



MONETARY SALES PROMOTION ON INTERACTIVE MEDIA AND TELECOMMUNICATION OPERATORS' BRAND EQUITY AMONG CIVIL SERVANTS IN WESTERN NIGERIA

BY

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Abstract

Telecommunication operators utilize monetary sales promotion to create brand awareness, encourage brand trial and ultimately persuade subscribers to be brand loyalists in order to increase brand equity. While these operators are increasing brand equity using interactive media, scholars have debated the effectiveness of sales promotion usage in boosting brand equity among State civil servants in Lagos and Ogun states. Using survey research design, a structured questionnaire was administered to 880 respondents out of the 17,161 civil servants. Findings revealed that monetary sales promotion typology significantly influenced telecommunication operators' brand awareness ($R^2=0.301$, $p<0.05$), perceived brand quality ($R^2=0.155$, $p<0.05$), brand association ($R^2=0.171$, $p<0.05$) and brand loyalty ($R^2=0.058$, $p<0.05$). The study concluded that monetary sales promotion has significantly contributed to the growth of telecommunication operators' brand equity. Therefore, other brands may incorporate monetary sales promotion into their brand equity building.

Keywords: Monetary Sales Promotion, Brand Equity, Telecommunication Operators, Interactive Media

Word Count: 137



INTRODUCTION

Nigerian telecommunication industry has evolved into a competitive sphere as operators endeavour to entreat and win customers through various sales promotion strategies. Owing to this, it is a common phenomenon for organisations to incentivize consumers with both monetary and non-monetary forms of sales promotions using either print, electronic, outdoor or digital interactive media. Telecommunication operators use sales promotion to create brand awareness, encourage brand trial and ultimately persuade consumers to be brand loyalists with the ultimate desire to increase or maintain market share. In the world today, every single decision and effort of the organisation is evaluated by the relationship existing between the brand and the customers as well as brand managers' commitment to the claims made by the brand, which leads to consumers' satisfaction and ultimately end with brand loyalty.

Going by World Bank record (2012), Nigeria with a population of well over 168.8 million has 65.8% (149,818,906) active subscribers of licensed telecommunication operators. According to Nigerian Communications Commission (NCC, 2016), "Nigerian telecommunication industry is one of the largest in Africa with 151,017,244 GSM users

and is still growing with one of the highest fixed line revenue and cumulative revenue of US\$16 billion as at June, 2016" (p. 2). The major telecommunication operators in Nigeria are MTN, Globacom (Glo), Airtel, 9mobile and they engage in fierce competition via not only advertising and other direct marketing tactics but also through price slash, and data bundles tailored to meet the data needs of various groups of subscribers. All these are done in organizations in order to gain and retain customers as well as increase their profit margin to broaden their market share.

Telecommunication operators utilise Internet and non-Internet based platforms to disseminate promotional messages to actual or prospective subscribers; the non-Internet interactive based platforms include Short Message Service (SMS) while the Internet-based ones include Facebook, Twitter, Instagram and others. England and Finney (2011) define interactive media as:

The integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerized environment that allows people to interact with the data for appropriate purposes. The digital environment can include the Internet, telecoms and interactive digital television (p. 3).



This suggests that telecommunication operators in their bid to disseminate their promotional messages of either airtime, data subscription or other value added services have categorised their customers by their mobile devices which could be a feature phone or a smartphone.

In line with the telecommunication operators' utilisation of sales promotion for several functions, Yoo, Donthu and Lee (2000) assert that as long as the consumers are loyal to a brand, its equity will increase as brand equity is hinged on consumer's attitude to a brand as against other brands in the same market category based on experience which is translated to consumers' loyalty and their willingness to pay higher price for the brand. Brand equity refers to the value of a brand as well as the position it occupies in consumer's mental judgment. Brand equity can also be likened to a valuable source of competitive returns for companies and is measured as a precursor of market performance indices such as market share, profitability, price premium, extension capability and so on. Companies strive to create, maintain and increase brand equity by deploying optimally designed marketing mix strategies. Brand equity is measured in terms of brand awareness, perceived product quality, brand association

and brand loyalty. According to Bumm and Gon (2005), brand awareness means the ability of a consumer to recognise and recall a brand in different situations. Literature has shown that consumers' purchase intention and decisions are largely dependent on the extent to which they are aware of the product (Gustafson & Chabot, 2007; Hosseini, Abolfazli & Rahimi, 2007; Lagazian, 2007; Macdonald & Sharp, 2000; Rundle-Thiele & Bennet, 2001).

According to Animashaun (2013), the sales promotion typologies adopted by telecommunication operators are assumed to portend an influence on their brand's equity. This is probably because consumers' acceptance level of the sales promotion strategies utilised by telecommunication operators will determine consumers' attitude and perception of the brands.

The major offerings of these telecommunication operators are airtime, data and other value added services, which facilitate rapid and easy communication. Telecommunication operators' response to one another's sales promotion activities allude to the competition and price war existing among them in Nigeria; as such, it is imperative to examine the role that interactive media's sales promotion typologies play on



telecommunication operators' brand equity among state civil servants in South-West Nigeria.

