

The Impact of Promotional Pricing on Marketing Performance in the Nigerian Telecommunication Industry. A Study of MTN Enugu State Nigeria

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Abstract

The study aims to discover how promotional pricing affects marketing performance at MTN in Nigeria's Enugu State. Multiple linear regressions were employed to evaluate the hypotheses, and a quantitative research approach was used. An explanatory research approach was used to investigate and explain the effect of promotional pricing on marketing performance. The probability sampling method, which selects the sample using stratified randomization, was employed in this investigation. The sample size was calculated using the RAOSOFT sample size calculator, which suggested a sample size of 297. Factor analysis was then performed to test the validity of the numerous scale items that make up the subconstruct in the model. Kaiser-Meyer-Olkin (KMO) and Cronbach's alpha were used to test the data's sufficiency, appropriateness, and robustness. The SPSS 28.0 version was used to analyse the information gathered from respondents. The findings demonstrate that promotional pricing influences customer satisfactions, brand switching, and customer loyalty among MTN consumers in Enugu State, Nigeria. The outcomes further support the model's applicability and robustness in evaluating the correlations among the variables that are important to this investigation. It is advised that MTN in Nigeria's Enugu State take customer pleasure into account as a precondition for boosting customer loyalty through special pricing. The paper ends with a call for additional research to examine the model's applicability and robustness in a wide range of contexts and industries.

Keywords: *Customer brand switching, Customer loyalty, Customer satisfaction and promotional pricing.*

Introduction

Most businesses are expanding entities that want to turn a profit. Customer loyalty is essential to achieving this goal and is essential to the success of corporate organisations. Due to fierce rivalry from both domestic and foreign businesses, the telecommunications sector in Southeast Nigeria is very competitive. Many firms in the telecom sector have recently changed their attention from customer acquisition and retention to customer loyalty. Customer loyalty offers long-term economic benefits to businesses by strengthening existing customer relationships and enabling the acquisition of new consumers at a cheaper cost,

which explains why participants in the telecoms sector are ready to implement it [1]. Promotional pricing has generated several advantages, such as increased market share and profitability as well as the capacity to create new revenue streams; increased buying activity; attracting new customers; creating a competitive edge; enhancing customer loyalty; and acting as a publicity tool for new products [2].

To the best of the researcher's knowledge, there aren't many studies that have looked at the study's topic. In the telecommunications sector, research has been done on sales promotion and how it affects customer loyalty; it has also been studied how brand identity affects customer

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loyalty and how sales promotion affects customer retention [3].

To the best of the researcher's knowledge, no research has been done in MTN Southeast Nigeria. Studies concentrating on promotional pricing and marketing effectiveness in the telecommunications business are still rare in the literature in the Nigerian environment. The current study examines the impact of promotional pricing on marketing performance in MTN in an effort to close these information gaps and add to the body of existing work, Enugu state Nigeria. Every business makes goals to keep customers and earn their loyalty. As a result, businesses use a variety of promotional tactics to attract new customers and keep hold of current ones. For instance, MTN has used a variety of promotional strategies in Nigeria, such as free midnight calls, airtime bonuses, and bonus data, as well as product strategy, pricing strategy, place and distribution strategy, promotional and advertising strategy, and service strategy.

Although it has been demonstrated that effective promotional pricing increases sales and offers chances for up- and cross-selling, it can also have negative effects if used incorrectly [3]. With relation to MTN Enugu in Nigeria, the main issue is the inefficient management and promotion of various network services and providers.

They have both internal and exterior issues. On the outside, MTN is up against competition from other network service providers who are all striving for a larger market share. The majority of MTN Nigeria's customers, who live in the vicinity, do not understand promotional messaging, which presents another communication difficulty, and are not always able to reach other branch offices. Promotional pricing is necessary to increase brand awareness and highlight the value of the brand by highlighting the brand and a variety of advantages for consumers who choose to purchase the brand.

To successfully accomplish this, the brand must be powerful and endowed with sufficient virtues to inspire customers to repurchase it after being convinced to do so by promotional price efforts. Price sensitivity, brand switching, and low rates of repeat purchases are issues with promotional pricing.

These challenges emphasize the need for focused study that looks at how both monetary and non-monetary marketing affect customer loyalty.

This study's main objective is to ascertain how promotional pricing affects consumer satisfaction, brand loyalty, and brand switching at MTN Enugu State in Nigeria. This study's primary goal is to examine how promotional pricing affects MTN's marketing performance in Nigeria's Enugu State.

Limitations

During this study, some difficulties occurred. Resources and the availability of pertinent materials strategic to the subject under study were the main causes of these constraints. It was more difficult than anticipated and took a lot of effort to obtain the various promotional price profiles for MTN Nigeria.

In addition to the aforementioned, it took longer than anticipated to obtain first-hand information from the respondents who made up the participant list. Due to the significant amount of MTN subscribers, the study was restricted to Enugu State, and as a result, the promotional pricing for MTN Nigeria was only measured there.

This alone is a limitation in terms of informing managers of marketing strategies that will affect all MTN subscribers countrywide. It would be ideal to conduct a country-wide survey to fully measure the promotional pricing of MTN Nigeria, as this will show a broader picture that will inform management on the best strategies to adopt.

The study was completed despite these obstacles, and its results were presented as impartially as feasible.

