BRAND PROMOTION AND CUSTOMER LOYALTY: A STUDY OF TELECOMMUNICATION FIRMS IN PORT HARCOURT

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Abstract

This study empirically investigated the relationship between brand promotion and customer loyalty of telecommunication firms in Port Harcourt. A cross sectional survey of 60 customers was derived and copies of questionnaire were administered to gather data which was analyzed using Spearman Rank Correlation Coefficient from which the formulated hypotheses were tested. The outcome of the analysis shows that bonus package and repeat purchase seems to have the highest positive correlation amongst the variables understudied. It was concluded that brand promotion has positive relationship with customer loyalty among telecommunication firms in Port Harcourt with an influence of organizational culture. Consequently, the study recommended amongst others that telecommunication firms should invest more in creating bonus packages if they wish to increase loyalty as studies show that bonus package has highest correlation with repeat purchase.

Keywords: Brand Promotion, Data Speed, Bonus package, Customer Loyalty, Repeat purchase, Word of Mouth (WOM), Organizational Culture, Telecomm Firms
1.0 Introduction

Since two decades ago, the telecommunications industry has experienced great development that could be traced back to the highly competitive mobile telecommunications revolution (Svendsen & Prebensen, 2013). The development of mobile phones among telecomm firms has drastically altered the manner at which consumers use telecommunication services as it now goes beyond making and receiving calls and sending short messages (SMS). In recent times, mobile phones accommodate data download, internet access, streaming of music and videos, playing games, GPS navigation, and videoconferencing, and a lot more (Grigoriou, Majumdar, & Lie, 2018). Supportively, Malhotra and Kubowicz Malhotra (2013) opined that mobile phones have evolved into multi-tasking technology that makes for 70% voice usage and 30% data usage which have contributed to the heavy capital investment in enhancing infrastructures that could boost their service quality. Observably, in both developed and developing countries like Nigeria, there are divergent usages of telecommunication services based on the rapid development of mobile technology and data tend to be more in use especially by youths for variant purposes like social media, video streaming, life sports, bet, games and more. Similarly, Chuang (2011) noted that growth of the mobile telecommunications industry has resulted into greater choice of services and service providers for users all over nations like Australia, Bahrain, Latvia, and Luxembourg, etc experiencing above 100% rate of mobile phone penetration. Similarly, Oluwafemi and Adebiyi (2018) noted that the “telecommunication sector” is facing the challenge of a partial customer defection which is more compared to other industries due to the introduction of multiple SIM cards on customers’ phones. Even though argument has been made that few customers actually permanently moves away from their telecommunication service provider; thus most of the customers simultaneously enter relationships with other providers in order to get better deals yet they have freedom of exit and entry (Oyatoye, Adebiyi, & Amole, 2017). Also, the existence of new consumers in the marketplace result into urging “telecommunication service” providers to retaining their existing users, build up their customer base in order to gain sustainable loyal customers (Malhotra & Kubowicz Malhotra, 2013).

In addition, Negi (2009) observed that telecommunication sector consists of the diffusion of mobile services that has outweighed the expectations of most industry players. The author noted that in most developed countries, the “telecommunication industry” seems to have reached its maturity phase; therefore more competitive forces are present. Lin (2010) pointed that it is more tasking to attract and keep customers both new and old. Thus, initiating customer loyalty has been propounded as the universal remedy for all organizations as well as to cope with day by day increased competition in the market place especially within the telecommunication industry. Further, Ibok and Etuk (2015) opined that customer loyalty is a critical aspect to achieve continued growth in all industry of which the telecommunication industry is not an exemption. Supportively, Holliday, Sue, Kuenzei and Sven (2008) observed that a business organization is as strong as its unrestricted customers who are regularly known to patronize the organization as loyal buyers is the centre piece of every business organization that wishes to perform maximally. Also, Richard and Jones (2008) submitted that for a firm to gain sustainable customer loyalty, it must always ensure to go move beyond customer expectations. Akpan (2011) opined that customer loyalty is asset acquired by a firm based on a careful and dedicated effort in the marketplace. Similarly, Delgado (2005) noted that powerful brand allows business organizations to fix their market position, reduce risk vulnerability, boost cooperation, boost firm support, and development opportunities. In addition, Hosseini and Mehrara (2013) noted that brand promotion has become a crucial aspect holding that brand
plays critical roles in the success of businesses. The author added that in recent times, establishment of a powerful brand and access to a impressive brand in market is among the key objectives that organizations seek to attain as a good brand brings about copious advantages for organizations. In the same vein, organizations within the “telecommunication industry” have realized the power of building and promoting their brands thus, they utilize various means such as providing speed data environment, bonus packages that allows consumers in a way to allows consumers gain better service experiences

