**AN EVALUATION OF SALES PROMOTION IN INCREASEING THE LEVELS OF NETWORK PATRONAGE IN THE TELECOMS INDUSTRY**

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****ABSTRACT****

The study examined sales promotion as a persuasive activity hence is the direct and indirect communication used by firms to influence present and potential customers fro the purpose of making sales. This study was in the main time, exploratory and descriptive. Data were collected on source specific objective adopted for the resources. Data collection method employed primary sources eg personal interviews and questionnaire and secondary data example books, newspaper and so on. These data were analyzed with some simple statistical looks such as percentage tables and significant level. The study also considered whether ‘advertising medium message to the target audience among others. It was known that the philosophy of the company mobile Telecommunication Network Nigeria limited Aba promotion is not different from what other marketing. • companies have been practicing. Sales promotion has great influence in the buying behaviour of customers. Most industries in Nigeria have riot yet embraced full promotional consciousness. Effective sales promotion could help companies to survive the stifle competition in business, operation.

****CHAPTER ONE****

****1.0.INTRODUCTION****

It has been discovered that sales promotion as one of promotional tools, it is very important to mobile phone industries such as MTN Uyo. This project/research work evaluate the impact of sales promotion on the choice and use of mobile phone times when sales promotion is carried out.  This research work will be benefit to the firm in study (MTN) customers and public at large. This is because, at the end at this research work and interested person or the firm will see how sales promotion affect the sales of mobile phone times.

The research himself is of great interest is the study because of the prevailing sales promotion going or the communication sector.

****1.1.BACKGROUND OF THE STUDY****

This has to do with the situation analysis of the firm in question via MTN Uyo. It is also known as SWOT analysis which, constitutes the strength, weakness, opportunity and threat of the firm. Therefore, the research want to find out the relationship between sales promotion and the service of MTN UYO.

MTN Uyo has been trying in the area of sales promotion and this has marked up the sales of MTN Lines (SIM PACK). But the researcher observes that MTN Uyo should continuously embark on sales promotion in order to retain its world market share.

In the same vein, it have been observed that other mobile phone industries such as Celtel and Globalcom are up and coming in the area of sales promotion.

This means that there is shift competition existing in the market of mobile phones lines. It was also the adventure of sale promotional campaign that has made the former monopolist (NITEL) in communication to lose its market share.

 MTN Uyo should identify new market opportunity by studying the buying behaviour and needs of consumer on coming up with the necessary sales promotion. In achieving this goals, such question should be administered, who are the customers, what do the want; how and where do they want it, who are the potential and buyer; why are they not ready to buy; how much will they want to buy and at what profit to the firm.

A question arose, whether advertising have not achieved the aim of increased sales in MTN lines (SIM PACK). The answer tot his is (not even extent). Advertising was pivotal way of making increased sales but nowadays it doesn’t work like sales promotion.

Little wonder why Stanton (1991) defined sales promotion as activities other than personal selling, advertising, publicity that stimulates consumer purchasing and dealer effectiveness such as displays, shows, exhibitions and demonstration.

The market of MTN lines (SIM PACK) constitutes the public at large with dynamic nature. It becomes necessary to embark on sales promotion incentives.

One may ask how far sales promotion can go to ensure an increased sale of mobile phone lines. It is therefore n the course of answering this question that prompted the researcher to embark on this research work.

****1.2.STATEMENT OF PROBLEMS****

The pivotal aim of very research work is to solve problems deleting to the study. There are variable that affect the full administration of sales promotion in this mobile phone industry (MTN) such variable are programme timing, programme design appreciation of sale promotion by customers and the channel of reaching the target market with sales promotional programmes.

One may ask why Nitel is at the of communication today. It is because of the application of marketing concept and the affore-mentioned sales promotional activities.

 Therefore, the research observes the problems as follows:

i.            Lack of sales promoting programme timing.

ii.           Inadequacy of formulating programme design stragies which is general towards achieving a positive response from customer during sales promotional campaign

iii.         Valueless and unapplication of sales promotion incentives by customers.

The above problems will be investigated by the researcher so as to proffer solutions to them at end of this research work.

****1.3.STATEMENT OF OBJECTIVE****

The general research objective is to evaluate the impact of sales promotion on the sales of mobile phone lines. The study in specific term seeks to;

1. Find out the extend customer appreciate the value incentives use in sales promotion campaigns.
2. Investigate the effect of sales programme timing on the success of sales promotional programmes and strategies in MTN.
3. Measure the effect of programme design on the achievement of the objectives of sales promotional campaigns.
4. Identify the factors limiting against the application of sales promotion as a method pf increasing customer patronage.
5. Suggestion and recommend how best to apply sales promotional programmes

****1.4.RESREACH QUESTION****

This is the objective of the study produce in question from the following questions have been found relevant by the researcher as a tool of achieving of this research work. They are;

i.   What is the relationship between effective sales promotional programme and increase in sales volume in the mobile phone industry (MTN)?

ii.  What is the relationship between programme design and sales promotion campaign objective attainment?

iii.  What is the extent to which customers appreciate and value sales promotion incentives of what effect are the channel used to reach the customer on the sales promotional programme?

****1.5.SIGNIFICANCE OF STUDY****

Significance from it denotation is the importance of the study.t his research will be of benefit to the following set of people:

i.            Users/Customers/ Market of GSM Phone

ii.           Operators / mobile phone industry

iii.         The public

It is the customers that benefit most in the sales promotion. This is because it reduce the price of MTN lines, considering the incentives associating sales promotion.

To the MTN industry, it is of great important , the organization will have to know the following; timing of sales promotion programme, effectiveness of continuous sales promotion, designing of promotional campaigns.

 Since communication have take a wide space in our society anything the society.

