Marketing Communication and Customer Satisfaction in Selected Telecommunication Companies in Kogi State, Nigeria

Revd. Tabugbo Leonard Onwuzuligbo, (Ph.D)
Department of Business Administration, Nnamidi Azikiwe University, Akwa, Anambra State, Nigeria
Email: It.onwuzuligbo@unizik.edu.ng

Audu, Yakubu Philemon
(PhD Student)
Department of Business Administration, Nnamidi Azikiwe University, Awka, Anambra State, Nigeria
Email: yakubu4audu@yahoo.com

Abstract

The ever increasing competition in the Telecom industry today calls for articulate Marketing communications with an eye on customer satisfaction. The study examined the impact of marketing communications on customer satisfaction in Telecom companies in Kogi State. The objectives of the study were to examine the nature of relationship that exists between marketing communications tools of publicity and sales promotion on customer satisfaction as measured by price fairness and service quality. To achieve the study objectives, a survey research design was adopted and data were collected through structured questionnaire designed in a five-point Likert scale. The respondents for the study were the customers of the selected Telecom companies in Kogi State. A sample of 246 was taken using Topman formula for an infinite population. The data collected were analyzed using tables, percentages and mean scores. The hypotheses of the study were tested using simple linear regression to determine the nature of relationships that exist between marketing communications and customer satisfaction in the Telecom companies under study. Findings revealed a positive significance relationship between marketing communications tools of publicity and sales promotion on one hand and fair prices and service quality to customers on the other hand. The regression results showed [$R^2=0.82$] for price fairness and [$R^2=0.84$] for service quality to customers respectively. Based on the findings, the study recommended that Telecom companies should marry their marketing communications strategy with the ability to satisfy customers.
Keywords: marketing communications, customer satisfaction, service quality.

Introduction

Over the years, exchange has been the major activities of man since one cannot produce all that he wants. The need for man to have the knowledge of availability of goods and or services that they want becomes imperative. Communications therefore become an essential tool that link man with his need or market where such goods and or services are made available. Communication serves dual purposes of linking buyer to the seller as well as linking seller to the buyer. However, in the course of this linkage and with poor regulatory bodies coupled with corruption, buyers become vulnerable to deceit in the hands of the service providers. In most cases, qualities are compromised, unfair prices are charged, and substandard products are sold to buyers only to get to know late that the product does not serve the purpose for which it was purchased. With a plethora of goods and services that follows industrial revolution, diverse conflicting products has found their ways into the market in Nigeria. This has led to problem of choice to customers who are faced with difficult decision to make in the face of absence of correct information. Thus, sooner a product was bought

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

than the consumer gets to know that the product does not serve the purpose for which it was bought. This leads to dissatisfaction. Producers of product or service providers inundate the market with diverse offerings targeted at consumer's income without provision of services or product that commensurate with the price.

The need to get in touch with and convince customers to patronize their product in preference to competitor's product is what brought about marketing communication. Therefore, various marketers use marketing communication tools such as; advertising, personal selling, publicity and sales promotion in order to promote the market for their product. Marketing communication operates as a link between business owners and their customers. Today, competition amongst businesses has become increasingly intense so much that the owners realize they cannot compete with each other solely on price but need to focus on their customers through marketing communications. To this end, Audu et al (2018) submitted that, customers are willing to be treated as individuals; they want to be valued and want businesses to feel their importance. In today's modern competitive, fast paced global economy, businesses have to consider its customers more than ever. The increasing power of the customer and fierceness of the competition means that so many business owners are seeking marketplace for profit margins.

Kotler and Keller (2009) emphasized that marketing communications is all about informing and reminding directly or indirectly the customers about what marketing actions business takes. Nowadays, customers are increasingly sophisticated, educated and well informed, therefore marketing communications tools should be understood clearly and rightly applied by the telecommunication companies so as to achieve customer satisfaction. The development of long-term relationships with customers, whether in business to business or business to customer markets, is now an essential aspect of marketing policy. Customer retention is crucial today, and various devices, such as loyalty schemes, are used to shape long term customer behavior (Fill & Jameison, 2014). Fill (2015) puts that marketing communication is part of management discipline that helps businesses to enter dialogue with its customers. The aim of marketing communication is to inform, remind and persuade the customers about the business products or services and the values thereon. Several scholars have their diverse opinion on marketing communication; each has its own mission and goal. Also, Sylvester (2000) sees marketing communications as some series of promotional activities such as personal selling, advertising, public relation and sales promotion. Marketing communication provides that the target market be appropriately informed about the existence of a product, indicating why their product should be patronized in preference to other alternative products in the market.

Statement of the Problem
Telecommunication firms in Nigeria provide services for telecom consumers in the north central parts of Nigeria and Kogi state in particular. Various communication channels have been adopted to bring their offerings to the mass consumers of telecom services in the state. However, in recent times, with stiff competition to win customers in the market, the telecom firms have engaged in various marketing communications leading to claims of performing offerings which they lack capacity to deliver. Most often, unsolicited messages of service offerings are sent to customers without prior notice thereby pry into consumer's privacy. Besides, the flurry of messages by the service providers creates an avenue for fraudsters to infiltrate into duping unsuspected customers of mobile telecommunication companies. At times customers are charged for aborted calls dues to network failure, complaints take long hours of engaging customer service before customer could be attended to among others. The continuation of this situation will create a measure of dissatisfaction to consumers of telecom services and may result to loss of market share as well as fall in profits by the Telecom companies.

