ROLE OF PUBLIC RELATIONS AND DIRECT MARKETING ON BRAND LOYALTY

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Abstract

In Nigeria, fierce competition among telecommunication networks has led to the use of a variety of marketing methods and tactics to gain a significant portion of the market. However, there has been an increasing concern on the appropriate promotional strategy that will bring about increased customer loyalty among telecommunication firms in the country. It is against this background that this study was embarked upon to investigate the effect of promotional strategies on consumer loyalty among telecom subscribers in Ogun State, Nigeria. The study adopted a survey research design with the utilization of a structured questionnaire for data collection. The population of the study consists of telecom subscribers in selected local government areas of Ogun State, Nigeria with an estimated population figure of 1, 731, 070. Using Taro Yamane formula, a sample size of 400 was derived and selected using multiple sampling technique. The collected data were analyzed using descriptive statistics while the hypotheses were tested using simple linear regression analysis with the aid of SPSS version 23. The findings of the study revealed that public relations has a significant effect on customer loyalty ($t=16.605$; $p<0.05$) and direct marketing has significant effect on customer loyalty ($t= 16.299$; $p<0.05$). Based on the findings, the study concludes that the independent variables have significant effect on customer loyalty. The study recommended that telecom firms should improve their marketing efforts so as to promote brand loyalty.

Keywords: Advertising, Consumer Behavior, Direct marketing, Promotion, Public relations

Introduction

Public relations (PR) is a one-of-a-kind marketing tool that aids in the development of mutual understanding, cooperation, and acceptance between businesses and their target audiences (Caliskan, 2019). It also allows the company to assess customer needs and wishes, as well as promote goodwill between the parties in order to create a mutually profitable and pleasant commercial relationship. Public relations boost a firm's positive image to the broader public; develop and implement approved programs, such as effective information flow and increased goodwill between the firm and its publics (Littler & Wilson, 2015). News releases, press conferences, speaking engagements, and community service projects are all popular public relations tools (Kalu & Enyia, 2017). It entails paying attention to the firm's audiences, on whom it relies for long-term viability, as well as evaluating and comprehending their views and behaviors. Promotional actions aimed at enhancing a company's public image are referred to as public relations (Isaac & Rusu, 2014). Public relations duties include assisting the public in understanding not only a company's history and mission, but also any products or services that are supplied.

Direct marketing is a subcategory of marketing that allows us to perform specific marketing duties more efficiently (Keefe, 2014). It accomplishes this by collecting, analyzing, and utilizing data on individual consumers and prospects. This data allows us to determine which of our customers and prospects are most likely to be interested in a specific product, service, or offer (Genoveva, 2015). Direct marketing is now a type of marketing that relies on individual consumer records stored in a database. These data serve as the foundation for marketing analysis, planning, program implementation, and overall activity control. The advantage of direct marketing over traditional brand marketing is that the usage of a database imposes a natural focus on customers rather than products (Auf, 2018). Direct marketing is the process of selling goods and services without the assistance of a wholesaler or retailer, and it includes actions such as direct response advertising and advertising for leads that salespeople can follow up on to make sales (Ibojo, 2014). Direct door-to-door selling is another aspect of the direct marketing strategy. Direct marketing employs a variety of mediums, including direct mail, periodicals, television, radio, and the internet.

Brand loyalty is so important to a company's existence and profitability, hence, researchers have been focusing more in recent years on the crucial aspects that can influence its emergence and sustainability among customers (Star, Davis, Lovelock & Shapiro, 2017; Webster, 2012). To put it another way, in recent years, scholars and industry leaders have concentrated on the main drivers of this construct with the ultimate goal of leveraging this information as a benchmark for efficient customer loyalty program implementation. Customer satisfaction, according to the literature, is a significant component in the customer loyalty antecedent model. While there is a link between consumer satisfaction with a company's products/services and its financial performance, as previously stated, this link is mediated by less switching and higher loyalty among customers (Uloko, 2019).

