

Journal of **Marketing Studies** (JMS)

Awka Telecom Industries: Analysis on Marketing Strategy



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Accepted: 12th Jan, 2026, Received in Revised Form: 30th Jan, 2026, Published: 9th Feb, 2026

Abstract

Purpose: The study seeks to (i) identify the mobile marketing strategies employed in the telecommunication industry in Awka, (ii) examine the marketing mix variables used in promoting telecommunication services, (iii) assess the relationship between mobile marketing strategies and customer loyalty, and (iv) evaluate the influence of marketing mix elements on customer loyalty in the telecommunication industry in Awka.

Methodology: A descriptive survey design was employed, with a target population of 6,949,835 customers of MTN, Glo, Airtel, and Etisalat in Awka. A purposive sampling technique was used to select a sample of 401 customers, who were surveyed using a structured questionnaire. Data were analyzed using descriptive statistics, including percentage, mean, and standard deviation. Pearson correlation and regression analysis were used to test the hypotheses at a 0.01 level of significance.

Findings: The results indicated a strong positive relationship between mobile marketing strategies and customer loyalty in the telecommunication sector in Awka. Additionally, marketing mix variables were found to have a significant impact on customer patronage. The study concludes that telecommunication companies in Awka should invest more in mobile marketing and enhance their marketing mix elements, such as social media platforms (Facebook, Instagram, 2go), email marketing, low-price offers, product innovation, differentiation, and customer incentives like free data, recharge cards, awards, and bonuses to increase customer loyalty and repeat purchases.

Unique Contribution to Theory, Policy and Practice: The findings indicate a strong positive relationship between mobile marketing strategies and customer loyalty in Telecom sector in Awka. Additionally, marketing mix variables were found to have a significant impact on customer patronage. The study concludes that Telecom n Awka should invest more in mobile marketing and enhance their marketing mix elements e.g Social media platforms like (Facebook, Instagram), email marketing, low-price offers, product innovation, differentiation, and customer incentives like free data, recharge cards, awards, and bonuses to increase customer loyalty and repeat purchase.

Keywords: *Telecommunication Industry, Marketing Strategy, Customer Loyalty, Marketing Mix, Awka*

JEL Codes: *L96, M31, D12*

1. INTRODUCTION

Macro goals and objectives are reached when a company carefully apply good marketing plan and strategy. According to Mamdoohi and Seyedhashemi (2008), developing a marketing plan and strategies is ultimate part and guarantor of success in marketing. In complex environments, dynamic and highly variable today, companies need to design and adopt strategies that could help them to improve their performance and customer's patronage. This is because in such a competitive environment, they will be able to compete and be along with their changing and dynamic conditions in the market. In the same vein, Soraei and Mehraei (2013), added that company's informed decisions strategy formed a mirror of their performance.

This stiff competition has resulted in aggressive use of various market strategies employed by telecommunication market players to strengthen their brands by appealing to the good conscience of stakeholders. These strategies include social medial short message service, internet, web service, emailing, research engines, television, radio, word of mouth and other elements such as low pricing, product innovation, product differentiation, segment, promotions like free recharge card, free data for browsing and bonus extra. Kelly (1999), maintained that in selling bundled internet, telephone device and cable matter of product is important in opening a new branch in a new development which provide high traffic and quality to customers is a matter of place. Each was seeking to dominate the market or increase its share so as to survive in the market. The consistent and divergent use of marketing strategies have proved effective in improving the corporate image and turnover. The dominant players like MTN, GLO, ETISALAT, AIRTEL among others have been visible in the present today committing substantial amount of money to the employment of various laudable marketing promotions through television, radio, internet, short message service and among other to reach its target customers in the less privileged and rural areas of the society who are much more in population (National Census, 2006).

Objective

This research firstly investigates the marketing strategies of telecommunications industry: a study of Awka, Anambra State. Secondly, it aim is to determine the mobile marketing strategies use in telecommunication industry in Awka Anambra State. Thirdly, it aims to ascertain the extent of relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State. Lastly, to ascertain the influence of marketing mix variables in promoting customers loyalty in telecommunication industry in Awka Anambra State.

