EFFECT OF SALES PROMOTION STRATEGY ON CUSTOMER BUYING BEHAVIOUR IN GLOBACOM TELECOMMUNICATION COMPANY LIMITED IN SULEJA METROPOLIS

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Abstract
Sales promotion strategy plays a pivotal role in shaping customer buying behaviour, especially in competitive sectors like telecommunications. This study investigates the effect of sales promotion strategies—focusing on coupons, free samples, and sales displays—on customer buying behaviour in the context of Globacom Telecommunication Company in Suleja metropolis. Employing a quantitative research design, data were gathered through a structured questionnaire distributed to 384 customers, out of which 361 responses were analyzed using Partial Least Square Structural Equation Modelling (PLS-SEM). The findings reveal that all three components of sales promotion strategy have a significant impact on customer buying behaviour, with coupons exhibiting the highest influence, followed by sales displays and free samples. The study concludes that strategic sales promotions can effectively enhance customer engagement and loyalty, particularly when tailored to meet specific customer needs and preferences within the telecommunications industry. As an overarching recommendation, it is suggested that Globacom should implement a well-rounded promotional mix that emphasizes customer-centric incentives, thereby strengthening brand loyalty and reducing customer attrition. This approach would not only enhance customer satisfaction but also position Globacom competitively in a market characterized by high loyalty switching due to factors like poor network quality and high service costs.
Keywords: Sales Promotion Strategy, Customer Buying Behaviour

INTRODUCTION

Sales promotion plays a vital role in enhancing the competitiveness of businesses, especially in dynamic sectors like telecommunications, where companies are continuously striving to attract and retain customers. In an environment marked by intense rivalry and technological advancements, companies are pressured to employ strategies that can not only capture customer attention but also drive immediate purchasing decisions. Sales promotions serve as an effective tool in this regard, offering incentives that encourage consumers to choose one brand over others, increase their purchase frequency, and engage with the brand more intimately. For telecommunications companies like Globacom in Suleja metropolis, such strategies have become imperative to maintain market share, foster customer loyalty, and enhance customer acquisition rates.

The concept of sales promotion has been the focus of various scholarly discussions, with varying perspectives on its core components. Pokhrel (2023) identified four primary components of sales promotion strategies: price discounts, "buy one, get one free" offers, coupons, and free samples, which provide immediate incentives to customers. Adela (2017), however, highlighted that coupons, sales displays, and premium offerings are the fundamental components of sales promotion. These components have unique attributes and appeal to different customer motivations, underscoring their effectiveness in driving buying behaviour. This study, however, concentrates on coupons, free samples, and sales displays due to their relevance and established efficacy in the telecommunications sector. Coupons serve as a powerful tool, offering discounts or rebates that provide direct financial incentives to customers, making products more affordable and thereby stimulating purchases. Free samples, on the other hand, allow customers to experience the product at no cost, fostering a sense of trust and brand familiarity. Sales displays, typically located at points of sale or service, attract customer attention, create awareness, and spur impulse buying decisions, as they are visually appealing and informative.

Customer buying behaviour, which involves the purchasing decisions, preferences, and responses of consumers, is significantly influenced by sales promotion strategy. The availability of promotional tools like coupons, free samples, and eye-catching displays can positively affect customers' perceptions, making products appear more valuable and desirable (Paul, et al., 2020). Sales promotions like coupons provide customers with a sense of financial advantage, while free samples allow them to test the product before committing, which can be particularly effective for telecommunication services. Sales displays enhance brand visibility and help customers recall the brand at crucial moments of decision-making, often converting interest into purchases.

Sales promotion strategies play a pivotal role in enhancing customer acquisition, fostering loyalty, and driving revenue growth, particularly in highly competitive industries such as telecommunications. Despite their widely acknowledged benefits, this study has identified a troubling trend of persistent dissatisfaction among telecommunication service users in Nigeria, particularly within Suleja metropolis. Customers frequently report challenges such as poor network connectivity, exorbitant call rates, and high internet subscription fees. These issues have been recognized as key drivers of frequent loyalty switches among consumers (Badiru & Oyedepo, 2021). Moreover, the perceived inadequacy of tangible customer rewards further underscores a potential disconnect between the intended objectives of sales promotion initiatives and the actual experiences of customers in the telecommunication sector. This misalignment highlights the need for a deeper examination of sales promotion strategies to better address consumer expectations and enhance their overall satisfaction.

