

## **PRICING STRATEGY AND CUSTOMERS PATRONAGE IN PRIVATE SECONDARY SCHOOLS IN BAYELSA STATE**

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### **ABSTRACT**

*The study investigated pricing strategy and customers' patronage in private secondary schools in Bayelsa State. This paper adopted an empirical investigation method of findings, conclusions as well as recommendations. This was suitable based on the nature of this paper. Hence, all the findings are based on the observations from the empirical literature. The study also employed the consumer theory to buttress the influence of pricing strategy and customers patronage. The study found that there is a significant relationship between product line pricing and parents' choice of private secondary schools. Also, a significant relationship was recorded between demand pricing and parents' choice of private secondary schools. Furthermore, price bundling also reports a significant relationship with parents' choice of private secondary schools in Yenagoa, Bayelsa State. Arising from the findings, the paper recommended that pricing must be in line with the customer's perception.*

**Keywords: Pricing strategy, customers' patronage.**

### **INTRODUCTION**

All over the world, education serves as the bedrock of development. In developing a country like Nigeria; and more specifically in the south-south part of the country, secondary schools (both private and public) render educational services (Samuel et al, 2018). It grows the educational and knowledge base of societies; thus, serves as engine of growth and development. The provision of educational services is rewarded in form of financial gains; and pegged at a particular price. Also rewarded are services such as protection of lives and property, thus ensures financial empowerment, while encouraging recreational and educational development of students to list a few. This study assesses the private secondary school pricing strategy and patronage of customers in Yenagoa Bayelsa state. Consequently, the term 'Price' is defined as the amount a customer pays for a product or the sum of the values that customers exchange for the benefit of having/using a product (Rendon, 2004).

More specifically, price connotes different meaning to different people, that is, it is the premium to the insurer, fare to the transporter, educational fees to school. Studies have shown that pricing is critical to purchase decision, especially to frequently purchased products, affecting choices for store, product and brand (Rendon, 2004). Pricing decision is a general decision that every organization is bound to make, because this eventually affects their corporate objectives, either directly or indirectly (Monroe, 2014). The prices charged by educational institutions vary from one institution to another; and thus remains a subject of several factors. Some of these include the demand for educational services, availability of service competitors, costs implications, political environment, legal and image-related issues to list a few (Imoleayo, 2010). These factors influence the price of services by individual institution, while developing the strategy for charging price, commonly referred to as the pricing strategy.

Pricing strategy is considered paramount to every organization involved in rendering services because it gives a cue about the organization and its services (Dudu and Agwu, 2014). Therefore, pricing strategy to larger extent affects the choice of private secondary education operations generally. Imoleayo (2010) said that a secondary school is a school intermediate between elementary school and college and usually offering general, technical, vocational, or college-preparatory

courses. It refers to the schooling offered after a primary school, and before higher, optional education. It gives instruction and direction to students. Kwanashie (2018) opined that the need for expansion of the Nigeria educational base, especially to create adequate space for prospective admission seekers as well as improve the quality of manpower resources. This becomes more critical with the ever increasing demand for education by Nigerians. Thus exerts enormous pressure on existing public education infrastructural facilities across the country. These are characterized by crowded students' population, poor conditions of infrastructures in public schools, and general indiscipline among staff and students in government's owned secondary schools. This encourages the choice of private secondary schools by parents/guardians; thus, emphasizing the need for more private sector investments in secondary educational development; especially with the growing population of admission seekers and increasing trend in privatization.

Nevertheless, there is the need to ensure universally acceptable high-quality standards in the secondary school system, especially with their indiscriminate pricing policy regime structure. Briggs (2006) submitted that the general concept of privatization is currently wide spread in the industrialized, developing and transitional economies. In line with this, the policy of privatization has remained a major concern to government in Nigeria. Thus encourages the private initiatives in the provision and management of educational infrastructure, especially at the pre-primary, primary and secondary levels of educational system. The pricing strategy adopted by each school (private) has a great impact on the choice of private secondary schools by parents in Nigeria.