2. LITERATURE REVIEW

This chapter will detail more on the various research works done by scholars in the field. It will add by defining marketing. The chapter will also help the researcher in discussing all the objectives and relevant research questions raised in chapter 1 using what other scholars have done on the topic and gives history and present status of the problem, portrayed by a brief review of studies

into closely related issues.

2.1 Concept of Marketing

Marketing is defined as "the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association (2019). Philip Kotler (2013) defined marketing as satisfying needs and wants through an exchange process. Marketing is also defined as a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction. According to Kotler (2003), marketing is used to describe activities that create value through voluntary exchange between parties.

2.2 Concept of Marketing Strategy

Marketing strategy is defined as appropriate allocation of marketing resources and coordinating activities in order to meet operational objectives in terms of a specific product market. To meet operational objectives, customer satisfaction becomes a helping factor. Customer satisfaction is being considered as an important factor influencing the customer retentions and recommendation phenomena (Kumar *et al.*, 2013; Kim *et al.*, 2015a; Kim *et al.*, 2016). Investigative studies by Segarra-Moliner and Moliner-Tena (2016) and Chuah *et al.* (2017) portrayed that satisfaction is the dominant factor affecting consumer loyalty. Customer loyalty is a profound promise to repurchase despite environmental volatility (Keropyan and Gil-Lafuente, 2012). Hossain and Suchy (2013) have stated that satisfaction is the prime indicator of customer retention. Customer satisfaction is the consistence evaluation of prior expectation and perceived performance (Chen and Wang, 2009). Since marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage (Baker & Michael John, 2008), due attention to customer satisfaction becomes key.

Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives (Homburg, Christian; Kuester, Sabine; Krohmer & Harley, 2009). Marketing strategy leverages the combination of resources and capabilities within an organization to achieve a competitive advantage and thus enhances organization performance (Cacciolatti & Lee, 2016).

Therefore, the main issue concerns the scope of marketing strategy include to determine a specific target market for a particular product family or a particular product, then company through its marketing mix according to needs and demands of potential customers in target market are looking for a competitive advantage and create synergies (Soraei & Mehraei, 2013).

3. CONCEPTUAL FRAMEWORK

Conceptual framework is defined as the explanation of concepts, terminologies and variables used in the study. Shields, Patricia, Rangarajan and Nandhini (2013), defined conceptual framework as the way ideas are organized to achieve a research project's purpose. The conceptual frameworks are connected to a research purpose and how they affect each other (Brains, Willnat, Manheim & Rich, 2011). In this study, conceptual framework includes marketing strategies such as mobile marketing, marketing mix elements, television/ radio marketing strategy and word of mouth strategy. The framework detailed the relationship among and they influence customers loyalty, patronage and retention.