Prior research has explored the role of sales promotion across a variety of industries; however, the findings, approaches, and contexts have been inconsistent. For instance, Ofosu-Boateng (2020) and Onyango (2014) examined the effects of sales promotion strategies in different sectors, highlighting some advantages but lacking a unified view due to differences in their sample sizes, geographical focuses, and methodological approaches. Similarly, Adeola (2017) and Oyeniyi (2011) have argued the value of specific promotional tools in engaging consumers, but their conclusions remain varied and context-specific. The diversity of these studies, both in terms of industry focus and research frameworks, has led to inconclusive evidence regarding the most effective sales promotion strategies for fostering customer loyalty within telecommunications. Consequently, this study seeks to address this gap by examining the effects of coupons, free samples, and sales displays on customer buying behavior specific to Globacom's operations in Suleja metropolis, with the aim of contributing a focused, context-relevant analysis to the existing body of knowledge.

The main objective of this study is to investigate the effect of sales promotion stategy on customer buying behaviour in Globacom Telecommunication Company in Suleja Metropolis, however, specific objectives include to;

(i) examine the effect of price discount on customer buying behaviour in Globacom Telecommunication Company Limited in Suleja Metropolis.
(ii) evaluate the effect of free samples on customer buying behaviour in Globacom Telecommunication Company Limited in Suleja Metropolis
(iii) assess the effect of sales display on customer buying behaviour in Globacom Telecommunication Company Limited in Suleja Metropolis

LITERATURE REVIEW

Sales Promotion Strategy

Sales promotion strategy is a key marketing approach that focuses on offering consumers temporary incentives to stimulate immediate purchasing decisions, enhance brand visibility, and foster brand loyalty. Scholars have developed varied definitions for this strategy, emphasizing different components based on its application across industries. Pokhrel (2023) defines sales promotion as a short-term tool that directly influences customer purchase behavior through components such as price discounts, “buy one, get one free” offers, coupons, and free samples. These components are seen as essential to establishing immediate value for customers, particularly in competitive fields like telecommunications, where consumer loyalty is crucial. Adela (2017) also contributes to this conceptualization by framing sales promotion as an inclusive strategy that involves coupons, sales displays, and premium offers, emphasizing that these tools extend beyond immediate sales boosts by creating sustained customer engagement and loyalty.

Khalid and Irshad (2022) explore sales promotion from a psychological perspective, describing it as a strategy that manipulates customer perceptions and fosters brand loyalty through specific methods like limited-time offers and contest-based promotions. They argue that these promotions create urgency and emotional engagement, stimulating consumers to act swiftly to secure promotional deals and to build affinity with the brand. This emphasis on urgency and engagement expands the concept of sales promotion, suggesting that it impacts not only purchase behavior but also the deeper connections customers form with brands. Similarly, Asfaw and Bekele (2019) highlight the role of experiential promotions within sales promotion strategies, focusing on techniques like product trials that encourage firsthand experience with the brand. According to them, experiential promotions are essential in building trust and familiarity, which are particularly effective for high-involvement products like telecommunication services.

Recent studies have further incorporated digital components into sales promotion strategies, as discussed by Zhang et al. (2021). They define sales promotion in the digital era as a combination of online methods, including digital coupons, flash sales, and online loyalty programs, which are geared toward digitally savvy consumers. Digital sales promotions align with customers' expectations for convenience and immediate gratification, and they allow companies to reach larger audiences through platforms such as social media and mobile applications. Thus, digital sales promotions have added a new layer to the strategy, enabling brands to adapt their promotional efforts to evolving customer behaviors and preferences in a technology-driven marketplace.

In addition to these broader definitions, this study focuses on three specific components of sales promotion strategy—coupons, free samples, and sales displays. These components are central to sales promotion strategies and play distinct roles in influencing customer buying behaviour. Scholars have noted that each of these components offers unique advantages, aligning with different consumer needs and preferences, which is crucial in attracting and retaining customers in competitive markets.

Price discounts represent a pivotal element of sales promotion strategy, offering direct financial benefits that enhance the affordability and appeal of products, particularly to price-conscious consumers. As noted by Paul et al. (2022), price discounts serve as a form of financial incentive, reducing the overall cost of goods or services to encourage immediate purchase decisions. This strategy is particularly significant in highly competitive industries like telecommunications, where price-sensitive customers are inclined to shift their loyalty to providers offering more cost-effective options. Khalid and Irshad (2022) further emphasize that price discounts not only create a perception of economic savings but also enhance customer satisfaction by providing tangible value. The widespread adoption of digital platforms has amplified the accessibility and effectiveness of price discounts, enabling customers to easily avail of promotional offers through online channels. This increased convenience has bolstered the impact of price discounts on influencing consumer purchasing behavior, making them a key driver of customer acquisition and retention in competitive markets.