Obviously, brand promotion and customer loyalty have attracted lots of researchers like Grigoriou, Majumdar, and Lie (2018) conducted a survey of 24141 telecomm service users across nations with focus on “Drivers of Brand Switching Behavior in Mobile Telecommunications.” The study made ample effort in investigating six (6) dimensions of within the service activities and promotion of telecomm firms which includes voice quality, data download quality, billing experience, pricing plans, call center experience, and in-store experience including its influence brand or loyalty behavior measured using switching intention including customers’ location as moderating factor. Yet, less attention was given to repeat purchase and word of mouth aspects of loyalty behavior especially in the Nigerian context. Also, Llias and Trivellas (2010) investigated critical factors that lead to customer loyalty in the mobile telephony sector in Greece. The study found that customer satisfaction and service quality are basic drivers of customer loyalty; the authors proposed that telecomm service providers should ensure valuable policies to boost loyalty and customer loyalty. Also, Nawaz and Usman (2012) conducted a study on “What Makes Customers Brand Loyal” with a sample of 475 customers of cellular network providers and data analyzed using Pearson correlation coefficient and multiple regression analysis. The focus of the research was on service quality and satisfaction as a driver of loyalty among telecommunication firms in Pakistan which does not capture the distinction in the Nigerian context. In addition, Hosseini and Mehrara (2013) focus on “The Impact of Advertising, Sales Promotion and Sponsorship Programs on Brand Equity.” Effort was made to show that “advertising, sales promotion and sponsorship activities have a direct influence on brand equity” yet these were based on the case study among customers of Samsung products in Tehran leaving out telecomm consumers in Nigeria. These also serve as gap that the current study seeks to bridge as the point of departure.

Statement of Problem

Telecommunication industry in Nigeria has for long noted to be a lucrative one since the introduction of “global system for mobile communication (GSM),” decades ago. With the increase in the development and adoption of telecomm technologies, the industry service providers have for long enjoyed huge patronage and loyalty holding that their services are essential to both individuals and groups of users in variant endeavours. Observably, the increase in number of related service providers who offer similar services has caused a drastic change in telecomm business operation that is now characterized by stiff competition both from domestic and foreign telecomm firms. Ensuring that consumers are loyal has become a tasking job holding that the competitive forces abound and every firm seeks to find means to attract and capture the customers. Evidently, Oyatoye, Adebiyi, and Amole (2015) observed that studies suggested that there is a low customer loyalty in the telecommunication Nigeria industry due to high rate customer churn. Low customer loyalty is detrimental to business survival as it leads to low purchases and more spread of negative word of mouth. Therefore, the present research is inclined that effective brand promotion could boost loyalty which may lead to high chances of business survival.
Aim and Objectives of the Study

The aim of this study is to empirically examine the relationship between brand promotion and customer loyalty of telecommunication firms in Port Harcourt.

The specific objectives of the study are to examine the relationship between:

i. Data speed and repeat purchase of telecommunication firms in Port Harcourt.
ii. Data speed and word of mouth of telecommunication firms in Port Harcourt.
iii. Bonus package and repeat purchase of telecommunication firms in Port Harcourt.
iv. Bonus package and word of mouth of telecommunication firms in Port Harcourt.
v. To examine the moderating effect of organizational culture on the relationship between brand promotion and customer loyalty of telecommunication in Port Harcourt.

Research Hypotheses

H₁: There is no significant relationship between data speed and repeat purchase of telecommunication firms in Port Harcourt.
H₂: There is no significant relationship between data speed and word of mouth of telecommunication firms in Port Harcourt.
H₃: There is no significant relationship between bonus package and repeat purchase of telecommunication firms in Port Harcourt.
H₄: There is no significant relationship between bonus package and word of mouth of telecommunication firms in Port Harcourt.
H₅: Organizational culture on the relationship between brand promotion and customer loyalty of telecommunication in Port Harcourt.
Conceptual Framework