Independent Variables

Independent Variables

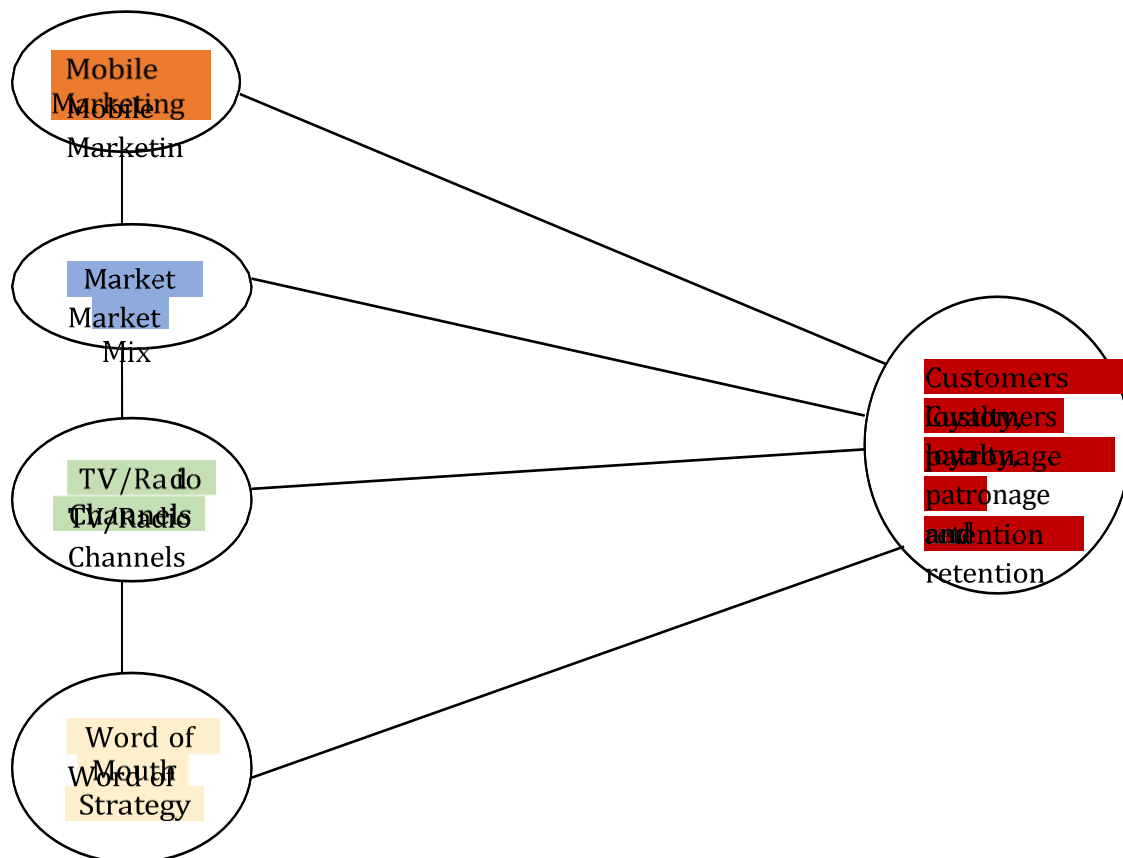


Figure 1:

Source: Researchers own construct.

Figure 1. Indicates the influence of independent variables on dependent variables. The purpose of this research work is to investigate marketing strategies of telecommunications industry with the intention of finding out whether the above-mentioned marketing strategies can influence customers attitude, satisfaction, loyalty, patronage and retention.

3.1 Classification of Marketing Strategies

The classification of marketing strategies according to (Kotler, 2012; Ansoff growth matrix; Bowman's (2003) are considered in this regard.

1) **Kotler classification;** This include; market segmentation, target market selection and positioning;



Figure 3:

Sources; Kotler, (2012)

4. RESEARCH METHODOLOGY

4.1 Research Design: Research Designs Kothari (2005) defined research design as a detailed outline of how an investigation will take place which includes the method of collecting data, the instruments that were employed, the manner in which the instruments are used and the means for analyzing the data collected. The study used a case study research design. Qualitative research because it is based on holistic approach to science and it's explained in terms of variables and unit of analysis. Both explanatory and descriptive research will be used in accomplishing the objectives of the study. It will be used to gain insight into the various marketing strategies adopted and Telecom industries in Awka, Anambra state and its influence on customers patronage and loyalty

4.2 Target population: A target population is defined as the total numbers of people in a geographical location. According to Shao (1999) population can be defined as the complete set of subjects that can be studied: people, objects, animals, plants, organizations from which a sample may be obtained. The target population for this study was customers of four Telecom industries in Awka (MTN, GLO, Etisalat, Airtel). The total GSM active voice subscribers in Awka Anambra State is five million, eight hundred and forty-nine thousand, five hundred and thirty-five (6,949,835) (NCC,2019).

4.3 Sampling methods and techniques: Sampling is a set of individuals or objects collected or selected from a population by a defined procedure (Peck, Roxy;Olsen, Chris, Devore& Jay, 2008). Sampling is defined as the selection of a part of a whole population for a study; unlike a census

which is the study of the whole population (O’Leary 2004). A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected. The techniques for selecting a sample include; simple random sampling, stratified sampling, systematic sampling and cluster sampling. In this study, the researcher employed probability sampling technique through simple sampling method to select the sample of customers of telecommunication industry in Awka for the study. This technique was used due to large number of populations involve. The need to give every participant opportunity of being included in the study and the need to minimize cost and save time.

4.4 Questionnaires: A questionnaire is defined as a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents through survey or statistical study (OECD Economic Surveys, 2019). However, such standardized answers may frustrate users as the possible answers may not accurately represent their desired responses (OECD Economic Surveys, 2019). Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be concretely feasible.