****1.6.LIMITATION OF STUDY****

This is concerned with the problem encountered in this research work. The problems are:

****Time:****the time given to the researcher to embark on this study starting from the day of approval wasn’t enough because as a student in ND II Marketing, I have yet another eleven courses to study.

****Finance****: this research work was hampered by financial problem such as typing, cost of transportation.

****Response****: some of the respondent view couldn’t respond positively. Other failed to return their questionnaire to the researcher because of one reason or the other.

****1.7.DEFINITION OF TERM****

Under this heading, terms used in the research work writing will be explained briefly

****SWOT:****this means strength, weakness, opportunity and threat. It is a feature of situation analysis.

****Market share:**** the percentages of customers a firm has in the total market.

****Potential buyers****: those that have not started buying the product of a firm.

****NITEL****: Nigerian Telecommunication

****INCENTIVE****: something that is given to someone (customer) that encourage him to do something (buy).

****Respondent****: person who answers question

****Monopolist****: the only producer and seller of a product

****Marketing**** ****Concept****: a concept that based on customer orientation. It is a concept that makes consumer the king.

****Rebate****: an amount of money deduct from the cost of something.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**INTRODUCTION**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

* Conceptual Framework
* Theoretical Framework
* Empirical framework

**2.1 CONCEPTUAL FRAMEWORK**

**Sales Promotion**

The ability of sales promotion to influence sales and customer patronage has been recognised in marketing and sales management literature. Sales promotion is a wide set of incentive measures, generally short-term in nature, meant to encourage consumers or the trade to acquire a certain product sooner and/or more frequently 16. According to Oyedapo, Akinlabi, and Sufian 17, sales promotion is a direct enticement that provides an additional value or incentive for the product to the sales force, distributors, or the final customer with the primary goal of generating an instant sale. Yeboah 18 defines consumer promotion as a marketing strategy intended to encourage people to buy a product. Such campaigns are often limited in duration and intended to achieve a specific goal, such as expanding market share or launching a new product. According to Ya-ping 19, sales promotion has become a useful tool for marketers, and its value has grown dramatically in recent years. They also argued that several studies have shown that sales promotions have a short-term influence on sales during the period in question. The long term impact of sales promotion as well, i.e. the increase in the brand loyalty of the customer which will ultimately increase the customer lifetime value of the company and thus the company’s profitability. Sales promotion also refers to any additional incentive used by manufacturers, merchants, and even non-profit groups to temporarily modify a brand's perceived price or value 20. For example, numerous market offers, such as promotions with discounts of up to 50% off, and many other schemes are meant to entice people to purchase specific items. All of these are incentives provided by manufacturers or dealers in order to boost the sales of their products; these incentives may take the shape of free samples, gifts, discount coupons, demonstrations, shows, and contests, among other things. All these measures normally motivate the customers to buy more and thus, it increases sales of the product. The most common sales promotion methods include free samples, rebates, contests, price discounts, and coupons. Coupon (printed coupon, e-coupon, and mobile coupon) - Printed coupons, which may be found in magazines and newspapers or at the point of purchase, or electronic / mobile coupons, which can be obtained from the internet or email, or by ‘push' or ‘pull' SMS, entitle the buyer to a price discount on specific items. Rebates are mechanisms that allow customers to get a portion of their purchase price refunded. A rebate would be a firm that gives a partial return to consumers who mail in evidence of purchase. Rebates are particularly useful for organizations because, in order to claim a refund, a customer must fill out an application in which they submit personal information; this information may then be utilized by companies for consumer behaviour research. Such reimbursements entice customers to visit a store21 . Contests might be as easy as winning a present with a scratch card, an in-house game at a retail showroom, or an internet contest in which participants must submit their information. Online contests have become incredibly simple and essential as a result of the internet's meteoric development [22]. Customers profit financially from price discounts when they make a purchase. The price reduction has two sorts of effects on customer behaviour. When a brand advertises more deals than others, it is viewed as low in quality, but when a brand promotes fewer discounts, it is believed to be good in quality. Furthermore, consumers believe that high-quality brands provide fewer promotions. Free sample refers to free product rewards for repeat purchase or patronage of the same product or company.

**Objectives Of Sales Promotion**

The goal of a sales promotion is to increase the value of a brand in order to attract customers to buy. To attain particular goals, a company may look for the necessity for a sales promotion alternative. According to Jain, (2014), some unique sales promotion objectives include:

1. Attract new customer: Measures of sales promotion are very crucial in obtaining new clients for a company. New clients are typically people who have been lured away from competing businesses. Samples, gifts, awards, and other incentives are used to entice customers to try a new brand or switch their business to a new dealer.
2. Helps the firm to remain competitive: Most organizations engage in sales marketing in order to remain competitive. As a result, no company can avoid the requirement to engage in sales promotion activities in today's competitive market.
3. Add to the stock of the dealers: Wholesalers and merchants, for example, deal with a wide range of products. When the manufacturer adds sales promotion measures to their efforts, it makes it easier for them to sell. When a product or service has a strong sales promotion, dealers are compelled to stock more of it.
4. Introduction of new products and services: Sales promotions are frequently used to encourage potential customers to explore new products and services. Dealers are also enticed to enter the market with new products and services. Dealers may be paid cash or product discounts in exchange for stocking new products or negotiating new service deals. Free samples, trade discounts, and cash discounts are all examples of sales promotion.

e) Makes existing customers to buy more: The most common purpose of sales promotion devices is to persuade a company's existing customers to purchase more. Firms employ sales promotion techniques such as product development, giving three products for the price of two, and discount coupons to encourage existing customers to purchase more of a certain product.