**Figure 1**: Conceptual frameworks on brand promotion and customer loyalty of telecommunication firms in Port Harcourt.

**Source**: Adapted from Grigoriou, Majumdar, and Lie (2018); Ibok & Etuk (2015).

### 2.0 Review of Related Literature

#### Theoretical Frameworks

This study is anchored on the Stimulus-Organism-Response (S-O-R) theory which was founded by Mehrabian and Russell (1974) who viewed stimulus as part of business and marketing functions or activities that could be altered to cause organism (i.e., humans or customers) to react or behavior (i.e., response) in a particular way. Further, Robert and John (1982) are acknowledged as the first authors to adapt the S–O–R theory where the stimuli were categorized as atmospheric cues, organism as consumers’ cognitive or emotional status while the response are described as approach or avoidance. This could be in form of marketing programs such as pricing, promotion, etc. that cause response like avoidance (rejection, disloyalty etc) or approach (acceptance, loyalty, purchase, word of mouth, repeat purchase etc). Further, the theory has been broadly acknowledged by variant studies like Gao and Bai (2014) who tested the “effect of online travel agents on flow as well as their ultimate influence on consumer satisfaction and purchase intention.” The authors adapted the theory is providing
explanation to the variations of consumers’ behavior or reaction towards business and marketing strategies. The S-O-R theory explains the ideal consumer behavior regards to business and marketing activities within the industries of which telecommunications are not exempted. Thus, the theory serves as the underpinning theoretical foundation for the present study.

Concept of Brand Promotion

The concept of promotion entails the act of informing or reminding people about the provision of a product or brand (Madura, 2007). In other words, promotion could be targeted to give full media aid to an organization’s goods and services or its brand in general. Tjiptono (2007) states that the rationale behind promotion is to inform, influence, and persuade and remind individuals or group of customers about the organization’s objectives and marketing programme. Promotion is a basic element in general organization’s campaigns and promotional activities which are more effectively done customers that are satisfied with their previous experiences or encounter with the organization’s offerings (Fransiskaa, Andhikaa, Indraa, & Rengganisa, 2012). Thus, brand promotion needs to be handled carefully in order to take proper alignment between cost of promotion and customers’ demand and organizational objectives. Brand promotion is the effort made by an organization in communication the total value and offerings to the public. Further, Tjiptono (1999) opined that brand promotion is all about informing, influencing, and reminding customers about the company’s objectives and marketing programs. The author identified several reasons for brand promotion which include: informing the market about the presence of a new product, about a new way of using a new product, about changes in price, correct wrong impressions, persuading, and establishment of brand loyalty. Brand promotion entails building brand knowledge and brand awareness. The brand knowledge is very crucial in efforts to affect what people think about a brand and consists of two basic variables: “brand awareness and brand image.” Brand awareness relates with the initiation and reminder of the “performance of a brand” in consumers’ perspective (Cahyono, Hamid, & Kusumawati, 2015). Atmoko (2008) noted that brand image is related the information in the consumers’ memory in relation to service performance. This implies that brand promotion is all about promoting a service environment that meets consumers’ expectation, gains consumers’ attention and willingness to repeat their patronage. For instance, telecommunication firms could make effort to boost their data speed for consumers’ internet experiences and provision of bonus packages that could enable consumers’ pay less for same services.

Data Speed

Data speed entails how fast and reliable a telecommunication service is rendered to consumers at a specific time. Speed is among the most important metrics when considering the characteristics and quality of a service including broadband services and subscriptions. Consequently, how speed is measured and how data is interpreted becomes an important aspect for business and policy makers (Bauer, Clark, & Lehr, 2010). Further, Midoglu, Wimmer, Lutu, and Aelay (2017) noted that as the need for mobile connectivity continues to expand, there is a need for network providers to position their brands as provider of speed in data usage. Data speed could be measured in terms of data rate which entails network performance. Further, Chae, Kim, Kim, and Ryu, (2002) conducted a research on data and loading quality of telecommunication firms. The studies showed that data speed importance to switching behavior remains unclear holding that consumers are increasingly using their mobile telephones for applications other than just making and received phone calls and text messages.
Such ranges from “music download apps,” “email apps,” “mobile banking,” “social media like Facebook,” “Twitter,” including surfing the internet for news content (Lim et al., 2006).