Free samples, as Asfaw and Bekele (2019) explain, allow customers to try products without a financial commitment, which can be an effective tactic for building trust and brand familiarity. Free samples lower the perceived risk for customers, especially for high-involvement products or services, by providing them with firsthand experience of the product's benefits. In telecommunications, free sample promotions could take the form of free data trials or call credits, allowing customers to experience the quality and reliability of the service before making a purchase decision. According to Zhang et al. (2021), free samples can also create a positive brand association, as customers often appreciate the chance to experience the product at no cost, which can foster brand loyalty and influence future purchasing decisions.

Sales displays, as defined by Adela (2017), are promotional tools designed to attract customer attention at points of purchase or service, providing information and enhancing brand visibility. Sales displays are often visually engaging and strategically placed to capture the interest of passersby, which can prompt impulse purchases or reinforce the brand's presence in the customer's mind. In the context of telecommunications, sales displays can showcase new products or promotions in retail locations, creating an appealing presentation that enhances brand recognition. Paul, et al (2022) suggest that sales displays are particularly effective in competitive retail environments, as they increase the likelihood of purchase by making the brand more prominent and memorable in the customer's purchasing decision.

Customer Buying Behaviour

Customer buying behaviour refers to the complex processes and decisions that consumers go through when selecting, purchasing, and evaluating products or services. Over the years, scholars have analyzed customer buying behaviour from various theoretical perspectives, noting the numerous factors influencing how consumers make purchasing decisions. Broadly speaking, customer buying behaviour includes the psychological, social, and economic factors that shape customers perception and interaction with brands and products. This concept remains crucial for businesses to understand, as it guides marketing strategies tailored to attract and retain customers effectively.

Ali and Ahad (2019) define customer buying behaviour as the decision-making process that consumers follow, which is driven by their needs, motivations, and the evaluation of product features and benefits. Ali and Ahad argue that buying behaviour can vary significantly depending on factors such as personal preferences, social influences, and the availability of alternative products. They suggest that a deep understanding of these influences allows businesses to tailor their sales promotions and advertising to align with the motivations driving consumer purchases.

Nguyen and Tran (2020) highlight that customer buying behaviour is not solely about individual preferences but is also deeply shaped by cultural factors, family, and social interactions. Their work suggests that consumers' purchasing decisions are influenced by cultural norms and values, which act as guiding principles when customers evaluate different brands. For instance, individuals may make purchasing decisions that align with the preferences or recommendations of their family or peer groups, rather than solely based on personal preference. In the telecommunication industry, this cultural influence may impact brand choice and loyalty, as consumers may be more likely to select brands that align with their social circles.

Kumar and Bajaj (2021) define customer buying behaviour as a dynamic and evolving process influenced by technological advancements and online interactions. They argue that as digital technology reshapes consumer access to information, customer buying behavior increasingly reflects a shift toward digital engagement, as consumers can now research products, compare prices, and evaluate reviews online before making purchases. Kumar and Bajaj note that with the availability of digital platforms, consumers have become more informed and discerning in their choices, making them more likely to seek out promotional strategies like discounts or loyalty rewards online. This insight suggests that businesses must adapt their sales promotion strategies to appeal to digitally savvy consumers who value transparency and quick access to information.

Meanwhile, Lee and Hsu (2022) emphasize the role of emotional and psychological factors in customer buying behavior, positing that consumer decisions are not solely rational but also shaped by emotions, perceptions, and personal values. They assert that customers' emotions toward a brand or product can heavily influence purchasing decisions, particularly in situations where customers have strong loyalty or trust in a specific brand. This emotional component of buying behaviour is essential for brands to consider, as it highlights the need for relationship-building through customer engagement and effective sales promotions that create positive brand associations. According to Lee and Hsu, brands that establish emotional connections with consumers through consistent promotions or rewards are more likely to foster repeat purchases and long-term loyalty.

Similarly, Abubakar and Muhammad (2018) define customer buying behaviour as a pattern of responses by consumers that are influenced by both internal and external stimuli. Internal stimuli include personal motivations and past experiences with a product, while external stimuli involve factors like advertising, promotional activities, and peer influence. Abubakar and Muhammad argue that understanding these stimuli is essential for marketers to design effective promotional campaigns that align with the psychological triggers of their target audience. They further suggest that telecommunication companies, in particular, need to emphasize external stimuli, as consumers in this sector are often swayed by promotional offers, loyalty programmes, and competitive pricing.