Purpose

In the light of unrelenting competition, organizations are ever faced with the challenge of increasing brand salience. In a bid to combat this challenge, telecommunication operators' tap into the marketing strength of sales promotion, specifically, the monetary typology which includes discount, coupon and bonus strategy to increase awareness, create a positive association between the brand and the consumers, reinforce the quality of the brand from the consumers' perspective and ultimately build and maintain brand loyalty.

Integrating sales promotion into the overall marketing plan seem not to be the challenge, however, the selection of the appropriate sales promotion typology and the specific strategy to be employed happens to be the crux of the issue. Fogel & Thornton, (2008) and Luk & Yip (2008) argue that monetary sales promotions portend a negative impact on brand equity because repeated occurrence of a brand's promotional effort could connote quality and value reduction to the consumers, it will be essential to validate the findings of

these authors by replicating it among telecommunication operators in Nigeria

State civil servants form a major backbone of the economy in South-West Nigeria, it is important to investigate their response to telecommunication operators' monetary sales promotion and the spillover effect on the operators' brand equity. Hence, it becomes essential for telecommunication operators to consider civil servants as they make up an important market segment that cannot be overlooked in South-West Nigeria. To this end, this study examined the influence of interactive media sales promotion typologies on telecommunication operators' brand equity among state civil servants in South-West region of Nigeria.

RESEARCH HYPOTHESES

- Ho₁ Monetary sales promotion typology significantly influences brand awareness of telecommunication operators on interactive media.
- Ho₂ Monetary sales promotion typology significantly influences perceived brand quality of telecommunication operators on interactive media.
- Ho₃ Monetary sales promotion typology significantly influences brand association of telecommunication operators on interactive media.



Ho₄ Monetary sales promotion typology significantly influences brand loyalty of telecommunication operators on interactive media.

RESEARCH AREA AND PARTICIPANTS' DESCRIPTION

This study was conducted among state civil servants in Lagos and Ogun state, Nigeria. The respondents were selected because it is assumed that the larger the middle class, the larger the country's Gross Domestic Product (GDP). In addition, for a manufacturer, the middle class employees are considered as important members in the product purchase cycle because of their purchase power as they constitute the largest share of buyers. State employed civil servants registered with either MTN, Globacom, Airtel or 9mobile were considered in this study from September 2016 to January 2017.

Theoretical Review

This study is anchored on expectancy theory. Vroom's theory of motivation evolved in 1964 as a model to explain human attitudes and behaviour in the presence of motivation. Motivation is the driving force of all human activities, Vroom (1964) describes the term 'motivation' as a force inducing individuals or a group to execute an activity, action or carry out an order based on the individual's goal and

the value of the action embarked upon. The four assumptions are:

1. Individuals respond to stimulus based on their needs, motivation and past experiences; these influence consumers' reaction to brand's promotional messages, the brand itself and other brands in the product category.
2. Individual's behaviour is dependent on personal choice and conviction which implies that people identify choices that meet their needs and they choose to behave in ways that help actualize their anticipations.
3. The third assumption is that individuals have various divergent needs and it is these needs that will drive their attitude and behaviour to key into a particular action.
4. Consumers choose among the available options the ones that best suit their needs in order to get the best output or reward.

According to Parijat and Parijat (2014), expectancy theory offers clarification on the factors that influence humans to select a behavioural option over other alternatives. The main thesis of expectancy theory is that in the



presence of motivation, individuals act in certain ways because it is assumed that the action will provide a desired reward. This indicates that without motivation it is somewhat difficult to get people to conduct themselves in certain ways when the reward or an outcome that promises value is not present. Chen and Fang (2008) opine that this theory of motivation is based on three main components which are best adjudged by the recipient of the reward. They are expectancy, reward instrumentality and valence; while expectancy refers to assurance that that increased effort will yield better output which can be displayed in form of 'If I recharge my mobile SIM card at least 4 times a week, I will be given a cash reward of ₦100,000. This implies that customers have the notion that they have something to gain if they behave in certain ways, thus, they will want to behave in such a way in order to fulfil their part of the bargain. Redmond (2009) asserts that conditions that enhance expectancy include but not limited to having the correct resources available, having the capacity to fulfil one's part of the deal, and having the necessary assurance that the expected reward is achievable. In essence, expectancy deals with the guarantee that an individual's effort will lead to acceptable performance. A major flaw of expectancy

theory as identified by Parijat and Bagga (2014) is that it fails to identify that human nature, behaviour, attitudes and of course motivation are more subjective than objective and can never be completely objectified or theorised.

METHODS

The multi-stage sampling technique was utilized to determine study sample from the entire population of the study. The study adopted the survey research design, the sample size was derived using the Saunders, Lewis and Thornhill (2009) formula. Simple random sampling technique was used to select two states (Lagos and Ogun states) from the six states that constitute Western Nigeria in the first stage and in the second stage, systematic sampling technique was employed in proportionally picking five of the 28 ministries in Lagos state and in selecting four out of the 20 ministries in Ogun state based on the sampling frame. From the two states (Lagos and Ogun states), the formula yielded 463 and 417 sample sizes. The contribution of each ministry was proportional to its quantitative size in the study population of the ministry selected. In all, Lagos State representation were Ministry of Energy and Mineral Resources (N=233: n=52), Ministry of Housing



(N=263: n=59), Ministry of Science and Technology (N=262: n=59), Ministry of Works and Infrastructure (N=1185: n=266) and Lagos State Sport Commission (N=120: n=27) to pull up a sample size of 463 respondents. Ogun State had Ministry of Culture & Tourism (N=146: n=51), Ministry of Health (N=905: n=308), Ministry of Rural Development (N=85: n=29) and Ministry of Youth and Sport (N=85: n=29) to produce a final sample size of 417 respondents.