4.5 Data presentation and analysis tool: The data collected for the study was first check to know whether they complete and correct before subjecting them for analysis. The data quantitative was analyzed with the aid of statistical package for the social sciences (SPSS), descriptive statistics by means of tables, frequency, percentage, mean and standard deviation. The person coefficient correction was used to test the relationship between variables at 0.05 level of significance. The formula for the simple percentage is

$$\text{Percentage} = \frac{X}{N} \times 100$$

Where X = Individual stem in the group or responses

N = Total response

Pearson Product Moment Correlation Coefficient (PPMCC) formula is given as follow:

$$\text{PPMCC: } r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

Where

X and Y = original scores

N= numbers of pairs of scores

Σ = summation of symbol

Σxy = sum of the product of each X and Y.

The formula for regression model is given as follow:

$$Itp = 41.189 Mm + 1.712 + 1.543 mms + 0.451 tr + 0.753 wm$$

Where; Itp = Intercept = mm = mobile marketing, mms = marketing mix strategy, trs = television/radio strategy, wm = word of mouth strategy.

5. DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

5.1 Response rate

401 copies of questionnaires were administered to the respondents. All the 401 questionnaires were properly filled and returned by the participants. This show that the response rate of 100% is high considering the target population for the study.

4.2 Reliability test

Table 4.1: Cronbach's alpha

| Variables | Cronbach's Alpha |
|---------------------------|------------------|
| Mobile marketing strategy | 0.713 |
| Marketing mix | 0.821 |
| TV/radio strategy | 0.791 |
| Word of mouth strategy | 711 |

Source: Primary Data

Cho and Eunseong (2016), defined Cronbach's alpha as the most common score reliability coefficient https://en.wikipedia.org/wiki/Reliability_coefficient for single administration (i.e., the reliability of persons over items holding occasion fixed). Studies by McNeish (2017) and Raykov and Marcoulides (2017) recommend not using Cronbach's alpha unconditionally but the reliability coefficients should base on structural equation modeling https://en.wikipedia.org/wiki/Structural_equation_modeling (SEM) as the alternative.

In the measurement of reliability of instrument, (Lance, Butts & Michels, 2006), maintained that a score of 0.7 is acceptable for analysis. In the same vein, Cho (2020), added if the reliability has a value near .8 (e.g., 0.78), it can be considered and recommended for analysis. In table 4.1 of our computation of Cronbach alpha, the result is in line with the recommendations of (Lance, Butts & Michels, 2006; Cho, 2020), who maintained that a Cronbach's alpha of 0.7 and 0.78 and above are considered fit for the analysis. The searcher went ahead to check to know whether data are complete and correct before subjecting them for analysis.

5.3 Socio-demographic data of the Participants

Table 4.2: Socio-demographic data of the Participants

| Variables | Groups | Frequency | Percentage |
|--|------------------|-----------|------------|
| Gender | Male | 138 | 34.41% |
| | Female | 263 | 65.59% |
| | Total | 401 | 100% |
| Marital status | Single | 230 | 57.36% |
| | Married | 171 | 42.64% |
| | Total | 401 | 100% |
| Age of respondents | 18-25 | 20 | 4.99% |
| | 26-32 | 201 | 50.12% |
| | 33-39 | 140 | 34.91% |
| | 46 and above | 40 | 9.98% |
| | Total | 401 | 100% |
| | Student | 181 | 45.14% |
| Occupation | Civil servant | 190 | 47.38% |
| | Business | 30 | 7.48% |
| | Total | 401 | 100% |
| | Social media | 100 | 24.94% |
| | Email | 7 | 1.75% |
| Marketing strategies | SMS | 160 | 39.90% |
| | Website | 102 | 25.44% |
| | Internet | 18 | 4.48% |
| | Television/radio | 10 | 2.49% |
| | Word of mouth | 4 | 0.99% |
| | Total | 401 | 100% |
| | MTN | 200 | 49.88% |
| | AITEL | 123 | 30.67% |
| Most GSM providers you patronize. | GLO | 58 | 14.46% |
| | ETISALAT | 20 | 4.99% |
| Total | | 401 | 100% |

Source: Primary data, 2021.