Review of Literature

Overview of the Telecommunication Industry

After the oil business, the telecom sector is reportedly Nigeria's most dynamic and competitive sector [5]. The telecom industry in Nigeria is extremely competitive, and telecom companies use a variety of sales and promotional techniques to try to attract and keep customers. With over one hundred seventy million (170) GSM customers and continued growth, Nigeria's telecommunications sector is one of the largest in Africa. It also has one of the highest fixed-line penetration rates and is expected to generate a billion dollars in overall revenue by 2022 [5]. There remain tremendous growth prospects in the Nigerian telecommunications industry, which has huge attraction for new entrants. For instance, Airtel (India's largest telecom company) acquired Zain, Nigeria's third-largest mobile telecom operator, in 2010. Etisalat entered the Nigerian telecom industry in January 2007. The transactions displayed above demonstrate the Nigerian telecom market's level of attractiveness. In Nigeria, the telecom sector supported around 8,000 direct first-tier jobs (vendors, PR firms, operators' call centre agents, security, etc.) and an estimated thirty (30) million indirect second-tier jobs [5]. Today, there are twelve telecommunications companies operating in the Nigerian market, which are: MTN Nigeria, 9 Mobile, Globacom, Airtel Nigeria, Smile Nigeria, Main One, Spectra Net, Swift Network Limited, NTEL, L. M. Ericsson Nigeria LTD, Netcom Nigeria Limited, as well as We Konnect, which provides both GSM and mobile fixed wireless services. To compete successfully in this environment, telecommunications operators have developed promotion strategies that include airtime bonuses, reductions in airtime rates, free SMS, free credit, and small top-ups, among others. The main aim of these strategies was not only to beat the competition and retain customers but also to attract new customers by offering attractive

packages. The study area is MTN Enugu state Nigeria.

Promotion

According to [6], promotion is a process by which businesses interact with their target audiences to inform, direct, remind, update, persuade, and encourage consumers to adopt, buy, and consume their offerings. This is done by implementing creative campaigns using personal selling, direct marketing, advertising, sales promotion, public relations, and word-of-mouth communication. The use of promotion as a marketing tool helps suppliers and buyers communicate with one another. By doing this, the vendor seeks to persuade and influence customers to purchase their goods or services. It helps to inform people about the good, the service, or the business [6].

Sales Promotion

The word "sales promotion" refers to "short-term incentives that are offered to the ultimate customers to encourage them to make an immediate purchase of the product or service." Sales promotion is described as "those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and other dealer effectiveness measures, such as displays, shows, expositions, demonstrations, and various other nonroutine" ongoing sales efforts not in routine. The term "sales promotion" may also refer to all marketing and promotional efforts that, aside from advertising, personal selling, and publicity, aim to entice and persuade consumers to make purchases using incentives including discounts, rebates, displays, and demonstrations [7].

Promotional Pricing

Promotional pricing can be used to persuade current consumers to switch brands in favor of a new one or to lure new customers who have never used the product to use it. Additionally, it may have an impact on the brands, volumes, and consumption rates of consumers. Customers may purchase more goods when there are

discounts since they have more money to spend. Sales have increased because of increased product perceived value and the cost savings that result from lower product costs. Additionally, because the specials are only available for a short time, customers are under pressure to buy the products immediately [8].

Customer Satisfaction

When customers' pre-consumption expectations of a good or service meet or surpass their actual consumption experience, they are said to be in a satisfied state of mind. Customer satisfaction is the overall percentage of customers who use a specific product and are pleased and satisfied with it. Customer satisfaction is subjective because only those who use or consume a product can gauge their level of satisfaction with it. It is made up of a customer's views, assessments, and psychological responses to their experience with a product or service. [9]. One of the strongest drivers of customer loyalty is customer pleasure. The perception that a product has met or is beyond a customer's expectations is known as customer satisfaction [9].

Customer Loyalty

The meaning of "customer loyalty" describes a consumer's dedication to a good or service. By delivering high-quality services and offers during different buy professions, customer loyalty can be increased in the consumer's mind [10]. For instance, a coupon for free airtime after buying five airtimes, a cash discount offer, and such initiatives will entice customers to stick around. Iglesias adds that "the customer's willingness to develop a long-term relationship with a specific brand and recommend such a brand to other people [11]" is another definition of customer loyalty. A consumer's strong attachment to and fondness for a company's goods and services is known as customer loyalty. Customer loyalty can also be characterized as a steadfast will to continue using a company's goods and services despite potential deterrents

from rivals. A "loyal customer" is defined in the context of this study as a subscriber to a mobile telecommunications company in Nigeria who tends to stick with such a company even in the face of ongoing competitive offerings in the form of discounts, free airtime, bonuses, advertisements, and other promotional offerings from rival mobile telecommunication companies. Customer loyalty is described as the determination to repeatedly make purchases of a preferred good or service, despite external circumstances and marketing initiatives that would encourage switching behavior [9].

Customer Brand Switching

consumer brand switching is the act of a consumer leaving his or her regular service provider and switching to another, typically because of unhappiness or other issues [10]. In the telecom sector, brand switching by customers can be either partial or complete. This implies that a consumer has the option to temporarily cancel their subscription to a particular network provider or to completely cease utilizing their services [12]. Brand switching can occur for any product. Brand switching is a customer switching from one brand in the same category to another. It is also a condition when a consumer moves his brand loyalty to other brands and even ends up using the previous brand. One of the considerations among customers for switching brands is switching cost. which can be a barrier for customers to switch brands. Switching costs can be defined as psychological.

Development of Research Hypothesis

The Connection between Promotional Pricing and Customer Satisfaction

When the financial advantages outweigh the cost to the customer, there is increased customer satisfaction. To determine customer happiness and brand loyalty, price is therefore crucial. Customer satisfaction can go up with promotions [13]. Customers who are pleased with the information they have gotten are more likely to

recommend certain service providers. Customer loyalty will rise in direct proportion to customer satisfaction, which is increased by promotional activity. Customer loyalty is positively and significantly impacted by promotional pricing. There is a connection between promotional prices and consumer satisfaction. Therefore, It is hypothesized that:

H₁: Promotional pricing has a significant positive influence on customer satisfaction.