A self-structured questionnaire was developed and validated using the inputs of experts, the research objectives and the outcome of operationalization of constructs. Reliability test carried out using Cronbach Alpha coefficient revealed values of monetary sales promotion (0.732), 0.797 for brand awareness, 0.754 for perceived brand quality, 0.769 for brand association, 0.827 for brand loyalty and 0.930 for the total scale. The list of staff of each ministry made available was converted to sampling frames. Respondents were selected from these lists using simple random sampling without replacement. Simple linear regression analyses were used to test the influence of the independent variable on the dependent variable. A total of eight hundred and eighty (880) copies of questionnaire were administered to the research participants.

While 822 copies, constituting 93.4%, were retrieved, data cleaning eventually produced 775 (88%) useful copies. These were used for the analysis.

Analysis of Data

In order to fulfil the aims of this study, the association between the independent variable and the dependent variable via the intervening variable, the relationship between the intervening variable and indicators of the dependent variable had to be first established. These are presented in tables one through to five.



Awareness of Monetary Sales Promotion Typology on Interactive Media

STATEMENT	VH	H	L	VL	NA	Mean	SD	Average Mean
Discount								
Telecommunication operators give discount information about their services through SMS	254 (32.8)	329 (42.5)	113 (14.6)	46 (5.9)	23 (3.0)	3.97	1.00	Mean 3.91 (SD=1.04) 3.55 (SD=1.16)
Telecommunication operators, provide information about slashing the price of their services though SMS	206 (26.6)	364 (47.0)	91 (11.7)	52 (6.7)	44 (5.7)	3.84	1.08	
Telecommunication operators give discount information about their services on Facebook	121 (15.6)	263 (33.9)	185 (23.9)	100 (12.9)	94 (12.1)	3.28	1.23	Mean 3.20 (SD=1.28) 3.54 (SD=1.25)
Telecommunication operators provide information about slashing the price of their services on Facebook	115 (14.8)	222 (28.6)	172 (22.2)	106 (13.7)	133 (17.2)	3.11	1.33	
Coupon								
I am aware of telecommunication operators' information about raffle draws through SMS	235 (30.3)	283 (36.5)	108 (13.9)	63 (8.1)	70 (9.0)	3.72	1.24	3.54 (SD=1.25)
I see posts and adverts of telecommunication operators' raffle draws on Facebook	153 (19.7)	240 (31.0)	177 (22.8)	102 (13.2)	88 (11.4)	3.35	1.26	
Bonus								
Telecommunication operators send SMS about free airtime offer	282 (36.4)	326 (42.1)	88 (11.4)	45 (5.8)	25 (3.2)	4.04	1.01	3.69 (SD=1.16)
Telecom operators give information about free data on Facebook	147 (19.0)	255 (32.9)	139 (17.9)	98 (12.6)	102 (13.2)	3.33	1.31	
Total Scale Average Weighted Mean								3.58 (SD=1.18)

KEY: VH=Very High, H=High, L=Low, VL=Very Low, NA=Not at all

Decision Rule if mean is ≤ 1.49 =Not at all; 1.5 to 2.49 = Very Low; 2.5 to 3.49 =Low; 3.5 to 4.49 = High; 4.5 to 5 = Very High

Table 1 measures respondents' awareness level of monetary sales promotion typology; the Table reveals that there is an averagely high level of awareness (Total Scale Average Weighted Mean =3.58, SD=1.18) of monetary sales promotion typology used by telecommunication operators on interactive media. This suggests that respondents were generally aware of bonus, discount and coupon as monetary sales promotion typology adopted

by telecommunication operators on interactive media. In addition, Table 1 reveals that state civil servants in Lagos and Ogun states had an averagely high level of awareness of telecommunication operators' bonus promotion on interactive media (average mean =3.69, SD=1.16). However, respondents had high awareness of bonus sales promotion on SMS (mean = 4.04, SD= 1.01), while they had low awareness of bonus sales promotion on



Facebook (mean =3.33, SD=1.31). These suggest that state civil servants were aware of telecommunication operators’ bonus sales promotion on SMS than Facebook. Furthermore, the discount subscale reveals that civil servants in Lagos and Ogun states had an averagely high level of awareness of telecommunication operators’ discount promotion on interactive media (average mean= 3.55, SD= 1.16).

Meanwhile, the study participants had high awareness of discount sales promotion on SMS (mean= 3.91, SD=1.04), they had low awareness of discount sales promotion of telecommunication operators on Facebook (mean =3.20, SD= 1.28). By implication, this probably implies that telecommunication operators used SMS as an interactive media to

disseminate discount promotional messages than Facebook. Additionally, the coupon subscale depicted on Table 4.1.3 revealed that civil servants had high level of awareness of telecommunication operators’ coupon promotion on interactive media (average mean=3.54, SD=1.25). While the respondents had high awareness of coupon sales promotion on SMS (mean =3.72, SD= 1.24), they had low awareness of coupon sales promotion of telecommunication operators on Facebook (mean=3.35, SD=1.26). This denotes that SMS as an interactive medium was used by telecommunication operators to communicate coupon promotional messages than Facebook. From this analysis, the observed trend is that telecommunication operators utilise SMS to disseminate monetary sales promotion messages than Facebook.