### **Statement of the problem**

Education is now a global service that every country strives to provide for their citizens since it serves as a tool for socio-economic development. The expansion in population poses the demand for establishment of more educational institutions which will accommodate more students for literacy acquisition. On this note, education has been liberalized by the government to enable private sector participation in its provision. The private sector participation has bring about increase in number of educational institutions to serve the growing populace, programme quality, and general innovation in modern educational practices. Following the private sector participation, which bring about "profit focus" has given rise to institutions competing for students and finding creative ways to satisfy students and parents needs and preferences. Since the beginning of the millennium, there have been a significant expansion in secondary schools especially in response to innovation, demand for meeting standard for globalization and secondary education in Nigeria (Onyemaechi, 2013).

There is generally an increased competition among private secondary schools in Bayelsa state; and in Yenagoa the state capital particularly. This is buttressed by the presence of a plethora of private secondary schools. There is also a constant struggle to maintain their position in the post primary educational service market. The major challenge in relations to this topic is the aspect of private secondary schools with high fees and their increased rate of population in respect to admission seekers unlike those public schools with affordable fees but have less population in respect to the number of admission seekers in Yenagoa.

Some studies have been done in the area of pricing include the role of competition on the pricing decisions of an organization and the attainment of the organizational objectives. Imoleayo (2010) effect of pricing strategies on the purchase of consumer goods; Samuel et al (2017) effect of pricing policy on the students' choice of private universities in Nigeria among others. None of these researchers have explored the relationship between the pricing strategy and the customers' patronage of private secondary schools in Bayelsa State, Nigeria. Furthermore, there is strong need for research combining these two areas, considering the high school fees charged by private secondary schools and preferences among customers. Hence, this forms the basis and need for this study.

### **Objectives of the Study**

This general objective of the study is to determine the relationship between pricing strategy and customers' patronage of private secondary schools in Yenagoa, Bayelsa State. Specifically, the aims to:

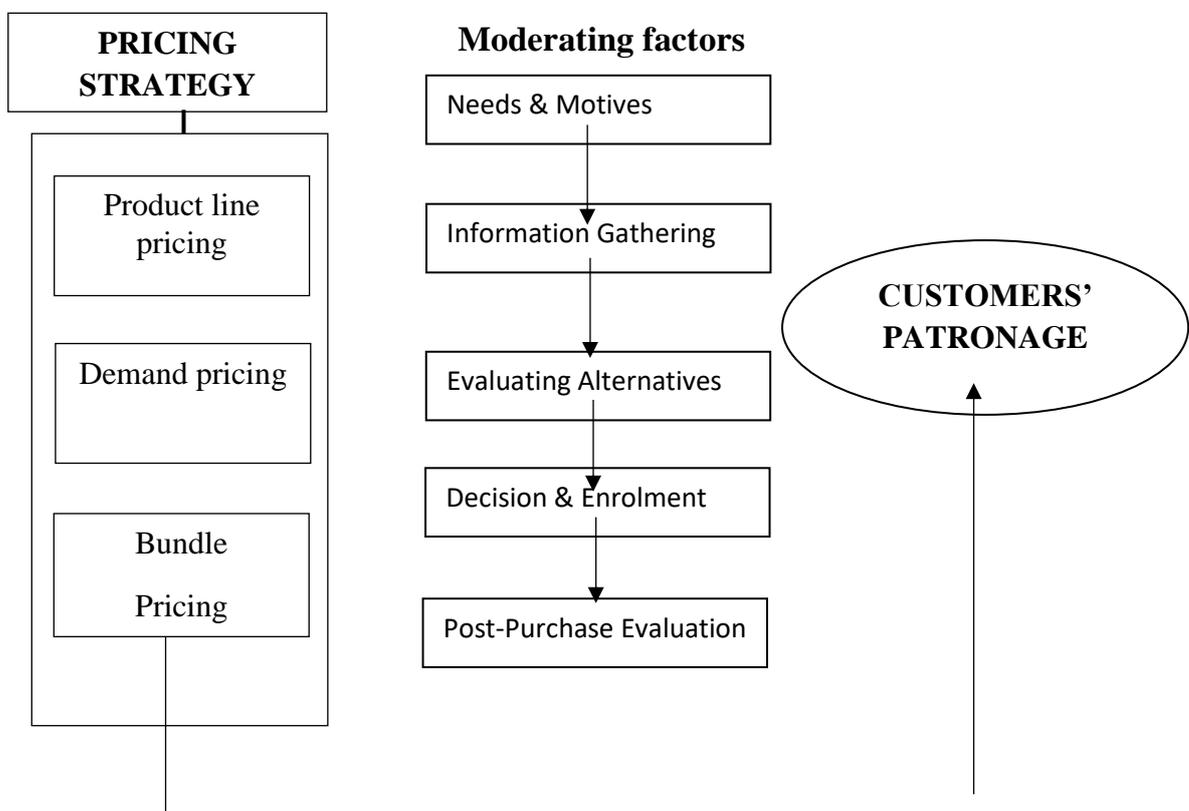
1. Examine the relationship between product line pricing and parents' choice of private secondary schools in Yenagoa.
2. Determine the relationship between demand pricing and parents' choice of private secondary schools in Yenagoa.
3. Establish the relationship between bundle pricing and parents' choice of private secondary schools in Yenagoa.

