

Marketing Strategies: Effect on Telecommunication Firms in the Post-COVID-19 Era in Kogi State, Nigeria

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Abstract

Marketing strategy has become an essential part of every existing company today because it is a practice where organization allocates limited resources in the best manner possible so as to increase the profit. Telecommunication firms operate in a progressively volatile and challenging business environment in the post covid-19 era and these challenges compelled them to identify marketing management strategies to achieve growth in their investment, improve market share and increase shareholder value. One of the objectives of the study was to determine the significant effect of service delivery associated with marketing strategies of telecommunication firms in the post covid-19 era. The population of the study was 398 consisting both adult males and females. Data were obtained through the use of Likert Scale questionnaire and three hypotheses were tested using ANOVA. The results of the study revealed that marketing strategies has significant effect on telecommunication firms in the post covid-19 era. Finally, it was recommended that; Telecommunication firms should always strive to embark on strong marketing strategies, efficiently and investively in other to enhance return on investment in post Covid-19 era, Telecommunication firms should develop different incentives that are targeted towards retaining and attracting more customer in the Covid-19 era, Marketing strategies should be made one of the top priorities by telecommunication firms in order to sustain the business in the Covid-19 era. Telecommunication firms should always ensure efficient and effective service delivery in order to greatly achieve satisfaction than the competitors.

Keywords: Marketing strategies, covid-19, telecommunication, market share.

Introduction

Telecommunication firms operate in a progressively volatile and challenging business environment in the post covid-19 era and these challenges compelled them to identify marketing management strategic to achieve growth in their investment, improve market share and increate share-holders. Successful companies are well known not only by well-conceived marketing strategies or how the company may compete, but also by their ability to execute the marketing strategies decision options (Black & Boal, 1994), Appropriate and effective executed marketing strategies are required to productively guide the deployment of available resources via the company's marketing capabilities to pursuit the desired goals (Waradarjan & Clark, 1994) marketing strategies are generally, most often than not being embraced by companies in order to work hand in hand with marketing trends (Akinyele, 2010, Agbionu & Audu, 2021). The success and profitability of any business organizational setup partly depends on effectiveness of the marketing strategies adopted because the continuity and existence of a firm depends largely on its ability to satisfy some aspects of customer's needs. The firm also need to recognize that there is only one valid definition of business purpose, i.e to create customers and this depicts that objectives of the firm may be achieved by its success in marketing strategies (Dutse, Ayuba, 2015).

In order to satisfy the changing needs of customers, companies should first determine their needs and wants of their target customers. In today's competitive market, no business organization can survive without proper understanding of how to strategize in terms of satisfying customer's needs more effectively, efficiently and competitively by providing the required services/products in such a

way that the company may not suffer the problem of low profit margin, i.e low return on investment and low market share (Clerk, 2000).

It is worthy of note that world recession (post covid-19) had long-term effects on the business performance of not only the telecommunication firms but also virtually all businesses and non-business oriented organization in their bid to sustain their competitive positions. It therefore necessitate the need to really recognize and understand the strategies necessary to effectively and efficiently achieve their desired goals and objectives in the (post covid-19 era) The pandemic of coronal virus diseases (covid-19) adversely affected not only every lives severely but also day-to-day business activities (Solimon, Ivanov & Webster, 2021). The crisis had substantial consequences on our way of living, working and shopping and more importantly for consumers/buyer behavior (Ghazalle & Lasi, 2021, Hassan &Soliman, 2021, Agbionu & Audu, 2022).

Nigeria telecommunication firms had increasingly witness stiff competition especially among the four major players, i.e MTN, GLO, Airtel and 9mobile. It becomes necessary for them to develop marketing strategies to enable each of them enhance subscriber patronage due to low success experienced thereby leading to low return on investment.

This research work focuses on marketing strategies effect on covid-19 pandemics and given that Covid-19 is relatively recent, no research work on its effects on marketing strategies that could help telecommunication firms with the devastating effects of Covid-19 pandemic. This therefore prompted the researcher to conduct research on this topic.