Table 2: Brand Awareness of Telecommunication Operators on Interactive Media

STATEMENT	VH	H	L	VL	NA	Mean	SD	Average Mean
Recognition								
Telecommunication operators send information about various data bundles through SMS	304 (39.2)	338 (43.6)	63 (8.1)	22 (2.8)	21 (2.7)	4.18	0.91	3.42 Mean (SD=1.27)
Telecommunication operators’ send information about different caller tune services through SMS	300 (38.7)	310 (40.0)	75 (9.7)	30 (3.9)	29 (3.7)	4.10	1.00	
Telecommunication operators promote their call rates through SMS	234 (30.2)	387 (49.9)	76 (9.8)	26 (3.4)	15 (1.9)	4.08	0.86	
Telecommunication operators’ post various data bundle details on their Facebook page	200 (25.8)	316 (40.8)	114 (14.7)	55 (7.1)	57 (7.4)	3.74	1.16	3.77 (SD=1.10)
Telecommunication operators promote their call rates on Facebook	174 (22.5)	201 (25.9)	188 (24.3)	70 (9.0)	110 (14.2)	3.35	1.33	
I am aware of telecommunication operators’ callertune services through their Facebook page	123 (15.9)	214 (27.6)	194 (25.0)	84 (10.8)	125 (16.1)	3.17	1.31	



Recall									
I can recollect telecommunication operators' International Services such as roaming SMS	289 (37.3)	298 (38.5)	75 (9.7)	41 (5.3)	43 (5.5)	4.00	1.11	Mean 3.92 (SD=1.12)	3.68 (SD=1.21)
I can recollect telecommunication operators value added services SMS about Music+, Airtel Entertainment store and MyMTN App.	234 (30.2)	308 (39.7)	112 (14.5)	43 (5.5)	51 (6.6)	3.84	1.13		
I remember seeing GSM operators' value added services post on Facebook	157 (20.3)	284 (36.6)	128 (16.5)	82 (10.6)	93 (12.0)	3.44	1.28	Mean 3.43 (SD=1.30)	
I come across GSM operators' post and updates about International services on Facebook.	162 (20.9)	266 (34.3)	140 (18.1)	66 (8.5)	108 (13.9)	3.42	1.32		

Total Scale Average Weighted Mean

3.73
(SD=1.14)

KEY: VH=Very High, H=High, L=Low, VL=Very Low, NA=Not at all

Decision Rule if mean is ≤ 1.49 =Not at all; 1.5 to 2.49 = Very Low; 2.5 to 3.49 =Low; 3.5 to 4.49 = High; 4.5 to 5 = Very High

Table 2 shows that state civil servants' awareness level of telecommunication operators on interactive media was averagely high (Total Scale Average Weighted Mean =3.73, SD=1.14); their brand awareness was measured in terms of brand recognition and brand recall. This suggests that respondents are generally aware of telecommunication operators on interactive media. In addition, the table reveals that the study participants' brand recognition of telecommunication operators' on interactive media was averagely high (average mean =3.77, SD=1.10). This implies that state civil servants' ability to identify telecommunication operators on interactive media was averagely high. While respondents awareness level of telecommunication operators on SMS was averagely high (average mean =4.12, SD=0.92) than Facebook

(mean=3.42, SD=1.27). This indicates that civil servants' brand recognition was higher on SMS as an interactive medium than Facebook. Furthermore, the brand recall subscale in Table 2 shows that the study participants' ability to recall telecommunication operators on interactive media was averagely high (mean=3.68, SD=1.21). This suggests that state civil servants in Lagos and Ogun states were able to remember telecommunication operators with or without assistance. In addition, respondents' ability to remember telecommunication operators' brands on interactive media was averagely high through SMS (mean=3.92, SD=1.12); however, state civil servants' ability to recall telecommunication operators through Facebook was averagely low (mean=3.43, SD=1.30).



Table 3: Perceived Brand Quality of Telecommunication Operators on Interactive Media

