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GLOBAL PRICING STRATEGIES AND MARKETING PERFORMANCE OF MOBILE TELECOMMUNICATION DEALERS IN PORT HARCOURT.

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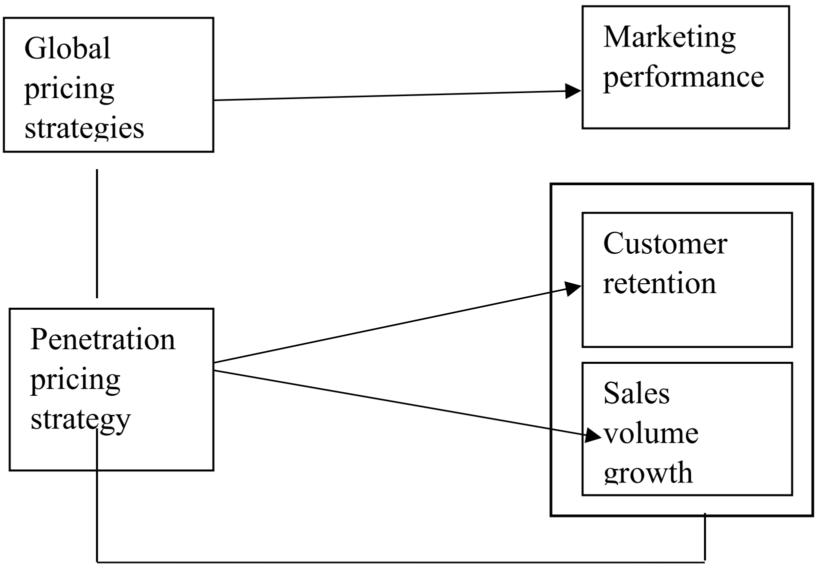
ABSTRACT
The study empirically investigated global pricing Strategies and marketing performance of Mobile telecommunication dealers in Port Harcourt. The objective of the study was to examine the relationship between global pricing strategies and Marketing performance of Mobile telecommunication dealers in Port Harcourt. The Population of the study comprised of 92 managers of telecommunication dealers in Port Harcourt. Two research question was posed and two research Hypotheses were formulated to guide the conduct of the Study. The Study adopted Correlational research design, and the spearman rank correlation (rho) was held to test the hypotheses, and Supplemented with the aid of SPSS version 21.0. The result of it was that there is a positive and significant relationship between global pricing strategies and marketing performance of mobile telecommunication firms in Port Harcourt. The findings were that, penetration pricing strategies a strong positive correlation with customer retention and Sales volume growth. Based on the findings, we therefore concluded that there is a strong positive relationship between global pricing strategies and anal marketing performance of mobile telecommunication dealers in Port Harcourt. It is therefore recommended that firms should adopt effective and efficient pricing system by monitoring the environment of business and also unify and motivate customers to report their parolase and enhancement of customer retention.

Keywords: global pricing strategies, penetration pricing strategies, marketing performance, customer retention and sales volume growth.

INTRODUCTION
Global pricing strategies play a crucial role in determining the marketing performance of phone dealers in the increasingly competitive telecommunications industry in Port Harcourt. The relationship between pricing strategies and marketing performance is multifaceted and dynamic. influenced by various factors such as market demand, competitor actions, regulatory environments, and consumer preferences. This introduction aims to provide an overview of the interplay between global pricing strategies and marketing performance within the context of phone dealers, supported by relevant studies.
Effective pricing strategies are fundamental to the success of phone dealers in global markets Pricing decisions directly impact revenue generation, profit margins, market share, and overall business profitability (Monroe & Krishan, 1985).-Phone dealers must carefully consider factors such as cost structures, pricing objectives, and pricing elasticity to develop strategies that maximize value capture while remaining competitive in diverse markets (Nagle & Hogan, 2006).
Furthermore, pricing strategies play a pivotal role in shaping consumer perceptions and purchase behavior. The perceived value of a phone product is often influenced by its price relative to competitors and perceived quality (Zeithaml, 1988). High prices may signal premium quality and exclusivity, while low prices may convey affordability and accessibility. Phone dealers must align their pricing strategies with their target market segments and brand positioning to effectively communicate value propositions and drive purchase intent (Rao & Monroe, 1989).
in the global marketplace, phone dealers face additional complexities related to currency fluctuations, international trade policies, and cultural differences. Adopting standardized pricing