Statement of the Problem

The world-wide recession (Covid-19) had long-term effects on the global economy in terms of global travel for businesses, national health care system, the food industry, events industry, education and telecommunication industries. It led to restrictions of movement of people both locally and internationally thereby affect customers means of livelihood. Almost everybody is so concerned about how to survive by way of feeding and that all other things were considered not necessary to their lives. It has adversely affected not only every life severely but also day-to-day business activities (Solimon, Ivanov & Webster, 2021). The crisis has substantial consequences on our way of living, working and shopping and more importantly on consumer/buyer behavior (Ghazalle & Lasi, 2021, Hassan &Soliman, 2021). Covid-19 pandemic diseases brought untold hardship to not only the telecommunication firms but also to the entire Nigerians as a whole as many people lost their jobs and businesses were no longer flourishing as expected.

Objectives of the Study

The objectives of the study are as provided below:

The general objective of the study is to examine marketing strategies effect on telecommunication firms in the post-covid-19 era in Eastern part of the state. The specific objectives of the study are as follows:

- To determine the effect of service delivery relationship with marketing strategies on telecommunication firms in the post covid-19 era.
- To determine the effect of promotional strategies relationship with marketing strategies on telecommunication firms in the post covid-19 era.
- To determine the effect of service charge relationship with marketing the post covid-19 era.

Research Questions

The following research questions are provided based on the objectives:

- To what extent is the effect of service delivery associated with marketing strategies on telecommunication firms in the post covid-19 era.
- To what extent is the effect of promotional strategies on telecommunication firms in the post covid-19 era.
- To what extent is the effect of service charge associated with marketing strategies on telecommunication firms in the post covid-19 era.

Hypotheses of the Study

The following hypotheses are formulated to guide this study.

H₀: Service delivery has no significant effect on marketing strategies on telecommunication firms in the post covid-19 era.

H₀: Promotional strategies has no significant effect on marketing strategies of telecommunication firms in the post covid-19 era.

H₀: Service charge has no significant effect on marketing strategies of telecommunication firms in the post covid-19 era.

Literature Review

The section of this study reveals the opinions, views and contributions of different scholars related to the study.

Conceptual Framework

The concept of strategy is ancient and it comes from Greek word strategic which means are of army general (Akinyele, 2011). Effective army generals are using strategy to win battles and protect territory. Strategy is defined as top management plans to attain outcome consistent with the organization mission and goals. Today, everything in marketing seems to be strategy-there are strategic market penetration, strategic distribution, strategic promotion, strategic pricing and product strategy (Black &Boal, 1994). In recent years, the term is affixed to nearly every marketing action in order to make the ordinary sound modern and competitively aspired (Carusgil, 1996). Marketing strategy is a practice where organizations allocate limited resources in the best manner possible so as to increase the profits and be at an advantage as compared to other organizations (Gbolagada, Adesola, Oyewale, 2013).

Kotter (2003) sees marketing strategy in the light of pricing, selling and distributing a product which enables a company to capture a larger share of an existing market for current products, develop new products for existing and new market profitability.

Goio (2005) defines marketing strategies as set of the marketing tools that company uses to pursue their marketing objectives in the target market. Marketing strategy is an “organization plan for reaching customer in a way or manner satisfactory to them and profitable to the organization” (Akaker, 1992).

Marketing strategy refers to the means is by which marketing objectives can be achieved and helps organization to know where it wants to go and deciding how best to get there. It provides the organizations marketing planner with a clear understanding of the market in which it wants to serve and is capable of competing. In short, marketing strategy is the general terms used to describe the overall company programme for selecting a particular market segment and then satisfying the customer need in that segment through careful use of the element of the marketing mix namely, product, price, promotion and place (Gilligan & Wilson, 2007).

Marketing strategies effect on telecommunication firms in the post-covid-19 era.

Marketing strategies effect on telecommunication firms in post-covid-19 era are briefly discussed below:

- ❖ **Competitive positioning:** the telecommunication firm developed a general idea of what kind and how services could be offered to their targeted customers in relation to competitive offers. The positioning strategies are the combinations of product/service, channel of distribution, price and promotion selected by management to position the firm against its competitors in meeting needs and wants of the target market.
- ❖ **Maintain market share:** The marketing strategies greatly has effect on telecommunication by maintaining the market share, i.e by market share we mean the total proportion the entire market controlled by the firm.
- ❖ **Return on investment: (ROI):** Marketing strategies enhances return on investment of telecommunication firm as it is the benefit an investor resulting from investment of some resources.
- ❖ **Survival:** Survival are fundamental when the firm is plagued with over capacity, intense competition or changing customer tastes (John, Inyanga & Oparah).