### Research Questions

To achieve the above objectives the following questions were posed:

1. What is the relationship between product line pricing and parents' choice of private secondary schools in Yenagoa?
2. What is the relationship between demand pricing and parents' choice of private secondary schools in Yenagoa?
3. What is the relationship between bundle pricing and parents' choice of private secondary schools in Yenagoa?

### Study Variables and conceptual framework



**Source:** Researcher's Conceptualization, 2023

### Research Hypotheses

**H<sub>01</sub>:** There is no significant relationship between product line and parents' choice of private secondary schools in Yenagoa.

- H<sub>02</sub>:** There is no significant relationship between demand pricing and parents' choice of private secondary schools in Yenagoa.
- H<sub>03</sub>:** There is no significant relationship between bundle pricing and parents' choice of private secondary schools in Yenagoa.

## **LITERATURE REVIEW**

### **Conceptual review**

#### **Pricing Strategy**

Price is the amount of money charged for product or services. It is the sum of all values that consumers exchange for the benefits of having or using the product or service (Kotler and Armstrong, 2010). Price or the measure by which industrial and commercial customers judge the value of an offering, and it strongly impacts brand selection among competing alternatives (Shiple and Jobber, 2001).

A pricing strategy is an important element of a lucrative business. More than any other element, a pricing strategy directly impacts the amount of profit you make. Choose a pricing strategy that helps you meet your sales objectives, enhances your brand perception and provides the best profit point for market demand. A discount pricing strategy is useful for driving traffic and sales short term, however used as a long-term strategy, discount pricing has some negative effects on market position and brand loyalty.

Generally, a business must develop a pricing strategy for a product after performing a marketing analysis. Product distribution, positioning and promotional decisions are made and demand is estimated. A pricing strategy is formulated taking into consideration factors of cost, competition and profit objectives.

#### **Bundling Pricing**

Price bundling involve combining two or more products which is not inseparable from the customers' perspective (Sharma and Iyer 2011). Therefore, bundling pricing is packaging together two or more products, usually complementary ones, to be sold for a single price. With a price-bundling strategy, a group of products is sold as a bundle at a price lower than the total of the individual prices. The bargain price for the "extras" provides an incentive for the consumer. Selling a car with an "options package" is an example of a price bundling strategy. Price bundling strategy benefits by increasing total revenues and, in many instances, reducing manufacturing costs. Inventory costs may also be reduced when marketers bundle slow-selling items with popular items to deplete inventory (Baduru, 2013).

#### **Penetration Pricing**

Penetration pricing is a new product pricing strategy used by marketers by charging prices below those of competing brands to penetrate a market and gain a significant market share quickly (Baduru, 2013). Penetration pricing consists of setting an initial price lower than the one in the market. The aim is to break down the purchasing habits of the customers and obtain a larger market share. This can be defined as the low-price strategy enriched by the time factor. Penetration pricing leads to cost reduction pressure and discourage the entry of competitors. The pricing measure represents a faster platform to win market share, for example other private secondary schools. It also ensures increased school enrolment, ensures enhance achievement of economies of scale over a short period of time. Baduru (2013) noted that penetration pricing can be especially beneficially when a marketer suspects that competitors could enter the market easily. If penetration pricing allows the marketer to gain a large market share quickly, competitors may be discouraged from

entering the market. In addition, because the lower per unit penetration price results in lower per-unit profit, the market may not appear to be especially lucrative to potential new entrants.