Table 4.2 analyze data on the socio-demographic data of the respondents. The result of gender distribution of the respondents indicated that male have 34.41% while female have 65.59%. The means that the study has in-varies population as female respondents are more proportion than male counterparts. The marital status of the respondents shown that single respondent dominates the

study at 57.36% high than married at 42.64%. The age range of the participant were between 18 to 46 years and above with age bracket of 26-32 higher in proportion with 50.12% than others. This indicated that the population of the study were majorly youths. The occupation of the respondents include; student 45.14%, civil servants 47.38% and business people 7.48%. The result shown that among the marketing strategies adopted by telecom service provider in Awka, Anambra state such as; social media 24.94%, email 1.75%, SMS 39.90%, website 25.44%, internet 4.48%, television/radio 2.49% and word of mouth 0.99%, SMS is mostly used in the marketing of their services. Also, the result indicated that telecom service providers customers in Awka patronize include MTN with 49.88%, AITEL 30.67%, Glo 14.46% and Etisalat 4.99%. By implication, customers patronize MTN products and services than their counterparts.

4.4 Descriptive statistics of independent variables

4.2. Mobile marketing strategies in telecommunication industry in Awka Anambra State.

Table 4.3: Mean and standard deviation for mobile marketing strategies use in telecommunication industry in Awka Anambra State.

| Variables | SA | A | D | SD | \bar{X} | Sd | Remarks |
|---------------------------------------|-----|-----|-----|-----|-----------|-------|----------|
| Short message service (SMS) strategy. | 199 | 179 | 13 | 10 | 3.491 | 1.812 | Accepted |
| Social media. | 170 | 133 | 49 | 49 | 3.413 | 1.076 | Accepted |
| E-mailing strategy. | 99 | 99 | 201 | 2 | 2.731 | 1.469 | Accepted |
| Mobile web strategy. | 181 | 180 | 25 | 15 | 3.314 | 1.608 | Accepted |
| Search engine strategy. | 50 | 60 | 180 | 111 | 2.123 | 1.595 | Rejected |

Source: Primary data, 2021.

In Table 4.3 above, the opinion of the respondents shown telecom service provider in Awka, Anambra state adopt short message service (SMS) strategy in the marketing of their products and service more than any other mobile strategies. This is because short message service is less cost effective with a mean score of 3.491 point and standard deviation of 1.812. When it come to the use of social media strategy, the respondents agree that telecom service providers used social media to reach their customers in Awka through Facebook, 2go, Instagram and WhatsApp. This made it easy for customers to access telecom products easily through social media with means score of 3.413 and standard deviation of 1.076. On the use of mobile web strategy, the respondents believe that they can access web through their mobile phone. This attracted a mean of 3.314 and standard

deviation of 1.608. On the use of e-mailing strategy, the telecommunication industries in Awka use email but not always to market their products. This is represented with mean score of 2.731 and standard deviation of 1.469. This is because it is not possible for the company to have email of all their customers in Awka. On the use search engine strategy, telecommunication industries in Awka do not adopt search engine strategy to reach their customers. This is the because the platform for customers to access the service may not be available in Nigeria and Awka in particular.

Table 4.4: Mean and standard deviation on the use of marketing mix variables in the marketing of telecommunication service to enhance customers patronage in Awka Anambra State.

| Variables | SA | A | D | SD | \bar{X} | Sd | Remarks |
|--------------------|-----|-----|----|----|-----------|-------|----------|
| Product strategy | 202 | 199 | 0 | 0 | 3.503 | 1.765 | Accepted |
| Pricing strategy | 220 | 181 | 0 | 0 | 3.548 | 1.541 | Accepted |
| Place strategy | 200 | 185 | 8 | 8 | 3.38 | 1.696 | Accepted |
| Promotion strategy | 199 | 179 | 13 | 10 | 3.491 | 1.812 | Accepted |

Source: Primary data, 2021.

Table 4.4 above analyzed data on the use of 4Ps of marketing in the marketing of telecommunication service in Awka Anambra State. The result shown that telecommunication industry adopted marketing mix variables such as product, pricing strategy, place and motion strategies to draw the attention of their customers in Awka. The product strategy may include product innovation and differentiation. On the aspect of pricing, the telecom industries may choose to run low cost strategy to win customer's loyalty. The company may choose to segments the markets to meet the target customers. In the aspect of promotion, the company may decide to use advertisement through the television, radio, social media, short text messages and others strategies like bonus, price reduction, free gift and among others to win custom patronage and loyalty.