The variables of marketing strategies are as discussed below:

Service delivery: is a business frame work that supplies services from provider to a client. It also includes the constant interaction between two parties during the duration of the time in which provider supplies the service and the customer purchase it. It is a process of plan, design, development, implement and maintain of an application that provides added value to customers.

Efficient and effective service delivery involves creating a win-win situation for both the company and its customers.

- ❖ **Promotional Strategies:** Promotion represents the various communications to inform and persuade customer that a firm directs toward its market targets, channel organizations, and the public at large. These communications consist of advertising, personal selling, sales promotion, publicity and public relations. Telecommunication management finds it more profitable to combine these promotional tools of the firm in communicating with the customers and making its purchasing decisions (John, Iyanga, Promise & Oparah, 2012).

Service charges (pricing strategies)

Pricing is the process of attaching value to a product/service. Pricing strategies is not made in a vacuum but gains considerable decisions from management about the product/service mix, branding strategy and product quality. Pricing for products that are commonly available in the market is more elastic, meaning that unit sale may go up or down more responsively in responses to price changes. The pricing/service charge of telecommunication includes the followings: Cost oriented (plus) pricing, demand oriented pricing and competition oriented pricing. (Jones, 2007).

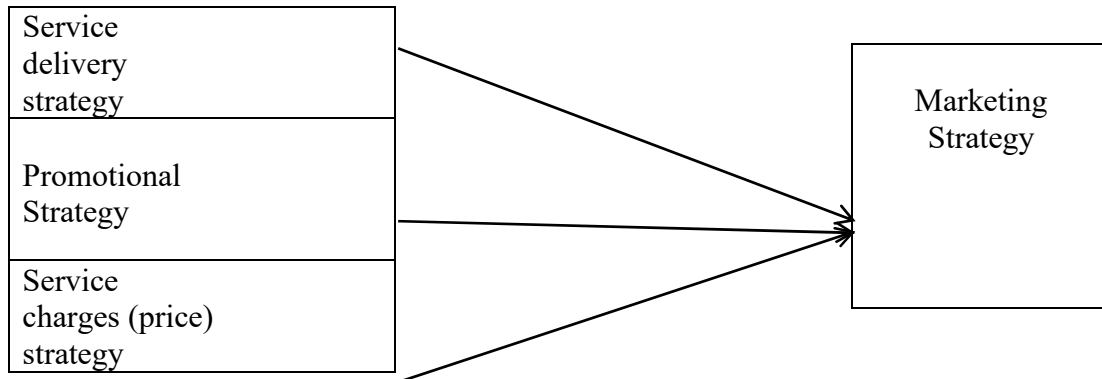


Figure I: Conceptual framework of the study
 Source: Researchers conceptualization from review of related literature, 2022.

Research Methodology

The researcher adopted descriptive and survey method, which according to Ewurum and Nwadukwe (2012) incorporates fact-findings and interpretation. The design was therefore considered appropriate for this study as it enables the researcher to obtain the opinions of representative of a target population to infer the perception or view of the entire population. Population of the study consists of customers, i.e both males and females adults of telecommunication firms. Population of customers of telecommunication firms in Kogi Eastern part of Kogi State are as provided in the table below.

S/N	L.G.A	BOTH SEX	SEX	
			MALE	FEMALE
1.	Idah	79,755	40,141	39,614
2.	Ibaji	127,755	64,423	63,149
3.	Ankpa	265,876	133,705	132,171
4.	Dekina	260,968	131,394	129,574
5.	Bassa	139,687	70,293	9,394
6.	Igalamela/Odolu	147,048	74,489	72,559
7.	Olamaboro	158,490	78,439	80,051
8.	Ofu	191,480	96,671	94,809
9.	Omala	107,968	54,366	53,602
	Total	1,478,844	743,921	674,923

Source: National population census in 2006.