According to Selim and Tamer (2019), customer buying behaviour is influenced by the consumer's level of involvement in the purchasing decision, which they classify as high or low involvement. High-involvement purchases often entail significant personal investment and consideration, while low-involvement purchases are usually routine or impulse-driven. This distinction is critical, as it dictates the type of sales promotion strategy that is most effective. Selim and Tamer argue that for low-involvement purchases, promotional strategies such as price discounts or coupons are effective because they encourage quick, spontaneous purchases. For high-involvement decisions, on the other hand, promotions that focus on product value and quality reassurance are more influential, as consumers are more likely to deliberate and compare alternatives. This model of involvement suggests that telecommunications companies should consider both high and low involvement factors when designing their sales promotions.

Sales promotion strategy and customer buying behaviour are involvedly linked, especially in the telecommunications sector, where competitive pressures and a saturated market make strategic promotion essential for attracting and retaining customers. In telecommunications, sales promotions—such as coupons, free trials, and promotional discounts—are often designed to encourage immediate purchases, incentivize brand loyalty, and reduce customers' perceived risk associated with switching providers. By offering time-bound or exclusive deals, telecommunications companies can engage with price-sensitive customers and those evaluating multiple service providers. Promotions like these serve as key drivers of customer buying behaviour by shaping consumers' perception of value, influencing brand preference, and providing compelling reasons to choose a particular network or service.

Empirical Review

Price Discount and Customer Buying Behaviour

In a study, Pokhrel (2023) investigated the impact of various sales promotion strategies on customer purchasing patterns within Kathmandu Valley. The research adopted a descriptive approach to examine consumer attitudes and behaviors regarding specific promotional tactics, such as price discounts, buy-one-get-one-free offers, and free samples. A correlational hypothesis testing method was employed to assess the strength of the relationship between these sales promotion strategies and purchase behavior. The descriptive survey design was particularly chosen for its effectiveness in capturing customer preferences and characteristics, enabling informed projections about consumer responses to promotional efforts. The study utilized a Likert-scale questionnaire to collect primary data from 96 respondents, with SPSS software used for descriptive and correlational analyses. The findings revealed a positive relationship between sales promotions and consumer purchase decisions, with price discounts and buy-one-get-one offers significantly boosting sales volumes by increasing perceived value. However, a notable limitation of this study was its small sample size of 96, which may not adequately reflect the diverse consumer behavior across Kathmandu Valley.

Khan and Rehman (2020) conducted a study to explore the impact of price discounts on customer purchasing behavior within the retail sector. The objective was to analyze how discounted pricing affects consumer purchasing decisions, with a particular focus on whether price reductions encourage impulse buying. The research surveyed 500 retail customers using structured questionnaires to collect data. Regression analysis was employed to assess the relationship between price discount usage and purchase frequency. The findings indicated that price discounts significantly increase the likelihood of immediate purchases, particularly when the discounts offered are substantial. However, the study also noted that while price discounts effectively drive short-term purchase decisions, they may not foster long-term brand loyalty, as customers often switch brands in pursuit of better deals.

Free samples and Customer Buying Behaviour

In Addis Ababa, Ethiopia, Adela (2017) explored the effect of sales promotion on consumer buying behavior with a focus on customers of the Commercial Bank of Ethiopia (CBE). The research included grade four branches of CBE across the four main districts in Addis Ababa, providing a solid representation of the bank's customers in the city. A sample size of 384 was selected using a non-probability convenience sampling technique, aligning with the quantitative research design adopted by the study. Data was collected via structured questionnaires and subsequently analyzed using SPSS 20, utilizing both descriptive and inferential statistics to explore the relationship between promotional activities and customer behavior. Adela's findings suggested a significant correlation between sales promotion and consumer buying behaviour, with promotions leading to enhanced customer engagement and retention. Specifically, sales promotion techniques such as free sample, price discounts, buy one, get one free were found to influence repeat purchases, as customers responded positively to discounts and other incentives offered by the bank. However, a critique of this study is that its focus on a single bank, CBE, limits the generalizability of its results to other financial institutions, which may have different promotional approaches and customer demographics.

Sanchez and Velasco (2021) explored the impact of free samples on customer buying behavior in the personal care sector. The study's objective was to assess whether providing free samples influences consumers' willingness to purchase new products. A sample of 350 customers was used, with data gathered through survey questionnaires distributed at retail stores. Sanchez and Velasco applied chi-square tests to analyze the data, determining the likelihood of purchase among customers who received free samples versus those who did not. Their findings indicated that free samples significantly increase product trial rates and subsequent purchases, as customers feel more confident in the product's value after experiencing it firsthand. The researchers, however, noted a potential downside: offering free samples may lead to a sense of entitlement among customers, who may wait for future promotions instead of making immediate purchases.