According to research, most organizations in Nigeria regard public relations as merely a tool for dealing with the public, rather than a promotional strategy. Organizations may be facing poor consumer patronage as a result of their inability to effectively convince, persuade, and influence their customers to respond favorably to their product offers through public relations strategies.

Scholars have recognized the tremendous impact of direct marketing on customer behavior in all sectors of the economy, but businesses have yet to put this concept into practice. Telecommunications companies in Nigeria may still be lagging behind in their use of direct marketing to increase consumer demand for their services. Some telecommunications users are unaware of the wide range of services provided by their service providers, necessitating the need for telecommunication companies to put their offerings right in front of their customers via daily reminders of the existence of a particular service, thereby increasing the likelihood of increased patronage.

Hence, the specific objectives of this study are to:

i. Investigate the influence of public relations on customer loyalty among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

ii. Examine the influence of direct marketing on customer loyalty among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

2. Literature Review

Conceptual Review

Promotional Strategies

A promotion strategy is a step-by-step approach for getting the word out about your company, generating more leads, and increasing consumer engagement (Ali & Anwar, 2021). It depicts how to carry out your marketing strategy and communication, as well as who to target as your target audience and when to carry out your promotion plan (Chen, Benedicktus, Kim & Shih, 2018).

Many marketers spend more money each year on business advertising, yet they earn less in return. Because there are so many marketing alternatives and voices, a company must ensure that its messages reach the people it wants to target while promoting its business (Caliskan, 2019).

Furthermore, without resonating marketing voices to generate emotional connections and arouse interests and needs for your products, converting people into consumers is quite difficult. When it comes to promoting their products and services, small businesses nowadays have a lot of options.

It's critical to understand who your customer is, regardless of what your company offers or does, so you can properly target them with your promotion approach (Anwar & Shukur, 2015). It is one of the four P's in the marketing mix when it comes to business promotion. It's a type of marketing communication that reaches out to your target audience in order to raise awareness and encourage dialogue with prospects and consumers.

Public Relations

Public relations (PR) is a unique marketing strategy that enables corporations and their publics develop mutual understanding, cooperation, and acceptance (Bartels, 2018). It also allows the company to assess customer needs and wishes, as well as develop goodwill between the parties in the pursuit of a mutually productive and satisfying

commercial relationship (Bishop, 2012). Public relations establish a firm's positive image to the broader public; develop and implement approved programs, such as effective information flow and increased goodwill between the firm and its publics (Bonoma, 2015).

News releases, press conferences, speaking engagements, and community service projects are all common public relations tools (Hartley, 2013). It entails paying attention to the firm's audiences, on whom it relies for long-term viability, as well as evaluating and comprehending their views and behaviors. Promotional efforts that attempt to develop a strong public image of a corporation are referred to as public relations (Hunt, 2016; Keefe, 2014). Public relations duties include assisting the public in understanding not only a company's history and mission, but also any products or services that are supplied. Littler and Wilson (2015), believe that, when done well, public relations may reach a big audience for a fraction of the cost of traditional advertising and marketing. Corporate companies, such as commercial banks, communicate or sell their products and services to their clients through this medium and comparable media. Patronage follows when customers are appropriately informed and delighted with the image or services of a company.

Direct Marketing

Shahzad, Bhatti, Talat, Javaid and Naqvi (2020) defined direct marketing as a channel-based direct connection with a highly-targeted audience. It has a better possibility of receiving prompt feedback and maintaining customer relationships. Consider how a corporation can continue to exist just because of its clients. Customers that have used and appreciated your product are more likely to stay in touch with you for a long time. As a result, don't make the mistake of overlooking these clients. In exchange for goods or services, you might ask them to disclose their information. That information can be used to sell your product in a new market where consumers are completely unaware of its existence.

