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Influence Of Pricing Strategies On Customers' Satisfaction In Selected Retail Businesses In Yenagoa Metropolis, Bayelsa State

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Abstract: *This study examined the influence of pricing strategies on customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State. Specifically, the study investigated three objectives, research questions and hypotheses. The study adopted a descriptive survey research design. The population comprised 89 selected retail businesses in Yenagoa Metropolis, and a census approach was used because the population size was manageable. Data were collected using a structured questionnaire titled Influence of Pricing Strategies on Customers' Satisfaction Questionnaire (IPSCSQ). The instrument was validated by experts, while its reliability was established through trial testing with a 0.84 coefficient. Mean and standard deviation were used to answer the research questions, while t-test was used to test the hypotheses at 0.05 level of significance. The findings revealed that discount pricing strategy influences customers' satisfaction to a high extent, with a grand mean of 3.22. The study also found that competitive pricing strategy influences customers' satisfaction to a high extent, with a grand mean of 3.19, while penetration pricing strategy equally influences customers' satisfaction to a high extent, with a grand mean of 3.19. Furthermore, the hypotheses tested showed no significant difference in the mean ratings of male and female retail business owners on the influence of discount, competitive, and penetration pricing strategies on customers' satisfaction. The study concluded that effective pricing strategies are important determinants of customers' satisfaction and recommended that retail business owners should adopt customer-oriented pricing practices to enhance satisfaction, patronage, and business competitiveness in Yenagoa Metropolis.*

Keywords: pricing strategies, discount pricing strategy, competitive pricing strategy, penetration pricing strategy, customers' satisfaction, retail businesses, Yenagoa Metropolis, Bayelsa State.

Introduction

Pricing remains one of the most visible and influential elements of marketing strategy because it directly shapes customers' perceptions of value, affordability, fairness, and overall shopping experience. In retail business settings, price does not merely represent the monetary value attached to goods and services; it also functions as a signal through which customers assess quality, compare alternatives, and decide whether a purchase experience is satisfying or disappointing. Recent studies have shown that strategic pricing is significantly associated with customer responses, purchase behaviour, and broader business outcomes, especially in competitive and emerging markets where customers are highly sensitive to value and price changes (Ndwandwe & Khoza, 2026; Rolando et al., 2024).

Customer satisfaction, on the other hand, is a critical outcome variable in retailing because it reflects the extent to which customers' expectations are met during and after the exchange process. Satisfaction is often strengthened when customers perceive that the price paid is reasonable in relation to the quality, quantity, and utility of the product received. Where customers believe that a firm's pricing system is transparent, fair, and beneficial, they are more likely to report favourable shopping experiences and maintain repeat patronage. Contemporary literature continues to link pricing practices with customer satisfaction, loyalty, and long-term business sustainability across retail and service environments (Noorsyah et al., 2024; Geetha et al., 2025).

Among the major pricing approaches used by retail businesses, discount pricing strategy has remained particularly important because it offers customers temporary or permanent reductions in price in order to stimulate patronage, encourage repeat purchase, and create a feeling of immediate economic benefit. Discount pricing can enhance satisfaction when customers perceive that they are receiving greater value for less money, especially in environments where disposable income is limited and buyers are highly price-conscious. Evidence from recent studies indicates that discount-related pricing practices can positively affect consumer decisions and contribute to favourable customer outcomes where the price reduction is seen as genuine and beneficial (Ali & Widayati, 2025; Azis et al., 2025). However, excessive or poorly managed discounting may also raise doubts about product quality or weaken perceptions of long-term price fairness (Chen et al., 2025).

Competitive pricing strategy is equally important in retail business because it involves setting prices in relation to what rival firms charge in the same market space. In a crowded retail environment, customers frequently compare prices across shops before making purchase decisions, and this comparison influences their judgement of whether a business is fair, attractive, or exploitative. Recent evidence suggests that pricing decisions often respond to competitor behaviour and that competitor-based or market-responsive pricing practices are widely used by firms seeking to remain viable and attractive to customers. When customers perceive that a retail business offers prices that are fair in comparison with alternatives, satisfaction may increase because the business is viewed as responsive to prevailing market realities (Noorsyah et al., 2024; Ndwandwe & Khoza, 2026).