**Bonus package**

Bonus is a financial compensation which is more than the usual payment and expectation of the customer. In most cases, bonus packages could be given distinguished employee as a way of boosting their morale and appreciate them for job well done (Bloomenthal, 2020). In the telecommunication industry, most of the firms use bonus pricing and packages to differentiate their offerings, and target separate segments of the market, in order to gain more customers (Madden, Coble-Neal & Dalzell, 2004). Bonus packages and pricing plans are usually focused on service usage (e.g. calling in and out, texting of messages, and data downloads) only, or involving consumers paying off the price of the telephone device along with the monthly service fees combined (i.e. by paying for the handset in monthly installments along with the services charges). Thus, the telephone firm offers different bonus arrangements, each identifying a fixed fee that must be paid up-front, a marginal usage price, and in addition use-of-service restrictions which users are obliged to pay for (Jensen, 2006).

**Concept of Customer Loyalty**

Customer loyalty is an individual or groups’ commitment to doing business or repurchase the product of an organization on a continuous basis (Ibok & Etuk, 2015). Loyal customers do not spend much time deciding on what to buy; they don’t waste time to think whether to buy a product among alternates or not given that they are loyal (Rundle-Theile & Bennet, 2001). The concept of brand loyalty is relatively more important for services sector like the telecommunications, banks, hotels, etc especially for those who provide services with little differentiations and compete in hyper competitive business (Santouridis & Trivellas, 2010). Customer or brand loyalty as a concept has its origins traced back to the 1920s (Bennet, 2001) and amongst its population is defined in Jacoby (1971) as the biased (non-random) behavioral response (purchase) carried out on a consistent basis over time by individual or group of buyers regards to specific set of brands and products. Carroll and Ahuvia (2006) are of the view that affection with brands is associated to higher levels of brand loyalty and positive word-of-mouth. In other words, consumers who are in love with the services provided by an organization have tendencies of continuous purchase and spread of positive words through their nearest communication means. Also, Ahmed and Moosavi (2013) defined customer or brand loyalty as the customer’s willingness to remain with a brand when competitors combat with the brand using products that would be considered equally attractive if not that the customer is already familiar with the present brand. Customer loyalty in this light implies the will or personal decision of customers to remain customers to a particular firm despite the introduction of new products by the competitors. In addition, Reza and Rehman (2012) stated that customer loyalty represents situations where a consumer repeats his/her purchase and refer the organizations products to another person who would become a customer in the liked manner. The authors opined that loyalty of customers could be measured directly by measuring the actual repeated sales to the same customers. This connotes that customer loyalty is directly related to number of purchases and sales attributed or traceable to the specific customer over time.
Repeat Purchase

Repeat purchase is buyers’ decision to continuously patronize or buy from a firm’s product over a period of time despite the presence of other competitive goods and services. Repeat purchase has been perceived and established by most marketing researchers as an indicator of customer’s positive behavior to business organization. In other words, studies have confirmed repeat purchase is a measure of consumers’ loyalty behavior towards particular business or brand over time (Jacoby & Kyner, 2016). Alshurideh (2014) opined that repeat purchase is greatly affected on a favorable basis by forces such as utilitarian and informational reinforcements, behavior setting and learning history while utilitarian and informational punishment affects repetition purchase behavior in an unfavorable way. A consumer who agrees to repurchase the same brand or goods and services is usually based on the fact he or she had a good experience or the expectations level were reached. In addition, repeat purchase is viewed as the most critical aspect boost organizations’ profitability (Reichheld & Sasser, 1990). Retaining and ensuring that consumers are loyal with ability to repeat buying is significant to businesses holding that the cost of gaining new buyers is five times higher than the cost of sustaining repeat purchase (Kuo, Hu, & Yang, 2013). Thus, repeat purchase is among the key elements to be considered when considering customer loyalty.

Word of Mouth

Word of mouth (WOM) is discussion about goods and services between people apart from the organization or service providers which indirectly promotes the products or services. These discussions could be mutual conversations or group and individual-based advices and recommendations (Souiny et al., 2007). Word of mouth is one of the avenues used to achieve persuasion that encourages loyalty and encouragement for people to buy product or good and service even more than other promotional means based on the fact that people tend to trust their friends or relatives (Fridman, 2007). Keller and Fay (2012) noted that word of mouth makes it possible ways for customers to take decisions for themselves. The authors noted that word of mouth (WOM) leads to increased level of trust which boosts credibility and results to customer retention and affect organizations positively in term of “business performance” and customer loyalty. Ferguson (2008) noted that WOM is among the factors that contributed hugely to modern era of viral marketing as it deals with identifying advocates who self-promote a product between family and friends and other relatives; making WOM a better construct of customer loyalty. Further, Kinard and Capella (2006) noted that word-of-mouth is mostly very paramount to business organizations like service providers whose offerings are hugely intangible, and based on experiential or credence based. This is because majority of service-based products or intangible items are mostly consumed based on advice and recommendations from others who have experienced the products or services.