Being aware of customer complaints of dissatisfaction, telecom firms have set up customer service units to attend to and address these complaints promptly. Despite these measures, customer complaints are on the increase hence the need for a study of this nature to find out the relationship that exists between telecom marketing communications and customer satisfaction in Kogi State North Central Nigeria.

Statement of Hypotheses
Flowing from the research questions and objectives stated above, the study is set to verify the following hypotheses:

H_1: There is no statistically significant relationship between publicity and fair price to customers
H_2: There is no significant relationship between sales promotion and quality service to customers

Literature Review

Concept of Marketing Communications
In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications, in order not to drown in a sea of information. Marketing communications of an organization is a complex of measures, techniques and methods by which information about goods, services or brand of the company reaches its users. Kotler and Keller (2012) define marketing communications as "the means, by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell. Ojatta and Oyaka (2015) define good communication as providing "information in such a way that the customer personally benefits with a minimum of effort necessary to decode the communication and determine its utility".

Marketing communication operates as a link between a seller or producer and a customer. The seller uses diverse promotional techniques to reach and acquire the target market, depending on the features of the product, psychological opinion and point of view of the target audience (Lin & Chang, 2010). Francis (2016) opines that Communication quality is a combination of information quality and source preference or the delivery of adequate, timely, accurate, complete and credible communications.

Marketing communications can be seen as the activities including planning and implementation of how messages about an organization and its products, services and courses are transmitted to the market with the objective of receiving positive response. Kotler and Keller (2012) see marketing communication as the means by which organizations attempt to inform, persuade and remind customers directly or indirectly about products and brands they sell. In order words, marketing communications represent a voice of the company and its brands. It is a means by which a firm establishes dialogue and builds relationships with the market. Marketing communications is essentially a supplier-initiated form of communication but, in order to yield positive effects, it should be in line with customer expectations regarding the interaction that takes place in the relationship.

Marketing Communication Tools
Marketing Communication tools refers to the different tools that a firm can adopt to inform, persuade, and remind the customer about the product and services it sells. Marketing communication tools under consideration are explained as follows:

Sales promotion: Sharmeen (2015) explains sales promotion to be the several short-term incentives to persuade the customers to initiate the purchase of the goods and services. This promotion technique not only helps in retaining the existing customers but also attract the new ones with the additional benefits.

Publicity: The companies perform several social activities with a view to creating their positive brand image in the market. The activities that companies are undertaking such as, constructing the public conveniences, donating some portion of their purchase to the child education, organizing the blood donation camps, planting trees, etc. are some of the common moves of enhancing the Public Relations (Hänninen and Karjaluoto,2017).

Concept of Customer Satisfaction
As early as the 1980s many scholars were attempting to measure customer satisfaction by determining the key drivers that affects it. Understanding the basic principles of Customer Satisfaction have proved challenging even among the most senior managers. Nowadays relational marketing is considered very important on the realization of the fact that customer satisfaction is quite essential for the lasting relationship between service organization and customers. As in telecommunication service industry a special care is taken to develop good relationship. It is common place in marketing that if customers feel valued, then they make long term relationship with brand. Valued doesn't mean that they are just welcomed at the time of purchase. It means they are respected and importance attached to them (Richard, 2017). So, when customer services are good enough to make customer feel that they are important to the organization and the organization cares about them, then it would lead to positive image toward a brand and eventually customer satisfaction. It was argued that both customer services and price fairness are important in creating customer satisfaction (Richard, 2017). These factors also influence each other in one regard or the other. Customer satisfaction and price fairness has strong relationship; if price fairness exists then it would add to customer satisfaction (Richard, 2017). Similarly, customer services and customer satisfaction also have great link. Good services would make customers feel more satisfied through price fairness. These independent variables do not only influence dependent variable but also have strong relationship with each other.

Sharmin (2012) submitted that customer satisfaction formed the basis of an organization's marketing strategy. Sabir etal (2014) describes Customer Satisfaction as that feeling of having accomplished one's individual inner desires. In the case that the performance exceeds the expectations then customer feel satisfied. If the performance is less than what was expected then the customer feels dissatisfied. When the performance and expectation is matched then there is indifference or the customer is neutral. Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations of the customer and the actual performance of a product. It is how customer evaluates the ongoing performance of a product or service.

Theoretical Framework

Equity Theory:
According to Equity Theory, satisfaction exists when consumers perceive their output/input ratio as being fair (Swan & Oliver, 1989). Equity models are derived from the Equity Theory (Adams, 1963), and are based on the notion of input-output ratio, which plays a key role in satisfaction (Oliver & Swan, 1989). According to this theory, parties to an exchange will feel equitably treated (thus, satisfied), if in their minds, the ratio of their outcomes to inputs is fair (Oliver & DeSarbo, 1988). Whether a person feels equitably treated or not may depend on various factors including the

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

price paid, the benefits received, the time and effort expended during the transaction and the experience of previous transactions (Woodruff et al 1983). This implies that comparative baseline may take many different forms. This theory shares similarities with the Comparison Level Theory which posits that bases of comparison used by consumers in satisfaction judgments may be more than just expectations.

