

Customer Loyalty in the Telecommunication Industry in Nigeria

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ABSTRACT

The purpose of this study was to develop and test a model which examined customer loyalty in telecommunication industry in Nigeria. The research collected data through questionnaire which was self-administered from a sample of mobile users of the telecom industry in the Nigerian. The importance of customer loyalty cannot be over emphasized as this study has showed that it is significant to organizational growth financially. The SPSS 17 and SMART PLS 2.0 software packages were used for data entry and further analysis. The PLS analyses results show significant relationship and provides support for majority of the hypothesis setup according to extensive literature review such as customer satisfaction, service quality, customer support, customer expectation among others. However, results show that there is no significant relationship between customer satisfaction and customer loyalty but, some other variable which are switching barrier and interpersonal relationship in Nigeria. The study also discusses a few managerial suggestions and gave future recommendation.

Keywords: Customer loyalty, Customer satisfaction, Sales promotion, Image, Service quality.

ÖZ

Bu çalışmanın amacı, Nijerya'da telekomünikasyon sektöründe müşteri sadakatini kavramsal model kullanarak ölçmek ve test etmektir. Araştırmada kullanılan veriler kolayda örnekleme yöntemi ile Nijerya'da toplanmıştır. Literatür taraması sonucunda araştırmanın anketi oluşturulmuş ve veriler yüz yüze görüşme yöntemi ile mobil iletişim aracı kullananlardan toplanmıştır. Bu çalışmada müşteri sadakatının önemi vurgulanmış ve kurumların finansal açıdan büyümelerine pozitif anlamda etkisi olduğu görülmüştür.

Deneklerden toplanan veriler temel istatistiklerin yapılmasında SPSS 17.0 paket programı, yapısal eşitlik modellemesini test etmek amacı ile SMART PLS 2.0 paket programı kullanılmıştır. SMART PLS 2.0 paket programı analizleri sonucunda çalışmada oluşturulan hipotezler test edilmiş ve ilişkiler üzerinde, bulgular ışığında yorumlar yapılmıştır. Çalışmanın en önemli bulgularından biri ise beklenmedik bir şekilde müşteri memnuniyeti ve müşteri sadakati arasında bir ilişkinin olmadığıdır. İlişki olmamasının nedenini ise Nijerya'daki tüketici davranışının farklı olabileceğidir. Çalışmanın sonunda mobil sektördeki karar vericiler için bazı öneriler yapılmıştır.

Anahtar Kelimeler: Müşteri sadakati, müşteri memnuniyeti, imaj ve hizmet kalitesi.

DEDICATION

Dedicated to my entire Family

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First and foremost, I acknowledge and give all the glory to my God, the Alpha and Omega, Beginning and the End. Who was and His and is to come. He is the one who has kept me till this moment to start and finish this thesis.

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May God Almighty bless each and every one of you, keep and guild you all. Amen.

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Chapter 1

INTRODUCTION

1.1 Aim of the Study

We have different telecommunication industry over all the world and telecommunication industries are known for providing a good and quality communicating system. This thesis is focus on the Customer loyalty in the telecommunication industry in Nigeria. The objective of the research is to know the effect of customer satisfaction to customer loyalty in telecommunication industry and to view the impact of various marketing tools use in telecommunication industry in relationship to attracting new customers and creating customer loyalty(Moon-kookim .et. al 2004), revealing how this services can bring an influence to customers satisfaction and switching barrier, and also how all this phenomenon can result to customers loyalty which will make the organization to grow profitably.

Marketing is an integral component of every organization where various factors are element of the marketing strategies. Customer satisfaction is a competitive objective that helps the organization to magnify their brand and place a greater value other competitors (Aderemi, 2003).With the rapid rate to which the telecom industry in Nigeria is developing and the increasing number of demand by customers, competition is inevitable and as such competitive tools are of a necessity.

1.2 Scope of the Study

There is a belief that generally products and services utilize the concept of customer satisfaction to influence the price and value. And the objective of this is to influence and motivate the consumers or customers to instantly buy the product which will increase sales and thus profit of the organization will rise. An observation was made that customers who are satisfied are most of the time loyal to another particular brand so the impact of the new knowledge through the offer is easily balance by competitive offers they are similar in character (Hsu, 2002). On the long run the impact of customer satisfaction is to generate an increase in the customer's brand loyalty and this will increase profitability.

Following the introduction, is the literature review which is chapter two where this paper will be discussing and looking at different definitions of variable that influences customer satisfaction and Loyalty, Chapter three will be composed of the research methodology, data will be collected to show the survey result of the research, findings, analysis and the interpretation of the result. Lastly, the chapter four will be the discussion of findings with recommendation and conclusion.

1.3 Limitations of the study

The challenge faced majorly in carrying out this study in Nigeria was the security condition and insincerity of individual to the distribution, answering and collection of the questionnaires. Most of the individual respondents have the fear of security; they were scared of giving out their information for fear of uncertainty that they feel logically and also superstitiously.

Chapter 2

LITERATURE REVIEW

2.1 Definition of Sale Promotion

The American Marketing Association (AMA) explains sales promotion to be other marketing activities apart from advertising, personal selling and dealer effective activities. For an organization to improve their strategy on how to execute sales promotion, they have to establish what their priority potential markets are and make a decision on the pattern and style they are going to lure and try to sell it to the customers. Sales promotion, a key component in marketing campaigns; over emphasis cannot be consider when it come to the necessity for a goods, service and an idea to be promoted. Sales promotion is made up of the related procedures that has to do with promotion which are important to enhancement personal selling (Obi 2002). An example of these includes sample products that are distributed to customers, exhibitions, shows, trade fairs, among others. Sales promotion can bring about increase in profit as a result of increase in sale hence encouraging efficiency in the organization. The purpose of establishing an organization for profit making, when there is no profit the business will fail (Okoli, 2011). For this reason, sales promotion plays important role on decisions which can aid in attaining the organizational objectives (Loudon and Bitta, 2002). It is well-known in writing that only customers who repeatedly make purchases bring profit to the table of the organization (Nagar, 2009). However not all repeated purchase is linked to a customer's being dedicated to the brand. Another aspect of sales promotion is that it doesn't just strengthen customers dedication, it also facilitate buying of the

product repeatedly. Sales promotion has effects on a variety of way that influences the purchasing choice of customers such as choice of brand, time of purchase, amount of size, and changing brand (Nijs, et al., 2001).

According to the view of Banabo (2011) Sales promotion is an intended activity created to generate an increase in sales momentarily. Several of the activities like the pursuit in an effort to offer added value, incentives to consumers, wholesalers, retailers, and other competitors customers to stimulate immediate sales is included. And these efforts are geared towards stimulating interest in the customer to try the goods or buy it, exclusively deliberated for increase in fast selling which in due course build loyalty. The aims of sales promotion are as follows:

- i. Boosting the number of product sold, particularly when regular sales are slow at the period (may be annually or semi-annually).
- ii. Clearing out the goods in storage before the fresh inventory is taken and restocked;
- iii. Encouraging large-size purchase;
- iv. To create testers in the midst of non-customers;
- v. To influence the retailing stores take on fresh goods and increase their supply level
- vi. Persuading purchase even during the off season thereby building loyalty (Odunlami and Ogunsiji, 2011).