Organizational Culture

Culture is defined as the signals of messages that moderate the behavior of individuals or groups within a specified environment based on the fact that humans are wired to usually adapt and merge with the community they find themselves (Muahref, 2014). Also, Bligh and Hatch (2011) stated that organizational culture has been defined by various studies as a combination of basic elements such as assumptions, beliefs, values, and designed processes which guide and direct how decisions and other activities are conducted over time within the businesses’ framework. Kassim and Souiden (2007) noted that regional culture affects how organizations conduct transactions for instance; firms in the Middle East markets are confused about the
methods of handling their customers’ needs effectively. In recent times, new processes and procedures are being adopted based on the Islamic principles of Shari’ah “Islamic law” which is changing business usual processes (Meng, Tepanon, & Uysal, 2008). Also, Weidenfeld and Ron (2008) opined that religious cultures influence consumer behaviours, in other words, moderates consumers’ preferences and responses to marketing programs which also affect the kind of brand promotional strategies adapted by business organizations. Similarly, Yoo (2008) empirically supported that customer loyalty and equity were more present among individuals that are dominated by collectivism as an element culture than those of low collectivism. In addition, Zhang et al., (2008) opined that different cultures lead to different service quality perceptions and evaluations. Thus, the style of organizational culture dominated within a business environmental affects the “behavior” of a firm and responses of consumers towards service delivered including their loyalty level.

**Empirical Reviews**

In a cross sectional survey of 207 customers of major telecommunication companies in Akwa Ibom State conducted by Ibok and Etuk (2015) on “Brand identity and customers loyalty: evidence from the Nigeria telecommunication industry. In the data analysis, the researchers adapted descriptive and inferential statistics such as regression and correlation analysis. “Findings showed that there is a strong positive and significant relationship between brand identity and customers loyalty among the telecommunication industry.” Nawaz and Usman (2012) conducted a study on “What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan” with a sample of 475 customers of cellular network providers and data analyzed using Pearson correlation coefficient and multiple regression analysis. Findings showed that service quality is a driver of customer loyalty and that service quality and satisfaction could indirectly lead to customer or brand loyalty. Oluwafemi and Adebiyi (2018) in a sample of 134 customers using a cross sectional survey method and data analyzed using analysis of variance (ANOVA). Result revealed that the dimensions of integrated marketing communication (IMC) such as publicity, sales promotion, direct marketing, and advertising had positive relationship with customer loyalty. Further, the result showed that IMC accounted for 48.3% variation in loyal of customers. Further, Grigoriou, Majumdar, and Lie (2018) conducted a survey of 24141 telecomm service users across nations with focus on “Drivers of Brand Switching Behavior in Mobile Telecommunications.” Suing regression analysis in testing the hypothesis, findings showed that switching behavior which implies poor loyalty of consumers is associated to negative consequences such as declining market share and poor profitability. Khizindar, Al-Azzam, and Khanfar (2015) conducted a study on “An empirical study of factors affecting customer loyalty of telecommunication industry in the Kingdom of Saudi Arabia” with a sample of 775 respondents. Data was analyzed using multiple regression analysis, and results showed that was revealed that all the constructs considered as factor affecting loyalty such price, service quality, brand image and trends, had a direct impact on customer loyalty of telecommunication service provider. In addition, Kim and Chao (2019) conducted a study on “effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers” with a sample of 1100 participants. Adapting structural equation modeling, findings show that the relationship between brand image and brand trust, which is the beginning phase of brand building process contributes greatly in consumers' purchasing decisions. In a survey of 500 sample size using Cochran's formula by Hosseini and Mehrara (2013) on “The Impact of Advertising, Sales Promotion and Sponsorship Programs on Brand Equity: A Case Study among Customers in Samsung Products in Tehran.” Data collected were
analyzed using Pearson correlation test, T-test and bivariate regression; result shows that advertising, sales promotion and sponsorship activities have a direct influence on brand equity.