Equity models of consumer satisfaction appear to be different from the other models, in that satisfaction is evaluated relative to other parties (people) in an exchange and the outcomes of all parties sharing the same experience are taken into consideration. Erevvels and Leavitt (1992) argue that equity models can provide a much richer picture of consumer satisfaction in situations that may not be captured using traditional satisfaction models. For example, they may be especially useful in modeling situations where satisfaction with the other party is considered to be an important element of the transaction. Therefore, this work is based on equity theory and attribution theory of customer satisfaction. This is because the theory explains the level of dissatisfaction in customers when the services or a product of a company does not comply with their expectations in terms of price paid or the expected value and quality of the product.

Empirical Review

Ramasonana (2017) examined marketing communications and the performance of small and medium scale businesses in Polokwane local municipality, South Africa. The study adopted quantitative research methodology and it was discovered that; the use of traditional marketing and the use of guerrilla marketing communication strategies increase the sales and profit of small and medium scale businesses.

Also, Sharmin (2012), conducted research on customer satisfaction in business, using moon Travel Ltd, Finland as a case study. The study was based on qualitative research approach by means of a questionnaire and interview conducted with the company owner. The findings were judged as positive and customers were very satisfied with the services they have received. This study recommends that the company should improve its service environment, implement staff training and adjust price of service, as well as conducting regular advertising campaigns to attract new customers and inform existing customer about offers and upcoming events. More so, Sezen (2017) examined the use of marketing communication tools by micro and small enterprises in Europe. Qualitative research method was employed and its findings were that marketing communication tools such as advertising, internet, and sales promotion increases customer's satisfaction in restaurant businesses. The study recommended that just as marketing communication tools are applied in the marketing profession, it should be applied in every business because of its relevant and importance.

Kasthuri and Dayneethie (2017) studied the impact of marketing communications on customer relationship marketing among cellular service provider in Tanzania. The research was based on quantitative cross-sectional study where the survey method was employed using a simple random sample. Findings indicate that the majority of cellular phone users in Tanzania were satisfied with the common efforts of their service provider. Also, he found that customers indicated that they would like to be informed of long and medium plans term plans, new development and any fundamental changes that are going to take place. This study recommends that service providers should conduct regular satisfaction surveys to get feedback from customers and monitor their attitudes towards them and their performance. This may also be to inform customers about developments within the organization.

Equally, Francis (2017) examined the effect of marketing communication tools on service quality and customer satisfaction in the financial services sector in Ghana. The basic finding was that, "each communication tools makes a significant effect on service quality and customer

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

satisfaction, though this effect is negative in terms of a few communication tools. The study recommends that the financial service providers should invest in the communication tools but with priority given to those making the largest positive effects like public relations.

Methodology

Research Design
This study adopted descriptive research design because it is best used in describing relationship that exists between variables. The researcher adopted a qualitative research design method using a structured questionnaire. The data were collected using structured questionnaires distributed to the target respondents. The data collected was analyzed using linear regression.

Population of the Study
The population of this study comprises of customers of selected telecommunication companies in Kogi East local government area of Kogi State. However, the population of telecom customers is infinite and highly mobile as users that registered a particular network can easily relocate to another place. Also, the occupant of Kogi East does not necessarily mean they had their network providers registered there. Hence, no available customer base figures for each telecom users in each state of the federation. Consequent upon the above reason, the study assumed an infinite population.

Determination of Sample Size
The sample for the study was statistically determined using Topman formula for an infinite population. Thus, a sample of 246 was arrived at using Topman formula.This follows the normal convention that if the population of the study cannot be determined, infinite sample selection formula can be adopted (Walpole, 1974, Ogbadu & Usman, 2012, Abalaka, 2016). Premise on that, the following sample size formula for an infinite population was used to arrive at a representative number of respondents that was used for the study in line with Topman as cited by Audu (2018). For the purpose of this study, the researcher used non-probability sampling technique (judgmental/purposive sampling). This judgmental/purposive sampling technique was used because data were collected from selected respondents based on their ability to provide the required information for this study in the course of administering the questionnaires.

Methods of Data Collection
Data for the study were collected through primary sources and questionnaire designed in a five-point Likert scale was used. The questionnaire was distributed to target respondents through research assistants from the target respondents who are the customers of Telecom Companies in Kogi State.

Validity of the Instrument
In conducting this research, the questionnaire designed for the study was given to experts in the Department of Languages Kogi State University, Anyigba for input, correction and content analysis. Besides, a pilot study was conducted to assess the comprehension of the respondents to the question therein.

Reliability of the Instrument
Reliability of this study was used to determine the internal consistency of the instrument. In testing the reliability of the instrument, the study conducted a pilot test by distributing questionnaires

numbering twenty (20) to the target respondents through the help of two research assistants; the Cronbach Alpha coefficient measure of internal consistency was adopted. The reliability of the instrument using Cronbach alpha reliability test with the Statistical Package for Social Sciences (SPSS) gave a result of 0.82 for marketing communication, 0.77 for customer satisfaction. The reliability result is showed in table 1.

Table 1. Reliability Statistics

Proxies/ Independent Variable	Number of items	Cronbach Alpha
Marketing communication	10	0.85
Customer satisfaction	8	0.77

Source: SPSS statistical analysis

The 1 revealed that all the variables have Alpha Values above 0.70. Therefore, in line with the recommendation by Abecan (2016) the instrument is deemed reliable.