Types of promotion

There are two types of sale promotion. They are; Consumer promotion, and Retailer promotion.

- **Consumer promotions:** Consumer promotions are activities intended to persuade consumers that are testers (Bamiduro, 2001). This promotion is aim at increasing the sales of product to the final consumers. It is intended to stimulate

consumers to immediately take action (Courtland and John, 1992). Techniques used for customer promotion are utilized to pull individual into stores, to tempt them with products that are new and also to promote old products too.

- **Retailer promotions:** Retailer promotions are usually offerings given to the consumers by retailers. It consist of credit and discounts on goods purchased, displays that are sponsored by the factory, trade shows, sales contests, cooperative advertising, etc.

2.2 Customer Satisfaction

Hansemark and Albinson (2004) “satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire“.

Customer satisfaction (CS) is a term that has attracted substantial attention and interest among scholars and practitioners, maybe because of its significance as a key component of business strategy, and also a goal setter for all business to strive well particularly in this recent competitive market (Lovelock &Wirtz, 2007). The concept has been in different ways defined by various authors. Satisfaction is a pleasurable or disappointing feeling that a person derives from the performance of a product in related to what he or she was expecting (Kotler & Keller, 2006). Satisfaction is a concept that has to do with the psychology of the feeling and pleasure that is an outcome of what hope and expectation from what a product and/or service can give. CS is that the after purchase evaluation of consumers and their sentimental reaction according to their experience with the product or service (Oliver, 1992).

The perspectives of marketing are multi-dimensionalise in the objective of customer satisfaction. The subject of customer satisfaction varies and can be associated to different dimensions of several experiences with product and service provider (Satari, 2007). Mostly definitions relates customer satisfaction to quality of a product or service offering (Kotler & Keller, 2006), satisfaction can as well be related to other non-quality dimensions. These include business relationship related price performance, service delivery related to the timing, the experience, and also being satisfied with the reputation of an organization (Edvardsson, 2005).

There are numerous factors that are involved in the concept of customer satisfaction. Factors such as friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hokanson, 1995). Many countries have carries out studies pointing out that factors like: service quality and perceived value are the important element that affects the satisfaction of customer satisfaction especially in the telecom industry. From these studies we understand that Customer loyalty, trust is as a result of customer satisfaction. Therefore, customer relationship is significant for all organizations in general, especially service industries companies. .

2.3 Image

The image construct evaluates the underlying Image of the Company. Image refers to the brand name and the kind of associations customers get from the product/ company (andreassen and Lindestad, 1998). Martensen et al (2001) indicates that image is an important component of the customer satisfaction model. For the companies, showing

professionalism, reliability, innovation, public responsibility and adding esteem to its customer is the component of Image.

2.4 Service Quality

Latest information has brought to notice that the perception of quality related to product or service is mainly a vital competitive variable among the world of business and this is why this business era of now is known to be “Quality Era” (Peeler, 1996). In this explanation of service quality, Gronroos (2000) discusses about the three dimensions of output technical quality, service performance quality, and organization’s mental picture. Also, Harrison (2000) has made some explanation towards the dimensions of physical quality, interactive quality, and organizational quality as three dimensions of service quality. Even though service quality is being tried to categorized into two, that is process quality and output quality, but the information were inadequate. To this end, ten dimensions of service quality is being pointed to in their most important studies. But, progressive studies, shows that there was a serious connection discovered amid the dimensions (Zeithaml et al. 1996). Therefore they made a combination of the dimensions, used the fivefold dimension of Reliability, Responsiveness, Assurance, Empathy and Tangibles to be the foundation to build a mean to measure service quality, which is called SERVQUAL. In their studies, it was highlighted that SERVQUAL was a durable and consistent range of measurement for service quality (Parasuraman et al., 1994).

Telecommunication Industries widely make use of SERVQUAL even in diverse environment that has to do with culture and it has proven to be highly reliable and valid (Sureschander et al., 2002). A research carried out in South Africa on mobile telecommunication, Van der Wal et al., (2002) utilised SERVQUAL with a few

modifying characters. The result of the modification of the instrument was 0.95 scale reliability. As they research on the quality of service in telecom, the criteria a good service quality was related to used reliability, availability, security, assurance, simplicity, and flexibility (Ward and Mullee, 1997). The argument was that, from the perspective of customers, other scope of quality should not be separated quality of network. Features of service quality in telecommunication are:

2.4.1 Call Quality

In the United States in 2008, a survey of 22,052 users of wireless phones was carried out. The directory of the satisfied Wireless Phone Users' showed that vital scope of service quality is part of customer satisfaction with link to call quality among others. (Customer Satisfaction Index, 2009). Also Australian Communications and Media Authority, ACMA (2008) undertook a qualitative and quantitative research study about consumer satisfaction, and the detailed of the study was that the highest levels of dissatisfaction with mobile phone services pointed out issues such as drop-outs, interference and poor call quality.

2.4.2 Value Added

Value added service is significant to the dimensions the emerges in customer satisfaction (Ozer& Aydin, 2005). A study of mobile phone customers satisfaction about quality dimensions was undertaken in 2006 in Finland and other Scandinavian (Denmark, Sweden) countries.. The results detailed that the important issue on service quality includes service context, the service providers' image, and value-added services (Sigala, 2006).

2.4.3 Customer Support

This has to do with of services of helping customer to effectively and accurately utilize a product. This includes helping in installation, training, troubleshooting, maintenance,

upgrading, and disposal issue of a product especially products that are technological such as televisions, computers, mobile phones, software products and other electronic products, it can be called technical support (Gerpott et al., 2001).

Customer support automation involves issue that is recognized by the service provider and their resolutions to sustain incidents being delivered mechanically by an expert systems. The types of automated service including proactive support, preemptive support, self-support and assisted support.

Proactive Support Automation: refers to an automated resolution that minimizes waste of time and supports availability of service 24/7. This can be done by constantly following up and checking with measures that are analytic so as to facilitate monitoring the service and solving any difficulty

Preemptive Support Automation: refers to a support solution generated from an application with the use some information such as log files, database queries, and configuration changes, etc. The extraction of this information can foretell service degrading issue. As a result of this, there will be in increase service standard.

Self-Support Automation: is the term organizations give to their support structures that provide on-line libraries and tools for self-help and solutions that are easy to troubleshooting automatically that has accurately diagnose and resolve issue.

Assisted Support Automations: are programs software that allow the support of personnel to access customers' server remotely in order to diagnose and provide trouble ticket resolution (business dictionary, 2011).