3.0 Methodology

The study adopted a survey design method, which allowed the gathering of data from target population of the study at a stipulated time bound. The target population is customers of four major telecommunication firms (MTN, GLO, 9Mobile, and Airtel) in Port Harcourt. The study adopted a simple random sampling method from which 15 customers of each firm where issued copies of questionnaire making a total of 60 (4x15) copies administered going by the fact that the simple random sampling method enabled the researcher issue copies of questionnaire with each firm having equal chances of being selected. The independent variables (brand promotion) were operationalized in terms of data speed and bonus package adapted from (Grigoriou, Majumdar & Lie, 2018). Data speed was measured with 4 items (e.g. My favorite telecomm firm provides fast internet service, the quick data loading makes me come back for more, I tell people about a telecomm service that offer faster download speed etc). Also, 4 items were also used in measuring bonus package (e.g. extra credit when I recharge makes me happy, I tell my friends about extra data bundles, I could keep using particular tariff plan because of the bonus packs). Further, the dependent variable (customer loyalty) is with repeat purchase and word of mouth as its measures; adapted from Ibok and Etuk (2015) and repeat purchase was measured with 4 items (e.g. you are willing to remain a customer to your current service provider, you can use same tariff plan for longer time) while word of mouth was measured using 4 items (e.g. I can recommend to a friend services providers I enjoyed, I discuss my experience with telecomm services with friends etc). All the items were rated on 4 point Likert scale ranging from 1-strongly disagree, 2-disagree, 3-agree, and 4-strongly agree. Spearman rank correlation coefficient was used to test the relationship between the variables with the aid of Statistical Package for Social Sciences (SPSS) version 21.0

4.0 Data Analysis

A total of 60 copies of questionnaire was distributed and retrieved from the respondent representing (100%) copies being returned copies. Among the total returned copies, only 57 (95%) copies were completely filled and found valid for analysis while 4 (5%) were not valid.

Table 4.1 Gender of respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Female</td>
<td>34</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey Data, 2020
Table 4.2 Respondents Affirmation to patronizing Telecommunication Services

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>100</td>
</tr>
<tr>
<td>NO</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Total 57 100

Source: Survey Data, 2020

The table 4.1 is a descriptive statistics showing that 34 (60%) of the respondents were female while 23 (40%) of the respondents were male. This implies that most of the copies administered were dominated by female consumers of the sampled telecommunication firms in Port Harcourt. The table 4.2 shows that all respondents affirmed that they patronize telecommunication firms since the 57 respondents said yes. The hypotheses were undertaken at a 95% confidence interval implying a 0.05% level of significance and the decision rule set at a critical region of sig < 0.05 and rho > 0.5 for acceptance of the alternative hypotheses and rejection of the null hypotheses if otherwise.

Table 4.3: Correlation of data speed and repeat purchase

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Data Speed</th>
<th>Repeat Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Speed</td>
<td>Correlation</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
<tr>
<td>Repeat Purchase</td>
<td>Correlation</td>
<td>.716</td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
</tbody>
</table>

**. Correlation significant at 0.05 level (2-tailed).

Source: Field Survey Data, 2020, SPSS 21 Output

The outcome of the bivariate analysis in the table above indicated that there is a significant relationship between data speed and repeat purchase with a Sig. of 0.000< 0.05 level of significance, and a rho value of 0.716. Thus, the stated hypothesis in null form was rejected and the alternate hypothesis was accepted which stated there is a “significant relationship between data speed and repeat purchase of telecommunication firms in Port Harcourt.”
The outcome of the bivariate analysis in the table above indicated that there is a significant relationship between data speed and word of mouth with a Sig. of 0.000 < 0.05 level of significance, and a rho value of 0.781. Thus, the stated hypothesis in null form was rejected and the alternate hypothesis was accepted which stated there is a “significant relationship between data speed and word of mouth of telecommunication firms in Port Harcourt.”

**Table 4.5: Correlation of bonus package and repeat purchase**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Bonus Package</th>
<th>Repeat Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Correlation Coefficient</td>
<td>.898</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
</tbody>
</table>

**. Correlation significant at 0.05 level (2-tailed).**

Source: Field Survey Data, 2020, SPSS 21 Output

The outcome of the bivariate analysis in the table above indicated that there is a significant relationship between bonus package and repeat purchase with a Sig. of 0.000 < 0.05 level of significance, and a rho value of 0.898. Thus, the stated hypothesis in null form was rejected and the alternate hypothesis was accepted which stated there is a significant relationship between bonus package and repeat purchase of telecommunication firms in Port Harcourt.
Table 4.6: Correlation of bonus package and word of mouth

