

MKM227 Postgraduate Dissertation

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Dedication

This research is dedicated to almighty God for his infinite grace and favour to complete this work. And also to Engr & Mrs Chukwudoziem Umunna on their recent union as husbands and wife, I wish you guys happy married Life.

Acknowledgement

To almighty God for his strength, mercy and courage he granted me in completing this work, i truly appreciate.

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1. CHAPTER ONE

1.1 INTRODUCTION

The mobile Telephony industry in the past two decades has experienced revolutionary change around the world; this has been driven largely as a result of the advance in Communication technology and services (Hinchcliffe, 2011). These changes have been made possible as a result of rapid innovation on the part of manufacturers in this sector, which have led to heart-breaking industrial innovation of modern communication devices and the provision of quality Telephony service by service providers; this has brought communication to the doorstep of every consumer of this service (Keeble, 2013). Therefore, Consumers of the services delivered by telecommunication companies are now provided with the opportunity to narrow the gap on how they operate within their social circle, be it among their friends, family or colleagues. The advances recorded in this field have resulted in bridging the digital divide between the developed world (Europe, United State of America) and the developing world like Nigeria (Ubabudu, 2013).

Technological advancement in mobile telephony has succeeded in converting the world to a single entity, thereby shortening the entire spectrum of space, time and distance, where people are able to communicate or transact business with each other, through the use of their telephone irrespective of where they are in the world. The success recorded in this sector; has resulted in large scale investment by both private and foreign investors, which has led to an increase in the number of companies that provides mobile telephony service in Nigeria. Consumers are thereafter presented with a barrage of choice on which network to stay with, in terms of the service provided. Likewise, this has invariably created the problem of choice, as consumers are forced into the use of more than one Global system of Mobile (GSM) service, due to the level of service provided or other basic feature that comes with the service (Adomi, 2005).

Also, the service providers are not left out in this problem, as they are confronted with the enormous task of trying to understand the basic determinant of consumer's choice and likewise adopting better ways of

satisfying it. There is deep throat competition among mobile services providers and this has place consumers on the receiving end. Therefore, with the continuous increase of subscribers of mobile telephony service and the fall in the price of Mobile phone Handset, subscribers are now forced to adopt different measures, such as the use of innovative pricing scheme or other value added services (VAS), in order to win greater share of the market (Narayan and Jain 2011). This continuous fall in tariff has made it possible for this service to get to the doorstep of many consumers who initially could barely afford it due to high tariff and lack of GSM service in their area of residence. Consumers stand to benefit more from price reduction and improved service as long as this competition continues, but they are thereafter faced with the problem of choice. As was evident during the early stage of this service, GSM Providers took it as a point of duty to target consumers at the upper echelon of the society, as this was seen as a service for the rich and those who could really afford the service. To a large extent, this was done to recoup the large investment that was done. However, as the segment becomes saturated; service providers are seeking various ways to reach those at the Bottom of the Pyramid (BOP). Majority of these consumers, live in the rural area where the level of infrastructural development is low. A large part of the Mobile Telephony growth is currently experienced in the developing world. The Economist (2005) identified that “Mobile phones have become indispensable in the rich world, but they are even more useful in the developing world, where the availability of other forms of communication—roads, postal systems or fixed-line phones—is often limited”. These service providers are not only finding it difficult to attract clients to the use of this service; but also, they are faced with the problem of retaining clients who already use their service, as this is considered an important determinant to their long term economic growth. This problem is made worst, in view to the ease at which consumers are able to switch from one network to the other. **Therefore, consumer’s loyalty becomes a difficult problem for mobile service providers to contend with.**

1.2 STATEMENT OF THE PROBLEM:

According to Phophalia (2010) a statement of the problem does not mean that it should be presented in a way, that it tells the entire story. Therefore, with the developments highlighted so far in this area; all the parties involved have different issues to contend with in regards to their interest. As for the consumers, they are overwhelmed with the problem of choice that they barely know which Mobile service providers to stay with, as the competitive advantage gained by a particular service provider gets eroded with time when other service providers adopt similar policy. Consumers are therefore left to second-guess on which service Provider to turn to and what better offer they might come up with in the future that others may or may not be able to match.