strategies across markets may simplify operations and enhance brand consistency but may fail to account for local market dynamics and consumer purchasing power (Cavusgil & Zou, 1994)
Alternatively, adapting pricing strategies to local market conditions enables phone dealers to better address varying levels of price sensitivity, income levels, and competitive landscapes.
The effectiveness of pricing strategies in driving marketing performance extends beyond revenue generation to encompass broader marketing objectives such as brand awareness, customer loyalty, and market share growth. Dynamic pricing strategies, such as promotional pricing, bundle pricing. and value-based pricing, can be leveraged to stimulate demand, encourage product adoption, and differentiate offerings in crowded marketplaces (Hinterhuber & Liozu, 2012). However, the impact of pricing strategies on marketing performance is contingent upon their alignment with overall marketing strategies, product positioning, and distribution channels (Kotler & Armstrong, 2016).
Pricing strategy is an important part of an organization's marketing focus that is capable of elevating or deterring a company's performance. This calls for the need for businesses to get their pricing strategies right. Pricing strategy simply refers to the method used by organizations to price their products. It can also be seen to be activities used in finding a products optimum price. A pricing strategy is targeted at organization's selected or defined customers; it is also targeted against competitors. A pricing strategy focuses on: segments, segments ability to pay, the actions of competitors, market conditions, trade margins, input costs, etc.
There has been a realization of the impact of pricing strategies on the marketing performance of an organization. Economic and technological changes have made consumers more educated, conversant and curious about the product they want to buy, this has made the pricing strategy of organizations, extremely important. The advent of the Internet, e-shopping and e-commerce has made consumers to get information about a product both from the organization and external sources as well. Therefore, it is needful for organizations especially the spare parts dealers, to get.

Conceptual/operational framework.



Research question:
The following are the research questions

1. What is the relationship between penetration pricing strategy and customer retention of mobile phone dealers in Port Harcourt?
2. What is the relationship between penetration pricing strategies and sales volume growth of mobile phone dealers in Port Harcourt?

Research Hypothesis

The following are the research Hypotheses

Ho_1: There is no significant relationship between penetration pricing strategy and customer retention of phone dealers in Port Harcourt.

Ho_2: There is no significant relationship between penetration pricing strategy and sales volume growth of phone dealers in Port Harcourt.

Literature Review

Price means different things to different people; it is interest to lenders, service charged by the (lenders), premium to the insurer, fare to the transporter, honorarium to the guest lecturer etc, et al (Kotleret et al 2007). Price is the amount a customer pays for a product or the sum of the values that consumers exchange for the benefits of having or using a product or service. The importance of price as a purchase stimulus has a key role in price management since not only does it determine the way prices are perceived and valued, but it also influences consumer purchase decisions. Studies have shown price as an important factor in purchase decision, especially for frequently purchased products, affecting choices for store, product and brand. Pricing therefore refers to the process of setting a price for a product or service and more than any other element of your marketing mix, will have the biggest impact on the amount of profit you make. Kotler (2007) defines price as a cost of producing, delivering and promoting the product charged by the organization. Zeithaml (1988) is of the view that monetary cost is one of the factors that influence consumers' perception of a products value. Price can be stated as the actual or rated value of a valuable product which is up for exchange. Some define it as amount of money paid for product, they establish significant relationship between price and business performance. The price you set for your product or service plays a large role in its marketability. Pricing for products or services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes.