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Bonus Package</th>
<th>Word of Mouth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bonus Package</td>
<td>Correlation</td>
<td>.780</td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Correlation</td>
<td>.780</td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>57</td>
</tr>
</tbody>
</table>

**. Correlation significant at 0.05 level (2-tailed).

Source: Field Survey Data, 2020, SPSS 21 Output

The outcome of the bivariate analysis in the table above indicated that there is a significant relationship between bonus package and word of mouth with a Sig. of 0.000 < 0.05 level of significance, and a rho value of 0.780. Thus, the stated hypothesis in null form was rejected and the alternate hypothesis was accepted which stated there is a significant relationship between bonus package and word of mouth of telecommunication firms in Port Harcourt.

5.0 Discussion of Findings

The result revealed that virtually all the dimensions of brand promotion positively correlates with customer loyalty dimensions where bonus package seems to have the highest positive correlation with repeat purchase. Basically, the result from the first hypothesis revealed that data speed has a positive linear notable correlation with repeat purchase based on the P-value less than 0.05 (P-value = 0.000 < 0.05) and rho value of =0.716, which implies that data speed and repeat purchase are moving on the same positive direction. Thus, items of data speed i.e. fast internet service and the quick data loading makes me come back for more relate positively with repeat purchase. Thus, respondents positively affirm that data speed items and variables on the predictor axis correlated and could be positively associated with loyalty level of the telecommunication firm they patronize. In addition, the result from the second hypothesis revealed that data speed has a positive linear notable correlation with word of mouth based on the P-value less than 0.05 (P-value = 0.000 < 0.05) and rho value of =0.781, which implies that data speed and word of mouth are moving on the same positive direction. Thus, items of data speed i.e. I tell people about a telecommunication service that offer faster download speed relate positively with word of mouth. Thus, respondents positively affirm that data speed items and variables on the predictor axis correlated and could be positively associated with loyalty level of the telecommunication firm they patronize. Further, the result from the third hypothesis revealed that bonus package has a positive linear notable correlation with repeat purchase based on the P-value less than 0.05 (P-value = 0.000 < 0.05) and rho value of =0.898, which implies that bonus package and repeat purchase are moving on the same positive direction. Thus, items of bonus package i.e. extra credit when I recharge makes me happy and I could keep using particular tariff plan because of the bonus packs relate positively with repeat purchase. Thus, respondents positively affirm that bonus package items and variables on the predictor axis correlated and could be positively associated with loyalty level of the
telecommunication firm they patronize. In addition, the result from the fourth hypothesis revealed that bonus package has a positive linear notable correlation with word of mouth based on the P-value less than 0.05 (P-value = 0.000 <0.05) and rho value of =0.898, which implies that bonus package and word of mouth are moving on the same positive direction. Thus, items of bonus package i.e. extra credit when I recharge makes me happy and I tell my friends about extra data bundles relate positively with repeat purchase. Thus, respondents positively affirm that bonus package items and variables on the predictor axis correlated and could be positively associated with loyalty level of the telecommunication firm they patronize.

Consequently, the positive correlation between brand promotion and customer loyalty are found to be consist with various previous studies like Hosseini and Mehrara (2013) who focus “the impact of advertising, sales promotion and sponsorship programs on brand equity and found advertising, sales promotion and sponsorship activities have a direct influence on brand equity.” This implies that promoted and established brands affect loyalty attitude of consumers.

6.0 Conclusion

Based on findings, it was established that brand promotion dimensions correlate positively with loyalty behavior of consumers. Hence, the present study concludes that brand promotion has positive relationship with customer loyalty among telecommunication firms in Port Harcourt with an influence of organizational culture.

Recommendations

Thus, following the findings and conclusion, the following recommendations are hereby proffered:

i. Telecommunication firms should invest more in creating bonus packages if they wish to increase loyalty as studies show that bonus package has highest correlation with repeat purchase.

ii. Brand promotion should not just be based on adverts, but on creating quality experience for consumers to become satisfied and loyal at last.

iii. Telecommunication firms should ensure data responses are on a high speed to ensure positive word of mouth.

iv. Bonus programs should be encouraged to boost the spread of positive words about particular telecommunication services.

v. Negative word of mouth should be avoided by ensuring the delivery of services with an enhanced download speed.

vi. Managers of telecommunication firms should ensure that their organizational culture is aligned to brand promotion to enhance its effectiveness in boosting customer loyalty.
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