Penetration pricing strategy, which involves offering products at relatively low introductory or market-entry prices in order to attract a large customer base quickly, also deserves attention in studies of customer satisfaction. This strategy is especially relevant where businesses seek to expand market share, encourage trial purchases, and appeal to price-sensitive consumers. Available recent literature describes penetration pricing as a means of rapid market entry and customer attraction, particularly in highly competitive environments where consumers are willing to switch in response to lower prices. Although the strategy may generate favourable initial reactions and improve customers' sense of affordability, its actual influence on satisfaction may vary depending on whether customers interpret the low price as a sign of value or as a possible indicator of reduced quality (Majka, 2024; Arif & Subrahmanyam, 2022).

In the context of selected retail businesses in Yenagoa Metropolis, Bayelsa State, the issue of pricing strategy becomes especially relevant because retail firms operate in an environment characterised by consumer income constraints, market rivalry, and increasing sensitivity to price variations. Customers in such settings are likely to evaluate not only the products they purchase but also the pricing methods adopted by retailers. Consequently, discount pricing, competitive pricing, and penetration pricing may each shape customer satisfaction in distinct ways. It therefore becomes necessary to investigate the extent to which these pricing strategies influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State, so as to provide evidence-based insight for more effective retail pricing decisions.

Problem Statement

Pricing strategy is a central marketing decision in retail business because it affects customers' perceptions of value, affordability, fairness, and overall satisfaction. Ideally, retail businesses in Yenagoa Metropolis are expected to adopt appropriate pricing strategies that will attract customers, encourage repeat patronage, and enhance satisfaction with products and services. When prices are properly structured through discount pricing, competitive pricing, and penetration pricing, customers are more likely to feel that they are receiving fair value for their money, thereby strengthening their satisfaction with the retail business.

However, in many retail businesses, customers still experience dissatisfaction arising from unstable price structures, poor competitive pricing decisions, and pricing approaches that may not adequately reflect their purchasing expectations. Some businesses may offer discounts without sustaining product quality, while others may fix prices without proper consideration of competitors' prices or customers' sensitivity to affordability. In the same way, penetration pricing may attract customers at the initial stage, yet its actual influence on customers' satisfaction may remain unclear if such low prices are not maintained or if customers begin to question product value.

This situation creates a concern for retail business owners because customer satisfaction is essential for business survival, loyalty, and continuous patronage. If pricing strategies are not properly aligned with customer expectations, retail businesses may lose customers to competitors, experience reduced patronage, and face difficulty in maintaining market relevance. It therefore becomes necessary to examine the extent to which discount pricing strategy, competitive pricing strategy, and penetration pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State. It is against this background that this study seeks to investigate the influence of pricing strategies on customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State.

Objectives of the Study

The main objective of the study was to examine the influence of pricing strategies on customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State. Specifically, the study sought to:

1. determine the extent discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis;
2. determine the extent competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis; and

3. determine the extent penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.

Research Questions

The following research questions guided the study:

1. To what extent does discount pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis?
2. To what extent does competitive pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis?
3. To what extent does penetration pricing strategy influence customers' satisfaction in selected retail businesses in selected retail businesses in Yenagoa Metropolis?

Hypotheses

The following hypotheses were tested at 0.05 level of significance:

1. There is no significant difference in the mean ratings of male and female retail business owners on the extent discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.
2. There is no significant difference in the mean ratings of male and female retail business owners on the extent competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.
3. There is no significant difference in the mean ratings of male and female retail business owners on the extent penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.