2.5 Customers Expectations

“Customer expectations are beliefs about service delivery that function as standards or reference points against which performance is judged” (Zeithaml, and Bitner, 1996). This author built up an argument which implies that customer’ percieves different types of expectations for service performance. For example the self-service approach used by supermarket customers will have a different expectation service performance in comparison to that of the Banking service. Customers make comparison on their perceptions of service delivery so when evaluating service quality knowing what customers expects is important in having competitive advantage (Zeithaml and Bitner, 2003).A lack of understand of the levels of service customers expects can result to a customer switching to the competitors just because they are able to meet up with the customers’ expectations and this can lead to the risk of losing business. Expectations are the product of prior experience customers had with a company’s products. This construct evaluates customer expectations for overall quality, for product and service quality, and for fulfillment of personals needs. Customer Expectations construct is expected to have a direct and positive relationship with customer satisfaction (Asubonten et. al., 1996).

2.5.1 Levels of Expectations

Customers hold different types of expectations about service, the major type of these are ‘desired service and adequate service’ (Zeithaml, Bitner and Gremler, 2009).

Desired service: In this type of service the customer has a standard of service in mind that he/she hope to receive. They customer has the imagination of the service of “can be” and “should be”. The expectations point toward the level of customer hopes and thought of belief that they may be fulfilled. The failure to meet these expectations may result and lead to customer’s reduction in a sale and switch.

Adequate service: This is a level of service expectation where the customers generally accept that the service would not always be performed according to their expectations. Adequate service is the acceptable service the customer is contented with. Though customers' may have high hopes and wishes, however they have a level of understanding of what is good enough in situation where getting desired service may not be possible at that moment. (Zeithaml, Bitner and Gremler, 2009).

2.6 Switching Barrier

The concept of switching barriers has been given significant attention in today's marketing research because of its vital role in retaining customer and making sustainable profit (Kim et al., 2005). Kim et al., (2005) spot the role that are positive to switching barriers in retaining customer .Patterson and Smith (2003) identifies switching barriers capturing a significant aspect that has to do with the explained variance in "tendency to remain with main service operator". Earlier researches has found out that the cost of switching reduces sensitivity of customers to price and state of satisfaction.(Ayndin and Ozer, 2005).

In the existence of switching cost, customers when given the opportunity to choose a good identical brand among a wide range of others, they demonstrate brand loyalty. Furthermore, when customer shows responsiveness to a service characteristic especially quality, there is an uncertainty that there may be decrease price sensitivity, and customers may act to be brand loyal. For these reasons, customer sensitivity to price level is mostly influence by the switching cost as a factor and also will influences customer loyalty (Ayndin and Ozer, 2005).

2.6.1 Switching Cost and Perceived Switching Cost

Customer switching can be referred to as consumers migrating from a service or product to another. Switching cost as to do with the cost that will be incurred when trying switching, cost such as time, money, and psychological cost (Dick and Basu, 1994). In a way it is defined as the perceived risk, potential losses that the subscribers can perceive when they are switching service provider. This include financial loss, loss of performance, social and psychological (Murray, 1991). Switching costs can be seen any time customer is faced with the cost of changeover in a market when migrating from a purchase good or service to one of its substitutes.

There are three categories (Klempere, 1995) that explain switch cost:

- Learning costs happens when or if there is no transfer of knowledge between brands;
- Transaction costs happens when migrating to another providers;
- Contractual costs: this happens when a program developed by a firm such as reward for loyalty, withdrawal fees, to discourage switching in their present users.

The learning costs and transaction costs has to do with social cost of switching brand, while the contractual cost done as a form of the firm's strategy, creating an intentional barriers to punish subscribers who wishes to switch (Klempere 1995). These various switching costs gives the subscribers a collectively perception and this is called perceived switching cost. This is the level of believe that the individual has, so that if her or she switches service providers a serious cost will be incurred (Allen and Anderson 1992). The issue though is that the non-financial cost cannot to accurately estimate by consumers; therefore, their answers will reflect their perceived switching costs, which may be different from actual switching costs.

Perceived switching cost rather than actual switching cost can be explained to be that customer intention to switch and the effects on the market outcome. In addition, even when customer feels unsatisfied about the provider, perceived switching costs constructed by provider can be utilized with strategy for customers' retention (Lee et al., 2004). For the reason that the costs may be different with customer characteristics and product nature, these costs can be used as attributes for market segmentation and targeting. Fornell (1992) distinguishes search, transaction, and learning and emotional costs, as well as loyal customer discounts, customer habit, cognitive effort and financial, social, and psychological risks for the consumer as switching costs. When it has to do with financial, search, and psychological costs, customers may find Service less inclined to switch. (Lovelock, et al., 2001).

2.7 Interpersonal Relationship

Interpersonal relationship has to do with a relationship that is psychological and social which can be interpreted to be a form of care, trust, intimacy and communication (Gremler, 1995). When there is a recurrent interaction between the services provider and the customer, interpersonal relationship can be built and grow strong thereby making a bond between them and finally leading to a long-term relationship. It is not just the Companies that desire a sustainable relationship, but also numerous customers would love to establish and develop interpersonal relationship with a company which continues to provide value and convenience (Gwiner, Gremler, & Bitner, 1998). Thus investing in relationship with customer will enhance switch barrier because the rate of dependency of the customer will increase (Jones, Mothersbaugh, & Betty, 2000).

2.8 Customer Loyalty

Customer loyalty is a subject that is significant to establishing programs that has to do with marketing. customer loyalty is defined as an intense dedication the a customer

holds towards a favorite product or service that makes the customer patronize again and again thus making the customer repeatedly buying the same brand of product regardless any influence from the competitors market to trigger switching behavior (Oliver, 1997) . Customer Loyalty is defined as the intention of a consumer to repurchase products/services through a particular e-service vendor.

Customers are the motivation and objective for growth of an organization and customer loyalty can lead to profitability (Hayes, 2008). For a customer, loyalty is a positive attitude and behavior related to the level of re-purchasing commitment to a brand in the future (Kuo-Ming, 2009). Switching to a substitute service is less like to be seen in a loyal customer, due to price and how frequent they do more purchases than other customers (Bowen and Shoemaker, 2003). Companies considers Loyal customers as the most important assets that they have, therefore it is vital for the purpose of long term profiting of the organization that the vendors should keep loyal customers close (Tseng, 2007). Organizations trying to strengthen their financial growth make attempt to influence existing customers to increase their purchase (Hayes, 2008). Also for business to grow in profit there is a great for the organization to be able to sustain and keep existing customers loyal rather than finding new ones. There is an understanding Managers must have, that the way to sustainable growth is to hold on to their existing customers and not just trying to only attracting new customers, motivating them to spend more and somehow be a referrer of their product and service to the other people. Customer loyalty has been generally divided into:

1. Attitudinal loyalty
2. Behavioral loyalty (Aydin and Özer, 2005).

- Attitudinal loyalty describes customer's attitude toward loyalty by measuring customer preference, buying intention, supplier prioritization and recommendation willingness.
- Behavioral loyalty has to do with purchase share, rate of purchase. There are evidences suggesting that stronger relationship commitment reoffered to buyers' repeat patronage. Wulf et al., (2001) defined the concept of behavioral loyalty based on how frequent a consumer's purchasing and spends money in a particular retailer store compare other retailers to buy a particular product.