Methods of Data Analysis
The data gathered for the study are presented and analyzed using tables and percentages. Simple regression analysis was used so as to ascertain the relationship that exists between the variables. The data for analysis was gathered through the use of questionnaire administered on respondents which was completed and returned. Out of the 246-questionnaire distributed, 218 was completed and returned which form the basis for analysis. The returned questionnaire is made up of 88.6% of the sample size.

Data Presentation and Analysis
The data gathered are analyzed using a five-point Likert scale. The scale is interpreted thus:
SA = Strongly Agree (5), A = Agree (4), U= Udecided (3), SD= Strongly Disagree (2), D= Disagree (1). The decision rule is that a mean value less than or equal to 3 is low, mean value between 3.00 – 3.49 is moderate, and greater than 3.50 is high respectively. This is in line with the submissions of Kocoglu and Kirmaci (2012 and Adefila, (2014).

Table 2

Publicity	SA 5	A 4	U 3	D 2	SD 1	MEAN (π)
Telecom Companies publicity is people oriented	63 (29%)	55 (25%)	38 (17%)	32 (15%)	30 (14%)	3.41
Telecom Companies publicity confuses customers	23 (11%)	32 (15%)	40 (18%)	84 (39%)	39 (18%)	2.61
Telecom publicity is beneficial to customers	89 (41%)	67 (31%)	29 (13%)	18 (8%)	15 (75)	3.90
Excessive publicity increases tariff for customers	93 (43%)	65 (30%)	42 (19%)	15 (7%)	3 (1%)	4.06
Telecom Companies deliver according to promises	75 (34%)	62 (28%)	43 (20%)	20 (9%)	18 (8%)	3.72

Source: Research Survey, 2023

Table 2 revealed that 63 representing 29% of the respondents strongly agreed that telecom Companies publicity is people oriented while 55respondents consisting of 25% agreed that telecom Companies publicity is people oriented. Also, 38 respondents make up of 17% were undecided and,

32 of the respondents comprised of 15% disagreed that Telecom Company publicity is people oriented while 30 respondents representing 14% strongly disagreed that the publicity of telecom Companies is people oriented. The mean value of the responses is 3.41 which mean that most of the respondents agreed that Telecom publicity programmes are people oriented. For the question on whether the publicity programmes end up confusing consuming publics, 23 respondents representing 11% strongly agreed that customers get confused with conflicting publicity of the Telecom Companies, 32 respondents make up of 15% agreed that customers get confused with conflicting publicity of the Telecom Companies while 40 respondents consisting of 18% were undecided about impact of conflicting publicity of the Telecom Companies, 84 respondents representing 39% disagreed while 39 respondents which make up 18% strongly disagreed that conflicting publicity of the Telecom Companies bring in confusion to customers. The mean value is 2.61 which imply that most of the respondents agreed that conflicting publicity of the Telecom Companies bring in confusion to customers.

Table 3: Descriptive Statistics on sales promotion as strategy of the marketing communications

Sales Promotion	SA 5	A 4	U 3	D 2	SD 1	MEAN (π)
Promotional scheme of telecom Companies lead to increase patronage	78 (36%)	64 (29%)	35 (16%)	32 (15%)	09 (4%)	3.78
Customers benefit from the promotional activities of telecom Companies	86 (39%)	79 (36%)	34 (16%)	9 (4%)	10 (5%)	4.02
Promotional activities of telecom companies is deceptive	20 (9%)	32 (15%)	45 (21%)	80 (36%)	41 (19%)	2.59
Promotional activities of telecom Companies is customer centred	93 (43%)	78 (36%)	42 (19%)	4 (1%)	01 (1%)	4.18
Promotional activities has increase patronage from customers	85 (39%)	62 (28%)	38 (17%)	20 (9%)	13 (6%)	3.85

Source: Research Survey, 2023.

Table 3 shows that 78 respondents make up 36% strongly agreed that promotional activities of the Telecom Companies increase patronage while 64 respondents representing 29% agreed that promotional activities of the Telecom Companies increase patronage. Also, 35 respondents consisting of 16% were undecided as to the effect of promotional activities of Telecom Companies on sales and 32 respondents comprised of 15% disagreed that promotional activities of the Telecom Companies increase patronage and 9 respondents make up of 4% strongly disagreed that promotional activities of the Telecom Companies increase patronage. The mean value is 3.78 showing that most of the respondents agreed that promotional activities of the Telecom Companies increase patronage. For the question on whether customer do benefit from the sales promotional activities of the Telecom Companies, 86 respondents representing 39% strongly agreed that customer do benefit from the sales promotional activities of the Telecom Companies, 79 comprised of 36% of the respondents agreed that customer do benefit from the sales' promotional activities of the Telecom Companies, 34 respondents representing 16% were undecided that customer do benefit from the sales promotional activities of the Telecom Companies. Also, 9 respondents make up of 4% disagreed that customers do benefit from the sale's promotional activities of the Telecom Companies, while 10 respondents comprised of 5% strongly disagreed that customers do benefit from the sales' promotional activities of the Telecom Companies. The mean value is 4.02 showing that most of the respondents agreed that customers do benefit from the sales' promotional activities