Strategy is the set of actions through which an organization by accident or design develops resources and uses them to deliver services or products in a way which its users find valuable, while meeting the financial and other objectives and constraints imposed by key stakeholders.

Most successful strategies give an organization some property that is unique or at least distinctive and the means for renewing its competitive advantage as the environment changes. Strategy is a pattern in a stream of decisions to contrast with a view of strategy as planning, while some experts argues that strategy is about shaping the future and is the human attempt to get to the desirable ends with available means. Others view strategy as a system of finding, formulating, and developing a doctrine that will ensure long-term success if followed faithfully. However, complexity theorists define strategy as the unfolding of the internal and external aspects of the organization that result in actions in a socioeconomic context. Pricing is a strategy for selling the product or services of a new business. A good pricing strategy plan is backed by carefully collecting market, consumer and competitor information, sometime citing professional device. Pricing strategy is the policy a firm adopts to determine what it will charge for its products and services.

Pricing strategy is a key variable in financial modeling, which determines the revenues achieved, the profits earned, and the amounts reinvested in the firm's growth for its long-term survival.

Pricing strategy in marketing is the pursuit of identifying the optimum price for a product. This strategy is combined with the other marketing principles known as the four P's (product, place, price, and promotion), market demand, product characteristics, competition, and economic patterns. The pricing strategy tends to be one of the more critical components of the marketing mix and is focused on generating revenue and ultimately profit for the company.

In any organization whether profit or nonprofit oriented the main purpose of the organization is to achieve its objective. The objectives cannot be achieved in a vacuum there must be a clearly set strategy that management should use in order to meet these objectives. The food and beverages environment is a globally competitive marketplace which pushes food and drink outlets to offer quality products or services, maintain productivity and consistency, and ensure customer satisfaction in order to remain in existence and to continue to progress. Moreover, the need to create and retain customer loyalty has also been recognised as the most salient requirement for organisational success in this competitive market.

Penetration Pricing Strategy

Penetration pricing sets the prices of new products on the low end therefore. Watkins (2018) defined penetration pricing as a pricing strategy that sets a low initial price for a product. Watkins (2018) further stated that penetration pricing strategy is designed to keep prices low to shut out potential competition. The aim of penetration pricing is to quickly attract new customers to the company's products (Kenton, 2019). The strategy is very effective in increasing sales volume and market share while discouraging competition for When adopting a penetration pricing strategy in an existing market, it creates a price war. This strategy can be very effective for companies that do their market research carefully and know that they have the resources to make it work(Watkins, 2018). Motohashi (2015) noted that products with network externalities influenced by a number of users have an incentive to draw a large number of users as quickly as possible. This phenomenon can be seen in the recent example of the standards competition in the high-end DVD market between the Blu-ray and HD-DVD formats (Motohashi, 2015). Kenton (2019) stated that lowering prices and bundling product offerings can help to gain fraction in previously untapped portions of the market. However, it can be difficult to later raise prices and could result in a higher market share with a lower profit potential (Watkins, 2018).
Expenditure techniques. Cost based pricing is easy to apply as little information is required to put it into effect. All the information needed is within the organization and much won't be needed gaining market and consumer insight (Kohli and Rajneesh, 2012).

Marketing Performance

Marketing is an activity involving selling of products and services in return of money or other compensation, which is initiated and completed by the seller, the owner of the good. However, sales performance can be defined as the actual quantity of goods sold in a given period of time as compared to the expected or budgeted sales for the year (Singh & Pingali, 2015). The sales performance of an organization depends on the efficiency of the sales department. When the sales department is efficient, it leads to improved sales performance and vice versa. Firms with a record of good sales performance have functional sales departments with efficient sales force (Aldustry, 2015) The sales department and sales personnel are very instrumental in improving the sales performance of an organization. Without adequate efforts from the sales department and sales team, the organization will consistently experience poor sales performance and this will consequently affect the revenue of the organization (Macky, 2007).
Companies usually set their target or budgeted sales for each year and compared it with the actual sales made for the year. If the actual sales made for a specific period is higher than the budget sales for the year as set by the company, it means that the company has obtained a good sales performance for the period under review but where the budgeted sales for the year exceeds the actual sales of the year, it then means that the entrepreneur has obtained a poor sales performance for the said period (Singh & Pingali, 2015). In many cases, company compared the sales of their company against that of their competitors for a specific period of time (Moghaddametsi, 2016). If the sales of their firm exceeds that of their major competitors for a specific period under review, the company is said to have obtained a good sales performance but where their sales is less than that of their competitors for the period under review, the company is said to have experienced a poor sales performance.