Sales Display and Customer Buying Behaviour

Badiru and Oyedepo (2021) conducted a comprehensive study on the effect of sales promotion strategy on consumer purchase decisions within the telecommunications industry in South-West Nigeria. Their primary objective was to investigate how various forms of sales promotions, including coupons, free samples, sales displays, and direct price-off offers, influence customer buying behaviour in this competitive market. The study's sample included 399 student users of telecommunication products and services from seven state-owned universities in the South-West region, providing a demographic likely to be engaged with telecommunications products. Data was collected via structured questionnaires, and after screening for usability, responses from 318 participants were analyzed using SPSS software, focusing on statistical correlations and regression analyses to understand the extent of promotional impact on purchasing decisions. The findings indicated that each promotional method significantly influenced customer buying behavior, with price-off and coupon strategies emerging as particularly impactful in driving immediate purchasing decisions. However, the critique lies in the demographic focus on students, which may limit the generalizability of the findings to a broader population.

Tanaka and Yamamoto (2022) examined the role of sales displays in the Japanese telecommunications market, focusing on customer engagement and buying behavior. Their study aimed to evaluate if interactive sales displays influenced customers' interest in new telecommunication products. The study used a sample of 250 respondents who interacted with in-store displays, with data collected through surveys and observational notes. Using a mixed-method approach for analysis, Tanaka and Yamamoto found that interactive displays significantly increase customer engagement and product awareness, ultimately improving purchase intentions. However, they critiqued that while interactive displays capture initial interest, they may have limited impact on long-term customer retention unless followed up with personalized communication or incentives. This critique suggests that in telecommunications, sales displays can benefit from complementary strategies that nurture ongoing customer relationships beyond the initial display interaction.

Stimulus-Organism-Response (S-O-R) Theory

Stimulus-Organism-Response (S-O-R) Theory, originally postulated by Mehrabian and Russell (1974). The S-O-R Theory posits that external stimuli (S) can influence an individual's internal state (O), which in turn shapes their behavioural responses (R). In this study, the theory suggests that various stimuli—such as sales promotions—can evoke emotional and cognitive reactions within consumers that ultimately drive their purchasing decisions and behaviours.

In relation to this study, the S-O-R Theory provides a valuable framework for understanding how sales promotion strategies (stimuli) in the telecommunications sector influence customer buying behaviour. The components of sales promotion strategy—such as coupons, free samples, and sales displays—act as external stimuli that generate reactions in customers, potentially impacting their perception of value, satisfaction, and purchase intentions. When telecommunications companies like Globacom employ such promotional strategies, they can effectively stimulate positive responses in their customers, leading to increased purchase rates and customer loyalty, which is essential in a competitive environment. Several scholars have endorsed the applicability of the S-O-R Theory within the field of consumer behavior. For instance, Kim and Lennon (2019) argue that this theory helps marketers understand how various environmental cues and promotional tactics affect customers' emotional states and subsequent buying behavior. Similarly, Zhang and Zhao (2020) support the theory, asserting that it provides a structured model for analyzing how targeted marketing stimuli like discounts and promotional displays directly impact consumer responses, particularly in settings with high brand competition, such as telecommunications. They emphasize that the S-O-R framework is effective for assessing how stimuli trigger both cognitive and emotional responses, aligning well with the objectives of sales promotions.
Conversely, some scholars challenge the universality of the S-O-R Theory, arguing that it may oversimplify complex consumer behaviors. For instance, Lee and Chen (2021) critique the theory, noting that it may not adequately account for individual differences, such as personality traits and cultural factors, which also significantly shape responses to marketing stimuli. They suggest that while the S-O-R model is insightful for general consumer behavior patterns, it may lack precision in contexts where consumer motivations and reactions are highly individualized. Nonetheless, even with these critiques, the S-O-R Theory remains one of the most robust frameworks for examining how external marketing factors influence consumer buying behaviour, making it well-suited for this study's focus on sales promotion strategy in telecommunications.

METHODOLOGY

This study employed a quantitative research design to systematically investigate the relationship between sales promotion strategy and customer buying behaviour, justifying its selection as quantitative designs enable measurement, statistical analysis, and objective assessment of patterns and correlations among variables. The population for this study encompassed all customers of Globacom Telecommunication Company Limited in Suleja metropolis. Although the population is finite, it could not be readily determined due to a lack of accessible comprehensive records of Globacom's customer base, a common challenge within large telecommunication networks. Thus, Cochran's (1977) formula was applied to calculate an appropriate sample size, offering a robust solution for studies with indeterminate populations. The sample size was calculated as follows:
taking the maximum variability of 50% ($p = 0.5$) at a 95% confidence level with a ±5% margin of error, the formula yields
no = (z^2 * p * q)/e^2,
where $p = 0.5$,
$q = 1 - p$,
$e = 0.05$, and

$z = 1.96.$
$n = 1.96^2 * 0.05* (1-0.5)/0.05^2$
$n = 3.8416 * 0.5 *0.5/0.0025$
$n = 0.9604/ 0.0025$
$n = 384.16$

For ease and efficiency in data collection, a convenience sampling technique was adopted, targeting readily accessible participants. This non-probability approach was suitable as it allowed timely access to customer responses, crucial for examining general consumer attitudes toward Globacom's promotional activities.