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

of the Telecom Companies. On the question of deceptive nature and quality of services by the Telecom Companies, 20 respondents make up of 9% strongly agree that Telecom promotional activities do not reflect the quality of their product and therefore deceptive while 32 of the respondents comprised of 15% agree that quality of their product does not reflect their promotional campaigns and therefore deceptive. Also, 45 of the respondents representing 21% were undecided therefore were not in support or against the proposition that quality of the product does not reflect the promotional activities while 80 respondents consisting of 36% disagree that Telecom promotional activities do not reflect the quality of their product and therefore deceptive and 41 respondents comprised of 19% strongly disagreed that Telecom promotional activities do not reflect the quality of their product and therefore deceptive. The mean value of 2.59 which is low showed that Telecom promotional activities do not reflect the quality of their product and therefore deceptive. On the question of whether the promotional schemes of the Telecom companies is customer oriented 93 respondents representing 43% strongly agreed that the promotional schemes of the Telecom companies is customer oriented while 78 of the respondents make up of 36% agreed that the promotional schemes of the Telecom companies is customer oriented. Equally, 42 respondents comprised of 19% were undecided on the promotional scheme of the Telecom Companies with 4 respondents make up 1% disagreed that the promotional schemes of the Telecom companies are customer oriented and 1 respondent strongly disagreed that the promotional schemes of the Telecom companies is customer oriented. The mean value of the responses is 4.18 presupposes that promotional scheme of the Telecom Company is customer oriented.

Finally, on the question of promotional strategies of the Telecom Companies and increase in customer patronage, 85 respondents representing 39% strongly agreed that the promotional strategies increase customer patronage while 62 respondents comprised of 28% agreed that the promotional strategies of the Telecom Companies increase customer patronage. However, 38 of the respondents make up of 17% were undecided while 20 respondents disagreed that the promotional strategies of the Telecom Companies increase customer patronage and 13 respondents make up of 06% strongly disagreed that the promotional strategies of the Telecom Companies increase customer patronage. The mean value of 3.85 showed that the promotional strategies of the Telecom Companies increase customer patronage.

Table 4 Descriptive statistics on customer satisfaction

Fair Prices	SA 5	A 4	U 3	D 2	SD 1	MEAN (π)
Prices of telecom Companies are affordable	88 (40%)	65 (30%)	41 (19%)	14 (6%)	10 (5%)	3.95
Prices charge by telecom companies are Competitive	22 (10%)	35 (16%)	20 (9%)	100 (46%)	41 (19%)	2.53
Customers enjoy reduced prices as a result of publicity	75 (34%)	67 (31%)	43 (20%)	20 (9%)	13 (6%)	3.78
Customers enjoy value for money for prices charged by telecom Companies	97 (44%)	67 (31%)	40 (18%)	8 (4%)	6 (3%)	4.11

Source: Research Survey, 2023.

Table 4 shows that 88 respondents make up of 40% strongly agreed that prices of Telecom Companies are affordable to customers and 65 respondents comprised of 30% agreed that prices of Telecom Companies are affordable to customers. Meanwhile, 41respondents consisting of 14% are undecided on the effect of prices of Telecom Companies on customers and, 14 respondents make

up 6% disagreed that prices of Telecom Companies are affordable to customers. Also, 10 respondents comprised of 5% strongly disagree that prices of Telecom Companies are affordable to customers. The mean value of responses is 3.95 which imply that most of the respondents agreed that prices of Telecom Companies are affordable to customers. More so, for the question on whether the promotional activities of the Telecom Companies are competitive, it's the opinion of 22 respondents comprised of 10% of the target respondents were strongly of the opinion that prices charged by Telecom Companies are competitive, other 35 respondents consisting of 16% agree that prices charged Telecom Companies are competitive. Also, 20 respondents representing 9% of the population are undecided as to the competitiveness of prices charged by Telecom Companies. Equally, 100 respondents that make up 46% disagreed that prices charged by Telecom Companies are competitive and 41respondents representing 19% strongly disagreed that prices charged by Telecom Companies are competitive. The mean value is 2.53 which mean that most of the respondents disagree that prices of Telecom Companies are not competitive. The implication of this finding is that prices of Telecom services are not competitive.

On question that borders on whether customers enjoy reduced prices for services delivered by the Telecom Company as a result of publicity, 75 respondents representing 34% strong agreed that they enjoy reduced prices for services rendered them by the Telecom Companies while 67 respondents make up 31% held that they are satisfied with reduced prices for services rendered them by the Telecom Companies. Similarly, 43 of the respondents comprised of 20% were undecided and therefore were not bordered on the prices charged them by the Telecom Companies and 20 respondents representing 9% disagreed that they are satisfied with reduced prices for services rendered them by the Telecom Companies. Also, 13 respondents make up of 6% strongly disagreed that they are satisfied with reduced prices for services rendered them by the Telecom Companies. The average mean of responses of 3.78 signified that customer are enjoying reduced prices from Telecom Companies and thereby are satisfied.

Question four from table 3 showed respondents responses to likert scale question on enjoying value for money for the prices charged by the Telecom Company. In response, 97 of the respondents comprised of 44% strongly agreed that they are getting value for money spent on Telecom services while 67 respondents make up of 31% strongly agreed that they are getting value for money spent on Telecom services. In the middle however, 40 respondents representing18% held that they are undecided while 8 respondents make up 4% disagreed that they are getting value for their money spent on Telecom services and 6 respondents representing 6% strongly disagreed that are getting value for their money spent on Telecom service. The mean value of 411 showed that customers are enjoying price as set by the service provider.

Table 5 Descriptive statistics of quality services and customer satisfaction.