STATEMENT	VH	H	L	VL	NA	Mean	SD	Average Mean
Telecommunication operators that notify subscribers about data bundle through SMS have better services	201 (25.9)	288 (37.2)	118 (15.2)	52 (6.7)	81 (10.5)	3.64	1.25	Mean=3.60 (SD=1.20)
Telecommunication operators that promise discount through SMS indicate they have reliable SMS service	171 (22.1)	303 (39.1)	146 (18.8)	56 (7.2)	61 (7.9)	3.63	1.16	
Telecommunication operators that inform subscribers about value-added services such as caller tune through SMS are good	164 (21.2)	298 (38.5)	157 (20.3)	54 (7.0)	64 (8.3)	3.60	1.16	
Telecommunication operators that notify subscribers about their call tariffs through SMS are the best	167 (21.5)	308 (39.7)	124 (16.0)	71 (9.2)	71 (9.2)	3.58	1.21	
Telecommunication operators that respond to subscriber' complaint through SMS are reliable	157 (20.3)	318 (41.0)	137 (17.7)	47 (6.1)	81 (10.5)	3.57	1.21	
Discount posts of telecommunication operators on Facebook signify that they have quality Internet service	197 (25.4)	215 (27.7)	151 (19.5)	74 (9.5)	102 (13.2)	3.45	1.35	Mean= 3.28 (SD=1.31)
Telecommunication operators that notify subscribers about data bundle on Facebook have better services	139 (17.9)	265 (34.2)	171 (22.1)	69 (8.9)	99 (12.8)	3.37	1.26	
Telecommunication operators that inform subscribers about value-added services such as caller tune on Facebook are good	136 (17.5)	243 (31.4)	180 (23.2)	75 (9.7)	108 (13.9)	3.30	1.29	
Telecommunication operators that notify subscribers about their call tariffs on Facebook are the best	116 (15.0)	202 (26.1)	222 (28.6)	88 (11.4)	109 (14.1)	3.17	1.26	
Telecommunication operators that respond to subscribers' complaint on Facebook are reliable	126 (16.3)	202 (26.1)	186 (24.0)	68 (8.8)	159 (20.5)	3.09	1.38	

3.44
(SD=1.25)

KEY: VH=Very High, H=High, L=Low, VL=Very Low, NA=Not at all

Decision Rule if mean is ≤ 1.49 =Not at all; 1.5 to 2.49 = Very Low; 2.5 to 3.49 =Low; 3.5 to 4.49 = High; 4.5 to 5 = Very High

Table 3 measures respondents' perceived brand quality of telecommunication operators; the Table depicts that telecommunication operators brand quality as perceived by state civil servants is averagely low (Total Scale Average Weighted Mean =3.44, SD=1.25) on interactive media. This depicts that respondents' assessment of telecommunication operators' quality was averagely low. In addition, further

analysis on Table 3 reveals that respondents perceived quality of telecommunication operators' brand on SMS was averagely high (mean= 3.60, SD=1.20). Nevertheless, telecommunication operators' brand quality as perceived by state civil servants in Lagos and Ogun states was averagely low (mean= 3.28, SD=1.31). By implication, telecommunication



operators' brand quality was perceived by state civil servants on SMS than Facebook.

Table 4: Brand Association of Telecommunication Operators on Interactive Media

STATEMENT	VH	H	L	VL	NA	Mean	SD	Average Mean
Attribute								
Telecommunication operators' SMS inspires confidence	122 (15.7)	352 (45.4)	172 (22.2)	52 (6.7)	53 (6.8)	3.58	1.06	3.46 (SD=1.18)
Telecommunication operators' messages help in my purchase decision	166 (21.4)	272 (35.1)	156 (20.1)	91 (11.7)	58 (7.5)	3.53	1.19	
Facebook posts and adverts of telecommunication operators make me confident of their quality	199 (25.7)	211 (27.2)	195 (25.2)	68 (8.8)	91 (11.7)	3.47	1.29	
Telecommunication operators' SMS indicate that they are reliable	121 (15.6)	269 (34.7)	247 (31.9)	57 (7.4)	63 (8.1)	3.43	1.10	
Telecommunication operators' SMS is sophisticated	135 (17.4)	248 (32.0)	201 (25.9)	64 (8.3)	83 (10.7)	3.39	1.21	
Telecommunication operators' posts on Facebook shows they are classy	139 (17.9)	255 (32.9)	204 (26.3)	60 (7.7)	96 (12.4)	3.37	1.24	
Attitude								
Telecommunication operators' messages are disturbing	237 (30.6)	258 (33.3)	126 (16.3)	81 (10.5)	52 (6.7)	3.73	1.21	3.44 (SD=1.24)
I get angry when I receive telecommunication operators' messages on SMS	195 (25.2)	224 (28.9)	171 (22.1)	92 (11.9)	80 (10.3)	3.48	1.28	
I look forward to receiving telecommunication operators' messages on Facebook	166 (21.4)	223 (28.8)	170 (21.9)	109 (14.1)	75 (9.7)	3.40	1.26	
I am interested in telecommunication operators' SMS	133 (17.2)	267 (34.5)	154 (19.9)	130 (16.8)	70 (9.0)	3.35	1.22	
Telecommunication operators' Facebook posts and adverts indicate that they are reliable	137 (17.7)	205 (26.5)	220 (28.4)	99 (12.8)	96 (12.4)	3.25	1.25	
Total Scale Average Weighted Mean								

KEY: VH=Very High, H=High, L=Low, VL=Very Low, NA=Not at all

Decision Rule if mean is ≤ 1.49 =Not at all; 1.5 to 2.49 = Very Low; 2.5 to 3.49 =Low; 3.5 to 4.49 = High; 4.5 to 5 = Very High

Table 4 illustrates that telecommunication operators' brand association on interactive media was averagely low (Total Scale Average Weighted Mean =3.45, SD=1.21). This implies that the level of telecommunication operators on interactive media is averagely low as indicated by civil servants in Lagos and Ogun states. The table further depicts that

telecommunication operators' brand attribute on interactive media as indicated by the study participants was averagely low (average mean =3.46, SD=1.18). This suggests that telecommunication operators need to find ways of using the interactive media to increase their respondents' knowledge of the brands' attributes. Further analysis as shown on Table



4 depicts that state civil servants’ brand attitude to telecommunication operators on interactive media was also averagely low (mean=3.44, SD=1.24).