Primary data was collected through a structured questionnaire designed on a 5-point Likert scale, ranging from "strongly agree" to "strongly disagree," to capture the balanced perspectives of respondents. The use of primary data ensured reliability, as it directly gathered responses specific to the study's purpose. Questionnaires were distributed through a "drop and pick" approach, maximizing response rates. Face and content validity methods were employed to ensure the instrument's relevance, guided by expert input and review by academic supervisors. Reliability was further confirmed through rigorous consistency checks to ensure the tool measured the intended constructs effectively

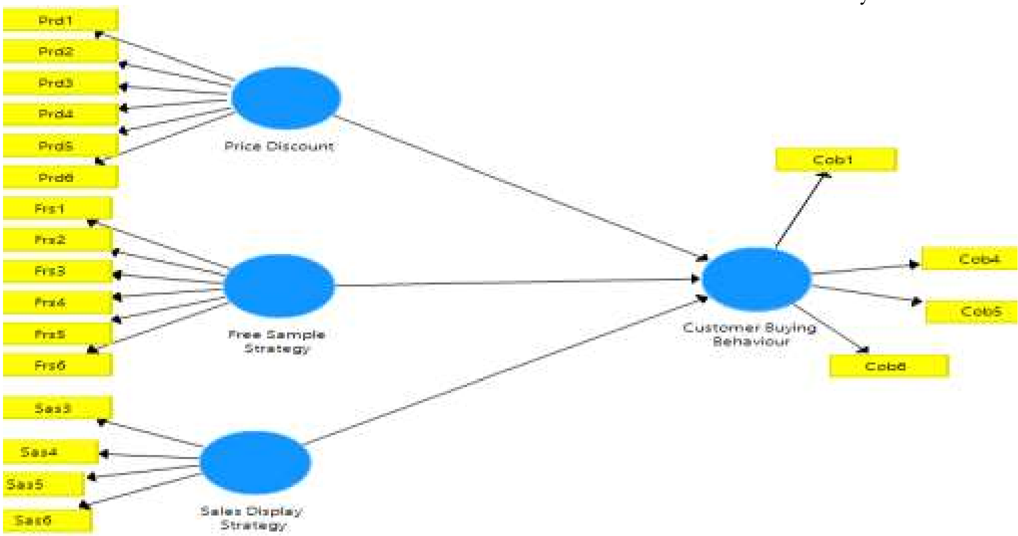

Figure 1: Model of the Study

RESULTS AND DISCUSSION

Assessment of Measurement Model

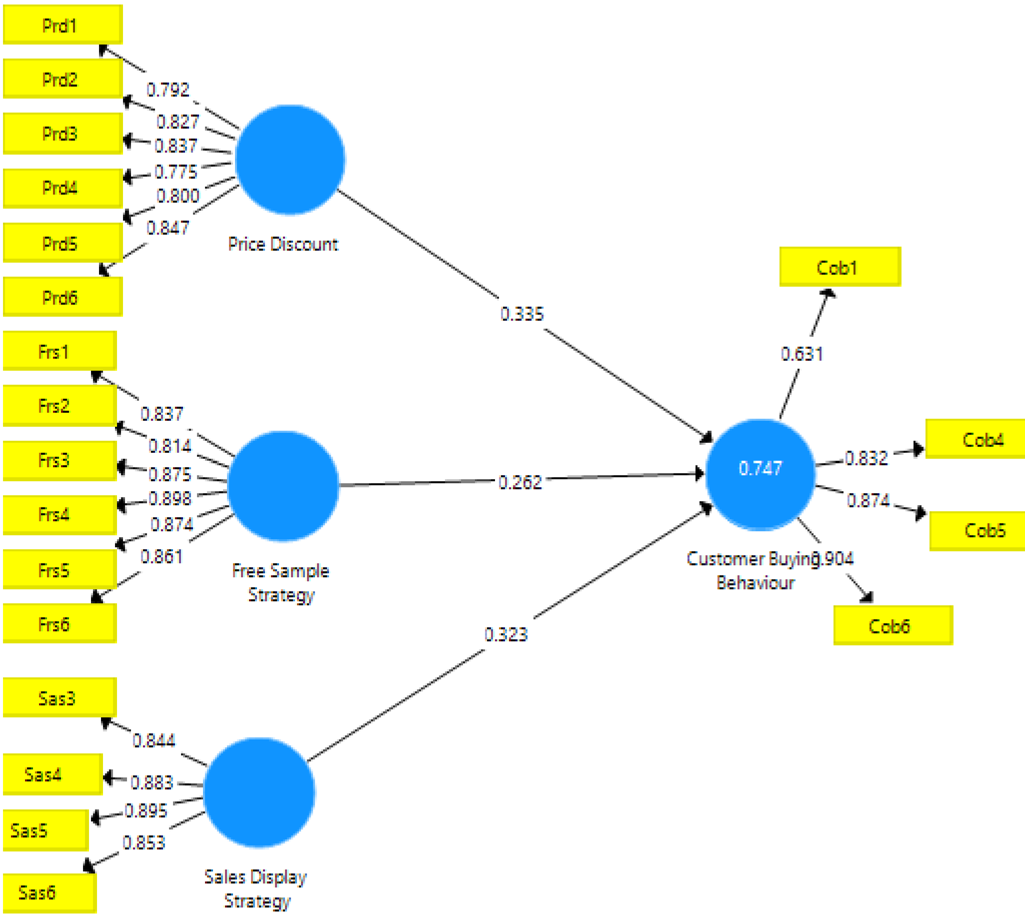

Figure 2: Factor Loadings

Figure 2 illustrates the factor loadings of the study's constructs, with each indicator representing different facets of the main variables: Coupon Strategy (Cos), Free Sample Strategy (Frs), Sales Display Strategy (Sas), and Customer Behavior (Cob). According to Hair et al. (2018), factor loadings of 0.7 or higher are considered acceptable for indicating construct validity. In this model, most loadings surpass this threshold, demonstrating strong relationships between observed indicators and their respective latent variables. However, constructs such as Sas1, Sas2, Cob2, Cob3, and Cob7, which had loadings below 0.7, were excluded from further analysis to enhance model reliability and ensure compliance with recommended standards (Hair et al., 2018; Henseler et al., 2019). The loadings for constructs like Cos3 (0.837) and Cob6 (0.904) indicate robust connections to their respective constructs, supporting the validity of the measurement model. The R-square value of 0.747 for Customer Behaviour suggests that the sales promotion strategies (Coupon, Free Sample, and Sales Display) collectively explain approximately 74.7% of the variance in customer buying behavior, indicating a strong model fit.

Table 1: Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Price Discount	**0.946**	**0.948**	**0.955**	**0.727**
Free sample Strategy	**0.924**	**0.930**	**0.941**	**0.726**
Sales Display Strategy	**0.888**	**0.894**	**0.911**	**0.562**
Customer Behaviour	**0.909**	**0.914**	**0.928**	**0.649**

PLS-SEM, 2024