Every company wants to increase their sales from year to year and surpass that made by their competitors. Increasing sales performance is the only way of maximizing profit and experience rapid growth (Lee, 2013), Companies generally believe that if they can increase sales (sales growth) and quickly convert their stock into cash (sales turnover), they will maximize profit and grow to become a larger entity. This is why many companies measure their sales performance using sales growth and sales turnover criteria. Sales performance can be judged by many different constituencies, resulting in many different interpretations of successful performance. Each of these perspectives of marketing performance can be argued to be unique (Robert, 2004). Performance management can take many forms from dealing with issues internal to the organization to catering to stakeholders or handling issues in its environment. Performance management involves the use of both quantitative and qualitative techniques and paying due attention to the human (behavioral) side of the enterprise (Arie, 2005).

Any organization should target the ideal standard of success namely: consistently competent, ethical, and energetic behavior that always succeeds in producing the best results (Gary, 2003)

One of the main elements to achieve an effective organisational management processes is the performance/success measurement. The performance of one organisation can be directly related to its ability to achieve their strategic and financial objectives (Li et al., 2006).

The performance of organizations was largely neglected in past research, whereas some others who were discussing the organizational performance with reference to the financial performance only discuss the organizational performance through measuring both financial and market harmonic performance which includes the return on investment measures (ROI), sales profit and growth and market share progress.

Customer Retention

Since loyal customers are the most important assets of the company, in recent years, companies have been increasingly recognizing the importance of loyal customers and they have been giving attention to develop customer retention and loyalty programs. The fundamental purpose of customer retention efforts is to ensure to maintain relationships with value-adding customers. A customer retention strategy aims to retain valuable customers by reducing their defection rate; while a customer development strategy aims to increase the value of those retained customers to the company by making cross-selling and up-selling to them, and encouraging them for making word of mouth communication and customer referrals. Customer acquisition strategy of the company focuses on attracting profitable prospective customers. Just as in the customer acquisition, customer retention and development strategy of the company also focuses on retaining particular customers. Focus is necessary because not all customers are worth retaining and not all customers have potential for development. Therefore, it may not be beneficial to maintain relationships with all customers; especially with the customers who are too costly to serve. Companies require to focus their customer retention efforts on those who have profit potential or are strategically significant. The strategic importance of a customer can be determined by the value and/or volume of the customer's purchases, the prestige of the customer, and potential of the customer in providing access to new markets/customers, and the customer's impact on other relationships (Fiocen, 1982). Companies have to focus on the most profitable customers; but they should also focus on attracting and retaining customers who will act as advocates for the company's growth and encourage others to buy from the company. By assessing customer profitability and customer advocacy, company can tailor its retention strategies and invest in specific customer segments, In others, high participation level of customers along with service providers and employees will add a new value to the efficiency level of the service quality (Hossain et al)’