Quality Services	SA 5	A 4	U 3	D 2	SD 1	MEAN (π)
Customer enjoy quality services as a result of telecom sales promotion	75 (34%)	55 (25%)	29 (13%)	30 (14%)	29 (13%)	3.54
Calls go through without hitches	20 (9%)	35 (16%)	40 (18%)	98 (45%)	25 (11%)	2.67
Customers are attended to promptly at service points	11 (5%)	65 (30%)	43 (20%)	89 (41%)	10 (5%)	2.89
Customer's complaints are attended to with dispatch.	88 (40%)	67 (31%)	50 (23%)	10 (5%)	3 (1%)	4.04

Source: Research Survey, 2023.

Table 5 revealed that 75 (34%) respondents strongly agreed that sales promotion scheme of the Telecom Companies have improved the quality of services they enjoy while 55 (25%) of the respondents agreed that sales promotion scheme of the Telecom Companies have improved the quality of services they enjoy. Also, 29 respondents representing 13% were undecided thus imply that they are not concerned about service quality they enjoy. Equally, 30 respondents make up of 14% disagreed that sales promotion scheme of the Telecom Companies have improved the quality of services they enjoy while 29 (13%) strongly disagreed that they are satisfied with the service quality they enjoy. The mean value is 3.54 showing that most of the respondents are satisfied with service quality.

On the question that bordered on call going through without hitches, 20 respondents representing 9% strongly agreed that they have calls without hitches while 35 respondents make up of 16% agreed that they have calls without hitches. On the contrary, 40 of the respondents comprised of 18% were undecided while 98 respondents consisting of 45% disagreed that they have calls without hitches and 25 respondents strongly disagreed that they have calls without hitches. The mean value of 2.67 which is very low implying that customer does have call with a lot of hitches and is one of the major causes for customer dissatisfaction. On the question of prompt services to customers, 11 respondents make up 5% strongly agreed that they do have prompt service while 65 respondents representing 30% held that they do have prompt service at service points. Also, 43 respondents comprised of 20% were undecided while 89 respondents consisting of 41% disagreed that they have prompt service at service points. However, 10 of the respondents make up of 5% strongly disagreed that they have prompt service at service points. The mean value of 2.89 is low implying that majority of the respondents are dissatisfied with the service rate of Telecom Companies and thus a vehicle of customer dissatisfaction.

On the level of attending to customer complaints, 10 respondents representing 5% are satisfied with the level the Telecom companies attend to their complaints while 67 respondents make up of 31% agreed that complaints are promptly resolved and 50 respondents make up of 23% were undecided. Also, 88 of the respondents comprised of 40% disagreed that complaints are promptly resolved and 3 respondents constituted 1% strongly disagreed that complaints are promptly resolved. The mean value of 2.97 is low which imply that majority of the respondents are not satisfied with the present Telecom Companies mechanism of complaints management.

Test of Hypotheses
In an attempt to test the hypotheses stated in chapter one, simple linear regression model is adopted to evaluate the impact of the independent variable on the dependent variable.

Hypothesis 1
H_i: There is no statistical significant relationship between publicity and fair price to customers.

Table 6   **Model Summary**

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846[a]	.716	.713	.21141	.213

a. Predictors: (Constant), publicity
b. Dependent Variable: fair price

Table 6 shows that there is a significant positive relationship between the dependent variable (fair price) and independent variable (publicity) as indicated by a strong R of 0.846. The coefficient of determination R^2 (R square) which measures the percentage of the total change in dependent variable that can be explained by independent variable indicating that publicity increase 0.716 which means that economic publicity increases the 72% of fair price.

This also implies that a 1% increase in publicity will lead to 72% fair price. However, this could be overstated so the adjusted estimate for the whole result was explored and it also gives 0.713 and the standard error of the estimate is considered low at 0.21141. Finally, the model shows that there is no auto regression in the variables as it shows the Durbin Watson of 0.213.

Table 7. ANOVA

	ANOVAb				
Model	Sum of Squares	Df	Mean Square	F	Sig.
1Regression	371.354	1	271.354	3162.020	.000a
Residual	11.938	216	.042		
Total	383.292	217			

    a. Predictors: (Constant), publicity

    a. Dependent Variable: fair price

The ANOVA table for regression line shows that the P-value is 0.000 which is lower than 0.05 alpha values. The table shows the f statistics is 3162.020. Therefore, it shows that significant positive relationship exists between publicity and fair price which implies that the null hypothesis is rejected.

Table 8.   **Coefficients**

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	.121	.021		2.522	.000
	Publicity	.621	.013	.841	44.52	.000

a. Dependent Variable: Publicity

To test the significance of the regression for the two variables publicity (independent variable) and fair price (Dependent variable) the P-value was considered. The result shows that the average fair price is 0.121 when publicity is zero. The t-test value is 2.522 and its sig-value is 0.000 which is less than alpha value of 0.05 hence, it means that it is statistically significant. This implies that without the influence of publicity the average fair price is 0.121. The average rate of change in fair price due to single change in publicity is 0.621. The t-test value of 44.52 and its sig-value is 0.000 which is less than alpha value of 0.05. It means that it is statistically significant. Hence, the null hypothesis that there is no statistical significant relationship between publicity and fair price to customers is rejected.

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

Hypothesis 2

H_2: There is no statistical significant relationship between sales promotion and quality service.