The Connection between Promotional Pricing and Customer Brand Switching

Promotional pricing plays a major role in influencing customers toward brand switching. Companies focus on the promotional pricing offers of their competitors. The switch in brand is directly linked to the promotional pricing. Promotional pricing for one brand has a direct effect on the other brand. Customers are continuously attracted by promotional pricing. Moreover, companies observe their competitors' promotional activities and take corrective action to retain customers and prevent them from switching brands. A study by Nagadeepa, Selvi and Pushpa suggests that promotional pricing is more likely to induce consumers to switch brands and to attract loyal customers of that brand. Promotional pricing such as competitions, price discounts, coupons as well as free samples had the greatest effect on influencing consumers to switch brands. If the telecom company charges low prices and provides good services, then switching to others will be reduced, and the customer will be more satisfied. When low prices are charged, more customers are moved toward satisfaction [14]. Therefore, it is hypothesized that:

H₂: Promotional pricing has a significant positive influence on customer brand switching.

The Connection between Customer Loyalty and Satisfaction

Customer loyalty is influenced by customer satisfaction, and loyal customers are those who are satisfied. In the setting of a supermarket,

customer happiness statistically significantly affects customer loyalty [15]. Customer satisfaction is a gauge of how well a company's product or service addresses customers' demands overall. The outcome of the evaluation that customers anticipate from the purchase of a product is customer satisfaction. A mindset called customer satisfaction combines customer satisfaction with the quality of a good or service. Additionally, customer satisfaction is crucial for businesses to assess the quality of services offered because it predicts how loyal a customer will be to a service. Customer loyalty relates to how businesses sustain and retain customers, so they continue to use their goods or services, and goes beyond just pleasing customers. Therefore, it is hypothesized that:

H₃: Customer satisfaction has a significant positive influence on customer loyalty.

The Connection between Customer Satisfaction and Customer Brand Switching

Low brand switching among consumers is a result of high customer satisfaction. Customers who are happy with their purchases are more inclined to recommend the product to others and may stay with that brand. The majority of the time, satisfaction is viewed as the main consideration. Dissatisfied customers might have a greater impact on a company's revenues than satisfied customers because they are more inclined to look for what they are looking for in services offered by other rivals [9]. Customer satisfaction is crucial to a business's performance and profitability [9]. One of the key elements that influence brand switching is customer happiness, which is multidimensional to be more explicit, it pertains to all services offered by service providers; as a result, a lack of satisfaction in one aspect of the business may result in a loss of contentment with the entire service, which may result in brand switching. Accordingly, the fourth hypothesis of the study is developed as follows:

H₄: Customer satisfaction has a significant positive influence on customer brand switching.

The Connection between Customer Brand Switching and Customer Loyalty

Brand switching refers to the potential for a consumer to shift their current transactions with one brand to a rival [16]. Consumers typically stick with the same brand because they grow accustomed to it, feel emotionally connected to it, or do so because switching would be expensive. On the other hand, they also switch to other brands out of boredom, dissatisfaction, or disidentification with the current brand, or because of the product advantage, lower price, preferential policies, or conveniences of other brands [17]. Brand switching influences a person's loyalty because barriers to customers' feelings are tied to psychological, social, functional, and ritual variables in addition to economic values. In addition, brand trust is also an affective bond between customers and the brand, and customers rely on and love to use the current brand. Therefore, it is hypothesized that:

H₅: Customer brand switching has a significant positive influence on customer loyalty among

The Connection between Promotional Pricing and Customer Loyalty

According to research by [18], promotions can increase customer happiness. Customers are more likely to remain loyal and refer to service providers if they are happy with the information they have received. As a result, promotions and customer loyalty are related. Pricing promotions may improve customer loyalty. Sales promotions have a beneficial influence on brand loyalty, according to research on how they affect consumer-based brand equity. According to the findings, non-monetary promotions are more successful in fostering customer loyalty (brand loyalty) because they strengthen more positive associations than monetary ones. Sales promotions can be used to increase customer

loyalty based on the outcomes. Therefore, it is hypothesized that:

H₆: Promotional pricing has a significant positive influence on customer loyalty.

Empirical Evidence

[19] assessed how the Honda Dealer “Banyuwangi Motor’s price, promotion, and service quality affected consumer satisfaction and loyalty. All 8348 consumers of the Honda Dealer “Banyuwangi Motor” in the years 2019–2020 comprised the study's population. Purposive sampling was used to choose the sample from 100 customers under the condition that they had purchased a Honda motorbike from the Banyuwangi Motor Dealer twice. The questionnaire utilised underwent the reliability test and validity test to ensure its reliability and validity. The inference made in this study's hypothesis was tested using SEM-PLS analysis. The analysis of the study's findings using Warp PLS 7.0 revealed that the price variable had no discernible impact on customer loyalty and pleasure. Promotion has a big impact on consumer loyalty and satisfaction. Customer loyalty and satisfaction are highly impacted by service quality. Customer loyalty is significantly impacted by customer satisfaction [19].

[20] investigated the impact of advertising and sales promotion on marketing performance in Nigeria. The investigation of the importance of advertising and sales promotion in Nigeria is the major goal of this study. Simple random sampling was used as the sampling technique, and survey research as the research design. The hypothesis is tested using the chi-square method using the structured questionnaire's five-point Likert scale replies.

The results show that sales promotion and publicity are effective instruments for accomplishing organisational marketing objectives in a cutthroat marketing environment. Publicity and sales promotion should be effectively used to increase consumer demand and improve organisational reputation without

compromising product quality or performance [20].