**Consumer Patronage**

According to Ozioma and Marcus 23, customer patronage in marketing refers to a scenario in which an individual with a need/want to fulfil acquires something of value from a supplier in order to address the recognized lack or shortfall. According to Paswan 24, patronage behavior may be classified into various categories, including loyalty intention, amount of money spent, repeat purchase, number of visits, satisfaction level, length taken, time and quantity of items purchased. Retailers benefit by understanding the various factors that influence consumer patronage behaviour by getting more sales, repeat purchase and customer loyalty. Sirgy and Grewal 25 suggested that consumer patronage behaviour can be influenced by location, atmosphere, merchandise, price, and promotional factors.

**Types Of Promotional Strategy**

Commenting on the promotional strategy, Busch and Houston (1985) noted that promotional strategy of an organization covers all marketing strategies designed to communicate to the market place usually through a set of activities, the nature of the organization and its marketing effort. People act and react based on the information received. Therefore, promotion must persuade buyers that positive consequences will be realized from consumption of the firm‟s product and that these consequences are more positive than those of competitor‟s brands. Components of promotion include advertising, sales promotion, personal selling, packaging, public relations and publicity. They are sometimes referred to as the promotional mix (Idris, 2006). They are explained under the following heading:

1. **Advertising:**

According to Kotler and keller (2012), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising is any paid form of non-personal communication about an organization, good, service or idea by an identified sponsor (Perreault and McCarthy, 2010). Advertising is a highly public mode of communication. It is a persuasive medium that permits the seller to repeat a message many times. It provides opportunities for dramatizing the company and its products through artful use of print, sound and colour. Advertising, unlike personal selling is impersonal. It carries a monologue message to the audience from an identified source (Owaga, 2002). Meidan (1996) states that an organization can use its advertising for either its short-term or long-term objectives, the author further states that institutional advertising consists of promotion strategy of a firm‟s name.

**2. Sales Promotion**

Sales promotion consists of short-term incentives to encourage purchase or sales of a product or service (Kotler and Armstrong, 2005). According to Brassington and Petit (2000), sales promotion is a different tactical marketing technique and mostly short-term incentives, which are designed to add to the product or service, in order to achieve specific sales or marketing objectives. It is used in conjunction with advertising or personal selling, sales promotions are offered to intermediaries as well as to ultimate consumers. Coupons, rebates, samples and sweepstakes are a few examples of sales promotions. The advantage of sales promotion is that the short term nature of these programs (such as coupon or sweepstakes with an expiration date) often stimulates sales for their duration. Offering value to the consumer in terms of a naira-off coupon or rebate provides an incentive to buy. Sales promotions cannot be the sole basis for a campaign because gains are often temporary and sales drops off when the deal ends (Berkowitz, Kerin, Hartley and Rudelius, 2000). However, the primary objectives of sales promotion are to attract new customers and increase market share in selected segments. Sales promotions in markets of high brand similarity can produce a high sales response (Kotler and Keller, 2012).

**3.Personal Selling**

Personal selling is a two-way communication tool between a representative of an organization and an individual or a group with the intention to inform, persuade or remind, or sometimes serve then to take appropriate actions (Brassington and Pettitt, 2000). Furthermore, personal selling is a crucial element in ensuring customers‟ post-purchase satisfaction, and in building profitable long-term buyer-seller relationships built on trust and understanding (Grankvist, Kollberg and Persson, 2004). Personal selling involves a face – to – face contact between the seller or his representatives, and the prospective buyer (Anyanwu, 1999). It is made more effective when complemented with advertisement. Personal selling is the most effective means of reaching the prospective, but is also the most costly. Furthermore, personal selling is a crucial element in ensuring customers‟ post-purchase satisfaction, and in building profitable long-term buyer-seller relationships built on trust and understanding (Grankvist, Kollberg and Persson, 2004).

**Importance Of Sales Promotion**

As a means of stimulating the demand for a product or service, sales promotion is becoming increasingly significant in marketing. The majority of activities are used to generate quick, shortterm sales. While a marketer may use non-continuous or cyclical advertising or personal selling, sales promotion activities contribute to marketing effectiveness by supporting advertising, personal selling, and public relations activities, thereby increasing producer profit, particularly sales promotion producer profit. According to Aderemi, (2003), sales promotion is used for the following purposes:

1. Prices Determination: Price discrimination, adjusting different customers' prices, pricing discrimination, also describes the usage of coupon and price specially tailored for the more price sensitive consumers who will make an attempt on his chosen brand. Producers can also use sales promotion to practice price discrimination over time by responding to demand and supply fluctuations.
2. Trade Behaviour: Sales promotion also stimulates the trade to offer a brief price difference, as well as reduce promotional characteristics that entice clients to buy in bulk from traders to consumers.
3. Sales promotion allows producers and marketers to reach out to deal-hungry clients and persuade them to switch. Customers are exposed to new products through sales promotions, which lowers the risk of stocking new products.

**Problems Of Sales Promotion**

According to Lovelock and Wirtz, (2004), sales marketing has the following negative effects:

1. Dearth of information: There are frequently little or no information to be offered, there is likewise difficulty of an approach time of the sales promotion offer.
2. A problem of dishonesty exists: in the spirit of fairness, the organizers of a sales promotion campaign may restrict certain persons from participating.
3. Role conflict: The brand manager should ideally be in charge of managing sales promotion programs, however if the incentive is appealing, the brand manager may not be granted complete control over the sales promotion program.
4. Distribution of incentive programs: Incentives may not be distributed as freely as planned, and they may even be distributed to the wrong sources.