Sample size Determination

The required sample used for this study was determined by using the Yamane (1967:886) formula which states as thus

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

Where:

n is the required sample size to be captured for this study
 N is the total population proposed to be used for this study

e is the tolerable error margin at 75% confident level

l is unity (is a constant)

Given that:

n = ?

e = 5 percent = 5/100 = 0.05

N = 1,487,844

Substituting into the formula, we have

$$n = \frac{1,487,844}{1 + 1,487,844}$$

$$n = \frac{1,487,844}{1 + 1,487,844 (0.0025)}$$

$$= \frac{1,487,844}{1 + 3,719.61}$$

$$= \frac{1,487,844}{3,720.61}$$

$$= 399.892490$$

$$= 400$$

$$= 399.892490$$

$$= 400$$

Sampling Technique

Stratified random sampling technique was used to determine the specific number of customers that were selected from each of the local government areas of the study. The table below represents the comprehensive stratified samples that were collected using the formula:

$$K = \frac{A}{N} \times n$$

Where:

K is the specific number of sample to be selected from each of the sty area.

A is the population of each of the study areas

N is the total population to be used for the study

n is the determined required sample size (i.e the sample size determined using Taro Yamane formula above table.

Distribution of Sample Size

	Local Govt. Study Areas	Population	Sample to select
1.	Idah	79,755	22
2.	Ibaji	127,755	35
3.	Ankpa	265,876	72
4.	Dekina	260,968	71
5.	Bassa	139,687	38
6.	Igalamela/Odolu	147,048	40
7.	Olamaboro	158,490	42
8.	Ofu	191,480	41
9.	Omala	107,968	29
	Total Sample Size	1,478,844	400

Source: National population census report, 2006.

The table above presents samples collected from each of the local government study areas in Kogi East of Kogi State with the sample of population from each Local Government Area, thereby providing appropriate representation of the population of study.

Data collection method

Data were collected through the use of questionnaire and to translate the responses into data for interpretations, each of the standardized questionnaire were scored using (5) points Likert Scale as developed by Herbert, 1990 as follows: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

Data Presentation

This section presents and analyses the data obtained from the respondents. The total number of questionnaires distributed to respondents was 400 but only 358 were duly completed and returned given 90% retrieval rate. Therefore, 42 respondents which form 10% of the entire sample size did not returned the questionnaires.

Table 1. Descriptive statistics on service delivery strategies

		SA 5	A 4	U 3	D 2	SD 1	Mean	Standard Deviation
SDS1.	Service delivery strategies of telecom is fascinating	190 (53.1%)	102 (28.5%)	30 (8.4%)	10 (2.8%)	26 (7.3%)	4.17	1.16
SDS2.	Service delivery strategies of telecom is effective	174 (48.6%)	108 (30.2%)	32 (8.9%)	16 (4.5%)	28 (7.8%)	4.07	1.21
SDS3.	Service delivery strategies of telecom attract customers	86 (24%)	74 (20.7%)	111 (31%)	66 (18.4%)	21 (5.9%)	3.39	1.20
Average mean/SD							3.88	1.19

Source: Research Survey, 2022

As shown in the above table, the average mean value of 3.88 and standard deviation of 1.19 > 3.00 indicating acceptance of the overall response on service delivery.

Table 2 Descriptive statistics on promotional strategies

S/no	Promotional strategies	5 SA	4 A	3 U	2 D	1 SD	Mean	Standard Deviation
PS1.	I perceived that promotional strategies of telecom helps to increase customer patronage	156 (43.6%)	143 (39.9%)	15 (4.2%)	35 (9.8%)	9 (2.5%)	4.12	1.04
PS2.	I observed that Promotional strategies of telecom helps to build awareness and trial.	88 (24.6%)	60 (16.8%)	40 (11.2%)	123 (34.4%)	47 (13.1%)	3.05	1.42
PS3.	I noticed that Promotional strategies of telecom helps to encourage current and regular customers.	203 (56.7%)	106 (29.6%)	25 (7%)	10 (2.8%)	15 (3.9%)	4.32	1.00
Average mean/SD							3.83	1.15

Source: Research Survey, 2022

The table above shows that on the average, the mean value is 3.83 and standard deviation is 1.15 indicating that overall responses on promotional strategies are accepted.