[9] investigated how Botswana's Sefalana Holdings' marketing performance was affected by after-sales services. The study's objective was to determine how Sefalana Holdings in Botswana's after-sales services affected customer satisfaction, loyalty, and retention. According to the study's findings, Sefalana offers after-sales services, but they are not effectively utilised and executed. According to the study's findings, Sefalana Holdings in Botswana has a weaker significant positive link between after-sales services and customer happiness, loyalty, and retention. This implies that Sefalana after-sales services are not performed correctly.

Research Methodology

The present study adopts a positive perspective. The researcher is using positivism because it enables the researcher to cover current definitions, and a wide range of situations in a short period of time, to get an overview of society, and uncover social trends. The research design that was used in this study is quantitative. A quantitative strategy is chosen to allow the researcher to test for the impact of promotional pricing on marketing performance in MTN Enugu, Nigeria. Due to its greater scientific rigour, objectivity, speed, concentration, focus, affordability, usability, and acceptability, quantitative research is preferable to qualitative research. In order to study and explain the effect of promotional pricing on marketing performance and the degree of relationship between the independent and dependent variables in MTN, an explanatory research approach that works hand in glove with a cross-sectional approach was chosen. It is used because is easy to use and is just for a particular

period. The population of this study include all MTN individual customers in Enugu State, south-eastern Nigeria. Probability sampling is the sampling technique that was employed in the present research. It was used because the population is large, the study is statistical, and quantitative, and the questionnaire is closed-ended.

The sampling that was used is stratified random sampling because it is more organized, minimizes sample selection bias, captures key population characteristics in the sample, and provides accurate information. The sampling frame for MTN subscribers is known by the researcher. In this study, the RAOSOFT sample size calculator was used to determine the sample size. RAOSOFT Interform is a cutting-edge tool for creating web surveys and forms that enables you to construct huge web surveys with enormous populations and/or large question sets, as well as complicated questionnaires requiring extended logic statements. Data collection was done using a questionnaire.

Results and Discussion

Psychometric Properties (Reliability and Validity)

Exploratory factor analysis was performed on the 36-item scale used to measure customer loyalty. Factor analysis was employed using principal component analysis (PCA) with a Varimax rotation and variables with a factor loading of 0.5 and above were included in the analysis. The threshold on PCA according to [20] is 0.5 Factors with Eigen values greater than 1.00 were used. Table 2 shows all the four factors, (Promotional Pricing, Customer satisfaction, Customer Brand switching, and Customer Loyalty).

Table 2. Psychometric Properties of the Scale Items

Cronbach Alpha/Internal Consistency	KMO (Kaiser Meyer Olkin)	Bartlett Test of Sphericity	Factor Metrics/ Communalities	AVE (Average Variance Extraction)	Mean	Standard Deviation
Promotional Pricing (0.949)	0.948	2201.691	-	68.636	-	-
			.628		3.32	1.181
			.643		3.36	1.099
			.691		3.27	1.135
			.709		3.20	1.144
			.732		3.34	1.162
			.618		3.24	1.181
			.703		3.26	1.173
			.762		3.22	1.193
			.658		3.25	1.129
.718	3.27	1.176				
Customer Satisfaction (0.957)	.949	2195.96	-	74.272	-	-
			.658		3.33	1.149
			.733		3.27	1.166
			.752		3.28	1.122
			.790		3.30	1.162
			.777		3.19	1.153
			.786		3.24	1.153
			.771		3.25	1.139
			.702		3.25	1.149
			.714		3.28	1.193
Customer Brand Switching (0.916)	.914	1237.31	-	63.110	-	-
			.754		3.15	1.205
			.796		3.21	1.193
			.829		3.11	1.176
			.816		3.13	1.187
			.735		3.17	1.145
			.840		3.11	1.125
			.770		3.28	1.079
			.810		3.20	1.198
Customer Loyalty (0.955)	.924	2094.36	-	73.812	-	-
			.807		3.40	1.197
			.884		3.35	1.128
			.884		3.24	1.187
			.834		3.14	1.177
			.837		3.20	1.206
			.871		3.15	1.171
			.891		3.01	1.181
			.871		3.23	1.102
.850	3.28	1.164				

Table 2 was used to measure promotional pricing, customer satisfaction, customer brand switching as well as customer loyalty. The Cronbach's alpha for promotional pricing is 0.949. Cronbach's Alpha of 0.957 depicts a very high level of consistency on customer satisfaction. The Cronbach's alpha for customer brand switching is 0.916. The Cronbach's alpha for customer loyalty is 0.955. The minimum threshold of Cronbach's alpha (internal consistency) according to [21] is 0.7; the scale item in this study is greater than 0.7; all Cronbach's alpha and composite reliability coefficients were greater than 0.7; this shows that the questions that were asked in promotional pricing are of internal consistency and have met the minimum threshold stated in the extant literature. The mean value of 5 on the Likert scale was used. According to [20] the mean value is greater than 3. The mean value of promotional pricing in this study is greater than half; half is 2.5. The mean value of promotional pricing scale items is over 3 on the Likert scale, which means most of the respondents agree that MTN offers attractive promotional offers to customers. The mean values of the scale items further indicate meaningful contributions in explaining the subconstruct dynamics.