**Effectiveness of Promotional Strategies of MTN**

For promotional strategies to be effective, the following variable must be present; product, place, business environment, people, physical evidence and process. Product is one of the elements in the marketing mix. A product is a good or service combination the company offers to the target market. Price is the amount of money customers pay to obtain the product (Kotler & Armstrong, 2005). It involves price levels, discounts, commissions, terms of payments and credit (Thuo, 2008). Place/Distribution element comprises of those functions of firm involve in getting products from the manufacturer to the customer. (Lilien et al, 2003). Business environment comprises a wide range of influences: Economic, demographic, social, political, legal and technological which affect business activity in a variety ways. It can impinge on the process of resource acquisition and on the creation and consumption of output. Hence, for MTN promotional strategies to be effective in Enugu, the above factors must be considered.

* **Customer Patronage**

Experience shows that defining and measuring patronage is a difficult task. Attitude and actual usage patronages has been used as measures of customer patronages (Ogwo and Igwe 2012). Dick and Basu (1994) precisely suggested that favourable attitude and repeat purchase were pre-requisites to defining patronage.

* **Behavioural (Patronage)**

Intention According to Oliver (1997), behavioural intention is defined as an affirmed tendency to engage in a certain behaviour. It can be grouped into two categories (Smith, Huangstvedt & Petty, 1994 cited in Booi-Cchen & Peik-Fong, 2012), economic behaviour intentions such as repeat purchase behaviour, readiness to pay more and switching behaviour (Anderson & Mittal, 2000). Ajzen (1991) defines intention as a person‟s subjective probability of performing a behaviour. It shows the willingness of an individual to participate in a certain act. Measuring behavioural intention could be done using such indicators as the intention to purchase a particular telecom service, a positive word of mouth and the readiness to recommend. Intention is said to be cognitive representation of a person‟s willingness to perform certain behaviour or action, and it is considered to be the immediate antecedent of behaviour (Ajzen, 1991). The intention is based on attitude towards the behaviour, subjective norm and perceived behavioral control, with each prediction weighted for its importance in relation to the behaviour and population of interest (Ajzen, 1991). That is, if a customer has a positive attitude, the support of the significant others and the requisite resources to perform or carry out a behaviour but the subjective willingness to perform the action is lacking, the actual behaviour may never take place.

* **Consumer Patronage Behaviour**

The customer is as old as business. The sole purpose of every business is to “Create Customer”. According to Drucker, 1973 as cited in Ogwo and Igwe, 2012 opined that the only economic and social justification of any business existence to create customer satisfaction. The importance of the customer and customer patronage is so germane. It includes financial and non financial dimensions. Various studies have been carried out on what influence or impacts on level of customer patronage. They include firm‟s capacity, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs (Schiffman and Kanuk 2009 as cited in Ogwo and Igwe, 2012; Kotler a nd Killer 2006). Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel and Culmore, 1987 as cited in Ogwo and Igwe, 2012). Attitudinal measures have an advantage over behavioural measures (actual or repeat patronage) in that they can provide greater understanding off the factors associated with the development and modification of patronage (Oliva, Oliver and Macmillan, 1992). Fishbin and Ajzen (1975) argue that attitudes are functionally related to behavioural intentions, which predict behaviour. A person‟s intention to behave in a certain way is contingent upon the attitude toward performing the behaviour in question and the social pressure on him/her to behave in that way (subjective norm). This suggests that attitudes and subjective norms differ according to the person involved and behavioural context. Theory of Planned Behaviour (TPB), which is an extension of Theory of Reasoned Action (TRA), has introduced another factor that affects behavioural intentions which is the perceived behavioural control. Controls beliefs and perceived power are the main construct of perceived behavioural control (Mackenzie 1993). Consumers vary in their commitment to attitude; the degree of commitment relates to their level of involvement with the attitude object. This commitment ranges from inertia to a strong emotional passion. Commitment might be based on customers‟ intentions as want, expectation, plans for the future (Ogwo & Igwe 2012).

**Effects of Sales Promotion and Organizational Performance**

According to Odunlami and Ogunsiji, (2011) sales promotions have the following effect on organizational performance:

1. Building brand loyalty: Sales promotion serves to promote brand loyalty by allowing sellers to attract or gain a loyal and profitable set of clients, giving them some protection from competition and more control over their marketing mix. (Shira, 2003)
2. Encouraging off season buying: People tend to buy more of a particular product because of the extra value, compared to the typical season, because of sales promotions.
3. Encouraging purchase of large size unit: Sales promotion refers to a variety of incentive tools, most of which are short-term in nature, that are used to encourage consumers to buy products or services in larger quantities. For example, premiums, product warranties, and other incentives are used to encourage consumers to buy in larger quantities. (Rotimosho,2003 as cited in Odunlami and Ogunsiji, 2011) d) Influencing retailers to carry new items and higher level of record: A sales promotion persuades retailers to offer original products shelf space. Retailers are rewarded financially for stocking new products by companies.

**Relationship between Price and Sales Promotion**

Pricing, according to Jain, (2004) is the process through which an organization determines what it will receive in exchange for its goods after taking into consideration manufacturing costs, economic factors, competition, and quality of products. Premium pricing, value pricing, penetration pricing, cost plus pricing, competitive pricing, price skimming, going rate pricing, geographical pricing, segmented pricing, product mix pricing, psychological pricing, and discriminatory pricing are some of the marketing strategies used among companies, according to (Kotler, 2004). Pricing strategy and choices were shown to have a large impact on sales performance. In his research, Louter, Ouwerkerk, and Bakker, (1991) identified a strong correlation between marketing strategy and organizational performance.