Table 3 Descriptive statistics on service charges strategies

	Service charges strategies	SA 5	A 4	U 3	D 2	SD 1	Mean	Standard Deviation
SC1.	I am satisfied with service charge strategies of telecom.	188 (56.7%)	71 (29.6%)	45 (7%)	21 (5.9%)	33 (9.2%)	4.01	1.40
SC2.	Service charge strategies of telecom are minimal.	132 (36.9%)	0 (0%)	47 (13.1%)	146 (40.8%)	33 (9.2%)	3.15	1.50
SC3.	Service charge strategies of telecom enhance customers' loyalty.	184 (51.4%)	6 (1.7%)	3 (0.8%)	126 (35.2%)	39 (10.9%)	3.47	1.63
Average mean/SD							3.54	1.51

Source: Research Survey, 2022

It is shown in the table above that the average mean value of 3.54 and standard deviation of 1.15 > 3.00 indicating acceptance of the overall response on service charge strategies.

Table 4 Descriptive statistics on marketing strategies of telecom.

	Marketing strategies of telecom	SA 5	A 4	U 3	D 2	SD 1	Mean	Standard Deviation
MS1.	Marketing strategies is a competitive weapon of telecom.	206 (57.5%)	0 (0%)	39 (10.9%)	34 (9.5%)	79 (22.1%)	3.61	1.71
MS2.	Marketing strategies help to achieve high market share.	215 (60.1%)	102 (28.5%)	2 (0.6%)	6 (1.7%)	32 (8.9%)	4.31	1.23
MS3.	Marketing strategies of telecom enhances return on investment.	156 (43.6%)	40 (11.2%)	37 (10.3%)	18 (5%)	107 (29.9%)	3.34	1.73
Average mean/SD							3.75	1.56

Source: Research Survey, 2022

The above table shows that the average mean value of 3.75 and standard deviation of 1.56 > 3.00 indicating acceptance of the overall response on marketing strategies

Test of Hypotheses

Hypothesis 1

H₁: Service delivery has no significant effect on marketing strategies of telecommunication firms in the post covid-19 era.

Table 5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.619	.617	1.44496	.333

a. Predictors: (Constant), service delivery

b. Dependent Variable: marketing strategies

The model summary table reports the strength of relationship between the independent and dependent variables. The result of R stood at 0.787 indicating a significant relationship between the dependent variable marketing strategies and the explanatory variable service delivery. The coefficient of multiple determinations R² measures the percentage of the total change in the dependent variable that can be explained by the independent or explanatory variable. The result indicates a R² of .617 showing that 62% of the variances in marketing strategies is explained by the service delivery while the remaining 38 % (i.e. 100 – 62) of the variations could be explained by other variables not considered in this model.

The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R which is 62% showing that if the entire population is used, the result will deviate by 0.168% (i.e. 78.7 – 61.9), with the linear regression model, the standard error of the estimate is 1.44496. The result of Durbin Watson test shows .333 therefore it shows that there is no auto correlation.

Table 6

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	295.508	1	295.508	141.533	.000 ^b
	Residual	743.296	356	2.088		
	Total	1038.804	357			

a. Dependent Variable: marketing strategies

b. predictors: (constant), service delivery

The ANOVA table confirms the results of model summary, analysis of the result revealed that F = 141.533 which is significant at (0.000) < 0.05. Hence, since the P-value < 0.05 (critical value), the null hypothesis that Service delivery has no significant effect on marketing strategies of communication firms in the covid-19 era is rejected.

Table 7.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.351	.285		1.233	.000
	Service delivery	.782	.066	.533	11.897	.000

a. Dependent Variable: marketing strategies

The coefficient provides information on how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 0.351 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of service delivery is 0.782 with p-value of 0.000 less than (0.05%) critical value. Therefore, it can be concluded that the null hypothesis that Service delivery has no significant effect on marketing strategies of telecommunication firms in the covid-19 era is rejected.

H₂ promotional strategies have no significant effect on marketing strategies of communication firms in the covid-19 era.

Table 8

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863 ^a	.775	.774	.95777	.717

a. Predictors: (Constant), promotional strategies

b. Dependent Variable: marketing strategies

The model summary table reports the strength of relationship between the independent and dependent variables. The result of R stood at 0.863 indicating a significant relationship between the dependent variable marketing strategies and the explanatory variable promotional strategies. The coefficient of multiple determinations R² measures the percentage of the total change in the dependent variable that can be explained by the independent or explanatory variable. The result indicates a R² of .775 showing that 78% of the variances in marketing strategies is explained by the promotional strategies while the remaining 22 % (i.e. 100 – 78) of the variations could be explained by other variables not considered in this model.