For Average Variance Extraction values were larger than Fornell and Larcker's recommended minimum point of 0.5. The scale item for promotional pricing accounts for 68.636

variations in explaining promotional pricing. All AVEs were larger than their corresponding inter-construct correlations. The Kaiser-Meyer-Olkin (KMO) and Bartlett Test of Sphericity (2201.691) of promotional pricing, (2195.96) of customer satisfaction, (2094.36) of customer loyalty and, (1237.31) of customer brand switching also confirm the validity of the construct scale items and meet the minimum threshold as explicated in extant literature. In extant literature, the minimum threshold for KMO is 0.5 and above, and in this study, KMO is above 0.5. Kaiser recommends 0.5 as the minimum (barely accepted), values between 0.7 and 0.8 are acceptable, and values above 0.9 are superb [20]. In addition, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is above 0.80 in all, which means this study shows the robustness of its validity with regards to promotional pricing and values.

The factor metrics and communalities should be 0.5 and above according to [20], which means all the findings in this study are greater than 0.5. The communality range for the construct scale items also validates that the psychometric nomenclature of scale items in Table 2 is robust in this study. The sample size is adequate for this quantitative study, and the analysis should proceed.

It is evident from these results in promotional pricing, customer satisfaction and customer brand switching that conditions for convergent validity have been satisfied [21].

Inferential Statistics

Table 3. Results of Correlation Analysis among the Key Variables

Correlations (Pearson)		Promotional pricing	Customer satisfaction	Customer brand switching	Customer loyalty
Promotional pricing	Pearson Correlation	1	.892**	.789**	.818**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	273	254	246	240
Customer satisfaction	Pearson Correlation	.892**	1	.819**	.842**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	254	261	243	233

Customer brand switching	Pearson Correlation	.789**	.819**	1	.832**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	246	243	254	232
Customer loyalty	Pearson Correlation	.818**	.842**	.832**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	240	233	232	244
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 3 shows that all the variables are correlated with each other. Investigating the effect of promotional pricing on marketing performance in Mobile Telephone Network (MTN), Enugu State, Nigeria, is the primary goal of this study.

Specifically, the study measures the relationship between promotional pricing and customer loyalty among MTN customers in Enugu State, Nigeria, as well as the relationship between promotional pricing and customer satisfaction among MTN customers in Enugu State, Nigeria. It also examines whether promotional pricing influences customers' switching between brands. At a tailed level P value of less than 0.01 indicates a significant correlation.

H1: Promotional Pricing/Customer Satisfaction Supported (r=0.892) Significant at P-value <0.01 Using Pearson Correlation

H1 is supported since it is clear from the current study that promotional pricing has a significant positive influence on consumer satisfaction, which indicates that the methods of promotional pricing will ultimately boost customer contentment.

This is in line with research findings from [23] that indicated the significant impact that promotional pricing had on consumer satisfaction. Additionally, research by Asif found that offering discounts increases customer satisfaction. Promotional pricing can increase customer satisfaction and confidence. Customer satisfaction has a good and significant association with promotional prices, which also greatly influences it [24]. Contrary to what [25]

found, promotional pricing had a large negative impact on consumer satisfaction and no discernible beneficial impact.

H2: Promotional Pricing/Customer Brand Switching Supported (r=0.789) Significant at p<0.01 Using Pearson Correlation

Promotional pricing has a significant positive influence on customer brand switching; thus, H_2 is supported. The result agrees with [26] that there is a significant positive relationship between promotional pricing and customer brand switching.

This corroborates Umair's observation that promotional pricing directly influences consumer brand switching. If the telecom company charges low prices and provides good services, then switching to others will be reduced, and the customer will be more satisfied. When low prices are charged, more customers are moved toward satisfaction [26]. This is contrary to [27] finding that promotional pricing had no significant influence on brand switching. Also, sales promotional activities have no significant positive influence on brand switching.

H3: Customer Loyalty/Customer Satisfaction Supported (r=0.842) Significant at p<0.01 Using Pearson Correlation

Customer loyalty has a positive significant influence on customer satisfaction, suggesting that H_3 is supported. This study also established that customer loyalty is significantly and positively related to customer satisfaction, thus lending support to H_3 . [19] confirmed in his

study that customer satisfaction has a positive and significant effect on customer loyalty, the more satisfied customers are with the brand, the more loyal they become. Customer satisfaction proved to influence customer loyalty significantly [19]. It signified that, when customer satisfaction increased, customer loyalty would increase, On the contrary, dissatisfaction with promotions decreases loyalty toward customers. However, these study findings differ from the findings of some other scholars that customer satisfaction alone does not guarantee loyalty because, in some instances, satisfied customers have been found to defect to competitors, as postulated in the literature [28]. Customer satisfaction has no significant effect on customer loyalty [28].

H4: Customer Satisfaction/Customer Brand Switching Supported ($r=0.819$) Significant at $p<0.01$) Using Pearson Correlation

Customer satisfaction has a positive significant influence on customer brand switching, implying that H_4 is supported. When the customers are satisfied, they will not be bothered to switch from MTN to another network. Customer satisfaction is a result of how well or poorly the customer experiences the purchase process. This study demonstrated that consumer satisfaction significantly influenced brand switching, which is in line with Liang's finding that consumer satisfaction simply reduces brand switching. Also, customer satisfaction has a positive significant influence on customer brand switching. it was concluded that brand switching has a positive and direct effect on customer satisfaction. The possibility of the customer switching depends on customer satisfaction as it relates to the product. Thus, customer satisfaction is considered a positive determinant of how strong the relationship between the customer and the product provider is. Is totally different from [25] traditional view that consumer satisfaction facilitates brand switching, the effect of consumer satisfaction on

brand switching was not positively significant. Customer satisfaction has a negative influence on brand switching.