On the other hand, Mobile service Provider are caught in the middle of this confusion, as they are unable to understand the factors that drives consumers choice. As they embark on countless research into this area, they are faced with the tedious task of meeting up with the ever change in consumer taste. This is a major issue that they hope to tackle.

1.3 RESEARCH QUESTION:

Supino & Borer (2012) states that during the course of identifying the problem, this can raise series of Question for the Investigator. It is therefore important to prioritize this question and leave the others for future research. Therefore, we shall be addressing the following important questions, which are as follows:-

- What factors influences Brand choice of Mobile Telephony in Nigeria?
- Do Mobile Telephony Companies influence Consumers choice through their activities such as advertisement and promotion?

1.4 Research Objective

This research is tailored to understand brand choice from the **consumer's** point of view. The Primary objective therefore is:-

- To understand the factors that influences Brand choice in Mobile Telephony in Nigeria.
- It also aims at determining, if **consumer's choice is influenced by the** activities of the Telephony Companies.

1.5 Scope of the Study

According to Simon & Goes (2013) the scope of study involves the parameter under which the study will be operating. It talks about, what is within and outside this area of study. Therefore, the study on Brand Choice of Mobile Telephony will be limited to Nigeria.

1.6 Methodology

There is the need for case study research as a useful tool when the subject under discussion is wide, complex, too broad, important and when there is not a lot of theory available on it. In view of this, it is advice, that this could best be used for studies that aims to achieve exploratory goals, all this factors are common theme in Business research (Dul & Hak, 2008).

The methodology adopted therefore is exploratory, as it aims to understand the factors that influence consumers on which brand to patronize, looking at it from the consumers own perspective. This is the best way, in **understanding consumer's** brand criteria (Collis & Hussey, 2009). Also, the secondary research looked into relevant literatures that deal extensively with Brand choice, Nigeria communication Commission website (NCC) and that of major Telecommunication companies.

2. CHAPTER TWO

CONTEXT OF THE STUDY

2.1 Background Information on Nigeria

Nigeria is a tropical country in West Africa; which is located along the coast of Guinea. The country shares its border with the republic of Benin on the west, with Niger on the North, Cameroon on the East and south-East and Chad on the Northern part of the country. Its border stretches over 4,047km across these countries. The country occupies a land mass of 923,769sq.km, which is a little over, twice the size of California(Alabi,1996).Arguably, it is blessed with enormous natural resources ranging from Natural gas, Petroleum, Tin, iron Ore, coal, Limestone, Niobium, Lead, Zinc and Arable Land (The World Factbook).

The Country is regarded as the Most Populous in Africa and comprises of over 250 ethnic groups, with a population estimate of over 173 million people that are currently residing in 36 State of the Federation. Out of this figure, there are three groups which dominate in number and political influence; they include the Hausa and Fulani, which makes up 29%, the Yoruba 21% and the Igbo 18%. While the rest of the population accounts for the remaining 22%. According to the United Nation; base on the current growth rate, it is projected that by the year 2050, the overall population of Nigeria will reach 390 million people (World population Review, 2014). This figure is slightly lower that the projection made by the United State Census Bureau, which estimates that at this same period, the population of Nigeria will grow to 402 million people.

Table1.Population History

Year	Population	Change
1950	37,860,000	N/A%
1960	45,212,000	19.42%
1970	56,132,000	24.15%
1980	73,698,000	31.29%
1990	95,617,000	29.74%
2000	122,877,000	28.51%
2010	159,708,000	29.97%

Table 2.Population Projections

Year	Population	Change
2020	212,101,000	32.81%
2030	286,392,000	35.03%
2040	393,907,000	37.54%
2050	549,759,000	39.56%
2060	776,370,000	41.22%
2070	1,106,845,000	42.57%
2080	1,587,536,000	43.43%
2090	2,284,501,000	43.42%
2100	3,293,503,000	44.17%

Population Data Via: United Nations (U.d).