**Promotional Activities In Marketing And Accounting Department**

The following are the promotional activities employed by the Nigeria Bottling Company to increase sales:

1. Consumer Promotion: Any product's ultimate source of demand is the consumer. As a result, the vendor should try everything he can to sway the consumer's decision in his favour. Some of the following are available through NBC:
2. Free Sample: This is one of the earliest consumer promotion techniques. When a product is new and largely unknown to buyers and consumers, it is the most desirable.
3. Couponing: A leaser (coupon) or voucher is offered to the customer, allowing him or her to purchase a product at a reduced price. Coupons are used to create trials, convert regular users, and attract a large number of potential customers to a product.
4. Premiums: They're utilized to increase sales by raising product awareness and establishing trails. Free in mail premiums and self-liquidating premiums are the two types of premiums available.
5. Free in mail premiums: It gives away a product in exchange for the purchase of another. For example, for every bottle of Coca-Cola you drink or purchase, you will receive a free T-shirt or towel.
6. Self-Liquidating Premiums: Customers can purchase it at the firm's wholesalers' price. It is self-liquidating because consumers pay the cost of the goods plus other expenses, but the total cost is less than the product's retail price.
7. Refund Offers Discounts: This is a special consumer offer designed to entice people to buy while also reinforcing brand loyalty. Refunds attract salespeople's interest and provide a nice discussion point, and they're frequently used to draw attention to the product package. e. Sweepstakes Contest and Games: Contestants are typically required to engage in these by sending a stimulating format given by the promoter. Sweepstakes and game promotions that are successful should include the following:
8. Keep things simple and avoid offering a price that is difficult to understand.
9. Suspensions and actions that result in the least amount of frustration should be combined rather than separated, and no long periods of waiting should be required.
10. Be able to be run multiple times at a low cost to the advertiser. f. Demonstration: The seller should be able to persuade potential buyers or consumers of the product's functionality.

g. Trading Stamp: They are frequently started by retailers in order to establish a loyal customer base. A stamp with a known value is provided to a buyer as a bonus for purchasing a specified amount.

h. Point of Purchase Promotions: These are incentives that can be found at the point of sale. Manufacturers give middlemen advertising and display allowances to entice them to carry the manufactured product by allowing them to present their merchandise in a visually appealing manner.

**Personal Selling**

Personal selling is one of the marketing communication methods, and it is another aspect of marketing communication that involves connection between marketers and customers. It is distinct from advertising and publicity in that it involves direct connection between the vendor and the buyer, as opposed to advertising and publicity, which are kinds of mass communication. Due to the simplicity with which sellers and buyers engage, many organizations employ personal selling (Nwankwo, 1996). In order to generate sales, he observes the client's behavior and adjusts his sales speak styles to go closer to the consumer, which many customers desire. Given a variety of options, the salesperson, in an effort to increase sales and as a representative of the company, should emphasize the unique benefits of the sales product to the consumer for the objective of closing the sale. Customers are likely to blame the salesperson for any form of error because the salesperson is considered as part of the marketing functions by the firm; nevertheless, customers may offer credit to the salesperson for satisfying their wants and desires. As a result, this refers to the impact that two persons have on a cash order in the ordinary course of business. (Adrian, 2004). As an organization's representative, the salesperson's job is to make sales for the company. In order to do so, the salesperson must figure out how to meet potential purchasers of what he has to sell, provide information about the product, and persuade them that a specific offer is the greatest fit for their needs. The salesperson can employ persuasion psychology. The following are the suggested skill levels for a salesperson:

1. Response Selling: Here, the salesman is supposed to meet the needs of the customer. Driver delivery trucks that deliver soft drinks to various stores, shops, kiosks, and other locations are an example of this. The focus of responsive selling is on product use and review. ii. Trade Selling: The goal here isn't to sway the person who decides whether or not to buy something. A pharmaceutical company's product, for example, should be explained by an expert.

iii. Missionary Selling: The goal is to persuade the customer to support the product's manufact urer.

**Telecommunication Industry in Nigeria**

Telecommunication is the transmission of messages over significant distances for the purpose of communication. The Nigerian Communications Commissions is the independent regulatory authority for the telecommunications industry in Nigeria. According to the Pyramid Research‟s Intelligence Report on Communications Markets in Nigeria made available to Saturday Champion, the amount stands in as 23 per cent year-on-year growth since the enactment of the Communications Act in 2013. With a large population of about 150 million and mobile penetration at just 42 per cent by year-end 2008, the Nigerian market still holds tremendous opportunity for growth‟, the report added. Equally, Pyramid Research report revealed that network quality in Nigeria is still a major problem, but the situation is billed to get better in the coming years. We expect this situation to improve as operating networks rollout plans come to fruition. We also expect growth to stabilize over the next five years at a 5.8 per cent Compounded Annual Growth Rate (CAGR).‟ The study said, “Mobile and fixed voice, although growing more slowly, will dominate the balance of services revenue due to their relatively important weight in the overall Nigerian communications market,” the report further said. In a related development, Pyramid Research noted that with increase in the annual subscription of Global System for Mobile communications (GSM) globally, is an indication that growth of mobile advertising in emerging markets is expected to further rise in the coming years, even as it will create new revenue stream for telecom operators. A preview of the Pyramid Research entitled „Mobile Advertising in Emerging Markets‟. Market Trends and Strategies for the Third Screen showed the global mobile subscriptions has surpassed 5 billion as at the end of 2013 and are expected to approach 6 billion by 2016. Making mobile services an extremely relevant platform for advertising for mass audience, the report said. Pyramid Research believes that using mobile services as an advertising medium creates a new revenue stream for telecom operators as well as for technology enablers and content developers.

**2.2 THEORETICAL FRAMEWORK**

**Communication Theory**

The Harold Lasswell model of communication theory serves as the foundation for this study. In 1948, American political scientist and communications theorist Harold Lasswell introduced Harold Lasswell's paradigm of communication theory. The model's focus is split down by each communication element: Who came up with the message? What is the message's substance, what medium is it transmitted through, who is the audience/recipient, what effect does the analysis have, and what outcome does the message have? Our idea is relevant to this study since sales promotion is one of the communication strategies that, when effectively implemented, promotes client retention. The theory is made up of the advertiser's message, the channel through which such messages are distributed, and the receiver's perception/feedback to such communications. To guarantee that a sales promotion has an impact and is valued by the consumers/receiver, the receiver must be aware of the message being conveyed and from whom. According to the idea, the sender's credibility (food and beverage firms) will influence the customer's degree of attention/perception, which will affect the sender's performance (Foods and Beverages Companies).