H5: Customer Brand Switching/Customer Loyalty Supported ($r=0.832$) Significant at $p<0.01$) Using Pearson Correlation

The results of this study also established and note that customer brand switching has a significant effect and positively related to customer loyalty, thus lending support to H_5 . This finding reflects that telecommunications companies offered superior customer service, which resulted in customer loyalty. This is in line with the postulation expressed by [29] which states that brand switching affects a person's loyalty because the barriers to customers feelings are not only based on consideration of economic values but also related to psychological, social, functional, and ritual factors. According to [29] it was concluded that brand switching has a positive and direct effect on customer loyalty. Also, brand switching costs have a positive impact on customer loyalty. However, this result is opposite from the research conducted by [27] which proved that trust has a diminishing effect on the relationship between switching barriers and customer loyalty. So, it could be concluded that brand switching has a significant effect on customer loyalty at MTN. Brand switching has a significant negative effect on customer loyalty and customer loyalty does not have a significant impact on brand switching [27].

H6: Promotional Pricing/Customer Loyalty Supported ($r=0.818$) Significant at $p<0.01$) Using Pearson Correlation

resulting that H_6 is supported, which suggests that methods of promotional pricing would eventually boost customer loyalty, it is clear from the current study that promotional pricing has a positive significant influence on customer loyalty. The results of this study are in line with those of earlier studies, which discovered that

promotional pricing increases customer loyalty. Additionally, they discovered that customers' purchasing decisions are easily influenced by promotional pricing in their study on the influence of sales promotions on consumer purchasing behavior. Promotional pricing has a positive and significant effect on customer loyalty. These findings are consistent with research findings from [3] and [30], who conducted a study to quantify the relationship between promotional pricing and brand loyalty and discovered a favourable correlation between the two. Promotional pricing is a tactic used by businesses to draw customers to their products and services while also retaining their loyalty. Promotional pricing is a crucial tactic for boosting customer and brand loyalty. Customers will become more devoted to the brand and be more likely to make repeat purchases and

recommend it to others if there are discounts targeted directly towards MTN. This is supported by research findings from [31], which demonstrate that promotional pricing has a favorable, considerable impact on customer loyalty. These study results, however, differ from those of certain other researchers, such as [1], who hold that promotional pricing has a small, unimportant impact and independently predicts consumer loyalty. In his investigation of the relationship between promotional pricing and customer loyalty, [1] discovered that promotional pricing has a bad impact on loyalty because it sends the wrong message to customers who mistakenly believe that lower costs equal inferior products. Promotional pricing has no discernible impact on consumer loyalty, according to [28].

Regression Coefficient

Table 4. Regression Coefficient for Satisfaction, Brand Switching, Loyalty, and Promotional Pricing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	Variance Inflation factor	
1	(Constant)	2.915	1.017	-	2.867	.005	.911	4.919	-	-	-	-	-	-
	Customer satisfaction	.711	.063	.658	11.297	<.001	.587	.835	.895	.610	.327	.247	4.054	
	Customer brand switching	.102	.076	.079	1.355	.177	-.047	.251	.794	.092	.039	.244	4.091	
	Customer loyalty	.219	.065	.205	3.343	<.001	.090	.348	.824	.222	.097	.223	4.478	

a. Dependent Variable: Promotional pricing

Another analysis made was a regression coefficients analysis. The analysis was made to evaluate whether customer loyalty, customer satisfaction and customer brand switching, that were measured in the experiment, had any significant effect on promotional pricing. The regression analysis was made using promotional pricing as the dependent variable, and customer loyalty, customer satisfaction and customer brand switching as the constant or, in other words, independent variables. The findings show that promotional pricing has a positive relationship with customer loyalty, customer satisfaction, and customer brand switching. This means that promotional pricing positively promotes customer loyalty, customer satisfaction, and customer brand switching among MTN users in Enugu State, Nigeria.

1. The beta coefficient H1 ($\beta = 0.658$, $t = 11.297$) is supported in this empirical study. It means customer satisfaction explains the variation in promotional pricing to the extent of 65.8%. This means that when MTN subscribers are satisfied with respect to customer satisfaction, the beta coefficient is very strong in explaining promotional pricing. This confirms [23] assertion in Bandung that there is a nomological relationship between promotional pricing and customer satisfaction. Promotional pricing can provide satisfaction to consumers. Based on the results of testing and data analysis by [23], the results showed that promotional pricing has a significant relationship with customer satisfaction.
2. The standardized beta coefficient H2 ($\beta = 0.079$, $t = 1.355$) is supported in this empirical study. This confirms Umair's

observation that there is a nomological relationship between promotional pricing and customer satisfaction. If the telecom company charges low prices and provides good services, then switching to others will be reduced, and the customer will be more satisfied.

3. The standardized beta coefficient H6: ($\beta = 0.205$, $t = 3.343$) is supported in this empirical study. This also confirms [3] assertion that there is a nomological relationship between promotional pricing and customer loyalty.
4. Collinearity is a potential threat to studies that test cause-and-effect relationships, such as this study. The multicollinearity assumption is not violated in this study. This is because the tolerance level for the hypothetical relationships is less than 1 (0.247, 0.244, 0.223). While the VIF Variance Inflation Factor must be 1 or greater than 1 (4.054, 4.091, and 4.478). Multicollinearity did not pose a threat to this study [32, 33]. [32] suggests that a small tolerance of (<0.10) and a large variance inflation factor (> 10) indicate the presence of collinearity.
5. Linear relationships exist between the myriad of constructs in the structural model (promotional pricing, customer satisfaction, customer brand switching, and customer loyalty) as the F-values for the respective linear models are above the F-values of other models considered. Multicollinearity assumptions were also not violated, as tolerance values are less than 1 and variance inflation factors (VIFs) are greater than 1, as postulated in the extant literature.

Table 5. Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17135.294	3	5711.765	326.963	<.001 ^b
	Residual	3755.865	215	17.469	-	-
	Total	20891.160	218	-	-	-

a. Dependent Variable: PPT
b. Predictors: (Constant), customer loyalty, customer satisfaction, customer brand switching.