Table 5: Brand Loyalty to Telecommunication Operators on Interactive Media

STATEMENT	VH	H	L	VL	NA	Mean	SD	Average Mean
I don't care about free SMS plans promised by other telecommunication operators, I only patronize my brand.	186 (24.0)	286 (36.9)	127 (16.4)	74 (9.5)	92 (11.9)	3.52	1.29	3.29 (SD=1.28)
I recommend my telecommunication operator to friends and family because of their SMS	137 (17.7)	264 (34.1)	189 (24.4)	89 (11.5)	82 (10.6)	3.37	1.22	
Due to my telecommunication operator's SMS, I prefer it to other brands.	136 (17.5)	273 (35.2)	178 (23.0)	91 (11.7)	88 (11.4)	3.36	1.23	
I encourage people to patronize my telecommunication operator because of their Facebook posts	142 (18.3)	190 (24.5)	212 (27.4)	107 (13.8)	115 (14.8)	3.18	1.30	
I prefer my telecommunication operator's network to others because of their Facebook post	180 (23.2)	153 (19.7)	178 (23.0)	123 (15.9)	131 (16.9)	3.17	1.40	
I patronize telecommunication operators because of their promotion	132 (17.0)	181 (23.4)	212 (27.4)	136 (17.5)	100 (12.9)	3.14	1.27	

KEY: VH=Very High, H=High, L=Low, VL=Very Low, NA=Not at all

Decision Rule if mean is ≤ 1.49 =Not at all; 1.5 to 2.49 = Very Low; 2.5 to 3.49 =Low; 3.5 to 4.49 = High; 4.5 to 5 = Very High

Table 5 shows that the study participants’ loyalty to telecommunication operators on interactive media was averagely low (average mean = 3.29; SD= 1.28). This suggests that state civil servants’ brand loyalty to telecommunication operators on interactive media is low which implies that they are not keen on their telecommunication operator. Their low level of brand loyalty is not limited to purchase, rather it extends to their unwillingness to recommend their telecommunication operators to friends and family as shown on the second item under the brand loyalty scale (mean=3.37, SD=1.22).

Test of Hypotheses

Decision Rule

The pre-set level of significance for this study is 0.05. With the hypotheses, it is presumed that there is a relationship between the variables being considered. If the P-value which indicates the significance or the probability value exceeds the pre-set level of significance which is P> =0.05, the hypothesis stated in alternative form will be rejected. However, if the P-value is less than or equal to 0.05, the hypothesis will be accepted.



Hypothesis One: Monetary sales promotion typology significantly influences brand awareness of telecommunication operators on interactive media.

Table 6a Model Summary for the Influence of Monetary Sales Promotion Typology on Brand Awareness of Telecommunication Operators on Interactive Media

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.549 ^a	0.301	0.300	4.98358

a. Predictors: (Constant), **Monetary Sales Promotion Typology**

Table 6b Simple Linear Regression showing the Influence of Monetary Sales Promotion Typology on Brand Awareness of Telecommunication Operators on Interactive Media

Model	Unstandardized Coefficients		Standardized t Coefficients		Sig.
	B	Std. Error	Beta		
(Constant)	15.774	1.088		14.495	0.000
Monetary Sales Promotion Typology	0.699	0.042	0.549	16.830	0.000

a. **Dependent Variable: Brand Awareness**

Table 6b depicts that monetary sales promotion typology significantly influences telecommunication operators' brand awareness on interactive media ($p < 0.05$). Furthermore, Table 6b indicates a moderate positive significant correlation coefficient ($\beta = 0.549$) and positive slope ($B = 0.699$) which are statistically significant ($p < 0.05$) as assessed by a t test ($T = 16.830$). This suggests that an increase in monetary sales promotion typology will lead to a proportional increase in telecommunication operators' brand awareness. This may be possible because as telecommunication operators strategically

combine monetary sales promotion typology on interactive media such as bonus, discount and coupon to target specific group of consumers such as state civil servants, brand awareness of telecommunication operators will increase. However, an inappropriate application of monetary sales promotion typology to target specific consumer groups may lead to a reduction in telecommunication operators' brand awareness. The model in Table 6a illustrates that monetary sales promotion typology could explain 30.1 percent ($R^2 = 0.301$) of variation of influence on telecommunication operators' brand



awareness. The model accounts for a significant amount of telecommunication operators' brand awareness variance (F (1,657) =283.261, p<0.05). Hence, the hypothesis is accepted.

Hypothesis Two: Monetary sales promotion typology significantly influences Perceived Brand Quality of telecommunication operators on interactive media.