Understanding customer needs and preferences, meeting and even exceeding customer expectations, and delivering the high customer value lead to customer satisfaction. Customers, who are satisfied, are more likely to become loyal and demonstrate behavioral and/or attitudinal loyalty. Companies that have a loyal customer base enjoy with high business performance, and achieve increase in revenue growth, share of customer, and customer commitment. Satisfied

customers keep doing business with the company, and over time customers' trust begins to grow. As customers trust grows over time, customers commitment as well as spending increases; because customers prefer to do business with companies with whom they have a proven and satisfactory relationships. They do not want to take risks. Moreover, loyal customers are more likely to make positive word of mouth about the company and try to encourage other customers to do business with the company. Loyal customers become referters (Henley 2000).
The inspiration of the idea of patron retention can be traced to the precept of "deliberate behaviour, and is considered as "something that clients may also additionally show off to manufacturers, products and offers or sports activities" (Boobene, etal 2013) therefore consumer retention as an extended-time period willingness to do organization or preserve "exchange with a selected company on an ongoing foundation. It is often seen that purchaser retention are liking, identity, bear in mind, and prolonged-time period willingness of the purchaser's to repurchase and endorse the corporation or product to others. Purchaser's liking, identification, don't forget and determination are emotional-cognitive retention constructs, while willingness to recommend and repurchase intentions are behavioural intentions.

Kihoro and Kepha (2014) outline patron retention due to the fact the goal of advertising and marketing and advertising which groups try to collect through the usage of hindering clients from going to shop for products from competing companies. Client retention can also be defined as an act completed via a business enterprise for the purpose of stopping its customers from going to patronize competing producers (Kihoro & Kepha, 2014). Moreover, Dawes (2009) defines consumer retention due to the fact the kind of customers who keep business enterprise transaction with a particular enterprise for a given term.
Patron retention can also be taken into consideration as "repeated patronage; that is carefully related to repeat-shopping behaviour and emblem constancy" (Buttle, 2004).

Sales Volume Growth

Sales volume equals the quantity of items a business sells during a given period such as a year or fiscal quarter (Codjia, 2015). The Cambridge English Dictionary defines sales volume as the quantity or number of products sold or services provided by a company in a particular period of time. Sales volume is the amount or number of units that are sold of a particular product or service (Investorwords). Typically, when using or analyzing a unit of sales figure, it should be based on a physical product, such as the number of tons of coal sold, rather than on the number of services rendered. A unit sale is a useful figure for analysts because it enables them to determine average product prices and find possible margin pressure (Investopedia).
Sales are the driving force of business it is in the firm's sales volume changes from time to time. The variation of sales volume is known as sales volume variance. Sales volume variance is the measure of change in profit or contribution as a result of the difference between actual and budgeted sales quantity. It quantifies the effect of change in the level of sales on the profit or contribution over the period. However, sales volume variance differs from other volume based on variances such as material usage variance and labour efficiency variance in that it calculates not just the variance in sales revenue as a result of the change in activity but it quantifies the overall change in the profit or contribution. The nature of the sales volume variance helps in forming a more meaningful analysis of other variances in the preparation of the operating statement. Increasing sales volume is a key way to grow business, it is also a challenging thing to do. A high sales volume generally indicates a profitable venture.
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Theoretical review

Theory of Generic Competitive Strategies

The theory of generic competitive strategies was developed by Porter in 1985. This theory has remained unquestionable over the years as it emphasized the need for company to perform its activity in such a way to distinct itself from competitors and gain a competitive advantage (Porter 1985. This theory tries to explain how a company can stand out among the crowd though the way it provides its services. The theory provides a company with activities to generate offensive and defensive positions in its industry: It requires a company to adopt a competitive strategy to gain a competitive advantage in its industry. Porter's theory of generic strategy highlights cost leadership, differentiation and focus as the three basic options available to business organizations

The cost leadership strategy connotes that a firm can compete favorably by being the cheapest provider of certain services as a result of the cheap cost of production. The differentiation strategy requires a company to distinguish itself from competitors on the basis of quality products or services while the focus strategy demands that the firm focus on the particular segment of the market and become the leader in that market segment.