Table 9.   **Model Summary**

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863[a]	.745	.743	.27321	.131

   a.   Predictors: (Constant), sales promotion
   b. Dependent Variable: quality service

Table 9 shows that there is a significant positive relationship between the dependent variable (quality service) and independent variable (sales promotion) as indicated by a strong R of 0.863 The coefficient of determination R^2 (R square) which measures the percentage of the total change in dependent variable that can be explained by independent variable indicating that sales promotion increase 0.745 which means that sales promotion increase the 75% of quality service. This also implies that a 1% increase in sales will lead to 75% quality service. However, this could be overstated so the adjusted estimate for the whole result was explored and it also gives 0.743 and the standard error of the estimate is considered low at 0.27321. Finally, the model shows that there is no auto regression in the variables as it shows the Durbin Watson of 0.131.

Table 10.   **ANOVA**

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1Regression	252.214	1	252.214	3353.021	.000[a]
Residual	17.332	217	.043		
Total	269.546	218			

   a.   Predictors: (Constant), sales promotion

   a.   Dependent Variable: quality service

The ANOVA table for regression line shows that the P-value is 0.000 which is lower than 0.05 alpha values. The table shows the f statistics is 3353.021. Therefore, it shows that significant positive relationship exists between sales promotion and quality service which implies that the null hypothesis is rejected.

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

Table 11.   **Coefficients**

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.114	.025		2.244	.000
	Sales promotion	.421	.011	.748	52.62	.000

a. Dependent Variable: Sales promotion

To test the significance of the regression for the two variables sales promotion (independent variable) and service quality (Dependent variable) the P-value was considered. The result shows that the average service quality is 0.114 when sales promotion is zero.

The t-test value is 2.244 and its sig-value is 0.000 which is less than alpha value of 0.05 hence, it means that it is statistically significant. This implies that without the influence of sales promotion the average service quality is 0.114. The average rate of change in service quality due to single change in sales promotion is 0.748. The t-test value of 52.62 and its sig-value is 0.000 which is less than alpha value of 0.05. It means that it is statistically significant. Hence, single unit change in sales promotion impact in the shape of increase in service quality which means that the null hypothesis that there is no statistical significant relationship between sales promotion and service quality is rejected.

Discussion of Findings
The first analysis was carried out to determine the influence of publicity on customers' satisfaction. A positive influence was discovered between publicity and customers' satisfaction. The analysis shows that 82% of customer satisfaction is explained by charging fair prices. Which means a statistically significant relationship was discovered between fair prices and customers' satisfaction. This implied that the levels of customers' satisfaction would increase if the telecommunication companies carryout aggressive publicity with charging of fair prices on their services or products.

Equally, a test was carried out to know if there is a significant relationship between service quality and customer satisfaction. The result shows that there is an existence of a significant relationship between service quality coupled with aggressive sales promotion and customer satisfaction. This variable explains 85% of customer satisfaction is due to quality of service with aggressive sales promotion. This implies that the telecommunication companies should increase the quality of their service through such promotional activities like after sales service, buy one get one free and discounts as this will increase the level of customer satisfaction. The finding of this study corroborates the work of Sezen (2017) and Mohamed (2015) worked on the impact of marketing communication on customer satisfaction towards laptop industry, Sri Lanka and in contrast with the work of Francis (2017) who reported a negative relationship in some element of marketing communications.

Conclusion
For any exchange to be effective; there must be communication between the parties involved in the exchange process. Therefore, marketing communications become vital in today's exchange that is surrounded with different brands and competitors. Customer retention, loyalty and satisfaction is the key to today's success in the market place. The tool to keep customer abreast of the company's

offering in the market place is resident in its power of marketing communications and eyes on customer satisfaction.

Recommendations
Based on the findings, the study recommended as follows:
1. Telecommunication companies should enhance be price conscious in other to charge prices that competitive and affordable by customers so as to enhance customer satisfaction.
2. It is recommended that Telecom companies should work to improve the quality of their networks to guarantee hitch free calls by customer to enhance customer satisfaction.

References
Abubakar, M. M., Mokhtar, S. S., and Abdullateef, A. O. (2013). The Moderating Effect of a Long-Term Orientation Culture on the Relationship Between Trust, Personalization and Customer Satisfaction and Loyalty: A Proposed Framework. *International Journal of Academic Research in Business and Social Sciences, 117-131.*

Al-Hersh, D. M., Aburoub, D. S., and Saaty, D. S. (2014). The Impact of Customer Relationship Makreting on Customer Satisfaction of the Arab Bank Services. *International Journal of Academic Research in Business and Social Sciences, 67-100.*

Apaydin, F. (2011). Changes in Marketing Strategies and Performance Outcomes of Turkish Firms in 2008 Global Economic Recession. *International Business Research, 104-114.*

Audu, Y. and Umar, K. (2019). Complaints management strategy and customer retention in Mobile service organizations in Nigeria. *Journal of Good Governance and Sustainable Development in Africa (JGGSDA), Vol. 4, No 3, March, 2019. Available online athttp://www.rcmss.com/index.php/ijpamr; www.academix.ng.*

Aworemi, J.R., Oyedokun, J.A., Ajagbe, F.A and Wojuade, C.A. (2008). Impact of Advertising, Sales promotion, Publicity and Public Relations on Performance of Niger State Transport Authority. *Pakistan Journal of Social Sciences. 5, 182- 186.*

Banerjee N., Siddhanta S. and Bandopadhyay G. (2012). The Effect of Marketing Communication on Sales Performance: A Study on the Personal Care Industry in India. *European Journal of Social Sciences, 28(3), 308-319*

Begic, N., and Duman, T. (2013). Strategic Marketing Management of Ski Resorts in Bosnia and Herzegovina: A Competitive Analysis. *International Journal of Academic Research in Business and Social Sciences , 496-505.*

Bonnie, L., and Drewniany, A. (2011). *Creative Strategy in Advertising.* Boston, MA, USA: Wadsworth Cengage Learning.