Table 1 presents the construct reliability and validity indices for the study variables, including price discount, Free Sample Strategy, Sales Display Strategy, and Customer Behaviour. Cronbach's Alpha values for each construct exceed the recommended threshold of 0.7, with values ranging from 0.888 to

0.946, indicating high internal consistency (Hair et al., 2018). Rho_A values further confirm reliability, supporting the internal consistency of the constructs, as they all surpass 0.7. Composite reliability values for all constructs also exceed 0.7, with price discount showing the highest reliability at 0.955, signifying that the constructs reliably measure their intended concepts (Henseler et al., 2019). The Average Variance Extracted (AVE) values indicate convergent validity, as Coupon Strategy, Free Sample Strategy, and Customer Behavior all achieve AVE values above the 0.5 benchmark, meaning these constructs capture a sufficient proportion of variance from their indicators (Fornell & Larcker, 1981). However, Sales Display Strategy has a slightly lower AVE of 0.562, which is still acceptable as it meets the minimum threshold. These metrics collectively affirm the reliability and validity of the constructs used in this study.

Table 2: Path Coefficient

Variables	Beta	T Statistics	P Values	Decision
Price Discount -> Customer Behaviour	0.335	3.977	**0.000**	**Rejected**
Free Sample Strategy -> Customer Behaviour	0.262	2.685	**0.007**	**Rejected**
Sales Display Strategy -> Customer Behaviour	0.323	4.427	**0.000**	**Rejected**

PLS-SEM, 2024

Out of 384 copies of questionnaire distributed, 361 were returned in usable form, representing a high response rate. Data analysis was performed using Partial Least Square Structural Equation Modelling (PLS-SEM), enabling comprehensive analysis of the relationships among the variables under study.
The bootstrapping results in Table 2 reveal the effect of price discount on Customer Behaviour, with a path coefficient (Beta) of 0.335, a T-statistic of 3.977, and a p-value of 0.000. The Beta value of 0.335 indicates a moderate positive effect, suggesting that as Coupon Strategy efforts increase, Customer Behavior responds favourably. The T-statistic surpasses the conventional threshold of 1.96, and the p-value is less than 0.05, denoting statistical significance. This implies that price strategy significantly affects Customer Behavior within the context of this study, highlighting the effectiveness of coupons as a strategic tool in influencing customer purchasing decisions.