Chaudhuri and Holbrook (2001) suggest that behavioral, or purchase, loyalty consists of repeated purchases of the brand, whereas attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand.

Chapter 3

METHODOLOGY

3.1 Aims and Objective of the Study

The aim of the study is to measure customer loyalty in the telecommunication industry in Nigeria. Nigeria is an Africa country located at the western part of the Africa continent. Nigeria was declared a federal republic in 1963 though her independence from the Great Britain was in 1960. Nigeria is known for its multicultural diversity, a least over two hundred (200) different languages and cultures but the official language is English language. Nigeria is one of the most popular nations in Africa, a very rapid improving economy. Nigeria is counted be among the leading exporters of crude oil around the world.

In Nigeria today, the telecommunications environment has been deregulated, allowing private companies like, MTN, GLO and ETISALAT to provide mobile telephone services to Nigerians through the Global System of Mobile Telecommunications (GSM). Where the Nigerian Telecommunications Limited (NITEL) held monopolistic sway, private enterprises are free to provide competitive services. In broadcasting, this trend has been replicated in the licensing of private broadcast operators, both those operating terrestrial transmission states and those providing satellite-based broadcasting services (Ikpe and idiong 2011) However, in this thesis we are focused on service quality, customer satisfaction, customer expectation, sale promotion,

images, switching barrier , Customer Loyalty of the telecommunications companies in Nigeria.

3.2 Survey Instrument

In this study the scale measure we made use of was collected from different sources. A likert scale measurements ranging from one to five (1-5) labeled strongly disagree to strongly agree respectively was used. As we attempt to examine customer loyalty, various items were used to measure the different variable in the conceptual model. Service quality was measure by three items with the addition of three dimensions which are value added measure by six items, customer support measured by five items from kuo et al., (2009) and call quality measured by two items from Shin and kim (2008). Four items from different source was use to measure customer expectation adopted from turkyilmaz and Ozkan (2007), and interpersonal relationship from Kim et al., (2004). Three Items was used to measure customer satisfaction, switch barrier and switching cost each from the same source shin and kim (2008). Switch barrier was measure by two dimensions which are switching cost and interpersonal Relationship. Sale promotion was measure by six items from Saeed (2013), Image was measure by five item from turkyilmaz and Ozkan (2007), and customer loyalty was also measure on its own by two items adopted from Kim et al., (2004).

3.3 Data Collection

This study ran a 10 respondents pilot survey to test for reliability before launching a full survey. The questionnaire for the primary data was self-administered in April, 2014 from individuals in four states in Nigeria. The purpose of this study made us to narrow the population geography to four Regions i.e States which are; Abuja, Lagos, Delta and Onitsha. These selected regions represent the North, West, South and East of Nigeria respectively.

Lagos State: This is the largest commercial city in Nigeria; it is in the western part of Nigeria.

Abuja (FCT): The capital of Nigeria, it is located in the northern region and fast growing commercial city.

Delta State: It's a highly commercialize city because of the oil industries and it is locate in the southern region.

Onitsha: It is the city of trade located in Anambra state in eastern region of Nigeria. It is highly commercialize.

Altogether, the study gave out 200 questionnaires to individuals and 176 were collected back from the respondent which was filled correctly and this is equivalent to 88% distributed questionnaires.

3.4 Findings

The demography of the respondent such as the age, gender, education level, Income level, marital status, and type of mobile operator was also collected with the questionnaires. The analysis of the demography is shown below.

3.4.1 Marital Status

The respondents that are single were 53.4%, married were 42.0% while Divorced were 4.5%. This is shown in the figure below.

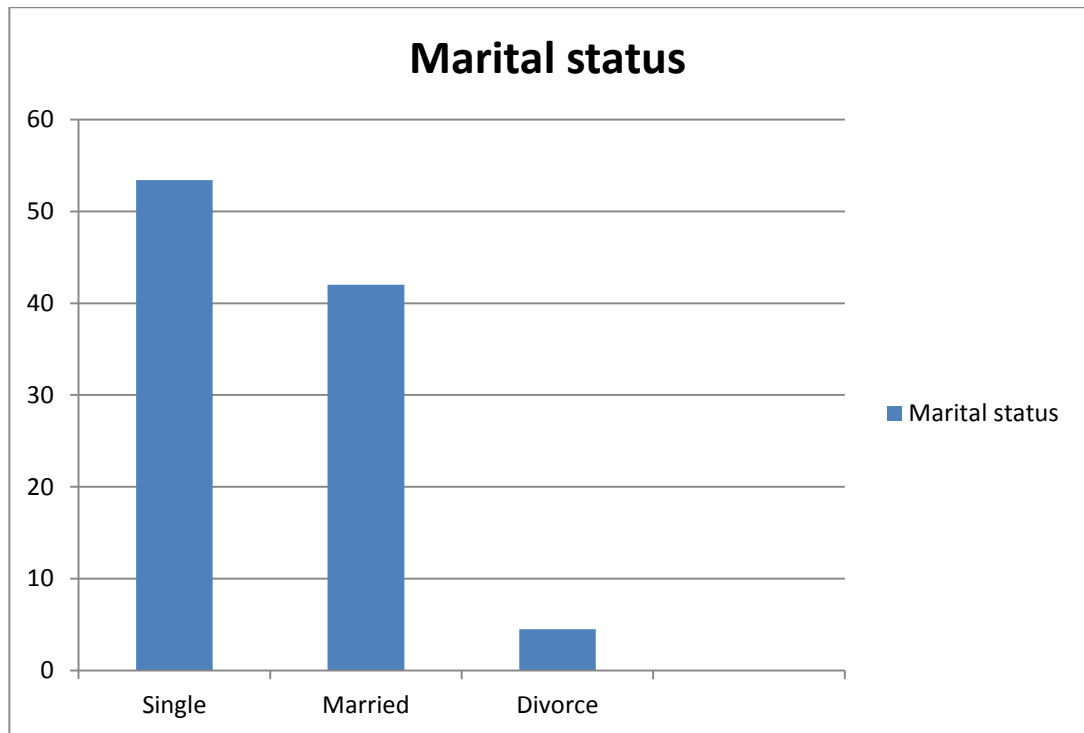


Figure1: Marital Status

3.4.2 Type of Mobile Operator

The respondents that uses GLO were 34.7%, MTN were 40.3% while, Etisalat were 25%. Below it is shown in the figure.