Methodology

The study adopted a descriptive survey research design. This design was considered appropriate because survey research provides a quantitative description of trends, attitudes, and opinions of a population by studying that population or a sample drawn from it. Creswell and Creswell explained that survey designs are suitable for collecting data on people's views, behaviours, and characteristics in a systematic manner, especially where the researcher seeks to describe existing conditions rather than manipulate variables (Creswell & Creswell, 2018). The design was therefore suitable for this study because it enabled the researcher to obtain data from retail business owners on the extent to which discount pricing strategy, competitive pricing strategy, and penetration pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State. The study was carried out in Yenagoa Metropolis, Bayelsa State. Yenagoa Metropolis was considered appropriate for the study because it accommodates a concentration of retail businesses where different pricing strategies are used in attracting and retaining customers. The population of the study comprised 89 selected retail businesses in Yenagoa Metropolis, Bayelsa State. No sample was drawn for the study because the population size was manageable. Therefore, all the 89 selected retail businesses were used for the study. This implies that the study adopted a census approach. The instrument used for data collection was a structured questionnaire titled Influence of Pricing Strategies on Customers' Satisfaction Questionnaire (IPSCSQ). The questionnaire was structured on a four-point rating scale and designed to elicit responses from retail business owners on discount pricing strategy, competitive pricing strategy, penetration pricing strategy, and customers' satisfaction. The instrument was subjected to face and content validation by experts in Business Education and Measurement and Evaluation. Their observations, corrections, and suggestions were used to improve the clarity, relevance, and adequacy of the items before the final administration of the instrument. The reliability of the instrument was established through a pilot test conducted among 20 retail businesses in Sagbama local government area, outside the area of the study but among respondents with similar characteristics. The responses obtained were analysed using an appropriate reliability method to determine the internal consistency of the instrument. The researcher personally administered the questionnaire to the respondents with the help of research assistants where necessary. This method helped to ensure proper distribution, immediate clarification of doubtful items, and a high retrieval rate of the instrument. Data collected for the study were analysed using mean and standard deviation to answer the research questions, while the hypotheses were tested using t-test at 0.05 level of significance. The mean and standard deviation were used to determine the extent to which pricing strategies influence customers' satisfaction, while the t-test was used to test whether there was any significant difference in the mean ratings of male and female retail business owners.

Results

Demographic Data of Respondents Based on Gender

Table 1 presents the demographic distribution of respondents based on gender.

Gender	Frequency	Percentage
Male	49	55%
Female	40	45%
Total	**89**	**100%**

Source: fieldwork, 2026

The data in Table 1 show that out of the 89 respondents used for the study, 49 were male, representing 55%, while 40 were female, representing 45%. This indicates that male retail business owners constituted the larger proportion of the respondents, although female retail business owners also formed a substantial part of the study population. The implication of this distribution is that the responses obtained for the study reflected the views of both male and female retail business owners in selected retail businesses in Yenagoa Metropolis, Bayelsa State, thereby providing a balanced basis for the analysis of the influence of pricing strategies on customers' satisfaction.

Research Question One: To what extent does discount pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis?

Table 2: Mean and standard deviation analysis of male and female retail business owners on the extent discount pricing strategy influences customers' satisfaction in selected retail businesses

S/N	Item Statement	Male		Female		Total		Remark
		$\overline{X}$	SD	$\overline{X}$	SD	$\overline{X}$	SD	
1	Discount pricing strategy attracts more customers to the retail business.	3.31	0.86	3.25	0.89	3.28	0.88	HE
2	Discount pricing strategy encourages repeat patronage from customers.	3.24	0.91	3.18	0.87	3.21	0.89	HE
3	Customers feel more satisfied when goods are sold at reduced prices.	3.29	0.84	3.21	0.90	3.25	0.87	HE
4	Discount pricing strategy improves customers' perception of value for money.	3.18	0.93	3.14	0.88	3.16	0.91	HE
5	Discount pricing strategy increases customers' willingness to recommend the business to others.	3.22	0.88	3.17	0.92	3.20	0.90	HE
	Grand Mean	**3.25**	**0.88**	**3.19**	**0.89**	**3.22**	**0.89**	**HE**

Keys: Total Respondents =89, Male= 49, Female= 40, HE = High Extent, fieldwork, 2026

The data in Table 2 show that all the items on discount pricing strategy recorded mean scores above the criterion mean of 2.50, with a grand mean of 3.22. This indicates that the respondents agreed that discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The implication is that discount pricing contributes positively to customer attraction, repeat patronage, perceived value, and recommendation behaviour among customers.

Research Question Two: To what extent does competitive pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis?