Table 4.5: Mean and standard deviation on the extent of relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

| Variables | VHE | HE | LE | VLE | \bar{X} | Sd | Remarks |
|--|-----|-----|-----|-----|-----------|-------|---------|
| Mobile web as a pipeline for seamless engagement with customers brings about the desired response from customers in terms of purchase intention and word-of-mouth referrals. | 184 | 159 | 30 | 28 | 3.244 | 1.907 | HE |
| With SMS advertising marketers have the opportunity to engage customers which in turn shape their attitude and purchase intention. | 298 | 103 | 0 | 0 | 3.743 | 1.49 | VHE |
| E-mail marketing has direct influence on customers purchase and retention. | 100 | 61 | 150 | 90 | 2.129 | 1.061 | VLE |
| Email message aids building customer loyalty, trust in a product or service as well as brand recognition. | 169 | 169 | 33 | 30 | 3.189 | 1.395 | HE |
| Using social media platforms for advertising activities help saves consumers' time, provide more trustworthy information, improved cost of informing, and facilitate better communication with telecommunications service providers. | 198 | 189 | 9 | 5 | 3.446 | 1.75 | HE |
| Social media marketing has bring about consumers' engagement and also provides avenue for brands and companies to stay with their consumers rather than just creating products or services awareness. | 99 | 99 | 201 | 2 | 2.731 | 1.469 | HE |

Source: Primary data, 2021.

Table 4.5: shown mean and standard deviation on the extent of relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State. The result indicated that mobile web as a pipeline for seamless engagement with customers brings about the desired response from customers in terms of purchase intention and word-of-mouth referrals with mean score of 3.244 and standard deviation of 1.907. That with short message service advertising marketers have the opportunity to engage customers which in turn shape their attitude and purchase intention. This represent a mean of 3.743 and standard deviation of 1.490. The email marketing has no direct influence on customers purchase and retention 2.129 and standard deviation of 1.061. Also, the result shown that email message aids building customer loyalty, trust in a product or service as well as brand recognition with mean value of 3.189 and standard deviation of 1.395. That using social media platforms for advertising activities help saves consumers' time, provide more trustworthy information, improved cost of informing, and facilitate better

communication with telecommunications service providers at a mean value of 3.446 and standard deviation of 1.750.

Finally, that social media marketing has bring about consumers' engagement and also provides avenue for brands and companies to stay with their consumers rather than just creating products or services awareness and this a give a mean value of 2.731 and standard deviation of 1.469. By implication mobile marketing strategies relates with customers loyalty to a high extent.

Table 4.6: Mean and standard deviation on the influence of marketing mix variables in promoting customers loyalty in telecommunication industry in Awka Anambra state.

| Variables | SA | A | D | SD | \bar{X} | Sd | Remarks |
|--|-----|-----|---|----|-----------|------|----------|
| Marketing mix boost customer loyalty with regard to company products. | 200 | 185 | 8 | 8 | 3.38 | 1.7 | Accepted |
| Perceives satisfaction turning into loyalty as a process of commitment to re-buy or re-patronize a preferred product or service. | 202 | 199 | 0 | 0 | 3.5 | 1.77 | |
| Marketing mix give high level satisfaction and customer's loyalty because their trust towards company products and services is greater and such customers are ready to pay more. | 198 | 189 | 9 | 5 | 3.45 | 1.75 | |
| Marketing mix notions make the organization superior and at the same time helps to fasten the relationship between the customer and the organization based on mutual respect backed by customer satisfaction, loyalty and organization initiatives of quality standards. | 200 | 185 | 8 | 8 | 3.38 | 1.7 | |

Source: Primary data, 2021.