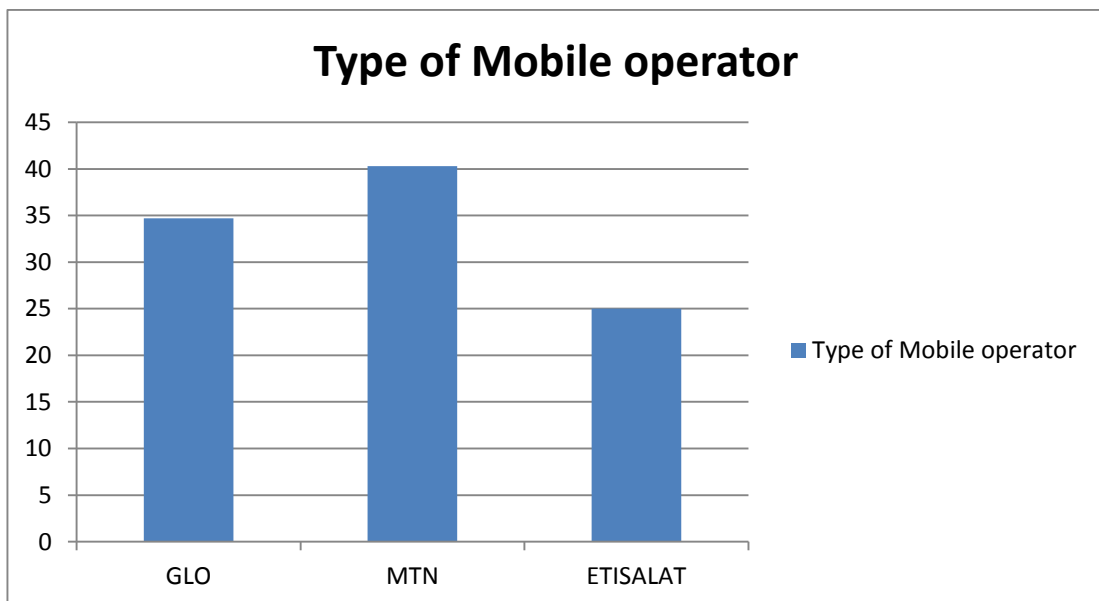


Figure 2: Types of Mobile Operator

3.4.3 Educational Level

The respondents with Bachelors degree were 51.7%, Masters were 31.3%, and professional were 6.8% while others were 10.2%. This is illustrated below in the figure.

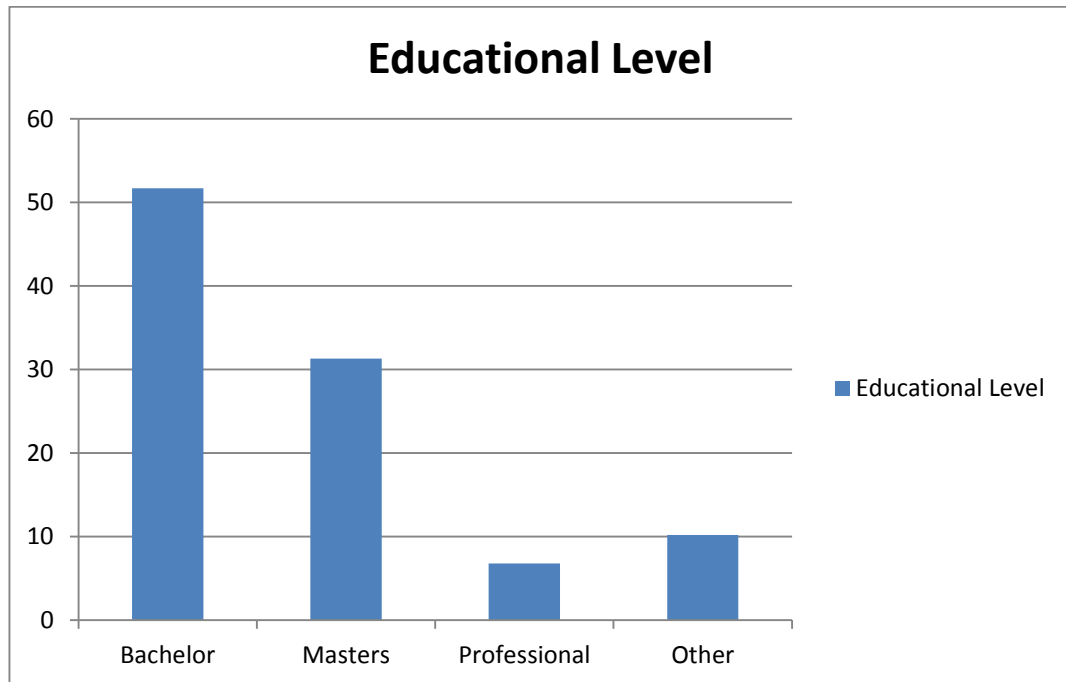


Figure 3: Educational Level

3.4.4 Income Level

The respondents with less than 10,000 USD incomes were 80.1% which is the majority share of all the respondents, 10,000 - 19,999 were 14.2% while Above 20,000 USD was 5.7%.

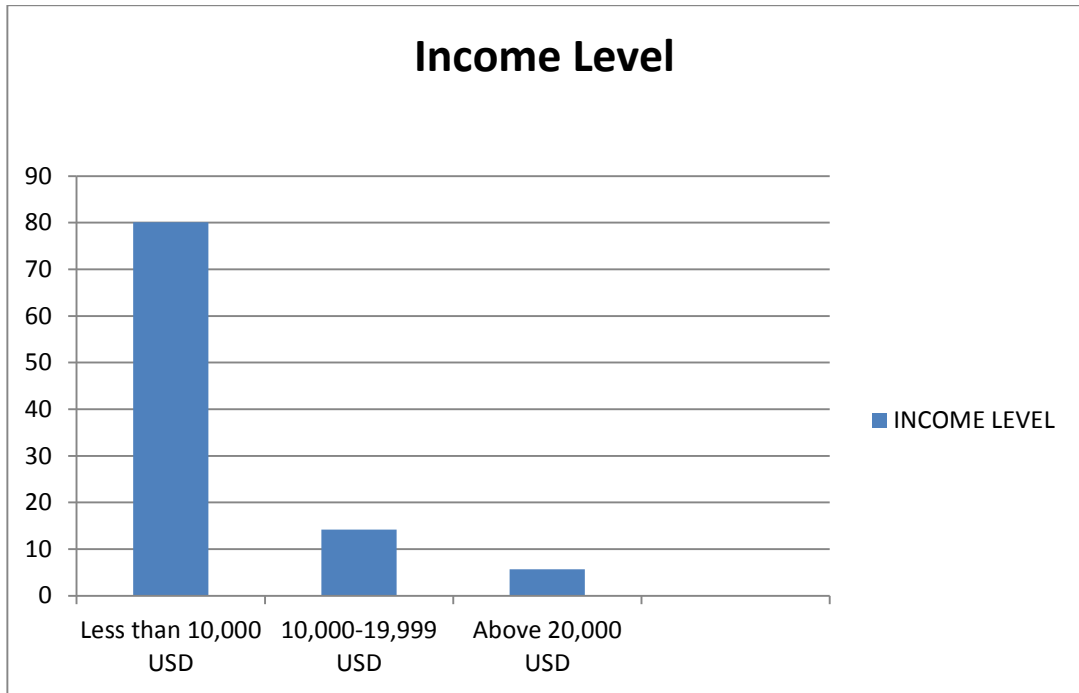


Figure 4: Income Level

3.4.5 Age

The respondents from 20-25 years were 29.5%, 26-30 years were 41.5%, 31-35 years were 12.5%, and 36-40 years were 11.4% while respondents from 41 and above were 5.1%. Below is the illustrated figure.