The first point to mention is that business is still thriving because to the frequent customers that visit the establishment (Adeniran, Egwuonwu & Egwuonwu, 2016). Customers will always want to buy from you once they are thoroughly involved with your products. Most organizations, on the other hand, make the mistake of avoiding customers in some way; they do not engage customers in giving information about how they feel about a certain product. One thing to keep in mind is that every customer who walks through your store should be treated with respect (Auf, 2018). They have already made the decision to purchase your stuff. The best thing you can do is get as much information as possible from your consumers. In exchange for the information you obtain from them, you might offer them a product or service. The information gathered will assist you in marketing your items to a new market that is absolutely unfamiliar with them.

Consumer Behavior

The study of individual, groups, organizations, and all actions related with the purchase, use, and disposal of goods and services, including customers' emotional, mental, and behavioral responses, is known as consumer buying behavior (Muhammad, Mohsin, Asif, Rizwan, Sajjad & Baig, 2018; Samuel, 2017; Sharma, 2014). Consumer behavior research focuses on all elements of purchasing behavior, from pre-purchase activities to post-purchase consumption, appraisal, and disposal. It also includes all those who are involved in purchase decisions and consumption activities, whether directly or indirectly, such as brand influencers and opinion leaders (Orji, 2017).
Through extravagant advertising campaigns, the company and marketers hoped to capture consumers' attention and then "push" them through the funnel, increasing conversions and avoiding client loss along the way. Companies that incorporate customer behavior into their product and service development have a significant competitive advantage over their competitors. Every business has a target audience, and organizations that study and research consumer behavior are better able to comprehend their end users. Organizations with a deep understanding of their target audience have a competitive advantage over those who don't. A major obligation for business in the twenty-first century and beyond is to have a one-to-one relationship with and deep knowledge of your target audience (Sharma, 2014).

In addition to loyalty, recruiting new customers has become increasingly crucial in modern company, as the cost of sustaining existing customers is lower than the cost of drawing new customers. If companies are to remain competitive and survive, they must reconsider the relationship between their customers' attitudes and behaviors. According to Charm, Dhar, Haas, Liu, Novemsky and Teichner (2020), in order to keep customers, businesspeople must be able to understand their preferences, particularly in terms of social psychological factors and consumer

culture, which can alter at any time. And all firms must express what they have to offer to their customers, and promotion is required in order to do so (Chatterjee, 2018).

Theoretical Review

Motivation-Need Theory

Maslow (1943) proposed the motivation-need theory, commonly called as the hierarchy of need theory. Maslow (1943) claims that human needs are limitless, that once one is met, another will emerge, that needs have a hierarchical order, that no need or drive can be considered in isolation, that every need is related to the satisfaction or dissatisfaction of other needs, and that unmet needs are a powerful source of motivation for humans. Maslow's hierarchy of needs consists of five levels, with the idea that people will only act to meet their higher wants after their lower needs have been met. Many further developed theories are based on Abraham Maslow's hierarchy of needs hypothesis.

This theory is highly valued in promotional strategy since telecom service providers must endeavor to understand the wants of a diverse range of clients and how to accommodate them. This is why some telecom service providers are ahead of the competition since they offer all of the services and products necessary to please current clients and attract new ones. When customers' demands are met, their friends and family members will hear about it, resulting in more potential customers. If it is not, they will hear about it as well, resulting in a decrease in potential clients. As a result, telecom marketers must follow this theory. Interaction with clients will reveal their demands and allow strategies to be made to meet them. The existence of a need prompts a client to search for a solution. For example, a customer who wishes to send money outside of the country requires a telco to do so at a low cost and in a timely manner. This is a requirement that must be met. The telecom that can do that with little or no stress on the customer's part gets the credit and the chance to have more customers with the same need.

Successful marketing campaigns must not only raise product awareness, but also establish a product's place in the hierarchy of demands. Customers are motivated to prioritize purchases towards the bottom of the hierarchy, therefore it's critical for businesses to craft a message that instills in them a sense of need or urgency. By establishing a fake need for clients, marketers have been able to effectively exploit motivation-need theory.