**Social Judgment Theory**

This is a self-persuasion theory proposed by Carolyn et al, (1965). It’s seen as the perception and evaluation of an idea by comparing it with current attitudes. The central tenet of social judgment theory is that attitude change is mediated by judgmental processes and effects; that is, messages produce attitude change through judgmental processes and effects. More specifically, the claim is that the effect of a persuasive communication depends upon the way in which the receiver evaluates the position it advocates. Hence attitude change is seen as a two-step process: First, the receiver makes an assessment of what position is being advocated by the message. Then attitude change occurs after this judgment—with the amount and direction of change dependent on that judgment. The plausibility of this general approach should be apparent: individuals’ reaction to a particular persuasive communication will depend (at least in part) on that individual’s thinking of—how favorable they are toward—the point of view that it advocates. But this suggests that, in order to understand a message recipient’s reaction to a given message, it is important to understand how the receiver assesses the various positions on that issue (that is, the different stands that a message might advocate).

**Prospect Theory**

People see consequences of a choice as perceived "losses" or "gains" compared to a subjective reference point (Kahneman and Tversky, 1984). Promotions researchers that have used this theory (Diamond and Sanyal, 1990; Diamond and Campbell, 1989) have said that consumer's assessment of a promotion as a "win" or "loss" is dependent on the sort of promotion. Non-price promotions, such as premium offers that separate the promotional gain from the purchase price, would be considered gains, according to them. Price promotions, such as price off, that combine the promotional gain with the purchase price, on the other hand, will be perceived as reduced losses. Diamond and Campbell, (1989) studied the impact of price versus non price promotions on a consumer’s reference price. Price promotions, according to the authors, would be integrated with the product's purchase price and result in a reduction of the internal reference price, whereas nonprice promotions would be separated from the product's purchase price and would not result in a reduction of the internal reference price. Price promotions resulted in a reduced internal reference price, whereas non-price promotions had no effect on internal reference price, according to the study's findings. 20 Diamond and Sanyal, (1990) used prospect theory to predict that price promotions would be perceived as lower losses and would be chosen less frequently than non-price promotions, which would be perceived as gains. However, the findings of their study revealed that almost an equal proportion of individuals preferred the non-price promotion (a premium offer) to the price promotion (a price discount). The study's findings refuted the theory that price promotions would be perceived as lower losses and hence desired less than non-price promotions, which would be perceived as wins. The authors observed that the desirability of a certain premium, as well as the type of promotion, can influence evaluation of a promotion. The prospect theory-based prediction that non-price promotions will be perceived as "gains" whereas price promotions will be perceived as "reduced losses" is not based on a precise application of the theory. The theory can produce contradictory predictions. Consumers may see a price promotion as a gain since the price decrease offered reduces the purchase price's 'loss.'

**Adaptation Level Theory**

According to this theory, consumers carry an adaptation level price, also known as a "internal reference price," for a particular product with them at all times. (Monroe, 1979). The internal reference price represents the price a customer expects to pay for a product and is calculated using previous prices paid or seen for the same or similar products. The internal reference price serves as a benchmark against which market prices are appraised as high, low, or medium. Several laboratory investigations have established the existence of internal reference prices. (Gurumurthy and Winer, 1995). Consumers may respond to a price promotion based on a comparison between the internal reference price and the promotional price, according to researchers. (Lattin and Bucklin, 1989; Kalwani and Yim, 1992). Consumers may be influenced by frequent price promotions to lower the reference price for the marketed goods. Consumers 21 who have had their reference prices reduced are less likely to pay full price for a product once the sale has ended. Winer, (1986) used a linear probability model to study the nature of reference pricing impacts on brand choice, where the chance of purchasing a brand was a function of the observed price and the difference between the observed price and the reference price. He discovered that the model predicted purchase probability better than traditional demand models based just on reported brand costs. In another laboratory experiment, (Kalwani, Yim, Rinne and Sugita 1990), shown that customers' price expectations for a brand mediated customer brand choice and assessments. Customers' price expectations were developed based on prior brand prices, customer profiles, and situational circumstances, according to the study. The authors discovered that a brand choice model that incorporated customers' pricing expectations outperformed a model that merely used observed prices in predicting choice. (Mayhew and Winer, 1992) examined explored how internal reference prices (prices retained in memory) and external reference prices (prices presented by stimuli in the purchase environment) influenced customer brand choice. They ran choice models with variables reflecting the two types of reference pricing and discovered that both had a significant impact on purchase probabilities.

**2.3 EMPIRICAL REVIEW**

Gorji, M. and Siami, S. (2020), examine the impact of sales promotion display on customer intentions to purchase and repurchase, focusing on the moderating roles of perceived product quality and price fairness. This study employs a descriptive, quantitative, non-experimental research method using a cross-sectional design with a self-administered questionnaire. The results indicated that sales promotion display significantly affects the purchase and repurchase intentions. The findings also highlight the moderating role of perceived product quality and price fairness on customer shopping intentions. Lastly, it is confirmed that the joint moderating effects of perceived product quality and price fairness in the relationship between sales promotion display, purchase and repurchase intentions are significant.