### **Price Skimming**

Price skimming relies on the assumption that different customer value an offering at different prices. A Skimming price is a high price intended to "skim the cream off the market". It is best employed at the start of a product's life, when the product is novel and consumers are uncertain about its value (Baduru, 2013). According to Pride and Ferrell (2011) price skimming is charging the highest possible price that buyers who most desire the product will pay. Baduru (2013) noted in skimming, the practice is to price high and systematically reducing price over time. This method enables companies to establish a flow of revenue that covers research and development expenses, as well as the high initial costs of bringing the product to market. A skimming strategy assumes the existence of a relatively strong inelastic demand for the product, often because the product has status value or because it represents a true breakthrough. Price is used as a means to segment the market on the basis of discretionary income or degree of need for the product. As the product life cycle progresses, prices are reduced in response to competitive pressures, and new market segments become the key targets. Price skimming can provide several advantages benefits, especially when a product is in the introductory stage of its life cycle. A skimming policy can generate much-needed initial cash flows to help offset sizable developmental costs. When introducing a new pharmaceutical, most drug makers often use a skimming price to defray large research and developmental costs and to help fund further research and development into other drugs. Price skimming protects the marketer from problems that arise when the price is set too low to cover costs. When a firm introduces a product, its production capacity may be limited. A skimming price can help to keep demand consistent with the firm's production capabilities. The use of skimming price may attract competition into an industry because the high price makes that type of business appear to be quite lucrative.

### **Customer Patronage**

One of the behavioural elements of business is customer patronage. This is the central focal point driving entrepreneurship and marketing in the 21st century (Mehran & Morteza, 2013). Organizations should ensure the patronage of customers, this is the way to build and maintain long lasting relationship with the customers. The company can help the customers to patronize their business through the rendering of service quality, rendering of quality product, and relationship management. If a company focus on satisfying the needs and wants of the customers with the right products and services, this will lead to successful customer satisfaction which will enhance customers' patronage (Hacioglu et al, 2013).

According to Rashad (2018), customer patronage is the customers' choices of buying an offering from a particular company, is about purchasing goods and services from an identifiable outlet or product/service provider. Customer patronage is highly important for an organization to be a going concern in the phase of high competition in industries. One of the way by which companies can enjoy patronage from clients is to create build and sustain customer relationship, augmenting this with product and service quality.

The competitive nature of the present day business environment expose consumers to several brands using multiple marketing strategies. Customers' assessment of these marketing strategies comes with its own behavioural consequences as they develop certain attitudes and behavioural patterns to the different marketing strategies. Customer patronage is an indicator to signal a customer's likely response to marketing inputs (Ademola, 2013). The author further opined that patronage is the support, encouragement, privilege or financial act that an organization or individual bestows to another. According to Kotler & Keller (2006), patronage is defined and determined in behavioural terms. Behaviour can be seen as way in which individual controls him/herself. It could also mean the act of being a regular customer to a shop. Customer patronage is influenced by a

combination of attitude, normative beliefs and motivations that will influence purchasing behaviour (Olsen & Connolly, 2000).

Consumers have diverse motivation, preferences and taste. They are constantly seeking for solutions to their various states of deprivation (needs) through products offering and promotional packages. The information is received by consumers and is meant to undergo some mental assessment and filtering to decipher the benefits attached to product offering before purchase is being made. Their decision could either lead to a favourable or unfavourable attitude which might affect their patronage. Accurate predictions of consumer variables by marketers will ensure consumer patronage of the marketer's brand over that of competitors. According to Kumar (1999) as cited in Nkpurukwe, Amadi & Azuma (2020), gaining customer patronage is an important objective of strategic and relationship marketing initiatives. Customers are more inclined to patronizing a business that goes to extra mile in marketing itself and offering special treatments have a positive impact on customer and keeps them returning to the business (Ademola, 2013).

People patronize organizations products/services at one time or the other. Patronage is burn out of a desire to be committed to an organization either based on its service quality or perceived service qualities. Hence, the extent to which a customer will patronize the services of an organisation depends on how the customer perceives the organisations physical environment (services cape) and how the customer also thinks and feels that the condition of the service environment is consistent with his/her personality.