Table 7a Model Summary for the Influence of Monetary sales promotion typology on perceived brand quality of telecommunication operators on interactive media

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.394 ^a	0.155	0.154	6.35130

a. Predictors: (Constant), **Monetary Sales Promotion Typology**

Table 7b Simple Linear Regression showing the Influence of Monetary sales promotion typology on perceived brand quality of telecommunication operators on interactive media

Model		Unstandardized Coefficients		Standardized t	Sig.
		B	Std. Error	Beta	
1	(Constant)	16.115	1.405		11.470
	Monetary Sales Promotion Typology	0.582	0.054	0.394	0.000

a. **Dependent Variable: Perceived Brand Quality**

Table 7b depicts that monetary sales promotion typology significantly influences telecommunication operators' perceived brand quality on interactive media (p<0.05). In addition, Table 7b shows that there is a moderate positive significant correlation coefficient ($\beta=0.394$) and a positive slope (B=0.582) which are statistically significant (p<0.05) as assessed by a t test (T=10.840). This indicates that an increase in the appropriate usage of monetary sales promotion typology on the interactive media will result to

an increase in the perceived brand quality of telecommunication operators. This may mean that as telecommunication operators strategically integrate the appropriate monetary sales promotion typology such as bonus, coupon and discount into their overall promotional plan to incentivize key groups of subscribers such as state civil servants, telecommunication operators' perceived brand quality will be increased, however, the inappropriate utilisation of monetary sales promotion typology to a crucial consumer



groups such as the state civil servants may affect consumers' perception of telecommunication operators' brand quality. Furthermore, the model in Table 7a depicts that monetary sales promotion typology on interactive media could explain 15.5 percent ($R^2=0.155$) of variation of influence on telecommunication operators' perceived brand quality. The model accounts for a significant amount of telecommunication operators' perceived brand quality variance ($F(1,640) =$

117.498, $p<0.05$). Therefore, the hypothesis 'monetary sales promotion typology significantly influences perceived brand quality of telecommunication operators on interactive media' is accepted.

Hypothesis Three: Monetary sales promotion typology significantly influences brand association of telecommunication operators on interactive media.

Table 8a Model Summary for the Influence of Monetary sales promotion typology on the brand association of telecommunication operators on interactive media

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.413 ^a	0.171	0.169	6.40329

a. Predictors: (Constant), **Monetary Sales Promotion Typology**

Table 8b Simple Linear Regression showing the Influence of Monetary sales promotion typology on the brand association of telecommunication operators on interactive media

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.609	1.464		12.710	0.000
Monetary Sales Promotion Typology	0.623	0.056	0.413	11.124	0.000

a. Dependent Variable: **Brand Association**

Table 8b reveals that monetary sales promotion typology significantly influences telecommunication operators' brand association ($p<0.05$). Similarly, the second table (Table 8b) shows a moderate positive

significant correlation coefficient ($\beta=0.413$) and positive slope ($B=0.623$) which are significant statistically ($p<0.05$) as measured by a t test ($T=11.124$). This implies that an increase in the usage of monetary sales



promotion typology on interactive media will result to an increase in telecommunication operators' brand association. As telecommunication operators combine the necessary monetary sales promotion typology on interactive media such as bonus, discount and coupon, state civil servants will become knowledgeable about the brand attribute of telecommunication operators and this will help to increase a positive attitude to telecommunication operators' brands, therefore, when this is achieved, telecommunication operators' brand association will positively increase. Nevertheless, when the appropriate monetary sales promotion typology techniques are not

adopted and integrated efficiently, telecommunication operators' brand association may decrease. Also, Table 8a suggests that monetary sales promotion typology could explain 17.1 percent ($R^2=0.171$) of variation of influence on telecommunication operators' brand association. The model account for a significant amount of telecommunication operators' brand association variance ($F(1, 602) = 123.751, p < 0.05$). In essence, the hypothesis is hereby accepted.

Hypothesis Four: Monetary sales promotion typology significantly influences brand loyalty of telecommunication operators on interactive media.

Table 9a Model Summary for the Influence of Monetary sales promotion typology on brand loyalty of telecommunication operators on interactive media

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.241 ^a	0.058	0.057	4.76779

a. Predictors: (Constant), Monetary Sales Promotion Typology

Table 9b Simple Linear Regression showing the Influence of Monetary sales promotion typology on brand loyalty of telecommunication operators on interactive media

Model		Unstandardized Coefficients		Standardized T	Sig.
		B	Std. Error	Beta	
1	(Constant)	10.703	1.025	10.443	0.000
	Monetary Sales Promotion Typology	0.255	0.039	0.241	0.000

a. Dependent Variable: Brand Loyalty



The model on Table 9b depicts that monetary sales promotion typology significantly influences brand loyalty of telecommunication operators on interactive media ($p < 0.05$). In addition, Table 9b indicates that a low positive significant correlation coefficient ($\beta = 0.241$) and positive slope ($B = 0.255$) which are statistically significant ($p < 0.05$) as assessed by a t test ($T = 6.504$). From this result, it can be inferred that a proportionate increase in telecommunication operators' strategic combination of monetary sale promotion typology on interactive media to target specific target audience for instance the civil servant will lead to an increase in their loyalty to telecommunication operators' brands. However if there is a misuse of the monetary

sales promotion typology such as discount, coupon and bonus occurs on interactive media, there is a tendency that subscribers may switch between telecommunication operators which implies that they will only patronize one that has a better monetary sales promotion offer Table 9a shows that monetary sales promotion typology could explain 5.8 percent ($R^2 = 0.058$) of variation of influence on telecommunication operators' brand loyalty. The model on Table 9b accounts for a significant amount of telecommunication operators' brand loyalty variance ($F(1, 687) = 42.299, p < 0.05$). Hence, the hypothesis that monetary sales promotion typology significantly influences telecommunication operators' brand loyalty is accepted.