Ever since its independence from the British on the 1st of October 1960, the political terrain has been predominately dominated by the military, which has ruled the country for 29 years in over its 54 years of independence. Since the transition from Military rule to civilian rule in 1999, the country has enjoyed its longest spell of democratic governance till date. After the successful election to power of President Goodluck Jonathan, there is widespread criticism of corruption by the masses, labeled against him and his government, they are of the opinion that the Government is corruption friendly and the dividend of democracy have not yet gotten to them. This is seen as an endemic problem preventing the country from achieving its full potential. Despite the government fight to tackle this problem, the situation

still remains unabated. As this has extended and affected other areas like Electricity supply, security, Education and hospital, which are seen as catalyst for effective development (Anele 2013).

For more information on Nigeria, refer to Appendix 4, content 1

2.2 Mobile Telephony in Nigeria

When news broke out of the federal Government decision to deregulate the telecommunication sector and allow the use of Mobile telecommunication; this was greeted with euphoria by many, as it was seen as a welcome development that was long overdue. To many, this was seen as a catalyst for development of the economy and other areas, which includes manufacturing, banking, education and other areas of the economy (Ndukwe, 2000). The positive impact this venture had on the masses and the economy, was one that surpassed all other achievement, right from its independent from the British (Adomi, 2005).

The Federal government of Nigeria through the Nigeria Communication Commission (NCC) in sept 2001 auctioned the first set of mobile telephony license to four telecommunication companies, namely Mtn Nigeria communication, Econet Nigeria Limited, communication investment Limited (CIL) and NITEL. They were required to provide mobile telephony service in the country, after the payment of a stipulated fee, which was part of the pre-auction agreement. This fee would allow them to operate for a five years period, upon which their license could be renewed. In the following year, all of these companies were able to meet the condition that was set; except Communication Investment Limited, who had their license withdrawn as a result of their inability to meet with the earlier agreement signed with NCC. Later in that same year, Glomobile won the license to provide telecommunication service in place of CIL; this made it the fourth carrier in the Nigeria Telecommunication industry. But they did not start operation, until August of the following year. At the beginning, only a few hundred thousand lines were distributed, despite the huge potential of the market. By the last quarter of 2003, the number of active users had already increased astronomically, as they were already running in millions. MTN had the

largest number of subscribers, boosted with over 1.65million active users, Econet were second, closely behind with a subscriber rate a little above 1million, while M-tel and Glomobile both had just over a million subscribers . This level of growth did not come as a surprise to many, considering the amount of money in circulation. Consumers had the spending power and from available index in the coming year(2004), there would be growth of between 15-20% in the number of active user among the network providers put together (Adomi, 2005).

According to Ubabudu (2013) the mobile telecommunication companies were granted exclusive monopolistic right to operate, this is in view of the enormous investment that they made, as this would afforded them the opportunity to recuperate the huge investment and other operational cost that they may have incurred during this period. Most of this companies started their operation in Lagos, which is adjourned as the biggest commercial city in Nigeria, this they did, bearing in mind the enormous spending power of consumer that were based there. After a period of time, they began to spread their activities to other part of the country The price of mobile telephone lines and Handset were expensive, but this did not deter consumers, who were able and willing to afford it.

During the course of these years, another GSM operator was added to the frame. Etisalat Nigeria in 2007 acquired the unified access License, which allowed it to operate alongside other GSM companies. The Company has continues to build its user base and this has helped it in gaining the fourth position in subscriber rate, among mobile telephony users (Etisalat, 2013).