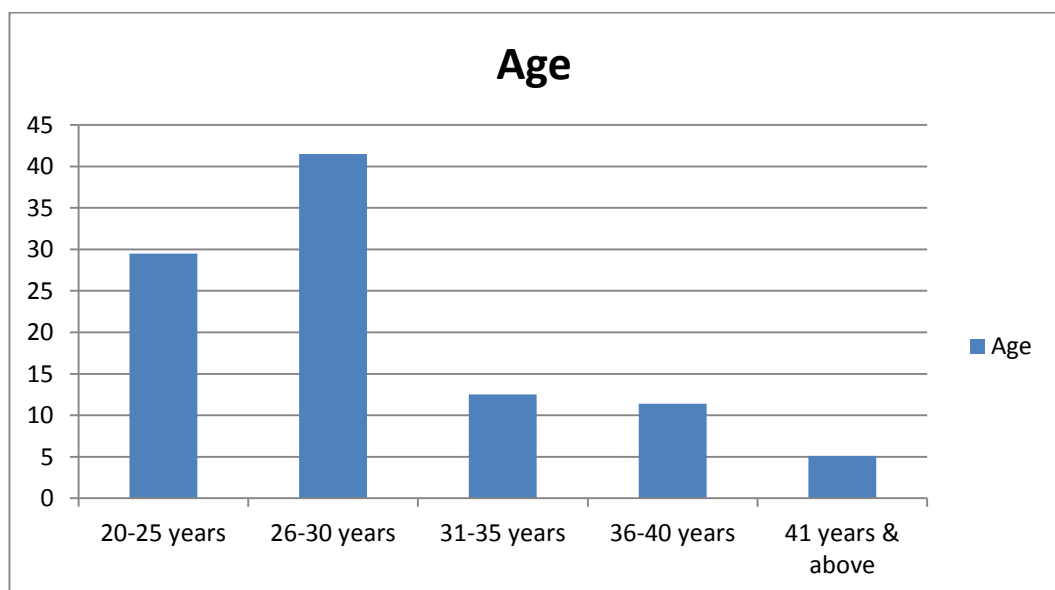


Figure 5: Age

3.4.6 Gender

The male respondents which were more were 58.5% while, the female respondents were 40.9%. This is shown in the figure below.

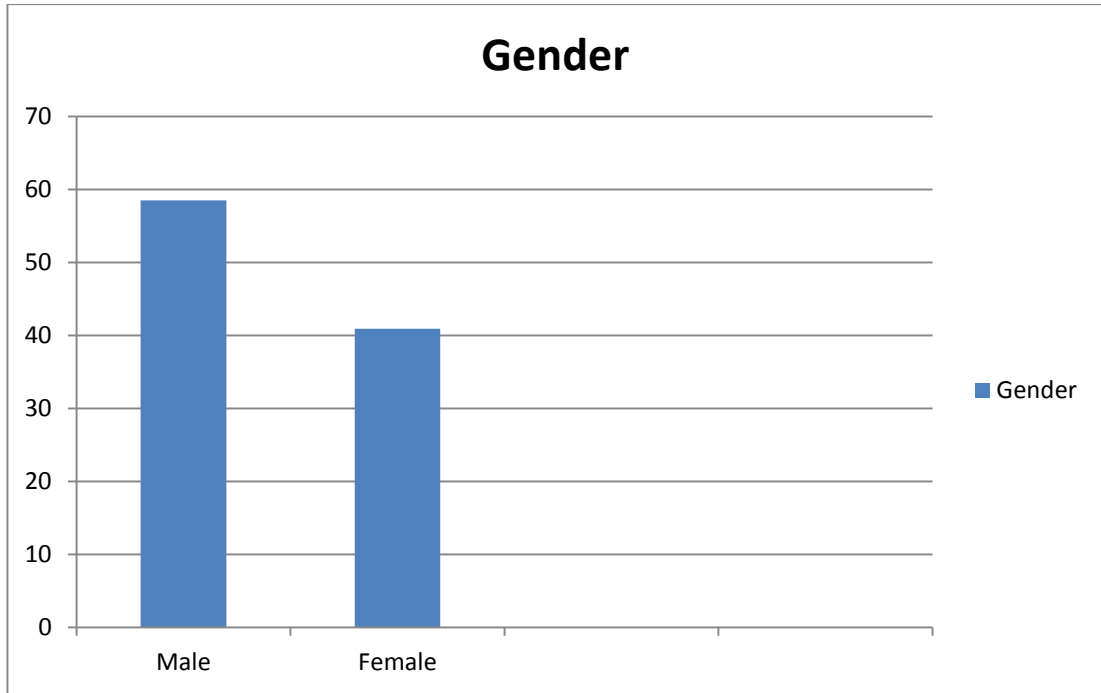


Figure 6: Gender

Table 1: Convergent Validity of Constructs

Variable	Factor Loadings
Service Quality (SQ)	
CR=0.9518 Alpha=0.9245 AVE=0.8682	
I Feel my mobile service provider gives a satisfying services	0.744
I feel that I get a valuable service from my mobile service provider	0.702
The quality of service and features I need is been provider	0.721
Value Added (VA)	
CR=0.9425 Alpha=0.9265 AVE=0.7330	
This value-added service provides complete content	0.617
This value-added service provides appropriate content	0.603
This Value-added service provides important content	0.771
This value-added service provides fashionable content	0.629
This value-added service provides regularly updates content	0.559
I can fully Understand the content provided	0.561
Management and Customer Services Support (MCS)	
CR=0.8967 Alpha=0.8564 AVE=0.6362	
This telecom company provides Multiple tariff options	0.651
This telecom company provides good post-services	0.771
I can easily alter the contract of value-added services	0.858
When I have my contract altered, the telecom company still holds a friendly attitude.	0.595
When any problem occurs the telecom company can cope with it.	0.686
Call Quality (CQ)	
CR=0.9322 Alpha=0.8558 AVE=0.8730	

Notes: CR” is Composite reliability; “Alpha” is Cronbach’s Alpha; “AVE” is the average variance extracted.