The Porter's theory of generic competitive strategies is very useful in explaining the relationship between market penetration strategies and sales performance of small scale firms. This theory explains that small scale firms need to compete favourably with their larger rivals by using the cost leadership strategy and differentiation strategy to penetrate the market that is largely dominated by large firms. The theory also emphasized the need for small firms to reduce the cost of production so as to reduce the prices of their goods and increase their sales performance. Here, a small firm can increase reduce the prices of his or her products by lowering their production costs. The cost leadership strategy of Porter has the potentials of increasing sales performance of small firms since the prices of their products are reduced without compromising on quality. If small firms is able to effectively apply the theory of generic competitive strategies, they will surely increase their sales performance.

Empirical Review

Lovelock & Wirtu (2001) sought to find out the pricing strategies adopted by companies and its Impact on customer's loyalty. This study used the descriptive survey design, the use of this design facilitated an in depth analysis of the role of pricing strategies on customer loyalty. The population of this study was the hi-malt, 7up and Coca Cola bottling company with a population of over 1000 and sample size of 100 in Kaduna metropolis. The collected data was sorted edited and coded before the analysis, using non parametric, percentage pie chart and chi square to test the Hypotheses, the finding confirmed that, price has impact on the customer loyalty.

Liozu et al. (2011) conducted a study on fifteen small and medium-size American companies by interviewing forty-four of their managers. In such study, they addressed the three main pricing strategies: customer value-based pricing (in four companies), cost-based pricing (in six companies) and competition-based pricing (in five companies). They identified that the majority of the companies basing their prices on costs developed advanced cost models, all of which used contribution and profit margin goals in order to set their prices. Their study revealed a significant relationship between cost-based pricing and customer loyalty.

Virvilaite, Saladiene, and Skindara, (2009) article investigated the relationship between competitive pricing and customer patronage in the services industry in Malaysia. They collected primary data from 302 respondents using structured questionnaire and analysing the data using simple regression and ANOVA (SPSS 20.0). The findings revealed that competitor pricing had a significant positive relationship with customer patronage.

According to Deonir, Gabriel, Evandro, and Fabiano (2017) price policy definition is one of the most important decisions in management as it affects corporate profitability and market competitiveness. The aim of the study was to propose and test a theoretical model showing the impacts of pricing policy on corporate profitability. 150 companies in the metal-mechanic sector situated in the Northeast of Rio Grande do Sul State, Brazil were studied, integrating customer value-based pricing strategies, competition-based pricing strategies and cost-based pricing strategies with price levels (high and low) and performance with respect to profitability. The results indicate that the profitability of the surveyed companies is positively affected by valuebased pricing strategy and high price levels while it is negatively affected by low price levels. Such findings indicate that pricing policies influence the profitability of organizations and therefore, a more strategic look at the pricing process may constitute one aspect that cannot be overlooked by managers.

Additionally, using automated conveyor systems to transport goods within a facility can streamline the handling process and reduce manual labor (Tompkins et al., 2010).

Safety is a paramount consideration in materials handling. Improper handling of materials can lead to accidents, injuries, and damage to goods. To mitigate these risks, companies must implement strict safety protocols and provide adequate training to their workers. Safety measures include using appropriate personal protective equipment (PPE), ensuring that equipment is properly maintained, and adhering to safe lifting techniques. Regular safety audits and risk assessments can the binbines. help identify potential hazards and ensure compliance with safety standards in the business

Materials handling also plays a crucial role in inventory management. Efficient handling systems enable accurate tracking and control of inventory levels, ensuring that materials are available when needed without excessive stockpiling. Technologies such as barcode scanning, RFID, and warehouse management systems (WMS) provide real-time visibility into inventory movements and locations, facilitating better inventory control and reducing the likelihood of stockouts or overstock situations. Effective materials handling practices are essential for maintaining inventory accuracy and optimizing stock levels.

Ergonomics is another important aspect of materials handling, particularly in manual handling tasks. Ergonomic principles focus on designing tasks, equipment, and work environments to fit the capabilities and limitations of workers, thereby reducing the risk of injury and improving efficiency. For example, adjustable workstations, ergonomic hand tools, and lift-assist devices can help minimize physical strain and prevent musculoskeletal disorders. Incorporating ergonomic considerations into materials handling processes can enhance worker well-being and productivity.