## **Theoretical Framework**

### **Theory of supply and demand**

In recent years, the supply and demand theory has become a commonly used framework when considering the production and utilization of goods and services across industries including the education sector. It is therefore against this background that the study explored and examined the fundamental theory of demand and supply and its application to education services in Nigeria. Etuk (2015) noted that demand and supply theory is based on basic economic principles in which a product's price such as price of an academic services is affected positively or negatively by the availability of the services. According to McConnell, Brue and Flynn (2009), a fundamental characteristic of demand is that other things equal, as price falls, the quantity demanded rises, and as price rises, the quantity demanded falls. In short, there is a negative or inverse relationship between price and quantity demanded. This inverse relationship is called the law of demand. The law of demand also considers the effects of alternative to the main product or service. For example, the quest to seek admission in private secondary school will depend not only on the price (fees) of private secondary schools but also of the prices (fees) of such substitutes as public secondary schools (federal and state).

### **Empirical literature**

Samuel et al (2018) did a study on the effect of pricing policy on the students' choice of private universities in Nigeria, focusing on how the pricing policy influences students' choice of private universities in Lagos and Ogun States education sector. The research adopted survey research design using a random sampling Technique. A descriptive statistical tool was also used in analyzing the data collected with the aid of Statistical Package for social Sciences (SPSS), while Analysis of Variance (ANOVA) was used in testing the hypotheses. For reliability, the Cronbach alpha was used to test the reliability of the instrument. The study revealed that there was a significant effect of bundling pricing (BP) on the students' choice of private universities. Also, that there was significant effect of penetration pricing (PP) on the students' choice of private universities. Furthermore, that there was a significant effect of price skimming (PS) on the students' choice of private universities while a significant effect of psychology pricing (PSP) existed on the students' choice of private universities. The study revealed a significant effect of economy pricing (EP) on the students' choice of private universities in Nigeria. The study concluded that pricing policy had a positive and

significant effect on the students' choice of private universities. The study recommended that private universities managements should intensify their effort towards including attractive packages to reduce price, and adopt favorable pricing strategies in other to influence students' choice on such private universities.

Ukpor, Ubi and Okon (2012) explored the underlying factors determining parents' choice of sending their children/wards to private secondary schools, using Cross River State rural communities as a case study. Sixty (60) private secondary institutions in the state were selected through stratified sampling technique. A total of 720 respondents were used in the study. This comprised 360 parents (males 153 and females 207) 300 teachers and 60 principals. The study used two sets of questionnaire: Parents' Patronage of Private School Questionnaire (PPPSQ) and Teachers' Opinion on Parents' Patronage of Private Schools Questionnaire (TOPPSQ). Survey design was adopted and percentages, and frequencies techniques were used. The study found out that private secondary schools in the area were highly patronized by parents who were influenced by pride of school ownership, effective monitoring of school activities by proprietors, high level of students achievement among other factors. One of the recommendations made was that government should adhere strictly to maintenance of high quality of school facilities and standard in order to avoid mediocre schools.

Ekwebelum (2015) examined the effect of pricing strategy of selected food manufacturing companies in Southeast Nigeria on their patronage. Therefore, to achieve the goal of this study through previous studies identified the factors involved in the issue, variables such as price bundling, product line pricing, and demand pricing were identified. This is informed by the decline in the number of customers who patronizes these selected manufacturing companies in Southeast Nigeria. A survey research design was adopted with a sample size of 92 executive marketers (60 males, 32 females; age range 30 – 60yrs) participate in this study. The structured questionnaire was used to gather data from the field for analysis. The descriptive statistical tools used are percentages mean and mean percentages for data analysis, while chi-square ( $\chi^2$ ) was used as inferential statistics to test the formulated hypotheses. The study found a significant positive effect between key factors and patronage of the selected manufacturing companies as  $p < 0.05$  significant level. Additionally, the price bundling have the greatest positive impact on patronage. This is followed by product line and demand pricing. The study concludes that there is a significant positive effect between key factors and patronage of selected food manufacturing companies in Southeast Nigeria. It was recommended that food manufacturing companies should integrate three key variables found in this study in their pricing strategies. Also, as much as firms should focus on communicating value to customers through prices, firms should also be on the watch for competitor's prices and examine how much it affects purchase of their products.