Cronbach’s Alpha is a coefficient of internal consistency and is popularly used as an estimate of the reliability. Lee Cronbach was the first to name it ‘Alpha’ in 1951.

There is reliability in the item measured when the cronbach’s alpha is greater than

0.70, according to Nunnally's (1978) and average variance extracted (AVE) should not be less than .05, this is to show that more than half of the variances is observed (Chin, 1998). The factor loading has the range of 0.56 - 0.93.

Table 2: R Square

	R Square
Customer Loyalty	0.8287
Customer Satisfaction	0.8817

R-square is a statistical measure of how close the data are to the fitted regression line. It is also known as the coefficient of determination, or the coefficient of multiple determinations for multiple regressions. R-Square shows the percent of construct variance in the model (Nadiri and Gunay, 2013).

Table 3: Mean and Standard Deviation Distribution of the Respondece

Statements	Mean	Standard Deviation
SQ1	3.43	1.183
SQ2	3.74	1.136
SQ3	3.55	1.185
VA1	3.11	.937
VA2	3.23	1.039
VA3	3.32	1.158
VA4	3.36	1.027
VA5	3.48	1.205
VA6	3.68	1.348
MCS1	3.93	1.001
MCS2	3.30	1.103
MCS3	3.53	.874
MCS4	3.22	1.127
MCS5	3.16	1.086
CQ1	3.28	1.084
CQ2	3.44	1.213
IM1	3.24	1.196
IM2	3.57	1.320

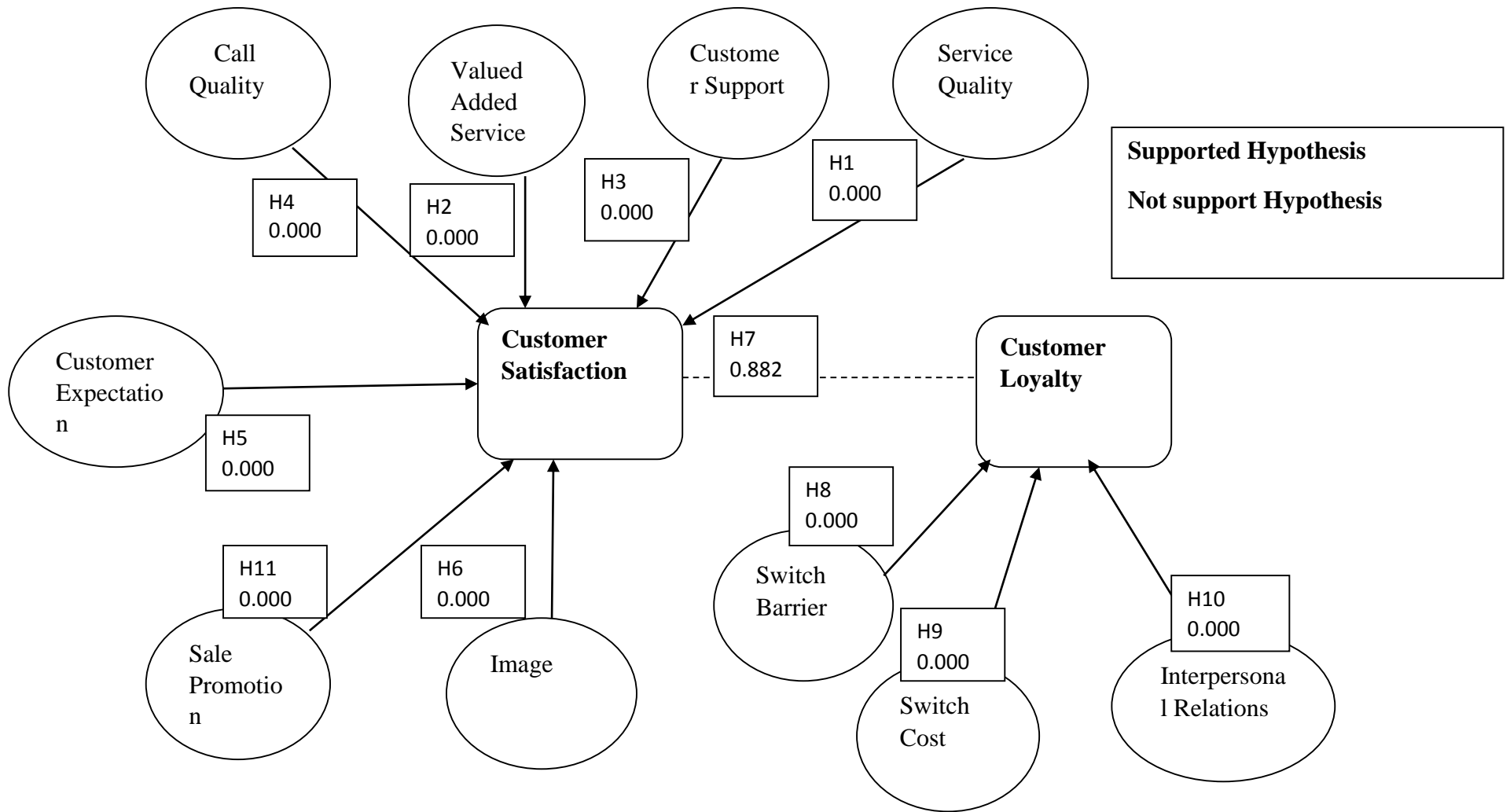
IM3	3.45	1.278
IM4	3.57	1.012
IM5	3.46	1.218
EXP1	3.36	.952
EXP2	2.96	.946
EXP3	3.09	1.019
EXP4	3.06	1.009
CS1	3.23	.996
CS2	3.28	.979
CS3	3.14	1.013
SB1	2.75	.994
SB2	2.93	.966
SB3	2.64	1.319
SC1	2.67	1.000
SC2	2.64	1.133
SC3	2.56	1.175
IR1	3.14	1.055
IR2	3.23	1.140
IR3	3.17	1.123
IR4	3.04	1.235
SP1	3.47	1.422
SP2	3.11	1.410
SP3	3.15	1.361
SP4	2.98	1.313
SP5	3.20	1.225
SP6	2.96	1.280
CL1	3.36	1.229
CL2	3.27	1.212

The mean is also commonly known as average, as shown above the mean is the average of the variables is derived by the division of the total sum of the observed variable values by the number of observations “N”. The standard deviation is most times used to measure confidence in statistical conclusions. It shows the level of deviation for each variance.