In table 4.6 above, mean and standard deviation of the variables indicated that marketing mix boost customer loyalty with regard to company products 3.38 score and 1.696. Perceives satisfaction turning into customers loyalty as a process of commitment to re-buy or repatronize a preferred product or service. This represent a mean value of 3.503 and standard of 1.765. Still in table 4.6, the result revealed that marketing mix give high level satisfaction and customer's loyalty because their trust towards company products and services is greater and such customers are ready to pay more with 3.503 mean value and 1.765 standard deviation. Marketing mix notions make the organization superior and at the same time helps to fasten the relationship between the customer and the organization based on mutual respect backed by customer satisfaction, loyalty and organization initiatives of quality standards and this represent a mean of 3.38 and standard deviation of 1.696.

4.5 Hypothesis testing

The hypothesis was tested using the Pearson coefficient correlation.

Table 4.7: correlations

| Variables | Mobile strategy | mktgMktg mix strategy | Tv/radio strategy | Word of mouth Strategy |
|------------------------|-----------------|-----------------------|-------------------|------------------------|
| Mobile strategy | | | | |
| Pearson Correlation | | 0.201** | 0.229** | 0.216** |
| Sig.(2-tailed) | | 0 | 0 | 0 |
| N | 401 | 401 | 401 | 401 |
| | | 1 | | |
| Mktg mix strategy | | | | |
| Pearson Correlation | 0.201** | | 0.325** | |
| Sig.(2-tailed) | .000 | | 0 | |
| N | 401 | 401 | 401 | 401 |
| Tv/radio strategy | | 1 | | 0.201** |
| Pearson Correlation | 0.229** | | | 0.216** |
| Sig.(2-tailed) | 0 | | 0 | 0 |
| N | 401 | 401 | 401 | 401 |
| Word of mouth strategy | | | | |
| Pearson Correlation | 0.216** | 0.325** | 1 | |
| Sig.(2-tailed) | 0 | 401 | | 0 |
| N | 401 | | 401 | 401 |
| | | | | 1 |

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data, 2021

Pearson coefficient correlation was to test the following hypothesis.

H1: There is significant relationship between mobile marketing strategies and customers patronage of telecommunication products in Awka, Anambra state.

H2: There is significant relationship between marketing mix variables and marketing of telecommunication service in Awka Anambra state.

H3: There is significant relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

H4: There is significant relationship between marketing mix variables and customers loyalty in telecommunication industry in Awka Anambra State.

4.6.1 H1: Mobile marketing strategies has been used in telecommunication industry in Awka Anambra State.

From table 4.6.1 above the correlation table revealed various variable within the model which were subjected to test to examine if there is any correlation among them to avoid error result. This was done at 2 tailed of 0.01 level of significant and obtained a result of 32.5%. The result shown that all variables within the model are correlated at 1.000. The finding indicated null hypothesis was rejected. By implication this shows that there is strong positive relationship between mobile marketing strategies and effective marketing of telecommunication products in Awka, Anambra state of Nigeria.

4.6.2 There is significant relationship between marketing mix variables and customers patronage of telecommunication service in Awka Anambra state.

Pearson correlation) test was conducted to finding out whether there is an existing relationship between marketing mix variables and customers patronage of telecommunication service.

Table 4.6.2, revealed that there is a significant relationship between use of marketing mix variables and effective marketing of telecommunication service with a coefficient of 20.1% at 0.01 level of significance.

Table 4.6.3 H3: There is significant relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

In table 4.6.3, Pearson coefficient correlation was carried to test the hypothesis on the relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State. The result obtained show a coefficient of 22.9% at the level of significance of 0.01. Based on this fact, we reject null hypothesis and concluded that there is positive significant relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

Table 4.6.4 H4: There is significant relationship between marketing mix variables and customers loyalty in telecommunication industry in Awka Anambra State.

In table 4.6.4, Pearson coefficient correlation was carried to test the hypothesis of relationship marketing mix variables and customers loyalty in telecommunication industry. The result obtained

show a coefficient of 21.6% at the level of significance of 0.01. Based on this fact, we reject null hypothesis and concluded that there is positive significant relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

4.7 Regression Model

4.7.1 Model Summary

Table 4.8: model summary

| Model | R-square | Adj. R- square | Std. Error |
|-------|----------|----------------|------------|
| 1 | 0.642 | 0.613 | 0.42031 |

Source: Primary Data, 2021.