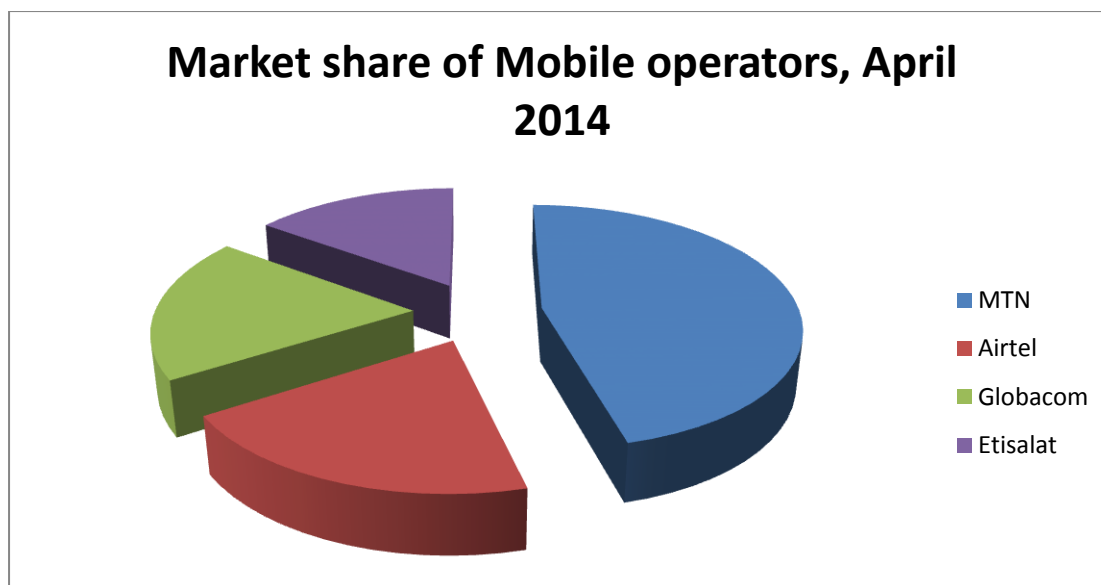
The Nigeria Communication Commission in its recent Quarterly report shows that Nigeria has one of the fastest growing telephony markets in the world. At the end of last quarter of 2009,the total number of people using Mobile telephony was 70,337,600 , this figure shows an annual growth of 8million lines recorded from 2001to 2009. By December 2010, the previous figure had increased to 87.3million subscribers, which represents a 55% penetration rate and August 2012, recorded another milestone, with an increase to 105.2million users. Biodun Cooker of the Business Day reported that an

increment of 14% was expected in the coming year, which represented 120million active subscribers (Business Day 18th, 2012). Latest figure released in the first quarter of this year, shows that as at April 2014, the total number of Mobile telephony Users had increased to 177,319,310, while the number of active users stood at 129,391,392, this representing 92.24% teledensity. This represents a significant increase from the last quarter of the previous year, which stood at 169,676,545 connected lines, representing 91.15 teledensity (NCC, 2014).

	OPERATOR	Apr '14	Mar '14	Feb '14	Jan '14	Dec '13	Nov '13	Oct '13	Sep '13	Aug '13	Jul '13
Connected Lines	Mobile (GSM)	172,913,989	168,595,831	167,371,945	162,719,517	159,758,538	155,938,379	156,129,961	158,239,230	150,891,051	153,665,438
	Mobile (CDMA)	4,076,933	4,083,672	7,620,525	7,667,314	7,684,028	11,241,343	11,341,578	11,307,307	11,344,675	11,462,206
	Fixed Wired/Wireless	328,388	327,524	2,238,458	2,238,894	2,233,981	2,459,530	2,458,077	2,414,988	2,362,487	2,370,287
	Total	177,319,310	173,007,027	177,230,928	172,625,725	169,676,545	169,639,252	169,929,616	171,961,525	164,598,213	167,497,931
Active Lines	Mobile (GSM)	126,958,904	124,884,842	126,246,648	125,173,177	124,841,315	121,000,000	119,101,719	118,470,236	109,846,288	111,866,933
	Mobile (CDMA)	2,256,612	2,039,391	2,398,581	2,421,970	2,404,777	2,377,790	2,423,746	2,438,590	2,440,934	2,519,602
	Fixed Wired/Wireless	172,876	172,963	357,612	365,433	360,537	362,434	362,549	362,392	375,217	373,871
	Total	129,391,392	127,097,196	129,002,841	127,960,580	127,606,629	123,740,224	121,888,014	121,271,218	112,271,439	114,760,406
	Teledensity	92.42	90.78	92.14	91.40	91.15	88.39	87.06	86.62	80.47	81.97