Reasoned Action Theory

Eckerman (1968) proposed the Reasoned Action Theory in the late 1960s. The role of pre-existing attitudes in the decision-making process is central to the Theory of Reasoned Action's study. Consumers act on a behavior based on their goal to create or get a specific consequence, according to the notion. Consumers are rational individuals who choose to behave in their own best interests in this perspective. Specificity, according to the view, is crucial in the decision-making process. When a consumer does a precise action, he or she expects an equally specific result. The consumer retains the ability to change his or her mind and choose a different course of action from the time he or she decides to act until the action is finished.

According to Quynh, Luc, Charlotte, Lester, Boripat, Sinh, Hung, Ninh and Louis (2019), the theory is a good model for forecasting climate change behavior intentions. Furthermore, previous behavior and knowledge are important predictors and influences of future behavioural intentions. Frie (2004) found TRA to be a very strong hypothesis when compared to a variety of other models utilized in technological innovation adoption studies. Because adoption is an attitude issue, TRA emerges as a powerful hypothesis that, with a little tweaking, may be used to lead IS technological innovation adoption research.

The theory has also been the subject of significant criticism. Eckerman (1968) asserted that such models are not falsifiable and hence cannot be verified, that the supposed relationships between model components are true by definition, and that questionnaires intended to test the models may create rather than analyze cognitions, thereby influencing later behavior.

The Theory of Reasoned Action teaches salespeople several principles. To begin, when promoting a product to consumers, employees must link a purchase to a desirable outcome, and that outcome must be defined. Axe Body Spray made an excellent use of this principle by associating their product with female attractiveness. Second, the approach emphasizes the significance of moving customers along the sales funnel. Long periods of time between the initial intention and the end of the action allow consumers to make numerous choices or decisions

Empirical Review

Kaleli, Otslulah and Mutisya (2021) investigated the role of public relations in sensitizing public on government projects in Kenya. The study adopted a survey research design. The target population comprised heads of departments in state corporations in Kenya which totals 162. This study was a census survey of all 162 state corporations in Kenya. The unit of analysis comprised all the state corporations whereas the unit of observation consisted of 162 heads of departments (Public Relations Officers) of each State Corporation, thus forming a sample size of 162 respondents. Primary data was collected using questionnaires as the main data collection instruments. The study also collected data using an interview schedule. SPSS version 20 was adopted in the analysis of quantitative data. Data was presented in the form of pie charts, graphs and tables. Themes were used to analyze qualitative data. The study found that media relations positively and significantly influence sensitisation on government projects; community relations positively and significantly influence sensitisation on government projects; sponsorships positively and significantly influence sensitization on government projects and community events positively and significantly influence sensitisation on government projects. The study, therefore, recommends that stronger communication mechanisms should be installed and well integrated in the system to ensure easier and convenient dissemination of information to the public.

In Enugu, Nigeria, Kalu and Enyia (2017) attempted to analyze the impact of public relations on bank patronage. Four commercial banks were chosen for the study: Diamond Bank, Zenith Bank, United Bank for Africa (UBA), and EcoBank. Three hundred people took part in the poll as part of the investigation. The descriptive statistics - numbers and percentages - were used to examine the primary data gathered through the questionnaire and face-to-face interviews, while the hypotheses were tested using Chi-square. Customer patronage of banks was shown to be dependent on the banks' effective customer relations program, which included constant information about the banks' policies and new products, as well as good communication. Customers also encourage others (their' linage') to frequent the banks where they are satisfied with the services, according to the findings. Furthermore, consumers were sensitive to bank employees' attitudes toward them, implying that they were extremely sensitive to the manner in which they were treated by the operators.