From table 4.7 above, the results obtained from the R-square conducted was 0.642 showing that all the variables within the model are correlated at 1.000 and the model has a very good fit to rely upon as 64% variation was obtained in the independent variable. The Adjusted R- square determined the coefficient of the variable, indicated the level of changes that occurred in the dependent variable because changes in the independent variable. Also, the result of the table 4.7, found that adjusted R square was 0.613. This shows that there was variation of 64.2% on customer's change of attitude toward the telecommunication products and services because the significant changes in the marketing strategy of telecom service providers.

4.7.2 Coefficient determination

Table 4.9: Coefficient

| Independent Variable | Coefficient | T | P-value |
|-------------------------|-------------|--------|---------|
| Intercept (Constant) | 41.189 | 19.234 | |
| Mobile marking strategy | 2.712 | 4.537 | 0.0001 |
| Marketing mix strategy | 1.543 | 3.348 | 0.0001 |
| Tv/radio strategy | 0.451 | 3.836 | 0.0011 |
| Word of mouth strategy | 0.75 3 | 0.442 | 0.0001 |

Source: Primary Data, 2021.

$$Itp = 41.189 Mm + 1.712 + 1.543 mms + 0.451tr + 0.753 wm$$

Where; Itp = Intercept, mm = mobile marketing, mms = marketing mix strategy, trs = television/radio strategy, wm = word of mouth strategy.

In the multiple regression model conducted in table 4.8, we observed that a slight increase in the mobile marketing bring about a relative increase in customer patronage by 1.712. Also, an increase in the use of marketing mix variables such as reducing price, product innovation and differential,

segmentation and promotion can lead increase in customers change of attitude and patronage by 1.543 while variable remain constant at 41.189 with t-value of 19.234. Again, we observed that an increase in advertisement through television and radio can cause a proportional increase in customer loyalty by 0.451. The same this happen when word of mouth is use to create awareness of a product a slight increase will occur in customer level of patronage and satisfaction at 0.675 significant increase.

CONCLUSIONS

Based on the findings of the study, researcher conclude as follow:

To determine the mobile marketing strategies, use in telecommunication industry in Awka Anambra State.

The result of the data analysis in table 4.3 indicated that telecommunication industry in Awka different adopt marketing strategies such as short message, social media, email, tv, radio, word of mouth to reach their target customers as well as improving customers satisfaction and patronage. Therefore, telecommunication industry in Awka use various marketing strategies to influence their customers. The company will also benefit as such increasing customer patronage will increase volume sale and profitability.

5.2.2 To ascertain the marketing mix variables employed in the marketing of telecommunication service in Awka Anambra State.

The result of the data analysis in table 4.4 above indicated that telecommunication service in Awka Anambra State adopt marketing mix variables such as product, pricing, place and promotion to create awareness of their products and also draw the attention of customers. With this, the company will benefit by adopting to changes through innovation, differentiation, segmentation, low price offer and become outstanding in the competitive market environment.

5.2.3 To ascertain the extent of relationship between mobile marketing strategy and customers loyalty in telecommunication service in Awka Anambra State.

From the opine of the respondent, mobile technology has over taken human relation, social interaction and business. One can easy find what he or she is looking at in the internet, social media and website. As a result, the telecommunication industry in Awka has taken advantage of these mobile channel to promote their business and satisfy customers and make profit.

5.2.4 To ascertain the influence of marketing mix variables in promoting customers loyalty in telecommunication industry in Awka Anambra State.

The study concluded that marketing mix enhance customer loyalty in the telecommunication industry. The application of various marketing mix by the company such free recharge care, free megabyte to brow and others have increase long term survival of the telecom industry in especially in Nigeria.

Recommendations

Base on the findings of the study, the researcher made the following recommendations: Telecommunications industry in Nigeria should invest meaningfully on digital marketing as to make their products and services well known to the consumers and as a means of communicating consumers' views and opinions. The telecommunications industry in Nigeria should make sure that their products relate with costumers needs and they should have suitable price and also must deliver them in the right time and right place.

The study recommends establishment of vibrant virtual online shops to increase market penetration rather than forming physical shops which are more expensive to run. This was supported by the fact that more customers are now familiar with information technology. The study recommends that MTN should continually embrace the electronic marketing practices in order for them to remain competitive in the market. The world has become a global village and as a result, adopting these practices would enhance customer loyalty due to effective service delivery therein customer retention would be achieved.

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