Monthly Subscriber Data (July 2013- April 2014): Via NCC Website

Among this figure, MTN Nigeria is adjudged to be the biggest Mobile telephony carrier in the country, with the highest subscriber rate. Latest figure released on NCC website, shows that the company has 58,355,855 subscribers, which represents a 46% control of GSM market and twice more than their closest competitor. Vmobile, which has now been renamed Airtel is second, with a subscriber rate of 25,475,672, representing 20% of all mobile telephone user. Glomobile, which is generally known as Globacom, occupies with third position with a user base of 24,015,713, representing 19% of all GSM users. Last among GSM operator is Etisalat, with a market share of 19,111,664, representing 15% of GSM Users.



Data Via: NCC Website (2014)

It is worthy to note that, while these mobile companies were jostling to increase their subscriber base, other Private Telephone Operators (PTO) which had CDMA technology were also competing to have a fair share of the market. These operators include the likes of Multilink, Starcomms, Visafone, Reltel and many more, came out with their own fixed and limited services (Ubabudu, 2013). All this entry, created an atmosphere of competition, as **each mobile company's rolled out activities and promotions, in other** to woo interested consumers in their service.

However, this astronomical growth among Mobile telephony users has come at a price, as the network providers were ill prepared to deal with growth of this magnitude. These have led to frequent incidence of network congestion and poor quality of service. All this problems have been attributed to different reasons, ranging from over reliance on the mobile network and consumers demand outstripping what network providers can supply. When compared this with an advance country like the United Kingdom, which has a population of 62million people and has over 66,000 base stations. Nigeria with over 170 million and the number of base station in the country is just 15,000. MTN Nigeria in 2011, invested over \$1billion in its west and central

Africa region to improve this services (Kogbara, 2011). NCC has on various occasions issued warning to all network providers to fix this problem as consumers are highly unsatisfied with the level of service or face various degree of sanction. At the beginning, it was difficult for users of one network to get access to other network, these warranted those who could afford it, to acquire more than one handset and subscribe to different network providers. The NCC thereby issued a mandate in 2003 to all service providers for seamless interconnection of all network (Adoni, 2005). Those who failed to deliver quality service based on the timeline issue by NCC have been sanctioned and issued with different degree of fines (Budde, 2014). One of the numerous fine and sanction by the Federal Government through the NCC was the N1.17Billion issued to MTN, Globacom, Etisalat, Airtel and Etisalat as penalty for poor services, which was discovered during the Key performance Indicators (KPI) test (Konji, 2012). And recently, NCC threatened another round of sanction to Service providers that indulge in illegal increase of tariffs for mobile subscribers in the country (Isenyo, 2014) .

For more on Mobile Telephony in Nigeria, refer to Appendix 4, content 2.

3. Chapter Three

Literature Review

3.1 Overview

A research study is usually set into perspective by reviewing existing literatures related to the topic. Based on the review, readers can make an intelligent guess of what is responsible for a problem identified. Regarding this study, so much emphasis had been laid in understanding the driving force that propels consumers in choosing a brand. As much as has been **written, the subject still remains a mystery to many, as consumers' taste and choice for a particular brand continue to evolve.** This chapter will be looking at brand choice; however, a lot of this discussion will centre on the different dynamics that are at interplay before the final decision is made by the consumer. Various concepts relating to branding and brand choice will be reviewed in order to assess accumulated knowledge about the subject matter of this research.

3.2 What is a Brand?

Design Council (2013) believes that a brand is a set of association that a **person or groups of persons makes with a company's product or services.** As has been noted by Jones & Bonevac (2013), a lot of misconception has been made towards the meaning of a brand, as many see it as name, graphic image or a combination of both. In a research they conducted among 1000 professionals, the answers they got varied, thereby confirming an earlier research conducted by Chematony & Riley, who got 12 different definitions of brand. These lack agreement on the definition or meaning of brand, creates a serious problem to marketing professionals.