Table 4: Structural Model Result

Hypothesis	Path coefficient	Significance
H1: Service quality is positively related to Customer satisfaction	0.912	0.000
H2: Values added is positively related to Customer satisfaction	0.457	0.000
H3: Customer support is positively related to Customer satisfaction	-0.525	0.000
H4: Call quality is positively related to Customer satisfaction	0.729	0.000
H5: Image is positively related to Customer satisfaction	-0.365	0.000
H6: Expectation is positively related to Customer satisfaction	-0.301	0.000
H7: Customer satisfaction is positively related to Customer Loyalty	0.106	0.882
H8: Switch Barrier is positively related to Customer Loyalty	-0.126	0.000
H9: Switch cost is positively related to Customer Loyalty	0.124	0.000
H10: Interpersonal relationship is positively related to Customer Loyalty	0.680	0.000
H11: Sale promotion is positively related to Customer Satisfaction	0.116	0.000

Table 4 above, is the structural model result showing each variable and their significance which has been analyze. The path coefficients are indicated with the aids of partial least square (PLS), indicating the level of relationship among variables (Wixom and Watson, 2001). This aids us in measuring the statistics significance in the structural model. The analysis of the structural model from the result showed that one out of the eleven hypotheses was not supported. H7 was not supported while; H1, H2, H3, H4, H5, H6, H8, H9, H10, and H11 are supported. This is because of the statistical significance result related to the significance level .Depending on the field of study the significance level varies from 0.01, 0.05 or 0.10. In this study the significance level (also known as p-value) is 0.10, so when the p-value is less than 0.10 then the hypothesis is significant and when the p-value is greater than 0.10, then it is not significant. The H7 was 0.882 which is greater than 0.10 while H1, H2, H3, H4, H5, H6, H8, H9, H10, and H11 were 0.000 which is less than 0.10.



Chapter 4

DISCUSSION AND CONCLUSION

4.1 Discussion

The study done on this research topic; customer loyalty in the telecommunication industry in Nigeria is relatively few. In the literature review, it can be seen that various researchers used diverse dimensions and method on customer loyalty and customer satisfaction. In this study we examined loyalty of customer in the telecom industry.

In the telecom industry, customer loyalty is very a significant factor as explained in our literature and for this reason this study examined procedures that should lead to customer loyalty especially through customer satisfaction.

In this study, the test was made on Eleven (11) hypothesis, ten (10) was validated while; one (1) was not. The study indicated that there was a positive relationship with Call quality, Value added service, customer support, customer expectation, image, sale promotion to Customers satisfaction in Nigeria while, Switch barrier, switch cost and interpersonal relations is positive related to customer loyalty.

Furthermore according to the study, customer satisfaction is significantly negative to customer loyalty in Nigeria telecom. This means that the level of customer satisfaction with the telecom will not determine the customer loyalty. From the finding customer

loyal is influenced by switch barrier, switch cost and the interpersonal relationship of the customer with the Telecom.

4.2 Recommendations and Conclusion

Manager can adopt some few point of recommendation given in this study about customer loyalty in telecom services of Nigeria which could be helpful for managerial purpose.

Firstly, telecom in Nigeria should consider customer satisfaction as an important factor that is valuable to their management and decision making. This will help build their customer base and increase profit rate.

Secondly, these study findings suggest that managers of the telecom in Nigeria should understand that to have customer loyalty, interpersonal relationship skill should be improved on by the telecom; training programmes should be created to aim at increasing and improving interpersonal relation which will increase the strength of the switching barrier.

Thirdly, as shown in our findings that Service quality, call quality, value added service, customer support, customer expectation, Image, sale promotion are critical variable that affect customer satisfaction and Managers of the telecom should pay attention to improve on the quality of these service that they can offer to their customer.

Finally, this research can be referred to in the future for further study as the result may not be appropriate to apply to other underdeveloped and developing countries in Africa. This study was limited to only telecommunication industry in Nigeria, and for further studies, other sectors like banking, agriculture among others may be examine

by different researchers, adding new variables to the model. The result of this research show that customer satisfaction does not influence customer loyalty but switch barrier, switch cost and interpersonal relation does influence customer loyalty in Nigeria.

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APPENDIX

Appendix: Questionnaire



This survey is a part of Master Thesis at the Department of Business Administration Eastern Mediterranean University, Cyprus. This is an FULLY ACADEMIC study to fulfill the requirements of Master Degree.

You are expected to fill out the answers accurately. The accuracy of the results depends on the answers provided by you. This record is kept confidential where you do not put any name; you are encouraged to be free in expressing yourself. Kindly tick in the box where answer are applicable where Strongly Disagree: 1, Disagree: 2, Neutral: 3, Agree: 4 and Strongly Agree: 5

THANK YOU

DEMOGRAPHIC DATA

Gender ----- Male Female

What is your age? ----- 20 -25yrs 26-30yrs 31-35yrs 36-40yrs

Others

Total household annual income ---less than \$10,000 \$10,999- \$19,999 above
\$20,000

Education level----- High school Bachelors Masters Professional



Other

Type of Mobile Telecom provider----- Glo Mtn Etisalat

Marital status----- Single Married Divorce

How long is your daily call duration?

Incoming calls / Outgoing calls

		Strongly Disagree	Disagree	Neutral	Agree
					
	SERVICE QUALITY				
SQ1	I think my current carrier provides satisfying services	1	2	3	4
SQ2	SQ2 I think that the services I can get from my current carrier are valuable	1	2	3	4
SQ3	My mobile service provides a quality of content and services that I need	1	2	3	4
	VALUE ADDED				
VA1	This value-added service provides complete content	1	2	3	4
VA2	This value-added service provides appropriate content	1	2	3	4
VA3	This Value-added service provides important content	1	2	3	4
VA4	This value-added service provides fashionable content	1	2	3	4
VA5	This value-added service provides regularly updates content	1	2	3	4
VA6	I can fully Understand the content provided	1	2	3	4
	MANAGEMENT AND CUSTOMER SERVICES SUPPORT				
MCS1	This telecom company provides Multiple tariff options	1	2	3	4
MCS2	This telecom company provides good post-services	1	2	3	4
MCS3	I can easily alter the contract of value-added services	1	2	3	4
MCS4	When I have my contract altered, the telecom company still holds a friendly attitude.	1	2	3	4
MCS5	When any problem occurs the telecom company can cope with it.	1	2	3	4
	CALL QUALITY				
CQ1	This telecom has good call clarity	1	2	3	4
CQ2	This telecom provides good coverage	1	2	3	4
	IMAGE				
IM1	This telecom is being reliable	1	2	3	4
IM2	This telecom is being Professional	1	2	3	4
IM3	This telecom makes Social contributions to society	1	2	3	4
IM4	This telecom has good Customer relation	1	2	3	4
IM5	This telecom adds prestige to the user	1	2	3	4
	EXPECTATION				
EXP1	Meets my expectation for fulfillment of personal need	1	2	3	4
EXP2	meets my expectation for overall quality	1	2	3	4
EXP3	Meets my expectation product quality	1	2	3	4