In Anambra State, Nigeria, Ateke, Onwujiariri and Nnennanya (2015) examined marketing public relations and consumer patronage of bank goods. The questionnaire was administered to a sample of 176 functional personnel drawn proportionately from eight commercial banks in the research zone. The data was analyzed using frequency tables, mean ratings, and the Pearson correlation coefficient. Customer service has a large beneficial impact on consumers' product awareness; service quality has a big impact on customers' patronage; and cashier relations have a significant impact on customer patronage, according to the findings. As a result, the study concluded that marketing public relations tactics such as customer service, service quality, and bank cashier relations have a substantial positive link with client patronage of the firms' products. As a result, it was recommended that banks enhance their customer service, implement a periodic incentive system for consumers, and evaluate and retrain cashiers on the best or improved relational techniques to dealing with clients on a regular basis.

In Ondo State, Orji and Boman (2019) conducted a study on the influence of direct market on consumer patronage in selected banks. 269,454 customers of the selected banks in Akure, Ondo State, Nigeria made up the population. The study used a sample size of 399 samples for the taro model investigation. The objectives were to establish the relationship between direct marketing and customer patronage in selected commercial banks in Ondo State and investigate the effect of direct marketing strategy on customer patronage in selected banks in Ondo State using multiple regression and correlation analyses. The results revealed that personal banking (= 0.211, t = 5.169, p= 0.05), mobile banking (= 0.185, t = 3.073, p= 0.05), and internet banking (= 0.304, t = 5.031, p= 0.05) are the most popular. The study found that there is a strong link between direct marketing and customer loyalty, and that direct marketing has a favorable impact on customers' bank loyalty in Ondo State.

3. Methodology

For the purpose of this study, the researcher employed descriptive survey research design which consists of both quantitative and qualitative phases to answer the why, how and when of the problem under study(Creswell & Plano). The targeted population are telecommunication subscribers in Ogun State, Nigeria that utilize the services of these telecommunication service providers. Ogun state has a total of twenty (20) local government areas which are Ado-odo/ota, Ifo, Shagamu, Odogbolu, Odeda, Ogun-waterside, Remo-North, Obafemi-Owode, Ipokia, Imeko-Afon, Ikenne, Ijebu-Ode, Ijebu-North, Ijebu-East, Ijebu-North East, Ewekoro, Egbado-South, Egbado-North, Abeokuta-

South and Abeokuta-North. According to National Population Commission (NPC) website, Ogun State has a total of 193, 392, 500 residents (NPC, 2021).

With regard to the targeted population, the study focused on the four main pillars of telecommunicationservice provision in Nigeria which are MTN NG, Airtel NG, Globacom and 9-mobile; as identified by National Communications Commission (2020).

Ogun State has a total of 20 local government areas. However, the study is limited to some selected local government areas based on proximity factor because the researcher may not be able to cover all the 20 local government areas effectively. Thus, a total of 5 selected local government areas were selected by the current study. These local governments include Ado-Odo/Ota, Ifo, Obafemi-Owode, Ewekoro, and Egbado-South with a combined population amounting to One million, seven-hundred and thirty-one thousand and seventy (1, 731, 070).

To arrive at a specific sample size, the study adopted Taro Yamane sample determination formula which is given as:

$$n= \frac{N}{1+N(e)2}$$

Where:
n= sample size
N= population
e= error percentage

The study assumes the maximum variability to be 50% (p =0.5) and taking 99% confidence level with ±5% precision, the calculation for required sample size will be as follows:

$$n= \frac{1,731,070}{1+1,731,070(0.05)2}$$

$$= \frac{1,731,070}{4328.675}$$

= 399.907
≈ 400

In selecting from each local government areas, the study adopted multiple sampling techniques. This comprises of convenience, purposive and stratified. The relative portion strategy initially proposed by Bowley (1926) was used to allocate sample size among selected local government areas in Ogun State. The population figure as contained in Table 3.1 was derived from the National Population Commission of Nigeria (NPC) website.

Table 1: Sample size distribution among selected Local Government Areas in Ogun State

S/N	LGA	LGA Population (in '000)	Sample selected for each State
1	Ado-odo/ota	733, 400	169
2	Ifo	539, 170	125
3	Obafemi-owode	235, 071	54
4	Ewekoro	55, 093	12
5	Egbado-south	168, 336	40
	TOTAL	1, 731, 070	400

Source: Field Survey, 2022

The instrument for gathering data for this research was a structured questionnaire. Content validity was done through non-statistical specialists' judgments where the research instrument and the information were evaluated by the specialists in the field of research. The internal test of consistency was utilized to determine the reliability of the research instrument for this study. This test was done using the statistical methods of Cronbach's alpha since the study involves multiple-item measures.

