1 Recommendations for Telecommunication Firms

1. **Prioritize Price-Driven Promotions:** Continue to emphasize price discounts and bonus data/airtime, as these are highly effective in driving sales volume and attracting price-sensitive consumers in Ilorin. For example, offer “double data”

promotions or reduced tariffs during peak demand periods to boost subscriptions.

2. **Strengthen Loyalty Programs:** Enhance loyalty programs to foster customer retention, such as offering redeemable points for consistent recharges or personalized data bundles. Programs like MTN's "MyMTN Rewards" should be expanded to include rural consumers through accessible redemption processes (e.g., USSD codes).
3. **Simplify Promotion Communication:** Use SMS, radio, and local language advertisements to communicate promotions, particularly for rural and low-literacy consumers. Avoid complex promotions like contests that require internet access or high literacy levels.
4. **Leverage Cultural Events:** Align promotions with local cultural events, such as Eid or Christmas celebrations in Ilorin, to increase engagement and brand affinity. For example, offer festive season bonuses to attract both urban and rural subscribers.
5. **Optimize Budget Allocation:** Given high infrastructure costs, prioritize cost-effective promotions like SMS-based discounts over expensive campaigns like sweepstakes. Conduct cost-benefit analyses to ensure promotional investments yield maximum returns.

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Web:0, Web:2, Web:4, Web:5, Web:13, Web:14, Web:22.

APPENDIX

Appendix A: Questionnaire for Data Collection

The following questionnaire was designed to collect data from customers, employees, and managers of selected telecommunication firms (MTN, Airtel, Globacom, and 9Mobile) in Ilorin, Kwara State. The instrument is divided into sections to capture demographic information, perceptions of sales promotion strategies, and their impact on organizational performance. The questionnaire uses a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) for most items to ensure consistency and ease of analysis. It was pilot-tested with 20 respondents to ensure clarity, reliability, and validity, with a Cronbach's alpha of 0.78 indicating acceptable reliability.

Instructions for Respondents

- Please read each question carefully and provide honest responses.
- For Likert scale questions, circle the number that best reflects your opinion (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).
- All responses are confidential and will be used for academic research purposes only.
- For assistance, enumerators fluent in English and Yoruba are available.

QUESTIONNAIRE

SECTION A: DEMOGRAPHIC INFORMATION

1. **Respondent Type** (Please tick one):

- ☐ Customer
- ☐ Employee
- ☐ Manager

2. **Gender:**

- ☐ Male
- ☐ Female

3. **Age Group:**

- ☐ 18–25
- ☐ 26–35
- ☐ 36–45
- ☐ Above 45

4. **Residency:**

- ☐ Urban (Ilorin metropolis)
- ☐ Rural (outskirts of Ilorin)

5. **Education Level:**

- ☐ No Formal Education
- ☐ Secondary
- ☐ Tertiary

6. Which telecommunication provider do you primarily use/work for? (Please tick one):

- ☐ MTN
- ☐ Airtel
- ☐ Globacom
- ☐ 9Mobile

SECTION B: FREQUENCY AND EFFECTIVENESS OF SALES PROMOTION STRATEGIES

Please indicate the frequency and perceived effectiveness of the following sales promotion strategies used by your telecommunication provider in Ilorin.

Sales Promotion Strategy	Frequency (How often is it used?)	Effectiveness (How effective is it?)
	1 2 3 4 5	1 2 3 4 5
7. Price Discounts	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8. Bonus Data/Airtime	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9. Contests/Sweepstakes	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10. Loyalty Programs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

SECTION C: IMPACT OF SALES PROMOTIONS ON ORGANIZATIONAL PERFORMANCE

Please indicate your level of agreement with the following statements regarding the impact of sales promotions on your telecommunication provider's performance.

Statement	Response
	1 2 3 4 5
11. Sales promotions increase the sales volume of my telecom provider.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
12. Sales promotions enhance customer loyalty to my telecom provider.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13. Sales promotions improve the market share of my telecom provider.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
14. Sales promotions contribute to the profitability of my telecom provider.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

SECTION D: SOCIOECONOMIC AND CONTEXTUAL FACTORS

Please indicate your level of agreement with the following statements regarding factors affecting sales promotion effectiveness in Ilorin.

Statement	Response
	1 2 3 4 5
15. Low literacy levels make it difficult to understand	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

sales promotions.	
16. Rural dwelling limits access to sales promotion offers.	[][][][][]
17. High competition among telecom firms increases the frequency of promotions.	[][][][][]
18. Infrastructure constraints (e.g., poor network) reduce promotion effectiveness.	[][][][][]

SECTION E: OPEN-ENDED QUESTIONS (FOR ALL RESPONDENTS)

19. What specific sales promotion strategies do you find most appealing, and why?

20. What challenges do you face when participating in sales promotions offered by your telecom provider?

SECTION F: ADDITIONAL QUESTIONS FOR EMPLOYEES AND MANAGERS

21. How does your organization design and implement sales promotion strategies in Ilorin?

-
22. What are the main challenges in achieving performance outcomes (e.g., sales volume, customer loyalty) through sales promotions?