The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R square which is .77% showing that if the entire population is used, the result will deviate by 8.8% (i.e. 86.3 – 77.5), with the linear regression model, standard the error of the estimate is 0.95777. The result of Durbin Watson test shows .717 therefore it shows that there is no auto correlation.

Table 9

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	216.395	1	216.395	235.899	.000 ^b
	Residual	326.566	356	0.917		
	Total	542.961	357			

a. Dependent Variable: marketing strategies

b. predictors: (constant), promotional strategies

The ANOVA table confirms the results of model summary, analysis of the result revealed that F = 235.899 which is significant at (0.000) < 0.05. Hence, since the P-value < 0.05 (critical value), the null

hypothesis that promotional strategies has no significant effect on marketing strategies of communication firms in the covid-19 era is rejected.

Table 10. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.228	.207		5.930	.000
Promotional strategies	.748	.049	.631	15.359	.000

a. Dependent Variable: marketing strategies

The coefficient provides information on how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 1.228 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of promotional strategies is 0.748 with p-value of 0.000 less than (0.05%) critical value. Therefore, it can be concluded that the null hypothesis that promotional strategies has no significant effect on marketing strategies of telecommunication firms in the covid-19 era is rejected.

H₃:Service charge has no significant effect on marketing strategies of communication firms in the covid-19 era.

Table 11

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863 ^a	.745	.743	1.57717	.141

a. Predictors: (Constant), service charge

b. Dependent Variable: marketing strategies

The model summary table reports the strength of relationship between the independent and dependent variables. The result of R stood at 0.863 indicating a significant relationship between the dependent variable marketing strategies and the explanatory variable service charge. The coefficient of multiple determinations R² measures the percentage of the total change in the dependent variable that can be explained by the independent or explanatory variable. The result indicates a R² of .745 showing that 75% of the variances in marketing strategies is explained by the service charge while the remaining 25 % (i.e. 100 – 75) of the variations could be explained by other variables not considered in this model.

The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R which is 74% showing that if the entire population is used, the result will deviate by 11.8% (i.e. 68.3 – 74.5), with the linear regression model, the error of the estimate is 1.57717. The result of Durbin Watson test shows .141 therefore it shows that there is no auto correlation.

Table 12

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	184.234	1	184.234	74.065	.000 ^b
Residual	885.543	356	2.487		
Total	1069.777	357			

a. Dependent Variable: marketing strategies

b. Predictors: (constant), service charge

The ANOVA table confirms the results of model summary, analysis of the result revealed that $F = 74.065$ which is significant at $(0.000) < 0.05$. Hence, since the P-value < 0.05 (critical value), the null hypothesis that Service charge has no significant effect on marketing strategies of communication firms in the covid-19 era is rejected.

Table 13.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.141	.286		4.254	.000
Service charge	.548	.064	.415	8.606	.000

a. Dependent Variable: marketing strategies

The coefficient provides information on how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 1.141 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of service charge is 0.548 with p-value of 0.000 less than (0.05%) critical value. Therefore, it can be concluded that the null hypothesis that Service charge has no significant effect on marketing strategies of telecommunication firms in the covid-19 era is rejected.

Conclusions

Marketing strategy has become an essential part of every existing company today because it is a practice where organizations allocate limited resources in the best manner possible so as to increase the profits and be at an advantage compared to other organizations. Since every company's objective is to serve their target customers most efficiently, effectively and competitively no business organization can survive, grow and develop without proper applications of marketing strategies.

Recommendations

Based on the results of the study, the following recommendations are provided.

- ❖ Telecommunication firms should always strive to embark on strong marketing strategies efficiently, effectively and competitively in order to enhance return on investment on in post Covid-19 era.
- ❖ Telecommunication firms should develop different incentives that are targeted towards retaining and attracting more customers in the post Covid-19 era.
- ❖ Marketing strategies should be made one of the top priorities by telecommunication firms in order to sustain their business in the post Covid-19 era.

- ❖ Telecommunication firms should always ensure efficient and effective service delivery in order to greatly achieve satisfaction rather than only focusing on their competitors.

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