The independent variables (customer loyalty, customer satisfaction, and customer brand switching) are significant in explaining promotional pricing among MTN subscribers in Enugu State, Nigeria. There is a relationship between these independent variables. An organization that is service-oriented, like MTN, will be able to retain their staff, establish consolidated promotional pricing, establish a unique selling proposition, and establish niche, differentiation, and uniqueness. Customer loyalty is increased in direct proportion with customer satisfaction. Customers that are loyal have a favourable attitude towards a brand and are keen to continue using it both currently and in the future. Customer loyalty can therefore lower operating expenses based on declining customer satisfaction as well as marketing failure costs. Customer loyalty was strongly influenced by both customer satisfaction and switching costs. At the heart of marketing is

customer satisfaction. Consumers respond to switching expenses. positive Switching expenses increase both loyalty and the need for retribution. Customer happiness is crucial to a business's success and profitability. It has a significant role in determining revenue and earnings and is regarded as one of the company's assets. The performance of the product, which is connected to the tangible components that comprise the product, can be used to gauge customer satisfaction in the product sector. Cost, services, and the price the customer must pay to move brands are the variables that cause consumers to change brands. Etc. Cost and pricing are the most crucial variables since they affect customers' brand switching. Low costs and outstanding service from the telecom provider would discourage customers from switching to rival providers, increasing satisfaction, and boosting customer loyalty.

Table 6. Nomological Web

Model Summary^d										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
3	.888 ^c	.788	.785	4.24547	.011	11.179	1	215	<.001	1.800
c. Predictors: (Constant), customer brand witching, customer satisfaction, promotional pricing										
d. Dependent Variable: Customer loyalty										

H3 and H5 are supported. Customer brand switching, customer satisfaction, and promotional pricing account for 78.5% of the variation in explaining customer loyalty among MTN subscribers. The Durbin-Watson also corroborates the assertion espoused apriori.

Adjusted R Square (Adjusted Root Mean Square Error of Approximation/RMSEA) = 78.5% [32, 33], which means the independent variables account for 78.5% of the variation in customer loyalty. Customer satisfaction,

customer brand switching, and promotional pricing have a significant effect on customer loyalty among MTN users in Enugu State, Nigeria. Therefore, hypotheses H3 and H5 are supported in this empirical study. Durbin Watson needs to be greater than 1 to explicate the significant effect of the independent variables on the dependent variable [34]. Here, Durbin-Watson is 1.800. This value of Durbin Watson's collaborates with the assertion that is stated above of 81.8 variation, which means the

independent variables have a significant effect in explaining customer loyalty. Therefore, hypotheses H3 and H5 are supported in this empirical study.

The findings show that customer loyalty has a positive relationship with customer satisfaction,

customer brand switching, and promotional pricing. This means that customer loyalty positively promotes customer satisfaction, customer brand switching, and promotional pricing among MTN users in Enugu State, Nigeria.

Table 7. Measures for Goodness of Fit (Measurement Model Assessment)

CMIN	DF	P	CMIN/DF	NFI	RFI	IFI	TLI	CFI	RMSEA
368.15	136	0.00	2.71	0.89	0.92	0.91	0.93	0.95	0.048

CMIN: Contrast Media Induced Nephropathy, NFI: Normed Fit Index, RFI: Relative fit Index, IFI: Incremental Fit Index, TLI: Tucker Lewis Index, CFI: Comparative Fit Index

AMOS 23.0 was used to assess the structural and measurement models. On the basis of the parsimonious model of promotional pricing metrics, customer loyalty, customer brand switching, and customer satisfaction, confirmatory factor analysis (CFA) was performed on the 36 items using Amos 23.0. to clarify the five-construct model's psychometric nomenclature (Table 7). In addition, the model was defined and modified using modification indices that were calculated to explain the model fit. According to [32], the goodness-of-fit measures are within the predetermined threshold. According to the existing literature, the root mean square error of approximation

(RMSEA) is less than 0.08 and the goodness of model fit is all over the cutoff of 0.9. Furthermore, a good model fit is explained by the various goodness-of-fit measures. [32] All goodness of fit metrics is within the threshold, as shown in Table 7's explanation of the measurement model's results. The normed chi square (X^2/df), NFI, RFI, IFI, TLI, and CFI all above the 0.9 cutoff, while the RMSEA is less than 0.08. All of them satisfy the minimal requirement of 0.9 as stated in the available literature [32]. The root mean square error of approximation (RMSEA) is less than the 0.08 cutoff set forth in the body of existing literature [32].

Table 8. Measures for Goodness of Fit (Structural Model Assessment)

CMIN	DF	P	CMIN/DF	NFI	RFI	IFI	TLI	CFI	RMSEA
432.11	123	0.00	3.51	0.92	0.89	0.97	0.93	0.95	0.051

To gain a broader understanding of the model's alignment with the data in the model, the structural dynamics of the model were assessed in the context of the goodness of fit measures with respect to measurement model. It was crucial to assess the structural qualities of the model after the psychometric properties had been assessed and subliminal assumptions had been looked at. The normed chi-square (c^2 /df), which slightly surpasses the value of three, is the only goodness-of-fit metric for the measurement

model that does not fall inside the parameters set by [32]. The NFI, RFI, IFI, TLI, and CFI goodness-of-fit metrics in Table 8 are all over the cutoff of 0.93, and the RMSEA is below a value of 0.08, indicating the goodness of fit as proposed in extant literature by [32], as shown in Table 8. It was discovered that the assumptions were supported regarding the linkages that were postulated for the study (Table 8). Validity is assured by taking these findings into account.