Table 3: Mean and standard deviation analysis of male and female retail business owners on the extent competitive pricing strategy influences customers' satisfaction in selected retail businesses

S/N	Item Statement	Male		Female		Total		Remark
		$\overline{X}$	SD	$\overline{X}$	SD	$\overline{X}$	SD	
1	Competitive pricing strategy helps the business retain customers.	3.20	0.89	3.15	0.91	3.18	0.90	HE
2	Customers are more satisfied when prices compare favourably with those of competitors.	3.27	0.87	3.19	0.93	3.23	0.90	HE
3	Competitive pricing strategy increases customers' confidence in the fairness of prices.	3.18	0.92	3.13	0.88	3.16	0.90	HE

4	Competitive pricing strategy influences customers to choose the business over others.	3.25	0.85	3.21	0.90	3.23	0.88	HE
5	Competitive pricing strategy enhances customer loyalty in the retail business.	3.16	0.94	3.11	0.89	3.14	0.92	HE
	Grand Mean	**3.21**	**0.89**	**3.16**	**0.90**	**3.19**	**0.90**	**HE**

Keys: Total Respondents =89, Male= 49, Female= 40, HE = High Extent, fieldwork, 2026

The data in Table 3 reveal that all the items on competitive pricing strategy had mean scores above the criterion mean of 2.50, with a grand mean of 3.19. This means that the respondents agreed that competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. This suggests that when retail businesses set prices in line with prevailing market conditions and competitor prices, customers tend to perceive such prices as fair, thereby increasing their satisfaction and loyalty.

Research Question Three: To what extent does penetration pricing strategy influence customers' satisfaction in selected retail businesses in Yenagoa Metropolis?

Table 4: Mean and standard deviation analysis of male and female retail business owners on the extent penetration pricing strategy influences customers' satisfaction in selected retail businesses

S/N	Item Statement	Male		Female		Total		Remark
		$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	
1	Penetration pricing strategy attracts first-time customers to the business.	3.28	0.84	3.20	0.89	3.24	0.87	HE
2	Low introductory prices make customers feel satisfied with their purchases.	3.17	0.91	3.12	0.94	3.15	0.93	HE
3	Penetration pricing strategy increases customers' willingness to try new products.	3.22	0.88	3.16	0.90	3.19	0.89	HE
4	Penetration pricing strategy helps customers perceive the business as affordable.	3.26	0.86	3.18	0.92	3.22	0.89	HE
5	Penetration pricing strategy improves overall customer satisfaction in the retail business.	3.19	0.90	3.13	0.88	3.16	0.89	HE
	Grand Mean	**3.22**	**0.88**	**3.16**	**0.91**	**3.19**	**0.89**	**HE**

Keys: Total Respondents =89, Male= 49, Female= 40, HE = High Extent, fieldwork, 2026

The data in Table 4 show that all the items on penetration pricing strategy recorded mean values above the criterion mean of 2.50, with a grand mean of 3.19. This indicates that the respondents agreed that penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The finding implies that the use of low introductory prices and affordable pricing structures encourages product trial, attracts new customers, and enhances customers' satisfaction with the retail business.

Test of Hypotheses

Hypothesis One: There is no significant difference in the mean ratings of male and female retail business owners on the extent discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.

Table 5: t-test analysis of the mean ratings of male and female retail business owners on the extent discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis

Respondents	N	Mean	SD	df	t-cal	t-crit	Sig.	Decision
Male	49	3.25	0.88	87	0.32	1.96	0.75	NS
Female	40	3.19	0.89					

Keys: *NS = Not Significant at 0.05 alpha level with 87 degree of freedom*

The result presented in Table 5 shows that the calculated t-value of 0.32 is less than the critical t-value of 1.96 at 87 degrees of freedom and 0.05 level of significance. The significance value of 0.75 is also greater than 0.05. This indicates that no statistically

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significant difference existed in the mean ratings of male and female retail business owners on the extent to which discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The null hypothesis was therefore accepted. This implies that both male and female retail business owners held a similar view that discount pricing strategy contributes positively to customers' satisfaction.

Hypothesis Two: There is no significant difference in the mean ratings of male and female retail business owners on the extent competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.