Bose, D. (2010). *Modern Marketing Principles and Practice.* New Delhi, India: PHI Learning Private Limited.

Chang, W.-Y., and Chang, Y. (2014). The Influences of Humorous Advertising on Brand Popularity and Advertising effects in the Tourism Industry. *Sustainability , 9205-9217*

Ebitu, E. T. (2014). Marketing Strategies and Consumers' Satisfaction of Cement Products in Calabar, Nigeria. *British Journal of Marketing Studies, 52-67.*

Francis K. F. (2017). The effect of marketing communication tools on service Quality and customer satisfaction in the financial services Sector in Ghana. *International Journal of Sales & Marketing Management Research and Development* (IJSMMRD) ISSN(P): 2249-6939; ISSN(E): 2249-8044 7, (1), Feb 2017, 1-10 © TJPRC Pvt. Ltd.

Greene, F. (2013). Marketing Communication Strategies. Retrieved March 22 Nd 2013 from http://en.wikipedia.org/wiki/Marketing_communication strategies

Tabugbo Leonard Onwuzuligbo & Audu, Yakubu Philemon, 2023, 5(4):17-32

Hänninen, N., and Karjaluoto, H. (2017). *The* effect of marketing communication on business relationship loyalty. Marketing Intelligence and Planning, 35 (4), 458-472.doi:10.1108/MIP-01-2016-0006

Ismail, K., Hussain, J., Shah, F. and Hussain, A. (2012). Effect of Marketing Communication on Sales Performance of Multinational Companies: A case study of Proctor and Gamble company. *Research Journal of Recent Sciences, 1(12), 44-48.*

Kabangi M. W and Mwirigi, F.K. (2014). *Analysis of Marketing Communication Tools and Sales Performance in Business Organizations in Kenya.* A Case of Public Service Bus Companies in Mombasa. *European Journal of Business and Management, 6 (26), 73- 80.*

Kehinde, J. O., and Ikioda, E. I. (2011). Competitive Marketing Strategies: Tools for enhancing value in the dynamic world of business. Manager: from real economy to monetary economy, 50-63.

Kruger, F. (2016). The Influence of Culture and Personality on Customer Satisfaction. New York, USA: Springer.

Mansori, S., Tyng, G. G., and Ismail, Z. M. (2014). Service Recovery, Satisfaction and Customers' Post Service Behaviour in the Malaysian Banking Sector. Management Dynamics in the Knowledge Economy, 5-20.

Mohan, G. M., and Aagasthiya. (2015). A Study on Customer Satisfaction towards Ponlait Products. *Tactful Management Research Journal, 1-8*

Mohamed I. M. B., Shameem A. L. M. and, Riswan, A.(2015).The impact of marketing mix on customer satisfaction towards laptop industry. Article Retrieved From https://www.researchgate.net/publication/289251185

Mokhtar, M. Z., and Wan-Ismail, W. S. (2012). Marketing Strategies and the Difference Level of Sales and Profits Performance of the Batik SMEs in Malaysia. *The International Journal of Business and Management, 96-111.*

Mothersbaugh, D. (2010). *Consumer Behaviour: Building Marketing Strategy*. New York, NY, USA: McGraw Hill Irwin

Ojatta, D. O. and Oyaka, J. O. (2015). *Marketing Management; theories, concepts and empirical perspectives.* Adura printing/publishing press, Idah, Kogi state, Nigeria.

Okyere, N., Agyapong, G. and Nyarku, K. (2011). The Effect of Marketing Communication on the Sales Performance of Ghana Telecom. *International Journal of Marketing Studies, 3 (4) 50-62.*

Oyedapo A. (2012). The Impact of Sales promotions on Organizational Effectiveness. A Case study of Nestle food company in Nigeria, *Journal of Business and Management Research, 2(5) 22-30.*

Rao, A., and Chandra, S. (2012). *The Little Book of Big Customer Satisfaction Measurement.* New Delhi, India: Sage Publications.

Ros-Diego, V.-J., and Castello-Martinez, A. (2011). *CSR Communication through online Social Media*. Revista Latina de Communication Social , 47-67

Sabir, R. I., Irfan, M., Akhtar, N., Pervez, M. A., and Rehman, A. U. (2014). Customer Satisfaction in the Restaurant Industry; Examining the Model of Local Industry Perspective. *Journal of Asian Business Strategy , 18-31.*

Sezen A.G (2016) *Marketing Communication Tools by micro and small enterprises.* Umea University, school of business and economics. Bachelor thesis, 15 hp.

Todorova G.(2015). Marketing Communication Mix. *Trakia Journal of Sciences, Vol. 13*, Suppl. 1, pp 368-374, 2015 Copyright © 2015 Trakia University. Available online at: http://www.uni-sz. ISSN 1313-7069(print) doi:10.15547/tjs.2015.s.01.063 ISSN 1313-3551 (online).