Validity is concerned about whether a research is acceptable and genuine and whether it is assessing what it is assumed or indicates to assess (Zohrabi, 2013). As a result, the research utilized content validity to validate the instruments and the information.

Content validity was done through non-statistical specialists' judgments where research instruments and the information were evaluated by the specialists in the field of research, including researcher's supervisors.
The internal test of consistency was utilized to determine the reliability of the research instrument for this study. This test was done using the statistical methods of Cronbach's alpha since the study involves multiple-item measures.

Table 2: Reliability

Variable	No of Items	Cronbach's Alpha
Public Relations	5	0.857
Direct Marketing	5	0.875
Customer Loyalty	8	0.785

Source: Author's Computation (2022)

The Cronbach alpha's result displayed in table 2 explains the reliability value of each of the variables considered in this study. The rule of Cronbach alpha is that the closer to 0.70, the highly reliable the research instrument. Following from the values of each of the variables, the research instrument is adjudged to be highly reliable in achieving the objectives sought by the study.
The data collected in this study were coded, processed and analyzed using the statistical package for social sciences (SPSS). The hypotheses synthesized for this research were tested using multiple linear regression analysis.

Model Specification

$Y = f(X)$
Y = Dependent Variable
X = Independent Variable
Where
Y = Customer Loyalty (CP)
X = Promotional Strategy (PS)
$X = (x_1, x_2)$
Where:
X_1 = Public Relations
X_2=Direct Marketing

This study is adopting a multiple linear regression model since the dependent variable is not decomposed; thus:
$y = f(x_1, x_2, x_3, x_4)$
$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \varepsilon_i$
$CL = \beta_0 + \beta_1 PR + \beta_2 DM + \varepsilon_i$……Eqn 1
where
CP = Customer Loyalty
PR = Public Relations
DM = Direct Marketing
β = the constant of variables in the equation
$\beta_1 - \beta_2$ = the coefficient of variables in the equation
ε_i = the stochastic function that accounts for the errors that may arise in the equation

4. Data Presentation and Results

Demographic Distribution of the Respondents

Table 3: Frequency and Percentage of Respondents' Gender

S/N	Item	Response	Frequency	Percentage
1	Gender	Male	194	49.2
		Female	200	50.8
2	Age (Year)	Less than 30	95	24.1
		31 – 40	131	33.2
		41 – 50	168	42.6
		51 – 60	-	-
		Above 60	-	-
3	Marital Status	Single	13	3.3
		Married	381	96.7
		Divorced	-	-
4	Highest Educational Qualification	First School Leaving Certificate	-	-
		SSCE	-	-
		OND/NCE	83	21.1
		BSc/HND	311	78.9
		Masters	-	-
		PhD/DBA	-	-
		Others	-	-
5.	GSM Service Provider	Airtel NG	65	16.5
		Globacom	101	25.6
		MTN NG	192	48.7
		9Mobile	36	9.1

Source: Field Survey, March 2022

Test of Hypotheses

Hypothesis I

H_{01}: Public relation does not have significant effect on customer loyalty among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

Table 4: Model Summary for Public Relation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.435	.433	4.461

Source: Researcher Computation, March 2022

The result in table 4 shows that there is a strong positive relationship between public relation and customer patronage with correlation coefficient of 0.659 and about 43.5% variation in customer loyalty could be attributed to public relations. Furthermore, the adjusted R square is 0.433 with standard error of the estimate of 4.461.