Table 6: t-test analysis of the mean ratings of male and female retail business owners on the extent competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis

Respondents	N	Mean	SD	df	t-cal	t-crit	Sig.	Decision
Male	49	3.21	0.89	87	0.27	1.96	0.79	NS
Female	40	3.16	0.90					

Keys: *NS = Not Significant at 0.05 alpha level with 87 degree of freedom*

The result in Table 6 indicates that the calculated t-value of 0.27 is less than the critical t-value of 1.96 at 87 degrees of freedom and 0.05 level of significance. In the same vein, the significance value of 0.79 is greater than 0.05. This means that there was no statistically significant difference in the mean ratings of male and female retail business owners on the extent to which competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The null hypothesis was therefore **accepted**. This finding professionally suggests that the respondents, irrespective of gender, shared a comparable perception regarding the role of competitive pricing strategy in enhancing customers' satisfaction.

Hypothesis Three: There is no significant difference in the mean ratings of male and female retail business owners on the extent penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis.

Table 7: t-test analysis of the mean ratings of male and female retail business owners on the extent penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis

Respondents	N	Mean	SD	df	t-cal	t-crit	Sig.	Decision
Male	49	3.22	0.88	87	0.31	1.96	0.76	NS
Female	40	3.16	0.91					

Keys: *NS = Not Significant at 0.05 alpha level with 87 degree of freedom*

The result shown in Table 7 reveals that the calculated t-value of 0.31 is less than the critical t-value of 1.96 at 87 degrees of freedom and 0.05 level of significance. The significance value of 0.76 is equally greater than 0.05. This shows that there was no statistically significant difference in the mean ratings of male and female retail business owners on the extent to which penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The null hypothesis was therefore accepted. The professional implication of this finding is that gender did not substantially influence the respondents' assessment of penetration pricing strategy, as both groups consistently perceived it as a relevant factor in improving customers' satisfaction.

Discussion of Findings

Discussion of Finding on Research Question One: Discount Pricing Strategy and Customers' Satisfaction

The finding for Research Question One revealed a grand mean of 3.22, indicating that the respondents agreed that discount pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The specific item responses further showed that the respondents agreed that discount pricing attracts more customers to the retail business, encourages repeat patronage, makes customers feel more satisfied when goods are sold at reduced prices, improves customers' perception of value for money, and increases customers' willingness to recommend the business to others. This finding suggests that discount pricing operates not merely as a short-term sales inducement but as a customer-oriented pricing mechanism that improves satisfaction by making customers perceive that they are receiving economic value, purchase relief, and better buying advantage from the retail outlet.

This finding is consistent with the study by Elekwachi and Akenbor (2024), who found in Yenagoa, Bayelsa State, that price discount had a significant positive relationship with customer loyalty among eateries and that discounts motivated new customers to try products without necessarily lowering quality perceptions. It is also in line with the work of Madrid et al. (2025), who reported that price discounts positively related to customer satisfaction in coffee shops at Cabanglasan, showing that customers react favourably when immediate financial incentives are offered. In a similar direction, Mabeza (2024) found that pricing strategies in coffee shops were important for customer satisfaction and long-term loyalty, with pricing functioning as a key driver of positive customer experience. The present study agrees with these studies in the sense that discount-based pricing enhances favourable customer responses. However, while Elekwachi and Akenbor focused more specifically on customer loyalty, and Madrid et al. and Mabeza considered coffee-shop customers in different service environments, the present study extends the discussion to customers' satisfaction in selected retail businesses in Yenagoa Metropolis, thereby giving the finding a broader retail-business relevance within the Bayelsa context.

Discussion of Finding on Research Question Two: Competitive Pricing Strategy and Customers' Satisfaction

The finding for Research Question Two produced a grand mean of 3.19, showing that the respondents agreed that competitive pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The item-level responses indicated that competitive pricing helps the business retain customers, makes customers more satisfied when prices compare favourably with those of competitors, increases customers' confidence in the fairness of prices, influences customers to choose the business over others, and enhances customer loyalty. This means that customers' satisfaction is strengthened when retail business owners set prices with adequate consideration for prevailing market conditions and rival firms' pricing behaviour. In practical terms, the finding suggests that competitive pricing helps customers see the retail business as fair, responsive, and market-sensitive, thereby improving their overall level of satisfaction.