Uchendu, Nwafor and Nwaneri (2015) investigated marketing strategies and students' enrolment in private secondary schools in Calabar Municipality, Cross River State. One research question was raised and two null hypotheses formulated to guide the study. Thirty two (32) school administrators in 32 private secondary schools in the study area constitute the study population and were used intact as the study subjects. Data were collected using a 30- item research questionnaire titled "Marketing Strategies and Students' Enrolment Questionnaire (MSSEQ). The obtained data were analyzed using Mean, Population T-Test and Pearson Product Moment Correlation Coefficient. The results revealed some marketing strategies that can be used in private secondary schools to boost students' enrolment in their order of perceived effectiveness. It also indicated that the extent private secondary school administrators adopt marketing strategies in enhancing students enrolment is significantly low in most of the studied school. The results further showed that there is significant relationship between marketing strategies adoption and student enrolment. Based on the findings, it was concluded that adopting effective marketing strategies in private secondary schools can enhance increase enrolment which will expand school income opportunity for sustainability and quality service delivery of the organization. It is therefore recommended that marketing strategies such as school website/social media, quality school programmes, infrastructural development, media

adverts should be used to boost enrolment since it is a modern means of awareness creation and communicating values of the institution to the prospects. This will serve to increase enrolment rate, thereby increasing literate populace in the country for social and economic well-being.

## METHODOLOGY

The study adopted the correlational research design which enabled the researcher to elicit information from the respondents. The population consist of principal stakeholders of these schools such as principals, proprietors as well as parents/guardians who are the customers. However, for convenience sake, a total of eighty respondents makes up the study population.

Sample is a unit or subpart of the population that has the characteristics of the population. Sample size is the number of elements selected from a given population.

The sample size was determined using the Taro Yamane formula. The Taro Yamane formula is a method for sample size calculation formulated by the statistician Taro Yamane in 1967 to determine the sample size from a given population. Thus, the sample size of this study is 66 participants.

The data for this study was collected from primary sources. The primary data for this study was obtained using the survey design which involved the use of questionnaire.

The data collected was analyzed using quantitative method. This is a situation where the data is analysed based on figures and facts obtained from respondents in the field. This data was analysed with the aid of simple percentage, tabular computation, and correlation analysis. A total of sixty six (66) copies of questionnaires were distributed. The simple percentage research questions was structured based on Likert-scale formula of Strongly Agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed. The dimensions of pricing strategy and customers' patronage of private secondary schools was measured on a 4- point Likert type scale on 4 item scale. The response mode ranges from 1-4 where 1 = strongly disagree; 2= disagree; 3 agree; and 4 strongly agree.

As such the Spearman Rank Order Correlation Coefficient was used to test the hypotheses at 0.05 significance level in order to determine how strong the relationship is between two variables.

## ANALYSIS/PRESENTATION OF DATA

### Presentation of Data

The data collected from principal stakeholders of some selected private secondary schools in Yenagoa, Bayelsa State were presented in the form of a table and analyzed using simple percentage and frequencies.

**Table 1 Questionnaire Administration and Retrieval**

The aggregate of Questionnaire Administer	Number of Questionnaires Retrieved	% of Success
66	60	90

**Source:** Field Survey Data (2025)

As indicated in table 1, 66 copies of the questionnaires were administered, out of which 60 copies representing 90% were returned and were found useful for the study. Therefore, the analysis is based on 90% respondents derived from the usable questionnaires.

### Test of Research Hypotheses

The three hypotheses stated were analyzed using the SPSS statistical techniques.

#### Hypothesis 1

H<sub>01</sub>: There is no significant relationship between product line pricing and parents' choice of private secondary schools in Yenagoa.

**Table 9 Correlation result of product line pricing and parents' choice**

	Product line pricing	Parents' Choice
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Product line pricing	Pearson Correlation	1.00	.56*
	Sig. (2-tailed)		.002
	N	60	60
Parents' Choice	Pearson Correlation	.56*	1.00
	Sig. (2-tailed)	.002	
	N	60	60

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

Source: SPSS 21

### Decision

#### The R-value

From the result in the table above, the r-value is 0.60; this simply implies that a strong and positive relationship exists between product line pricing and Parents' choice.

The table shows that product line pricing has 0.56 (56%) correlations with parents' choice of private secondary schools in Yenagoa. Based on the Spearman's correlation, there is a positive linear relationship between the two variables.