DISCUSSION OF FINDINGS

This study shows that monetary sales promotion typology helps to trigger brand awareness as seen on Table 4.1.2.1 probably because when telecommunication operators adopt promotional strategies that offer subscribers price or financial reward, the tendency that a lot of people will be informed about such will be high. Yoo et al (2000) have argued based on the finding of the study conducted on selected marketing mix elements and their influence on brand equity which revealed that monetary sales promotion

portend a negative influence on brand equity however, this study revealed that monetary sales promotion significantly influences brand awareness ($R^2 = 0.301; \beta = 0.549, p < 0.05$), perceived brand quality ($R^2 = 0.155; \beta = 0.394, p < 0.05$), brand association ($R^2 = 0.171; \beta = 0.413, p < 0.05$) and brand loyalty ($R^2 = 0.058; \beta = 0.241, p < 0.05$). The result of all these hypotheses depicts that monetary sales promotion helps to increase telecommunication operators' brand equity. In line with the AIDA model which emphasizes



that when awareness is created about a brand, product, service or idea, interest will be developed which will further generate into desire to yield and ultimately climax into action (purchase and repurchase). Buil, Eva, de Chernatony and Leslie (2013); Salelaw and Amanpreet (2016) corroborate the assertion that monetary sales promotion builds brand equity by adding that it serves a cogent function of creating awareness, building brand association and brand loyalty though the influence is negative on perceived brand quality. The research of Dangaiso (2014) showed that monetary sales promotion techniques such as price discount has a negative effect on telecommunication operators' brands. This may be so because the argument is that when the gain is monetized, attention is shifted from the brand to the promotions and when the promotion which is time-bound elapses, subscribers are left with no other choice than to switch to other operators having greater promotional incentive. Furthermore, Mela, Gupta and Jedidi (1998) argues that the presence of monetary sales promotion has a negative effect on brand equity especially when the technique being used is discount as it gives consumers a perception that the value of the brand has been

eroded hence, the need to make up on the lost value by providing a price-cut.

In the same vein, Yoo et al (2000) provides empirical evidence that shows that monetary sales promotion decreases brand equity of a brand because of its ability to affect consumer's perceived quality of the brand which ultimately will affect their decision to purchase or not to purchase however, Kapferer (2004) refutes the stance of Yoo et al by stressing that monetary sales promotion reduces perceived loss on the part of the customers as the feeling of gain through the reduced price will be created. This further accentuates the tenets of the expectancy theory which emphasizes the necessity of motivation to influence consumers' purchase; when consumers feel that buying at a lesser price or when a monetary gain is involved, it will reflect in their acceptance of the brand.

Delvecchio, Henard and Freling (2006) are of the opinion that price promotion otherwise known as monetary sales promotion may either increase or decrease any brand's equity depending on the product type, the techniques used and the process of integrating these monetary sales promotion techniques into the overall promotion plan. As revealed in this study in hypothesis two, Table 7b depicts a



moderate positive significant correlation coefficient ($\beta=0.394$) between monetary sales promotion and perceived brand quality which may be replicated with premium brands as a monetary incentive such as price discount and coupon may have a negative influence on the brand's value as perceived by the customers. Oyeniya (2011) adds to this discourse by asserting that monetary sales promotions could lead to negative impact on brand preference and trust because monetary promotion can divert attention to financial incentives which may encourage brand switching behaviour, increase price sensitivity and make quality criterion less important.

Scholars such as Darke and Chung (2005), Palazon-Vidal and Delgado-Ballester (2005) and Yoo et. al (2000) maintain that the negative influence of monetary sales promotion on brand equity can best be viewed in terms of its influence of product quality and consumers' attitude to the brand as well as their relationship with the brand. Based on their position, it is debated that price sensitive customers whose perception of premium quality translates to higher price, a reduction of the reference price may send the wrong

signal to the customers for instance, telecommunication operators' asking subscribers to pay ₦50 for an airtime of ₦200 may look suspicious to the recipients as the goal of every profit-oriented organisation is to make gain.

However, this study clearly reveals that monetary sales promotion is beneficial in the brand equity building of telecommunication operators however, it is imperative for other brands to identify the appropriate sales promotion technique that will suit their brand equity goal. Keller (2008) justifies monetary sales promotion by stating that it is beneficial because it provides functional benefit for the beneficiary of the incentive as against the hedonic value accrued from non-monetary sales promotion typology. Palazón-Vidal and Delgado-Ballester (2005) assert that monetary sales promotion may decrease a brand's association as the only thing being emphasized is the price and no other peculiar things about the brand therefore, when consumers recall the brand, price is the only feature that resonates however, this study does not cover factors that influence a brand's association.



CONCLUSION AND RECOMMENDATION

From the findings of this study, it is concluded that monetary sales promotions using execution tactics such as bonus packs, samples, premiums and sweepstakes have positive but moderate influences on all the dimensions of brand equity. It lends credence to the belief among a section of marketing scholars that if strategically planned and

executed, non-monetary sales promotions programme could enhance brand equity.

On the strength of this, the researchers recommend the proper understanding and incorporation of monetary sales promotion into the marketing communication plan of GSM telecommunication operators in Nigeria.

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