Ibrahim O. B. (2020) examines the effect of sales promotion and relationship marketing on customers’ retention in the telecommunication industry in Accra, Ghana. Convenience sampling technique was used to gather data form a sample of 150 customers of telecommunication firms in Accra, Ghana, using structured interview guide and data analyses carried out using SPSS version 22. The findings of the study showed bonuses as the most favourably, sweepstakes and contest as favorable, price discounts as less favorable and sample as the least favorable sales promotion method(s) used by telecommunication firms in Accra, Ghana, to retain customers. Also, the study revealed a moderate but significant relationship between sales promotion and customers’ retention. Based on these findings, it was recommended that the use of bonuses, sweepstakes and contest as methods of sales promotion should be encouraged since its potency in influencing retention is high whist reducing the use of price discount and avoiding the use of sample since its retention capability is not realized in the industry.

The study conducted by Zubairu, Idaomi and Azubuike (2014). On the Impact of sales promotion strategies on product patronage: study of Chuppet Supermarket. The study examined the sales promotion strategies as a force that inevitably associates with other aspect of promotion applicable to the activities of any organisation. The uses both primary and secondary sources of data collection. Based on the findings, the researcher discovered that the supermarket kept and maintained its customers over the years because of its sale promotion activities coupled with quality products and personalized services which have led to increase in sales and profitability. The researcher recommended that improvement should be made on research and development because of the high importance of the growth of any firm to adequately know how to compete favourably with its competitors and also to know the need and want of customers. Conclusively sales promotion can be beneficial for products or services that are complicated or are unfamiliar to consumers. Price plays a crucial role in the consumers’ decision to purchase a particular product or service. Thus consumers will only choose products with the best offer. Sales promotion attracts new buyers, thereby encouraging them to buy due to the extra benefit. Sales promotion also encourages the existing customers to buy and use more products than usual. Sales promotion if well managed can attract a huge sum of sales, attract new customers and sustain old customers.

Pembi, Fudamu, and Ibrahim, (2017) as researchers looked into the effects of sales promotion methods on company performance. The purpose of this research is to look at how sales promotion methods affect organizational performance at Flour Mills in Maiduguri, Borno State, Nigeria. The study's participants were drawn from the complete personnel of the Flour Mills of Nigeria Maiduguri, Borno State branch, which included top, middle, and lower management. The data for the study was gathered from both primary and secondary sources. Using random 22 sample techniques, questionnaires were given to twenty (20) employees. To evaluate the data, descriptive statistics such as percentage analysis and regression analyses were employed, and hypotheses were tested using regression analyses. As a result, sales promotion methods have a favorable and considerable impact on organizational performance. According to the study, a company's sales promotion campaign should be planned, managed, directed, and regulated, as this would assist them make such promotional techniques effective and efficient. They should also take advantage of festival or event periods by establishing effective sales marketing methods that can influence customer awareness of the product during the events. According to some studies, sales promotions do not have a consistent or long-term influence on a company's sales volume, which tends to decline and return to the level it was before the sales promotion was issued.

Uloko, A., (2019) evaluated the influence of promotion on the Nigeria Bottling Company Plc, Enugu Plant's profitability. The study's participants were 56 senior executives from the company's marketing, sales, and accounting/finance divisions. The entire population of 56 management staff was used as the sample size for the study, and data from the 56 copies of the questionnaire were presented using descriptive statistics, whereas multiple regression analysis was conducted using the Statistical Package for Social Science (SPSS) to test both the company's financial statement from 2003. The results of the hypotheses testing revealed that rebates have no significant impact on profitability; sales promotion has a significant impact on profitability; and personal selling has no significant impact on profitability, according to the findings from data analysis of the company's financial statement. Every result-driven corporation is concerned about the necessity for an organization to effectively coordinate its promotional efforts in order to achieve a clear, consistent, and competitive message about itself and its products. According to the findings, advertising is a crucial technique for businesses to boost their profitability. Organizations should increasingly integrate effective promotion into their activities, according to our recommendations, in order to improve their profitability and competitive edge.

Orji, Oyenuga and Ahungwa, (2020) used the Nestle Nigeria Plc Maggi NAIJA POT brand as a case study to investigate the influence of sales promotion on consumer buying behavior of food seasoning among Nigerian households. The population of the study included Nestle product (Maggi seasoning) users in Bwari Area Council, Abuja, and the study used a cross-sectional research design. Topman's formula yielded a sample size of 246 people. Primary data was collected using questionnaires, and regression analysis was utilized to examine the relationship between the study variables. The results revealed that most consumers enjoy rebates, which influence their decision before, during, and after the purchase; there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja; and there is a positive effect of free trial and free gift on consumer buying behavior of Maggi NAIJAPOT in Bwari Area Council, Abuja. The study concluded that sales promotion through rebates, free trials, and free gifts is a significant tool marketing companies should pay 25 attention to in order to influence their consumers' buying behavior, and recommended, among other things, that providing free food seasoning samples is a good technique to use in introducing new products to the Nigerian marketplace, and that free gifts should be Included in the outer part of the product packaging to serve as a visual attraction to Nigerian consumers.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 RESEARCH DESIGN**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 POPULATION OF THE STUDY**

 According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

This study was carried out on the evaluation of sales promotion in increaseing the levels of network patronage in the telecoms industry using MTN Uyo, Akwa Ibom State. Satff of MTN in the marketing department form the population of the study.

**3.4 SAMPLE SIZE DETERMINATION**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 SAMPLE SIZE SELECTION TECHNIQUE AND PROCEDURE**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of the population of Satff of MTN in the marketing department, the researcher conveniently selected 36 participant as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 RESEARCH INSTRUMENT AND ADMINISTRATION**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 METHOD OF DATA COLLECTION**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD OF DATA ANALYSIS**

The responses were analyzed using the frequency tables and mean and standard deviation, which provided answers to the research questions.

**3.9 VALIDITY OF THE STUDY**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 RELIABILITY OF THE STUDY**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 ETHICAL CONSIDERATION**

he study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**INTRODUCTION**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of thirty-six (36) questionnaires were administered to respondents of which only thirty (30) were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 30 was validated for the analysis.