Table 9. Summary of the Findings

Hypotheses	Hypothesized Metrics	Outcome
H1: Promotional pricing/Customer satisfaction	Promotional pricing has a significant positive influence on customer satisfaction	Supported
H2: Promotional pricing/Customer brand switching	Promotional pricing has a significant positive influence on customer brand switching	Supported
H3: Customer satisfaction/Customer loyalty	Customer satisfaction has a significant positive influence on customer loyalty	Supported
H4: Customer satisfaction/Customer brand switching	Customer satisfaction has a significant positive influence on customer brand switching	Supported
H5: Customer brand switching/Customer loyalty	Customer brand switching has a significant positive influence on customer loyalty	Supported
H6: Promotional pricing/Customer loyalty	Promotional pricing has a significant positive influence on customer loyalty	Supported

Conclusion

Regarding the relationship between promotional pricing and marketing performance among MTN customers in Enugu State, Nigeria, this study presents unique results. In any telecoms company, especially in a highly competitive market, developing and sustaining positive customer relationships and gaining customer loyalty are crucial. Based on the outcomes of tests conducted on each of the hypotheses put out in this study, the following conclusion can be made:

1. According to the test's findings, promotional pricing significantly improves customer satisfaction among MTN subscribers in Enugu State, Nigeria. Pricing during promotions reflects what the customer would expect.
2. The test results prove that promotional pricing has a significant positive influence on customer brand switching among MTN customers in Enugu State, Nigeria. This means that promotional pricing has a positive effect on customer brand switching.
3. The test results demonstrate that customer loyalty among MTN customers in Enugu State, Nigeria, is significantly positively influenced by customer satisfaction. This implies that consumer loyalty may be impacted by customer satisfaction.
4. The test results demonstrate that customer satisfaction among MTN subscribers in Enugu State, Nigeria, has a considerable beneficial impact on brand switching. This implies that brand switching can be influenced by customer satisfaction.
5. The test results demonstrate that brand switching among MTN consumers in Enugu State, Nigeria, significantly influences customer loyalty. This implies that brand switching by consumers can have an impact on their loyalty.
6. The study's findings demonstrate that promotional pricing increases customer loyalty among MTN customers in Enugu State, Nigeria. Therefore, promotional pricing may have an impact on customer loyalty.

Managerial Implications

The Nigerian mobile telecommunications industry has witnessed unprecedented expansion in the last ten years, with several new entrants (National Communication Commission, 2023). Therefore, it is imperative for companies to attract and retain consumers to remain competitive, profitable, and ultimately sustainable. This seemingly arduous task requires cutting edge technology, innovation, and creative thinking to accomplish. Accordingly, it is very instructive and important for brand managers to have in-depth understanding of customer behavior and preferences in the mobile telecommunications industry to accomplish the objective of attracting and retaining customers to remain viable and dominant. This requires a deep understanding of the factors that influence consumer loyalty to a brand as well as the motivating factors for its sustenance. The main outcomes of this study will have substantial managerial implications for marketing and brand executives entrusted with the development of brand marketing strategy and an expansion drive geared towards customer-oriented expansion. Promotional pricing has a robust impact on brand customer loyalty, hence the importance of a thorough understanding of promotional pricing by the relevant company executives and managers for a knowledge-driven customer recruitment and market expansion drive. Such an understanding will empower and drive company policy and strategy towards attracting and retaining new customers, as well as cultivating and maintaining their loyalty. Also, customer satisfaction influences customer loyalty directly and is an immediate precursor to customer repurchase and referral behavior, so its understanding is important for strategy development by brand managers. Even though improving brand satisfaction is not a new notion, what this study proposes is that promotional pricing directly influences customer loyalty, brand switching, and customer satisfaction in order to encourage positive post-purchase customer behaviour and boost or

maintain brand competitiveness, brand managers should focus on increasing levels of consumer satisfaction. The study's findings give the MTN Enugu service providers a better basis for understanding how much and for what reasons their customers become devoted. For instance, the study's findings revealed that, in the context of the MTN Enugu State mobile telecommunications business, promotional pricing is the most significant factor of customer loyalty, customer satisfaction, and customer brand switching. The results of this study have various managerial ramifications, which have become clear. First and foremost, in order to foster long-term relationships with customers, MTN must increase its promotional pricing in order to encourage ongoing customer loyalty and satisfaction. In order to draw in new customers and encourage the retention of current ones, MTN managers should develop and enhance current promotional pricing offer. Marketers in Nigeria's telecoms industry, in particular MTN Ltd., must evaluate promotional pricing offers to serve both immediate and long-term goals. To provide the greatest services for the welfare of the customers, extensive customer perspective study or evaluation of promotional pricing must be done; this will keep customers and avoid customer switching. MTN should provide beneficial promotional packages to brand their products and differentiate them from others. In addition, customers require exceptional customer service, MTN should therefore focus strongly on building customer satisfaction. It is imperative that MTN combine promotional pricing with customer satisfaction to ensure that their customers remain loyal in the long term. MTN must also consider building brand commitment as a prerequisite for enhancing customer loyalty. Finally, MTN should be honest and transparent in carrying out its promotional pricing campaigns. This is necessary because these issues impact the credibility of the promotion exercise as well as the integrity of the operator. When implementing its special price campaigns, MTN

might think about using marketing communication agency. Since it is not entirely run by employees of MTN Nigeria, this would maintain professionalism and lend credibility to promotions. Lastly, MTN Nigeria should be creative when conceptualizing and designing promotional pricing. Also, MTN Nigeria should endeavour to continue to give adequate publicity to promotional pricing while it lasts.

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Conflict of Interest

There is no conflict of interest, according to the author.

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