**The p-value:** The decision benchmarks here is to reject the null hypothesis if  $p \leq 0.05$ . If  $p \geq 0.01$  then the correlation is considered to be insignificant but if  $p \leq 0.05$  (meaning the researcher can be 95% self-assured that the relationship between these two variables is not due to accidental. From table, the p-value has a value of  $0.002 \leq 0.05$ . This indicates that the null hypothesis is rejected. This thus implies that a significant relationship exists between the variables. It was therefore concluded that product line pricing has a positive and significant relationship with parents' choice of private secondary schools in Yenagoa, Bayelsa State.

### Hypothesis: 2

H<sub>02</sub>: There is no significant relationship between demand pricing and parents' choice of private secondary schools in Yenagoa.

**Table 10 Correlation results on penetration pricing and parents' choice**

		Demand Pricing	Parents' Choice
Demand Pricing	Pearson Correlation	1.0	.85*
	Sig. (2-tailed)		.000
	N	60	60
Parents' Choice	Pearson Correlation	.85*	1.0
	Sig. (2-tailed)	.000	
	N	60	60

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

Source: SPSS

### Decision

From the result in the table above, the R-value is 0.85\*, this simply means that a strong significant relationship exists at  $p = 0.05$  between demand pricing and parents' choice. The P-value of  $0.000 \leq 0.05$ , thus the stated null hypothesis is rejected. The study therefore concludes that there is a significant relationship between demand pricing and parents' choice of private secondary schools in Yenagoa, Bayelsa State.

### Hypothesis 3

H<sub>03</sub>: There is no significant relationship between price bundling and parents' choice of private secondary schools in Yenagoa.

**Table 11 Correlation result on price bundling and parents' choice**

		Price Bundling	Parents' Choice
Price Bundling	Pearson Correlation	1	.88**
	Sig. (2-tailed)		.008
	N	60	60
Parents' Choice	Pearson Correlation	.88**	1
	Sig. (2-tailed)	.008	
	N	60	60
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: SPSS

### Decision

From the result in the table above, the R-value has a value of 0.88\*\*, this simply means that a strong significant relationship exists at  $p= 0.05$  between bundling and parents' choice. The P-value from the table stands at  $0.008 \leq 0.05$  thus the stated null hypothesis is rejected. The study therefore posits that, there is a significant relationship between price bundling and parents' choice of private secondary schools in Yenagoa, Bayelsa State.

### DISCUSSION

From the test of correlation, it was found that there is a significant relationship between product line pricing and parents' choice of private secondary schools. Also, a significant relationship was recorded between demand pricing and parents' choice of private secondary schools. Furthermore, price bundling also reports a significant relationship with parents' choice of private secondary schools in Yenagoa, Bayelsa State. Thus, on these grounds, the null hypotheses were rejected.

The findings from the descriptive statistic revealed that the respondents were of the opinion that parents' choice/customers' patronage of private secondary schools in the study area is determined by the different pricing strategies which includes amongst others product line pricing, demand pricing and price bundling.

### Findings

The study is a correlational survey research that investigated the relationship between pricing strategy and customer patronage of private secondary schools in Yenagoa, Bayelsa state. Utilizing the SPSS tool for statistical analysis, the study analysed the dimensions and measures with the use of descriptive, percentages and spearman rank correlation. The overall findings of the study hold that pricing strategies has a significant relationship with customer patronage of private secondary schools in Yenagoa, Bayelsa State, Nigeria.

On a more specific note, considering the dimensions and measures, the study found that;

1. Product line pricing has a positive and significant relationship between parents' choice of private secondary schools in Yenagoa, Bayelsa State.
2. There is a significant relationship between demand pricing and parents' choice of private secondary schools in Yenagoa, Bayelsa State.
3. There is a significant relationship between price bundling and parents' choice of private secondary schools in Yenagoa, Bayelsa State.

### RECOMMENDATIONS

Based on the findings and conclusions of this study, the following recommendations are hereby made.

1. In favor of price bundling, managers/owners of private schools should pursue the use of price bundling with vigour so as to elicit an indirect and positive impact on customer loyalty via relational investment.
2. In favour of demand, they must ensure that their pricing must be in line with the customer's perception. This could be achieved by rewarding regular customers with more stable prices, while varying prices for low patronage customers.
3. Finally, in favour of product line pricing, manufacturing firms should maintain uniform prices for all flavors within a line.

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