**4.1 DATA PRESENTATION**

**Table 4.2: Demographic profile of the respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| **Gender**Male |  |  |
| 17 | 56.7% |
| Female | 13 | 43.3% |
| **Age** |  |  |
| 25-30 | 9 | 30% |
| 31-35 | 8 | 26.7% |
| 36-40 | 6 | 20% |
| 41+ | 7 | 23.3% |
| **Marital Status** |  |  |
| Single  | 19 | 63.3% |
| Married | 11 | 36.7% |
| Separated | 0 | 0% |
| Widowed | 0 | 0% |
| **Education Level** |  |  |
| BS.c | 15 | 83.3% |
| MS.c | 10 | 16.7% |
| MBA | 0 | 0% |

**Source: Field Survey, 2023**

**4.2 DESCRIPTIVE ANALYSIS**

**Question 1:** **What is the relationship between effective sales promotional programme and increase in sales volume in the mobile phone industry (MTN)?**

**Table 4.2: Respondent on question 1**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Positive relationship | 15 | 50 |
| Negative relationship | 4 | 13.33 |
| Undecided | 11 | 36.66 |
| **Total** | **30** | **100** |

**Field Survey, 2023**

From the responses obtained as expressed in the table above, 50% of the respondents said positive relationship, 13.33% said negative relationship, while 36.66% were undecided.

**Question 2:** **What is the relationship between programme design and sales promotion campaign objective attainment?**

**Table 4.3: Respondent on question 2**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Positive relationship | 13 | 58.44 |
| Negative relationship | 7 | 19.48 |
| Undecided | 10 | 22.07 |
| **Total** | **30** | **100** |

**Field Survey, 2023**

From the responses obtained as expressed in the table above, 58.44% of the respondents said Positive relationship, 19.48% said Negative relationship, while 22.07% were undecided.

**Question 3:  What is the extent to which customers appreciate and value sales promotion incentives**

**Table 4.4: Respondent on question 3**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| High extent | 20 | 38.96 |
| Low extent | 4 | 25.97 |
| Undecided | 6 | 35.06 |
| **Total** | **30** | **100** |

**Field Survey, 2023**

From the responses obtained as expressed in the table above, 38.96% of the respondents said high extent, 25.97% said low extent, while 35.06% were undecided.

**Question 4: of what effect are the channel used to reach the customer on the sales promotional programme?**

**Table 4.5: Respondent on question 4**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Good effect | 12 | 51.94 |
| Bad effect | 8 | 19.48 |
| Undecided | 10 | 28.57 |
| **Total** | **30** | **100** |

**Field Survey, 2023**

From the responses obtained as expressed in the table above, 51.94% of the respondents said good effect, 19.48% said bad effect, while 28.57% were undecided.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 SUMMARY**

In this study, our focus was on the evaluation of sales promotion in increaseing the levels of network patronage in the telecoms industry**.** The study specifically was aimed at highlighting the extend customer appreciate the value incentives use in sales promotion campaigns, investigate the effect of sales programme timing on the success of sales promotional programmes and strategies in MTN, measure the effect of programme design on the achievement of the objectives of sales promotional campaigns, identify the factors limiting against the application of sales promotion as a method pf increasing customer patronage and suggestion and recommend how best to apply sales promotional programmes. A total of 30 responses were validated from the enrolled participants where all respondent are drawn from staff of Mtn.

**5.2 CONCLUSION**

Based on the finding of this study, the following conclusions were made:

1. There is a relationship between effective sales promotional programme and increase in sales volume in the mobile phone industry (MTN).
2. There is a relationship between programme design and sales promotion campaign objective attainment.
3. customers appreciate and value sales promotion incentives.
4. The channel used to reach the customer on the sales promotional programme are of good effect.

**5.3 RECOMMENDATION**

Based on the responses obtained, the researcher proffers the following recommendations:

1. The service providers should try as much as possible to organize contest on regular intervals in order to influence customer perception of their product in Akwa Ibom State.
2. Mobile telecommunication network service providers should offer premium to customers in form of goods they buy one and get one free, Voucher/recharge card doubling encourages customers to increase purchase of MTN product and reward creates influences customers to say good things about the company’s offering explained the influence of sales promotion on customer perception of MTN product in Akwa Ibom State. .
3. Mobile telecommunication network service provider should offer price deals, lower prices that motivates already existing customers to increase their purchase of the product, and influence customer’s perception in building brand loyalty of MTN product in Akwa Ibom State. .
4. It is suggested that manufacturers and sellers should use more of coupon in their promotional efforts. This will help ignorant customers to be better informed about coupon and their uses

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**APPENDIXE**

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE(S) ON A QUESTION.**

**SECTION A**

**PERSONAL INFORMATION**

**Gender**

Male ( )

Female ( )

**Age**

25-30( )

31-35( )

36-40( )

41+ ( )

**Marital Status**

Single ( )

Married ( )

Separated ( )

Widowed ( )

**Education Level**

BS.c ( )

MS.c ( )

MBA ( )

**SECTION B**

**What is the relationship between effective sales promotional programme and increase in sales volume in the mobile phone industry (MTN)?**

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Positive relationship |  |
| Negative relationship |  |
| Undecided |  |

**What is the relationship between programme design and sales promotion campaign objective attainment?**

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Positive relationship |  |
| Negative relationship |  |
| Undecided |  |

**What is the extent to which customers appreciate and value sales promotion incentives**

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| High extent |  |
| Low extent |  |
| Undecided |  |

**Of what effect are the channel used to reach the customer on the sales promotional programme?**

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Good effect |  |
| Bad effect |  |
| Undecided |  |