Similarly, the relationship between Free Sample Strategy and Customer Behavior shows a positive path coefficient of 0.262, with a T-statistic of 2.685 and a p-value of 0.007. The Beta coefficient of 0.262 reflects a moderate positive effect, suggesting that the provision of free samples can lead to an increase in favorable Customer Behaviour. The T-statistic, which exceeds the critical value, and the statistically significant p-value further support this finding. This indicates that Free Sample Strategy plays a noteworthy role in shaping how customers interact with the brand, influencing their likelihood of purchasing and potentially fostering brand loyalty.

The bootstrapping results also show a positive effect of Sales Display Strategy on Customer Behaviour, with a Beta value of 0.323, a T-statistic of 4.427, and a p-value of 0.000. The path coefficient of 0.323 suggests a moderate positive influence of Sales Display Strategy on Customer Behaviour, indicating that well-designed and strategically placed sales displays can effectively attract customers and influence their buying behaviours. The T-statistic and the low p-value substantiate the significance of this relationship, emphasizing the importance of visually appealing displays in capturing customer attention and motivating purchasing behaviour.

Discussions of Findings

The finding that price discount has a significant positive effect on Customer Behavior aligns with the studies reviewed, such as Badiru and Oyedepo (2021), who found that coupon-based promotions significantly influenced consumer purchase decisions in the telecommunications sector. Similarly, Pokhrel (2023) reported that price discounts positively impacted consumer purchasing behavior. These studies support the idea that coupons create a perception of value, prompting consumers to engage more actively with the brand. From a theoretical perspective, this finding is consistent with the Stimulus-Response Theory, which suggests that stimuli like coupons can trigger favorable consumer responses. Price discount act as an external stimulus, leading customers to respond by increasing their engagement with Globacom's offerings, thus validating the theory's premise that specific promotional stimuli can shape customer behaviour.

The effect of Free Sample Strategy on Customer Behaviour also aligns with empirical studies, notably Adela (2017), who discovered that free samples positively affected consumer purchasing decisions in Addis Ababa's banking sector. Likewise, Pokhrel (2023) observed that free samples were effective in enhancing consumer purchase choices, as they allow customers to experience the product firsthand before making a purchasing decision. The Free Sample Strategy aligns with the Stimulus-Response Theory by acting as an immediate, tangible stimulus that reduces perceived risk for customers, thus encouraging them to proceed with their purchase. The theory's concept of learning through association can be applied here, as customers who receive and appreciate the free samples are likely to respond positively by developing a stronger inclination towards the brand.

The significant positive effect of Sales Display Strategy on Customer Behaviour is in agreement with the findings of both Badiru and Oyedepo (2021) and Adela (2017), who reported that well-designed promotional displays significantly affected consumer purchasing decisions across various sectors. Effective sales displays capture consumer attention and make products more accessible, thereby enhancing their appeal. This result also supports the Stimulus-Response Theory, where an attractive display serves as a visual stimulus, encouraging a favorable response from consumers. By creating an engaging environment that draws consumers in, sales displays enhance the likelihood of purchase, validating the theory's stance on how external stimuli, such as visually appealing product placements, can influence consumer behavior in the telecommunication industry.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the study, it is concluded that sales promotion strategy has significant effect on customer buying behaviour in Suleja metropolis.

Drawing from the results also, the following recommendations are proferred;

(i) Based on the study's findings, it is recommended that Globacom should intensify its price discount-based promotions, as they were shown to have a significant positive effect on customer behaviour. To achieve this, the company could increase the frequency of discount releases, especially during peak seasons or alongside new product launches, ensuring that customers have regular opportunities to benefit from discounts.

(ii) Another recommendation is for Globacom to expand its use of free sample promotions. Since free samples were effective in positively influencing customer behaviour, Globacom should consider offering trial services for specific data packages or bundles, especially for new or upgraded services. By allowing customers to experience new services risk-free, they can make informed decisions, and this will likely lead to higher conversion rates.

(iii) Lastly, it is recommended that Globacom invest in visually compelling sales displays in its stores and at popular retail locations, as effective displays were shown to drive customer buying behaviour. To achieve this, Globacom should design engaging in-store setups that highlight promotional offers and key product features in an eye-catching manner.

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