METHODOLOGY

The researcher word correlational research design

Population of the study.

The population of the study comprised of managers of mobile Phone dealers in port Harcourt

Sample/sampling Techniques.
phone dealers in port Harcourt, as of manager of mobile Sample of the study
Research instrument
The research instrument for data collection was a structured questionnaire comprising of 15 items of four (4) powerscale, strongly Agree (SA), Agree (A), Disagree (D), and strongly disagree (SD). A respondent was expected to indicate him/her agreements or validation for the collection. The statement provided Validation of the Collection. The instrument was subjected to scrutiny by experts.

Method of Data Analysis
The data collected from the field of study was organised in tables, the use of Pearson product monument Correlation, and Supplemented with SPSS version 21.0.

Research question one: what is the relationship between penetration pricing strategies and customer retention of mobile firms in Port Harcourt?
Hypothesis one: there is no significant relationship between penetration pricing strategies and mobile telecommunication firms in Port Harcourt.
Computation of relationship between penetration pricing strategies and customer retention of mobile telecommunication firms in Port Harcourt.
Correlations

	Information sharing	Sales Volume Growth
Spearman's rho penetration pricing strategies Correlation Sig. (2-tailed) N	1.000 92	605** .000 92
Customer retention strategies Correlation Sig. (2-tailed) N	605** .000 92	1.000 92

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output, 2025
The table above shows that spearman correlation was conducted to investigate the relationship between penetration pricing strategies of mobile communication firms in Port Harcourt. The spearman correlation coefficient (rho) was found to be 0.605, indicating strong positive correlation between the variable. This suggests that as penetration pricing strategies improves. There is a tendency for customer retention strategies to increase among the mobile the mobile telecommunications firms in Port Harcourt

Research question two: what is the relationship between penetration pricing strategies and sales volume growth of mobile telecommunication firms in Port Harcourt?
Hypothesis two: there is no significant relationship between penetration pricing strategies and sales volume growth of mobile telecommunication firms in Port Harcourt?

Computation of relationship between penetration pricing strategies and sales volume growth of mobile telecommunication firms in Port Harcourt.
Correlations

	Information sharing	Sales Volume Growth
Spearman's rho penetration pricing strategies Correlation Sig. (2-tailed) N	1.000 92	640** .000 92
Sales volume growth Correlation Sig. (2-tailed) N	640** .000 92	1.000 92

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output, 2025
Table above that a Spearman correlation analysis was conducted to examine the relationship between penetration pricing strategies and sales volume growth The correlation coefficient (rho) was found to be 0.640, indicating a strong positive relationship between the variable. This suggests that as penetration pricing strategies proves within these firms, there is a tendency for profit growth to increase. The p-value of 0.000, being less than the standard significance level of 0.05, indicates that the observed correlation is statistically significant and unlikely to have occurred by chance. In other words, there is strong evidence to reject the null hypothesis, which states that there is no relationship between operations! coordination and profit growth of mobile firms in Port Harcourt.

FINDINGS
The result of the study that global pricing has a positive and significant role on marketing performance mobile phone dealers in Port Harcourt

CONCLUSION
Based on the results, it was founded that there is a significant positive relationship between global pricing strategies of mobile marketing performance of mobile phone dealers in Port Harcourt.

RECOMMENDATION.
Based on the findings, the Following recommendation were made to mobile Phone dealers in Port Harcourt
1. Mobile phone dealers should adopt tentative penetration pricing to enhance the adoption and sensitive control of prices in the marketplace as well to control the market share growth
2. Firms should adopt efficient and effective pricing system by monitoring the environment of business other to encourage Customer retention.
3. Mobile phone dealers should ensure that prices are unified, and to motivate the customers to repeat their purchases

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