Table 5: ANOVA[a] for Public Relation

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5995.899	1	5995.899	301.321	.000[b]
	Residual	7800.294	392	19.899		
	Total	13796.193	393			

Source: Researcher Computation, March 2022

The ANOVA result presented in table 5 shows F-value is 301.321 with p-value of 0.000 which is an indication that the model is significant, hence adequate and sufficient in relating public relation and customer loyalty.

Table 6: Coefficients for Public Relation

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13.753	1.442		9.540	.000
	Public Relation	.851	.049	.659	17.359	.000

Source: Researcher Computation, March 2022

The regression coefficient as presented in table 6 is 0.851 with standard error of 0.049. The standardized coefficient is 0.659 with t-value of 17.359. The p-value is less than the 5% significance level. This implies that for every unit increase in public relation means by the service provider will result in about 85.1% increase in customer loyalty. Since, the p-value is less than the 5% significance level; we accept the alternative hypothesis and conclude that there is significant effect of public relation on customer loyalty.

Hypothesis III

H_{02}: Direct marketing has no significant influence on customer loyalty among telecom subscribers in selected local government areas of Ogun State, Nigeria

Table 7: Model Summary for Direct Marketing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624[a]	.390	.388	4.635

Source: Researcher Computation, March 2022

From table 7, there is a strong positive relationship between direct marketing and customer loyalty with correlation coefficient of 0.624 and about 39% variation in customer loyalty could be attributed to direct marketing. Furthermore, the adjusted R square is 0.388 with standard error of the estimate of 4.635.

Table 8: ANOVA[a] for Direct Marketing

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5373.943	1	5373.943	250.121	.000[b]
	Residual	8422.250	392	21.485		
	Total	13796.193	393			

Source: Researcher Computation, March 2022.

The ANOVA result presented in table 8 shows F-value is 250.121 with p-value of 0.000 which is an indication that the model is significant, hence adequate and sufficient in relating direct marketing and customer loyalty.

Table 9: Coefficients[a] for Direct Marketing

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	14.883	1.510		9.858	.000
	Direct Marketing	.809	.051	.624	15.815	.000

Source: Researcher Computation, March 2022

The regression coefficient as presented in table 9 is 0.809 with standard error of 0.051. The standardized coefficient is 0.624 with t-value of 15.815. The p-value is less than the 5% significance level. This implies that for every unit increase in the use of direct marketing by the service provider will result in about 80.9% increase in customer loyalty. Since, the p-value is less than the 5% significance level; we accept the alternative hypothesis and conclude that there is significant influence of direct marketing on customer loyalty.

Discussion of Findings

The findings of this study revealed public relations has a strong positive effect on customer loyalty in the study area (t= 17.359). Moreso, the result shows that public relations has a statistically significant effect on customer loyalty in the study area ($p<0.05$). This result implies that the customers of the selected telecommunication firms are loyal to their service providers as a result of the various public relation activities carried out by their service providers such as exhibitions and seminars etc.

Finally, the findings of the study revealed that direct marketing has a strong positive effect on customer loyalty in the study area (t= 15.815). Moreso, the result shows that direct marketing has a statistically significant effect on customer loyalty in the study area ($p<0.05$). This result implies the telecommunication firms are more likely to enjoy increased customer loyalty if they increase their direct marketing efforts.

5. Conclusion and Recommendations

The research was carried out to investigate the effect of public relations and direct marketing ON customer loyalty. The study revealed that these variables affect customer loyalty positively. The current research concludes that public relations and direct marketing have positive and significant effect on customer loyalty among telecom subscribers in selected LGAs in Ogun State. The findings of this study are in line with the findings of Ishaq (2011); Odunlami and Matthew (2015) and Pembi, Fudamu and Ibrahim (2017).

Based on the findings of this study, the following recommendations are put forward:

i. Telecom firms should communicate to its subscribers more often about changes in its policies and terms of service. This is likely to improve the confidence of its subscribers in them which may result in customer loyalty.

ii. As regards the findings of this study on direct marketing, it is recommended that telecom firms should push their services right in front of their customers by sending them new offers, services directly via phone calls, pop-up notification and so on.

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