The result supports the systematic review by Noorsyah, Widyaningsih, and Andriana (2024), which found that effective pricing strategies, including competitive pricing, significantly affect customer satisfaction when price is aligned with perceived value. The finding is also consistent with Setiarini, Christy, and Sutomo (2025), who reported that competitive pricing had a significant positive impact on business success in the retail sector and helped businesses attract new customers and maintain good relationships with them. In addition, Mabeza (2024) reported that coffee-shop establishments frequently used competitive-based pricing as part of their pricing practice in ways that shaped customer satisfaction. The present study therefore agrees with these studies by affirming that competitive pricing contributes positively to customer outcomes. However, a slight difference exists because Noorsyah et al. approached the issue through a broader literature synthesis of pricing and service quality, while Setiarini et al. focused on business success rather than customer satisfaction directly. The present study is more specific in demonstrating, through the responses of retail business owners, that competitive pricing is directly associated with customers' satisfaction in the retail business environment of Yenagoa Metropolis.

Discussion of Finding on Research Question Three: Penetration Pricing Strategy and Customers' Satisfaction

The finding for Research Question Three yielded a grand mean of 3.19, indicating that the respondents agreed that penetration pricing strategy influences customers' satisfaction in selected retail businesses in Yenagoa Metropolis. The individual items showed that penetration pricing attracts first-time customers to the business, makes customers feel satisfied with low introductory prices, increases customers' willingness to try new products, helps customers perceive the business as affordable, and improves overall customer satisfaction in the retail business. This implies that penetration pricing creates satisfaction by reducing entry barriers for buyers, especially new customers, while simultaneously strengthening perceptions of affordability and access. It further shows that low initial pricing can serve as a practical strategy for stimulating trial purchase and generating favourable customer reactions in retail settings.

This finding is in agreement with Chukundah (2023), who found that penetration pricing had a significant relationship with market share among three-star hotels in Port Harcourt, indicating that lower entry pricing can expand customer reach and strengthen market acceptance. It also aligns with the evidence cited in that same study from Subrahmanyam and Arif (2022), which confirmed that penetration pricing was positively associated with customer retention in international hotels. Relatedly, the study on Mr. DIY's market penetration strategy reported a significant positive relationship between market penetration strategy and customer loyalty, showing that penetration-oriented strategies can strengthen customer connection and positive business outcomes. The present study agrees with these studies because all point to the capacity of penetration-oriented pricing to stimulate favourable customer responses. However, the current finding differs in emphasis because Chukundah examined market share, Subrahmanyam and Arif focused on customer retention, and the Mr. DIY study addressed customer loyalty, whereas the present study specifically established the influence of penetration pricing on customers' satisfaction among selected retail businesses in Yenagoa Metropolis. This makes the present study particularly relevant for understanding how affordability-driven market entry pricing shapes customer satisfaction within local retail commerce.

Conclusion

The study concluded that pricing strategies are important determinants of customers' satisfaction in selected retail businesses in Yenagoa Metropolis, Bayelsa State. The findings showed that discount pricing strategy, competitive pricing strategy, and penetration pricing strategy all exerted positive influence on customers' satisfaction, as reflected in the favourable grand mean values recorded across the research questions. This implies that when retail business owners adopt pricing approaches that make products more affordable, compare favourably with competitors' prices, and attract customers through low introductory offers, customers are more likely to feel satisfied with their purchasing experiences. The study further concluded that both male and female retail business owners shared similar perceptions regarding the influence of these pricing strategies on customers' satisfaction, as no significant difference was found in their mean ratings. On the whole, the study established that effective pricing strategy remains a vital tool for enhancing customers' satisfaction, strengthening patronage, and improving the competitive position of retail businesses in Yenagoa Metropolis.

Recommendations

Based on the findings of the study, it was recommended that retail business owners in Yenagoa Metropolis should adopt discount pricing strategy in a more deliberate and customer-oriented manner so as to attract customers, encourage repeat patronage, and improve customers' perception of value for money. Retail business owners should also apply competitive pricing strategy by constantly monitoring the prices of rival businesses and ensuring that their own prices remain fair, attractive, and consistent with market realities in order to sustain customers' confidence and loyalty. In addition, retail business owners should make effective use of penetration pricing strategy, especially when introducing new products or seeking to expand their customer base, because affordable introductory prices can stimulate trial purchase and enhance customers' overall satisfaction. Finally, retail business owners should periodically review their pricing practices to ensure that the strategies adopted continue to meet customers' expectations and contribute meaningfully to business growth and sustained customer satisfaction.

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