Kapferer (1997) explains that a brand is a symbol, a sign which is external to the product, which function is to reveal the hidden attributes of the product that are hard to be reached and contacted. Keller (2002) sees a brand in its totality as the sum of all marketing mix elements. Brands, as McCracken

(1986) & Keller (1993) put them, are a well-recognized point of distinction in product and services marketing practice. Generally brands express to the consumers the quality of a product and the distinctive image that it is meant to convey to the consumer.

A brand is a fulcrum between a numbers of competing considerations. It is that psycho-social element that can create value for customers and retailers in many diverse ways. It alludes to a name, configuration, image or any peculiarity that differentiates one from the other one organization's item and administrations from that of others; utilized as a solid considered weapon **and as a perfect discerner to construct a lifetime picture in customers' minds.** According to Phillips (1988), brand as a whole can be termed as a trademark that conveys a promise. Khan and Rohi (2013) explain that the promise that a brand conveys includes those symbolic and functional features with which the brand is identified.

That factor which enables you to identify a specific product, service or business is a brand. In other words, a brand is the personality of a product, service or company embodied in the name, sign, symbol or design or combination of them and how they appeal to the customers, staff, partners, investors, etc. According to Kotler and Armstrong (2008), a brand is more than just a name and symbol of product, service or company. It is a key **element in a company's relationship with consumers. It represents consumer's perception and feeling about a product.**

[American Marketing Association](#) sees a brand as a name, term, design, **symbol or any feature that identifies one seller's goods or services as distinct from those of other sellers.** To them a brand is a combination of attributes communicated through a name, or a symbol that influences a thought process in the mind of an audience and creates value. In their explanation of brand, they stress the importance of logo and visual signifiers as the representation of a product or service, and which primarily serve as the basis for identification and differentiation of products or services from those of the competitors. In their illustration, the unique shape of coca-colas bottle, the distinctive “golden arch” of MacDonald's, the blue and white

roundel of BMW, and the spectrum coloured part-eaten apple of the apple Mackintosh are notable examples of brand identification. Therefore, according to Lake (undated), it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

For more on what a Brand is, refer to Appendix 4, Content 2.

3.3 The Role of Branding

Brands are important for both consumers and companies. For consumers, brands can serve a number of purposes. Chimbozand & Mutandwa (2007) explain that brand forms a strategic position and particular associations in the mind of the consumer; therefore, for consumers, brand is actually a promise of some specific level of execution of product and service.

Palmer (2011) notes the extensive role that a strong brand plays, without which the person or company supplying product or services will just be supplying a generic type of product to a market that cannot really tell the difference between one supplier from the other. To buttress the important role of branding, a senior Coca-Cola executive **was quoted as saying ‘if Coca-Cola were to lose all of its production-related assets in a disaster, the company could survive. By Contrast, if all consumers were to have a sudden lapse and forget everything related to Coca-Cola, the company would go out of business.’**

Palmer (2012) notes that what a company offers in the market place, has to **continually evolve, if it hopes to meet the changes of the company’s internal** objective and at the same time, that of its external business environment. These view, is predicated on the ground that, it is detrimental for a firm to come up with short term plan that virtually fails to address the long term survival of its product, which enables it to recuperate the investment made from the start. As noted, history is filled with companies who have experience astronomical growth at the beginning, only for them to experience difficult later on. Companies have come to understand the important role that distinctive brand label creates; hence they are out to explore this advantage by differentiating their product, so as to avoid direct competition with great number of their suppliers in the market place.

Frampton (2013) notes that in our ever dynamics world, product and service providers are battling to understand consumers taste, as nothing is certain any more. The marketing environment has changed entirely, as those with **the world’s famous brands can no longer rely on past glory. Muhtar Kent,**

Chairman & CEO of Coca-Cola was quoted as saying 'there is never any room to be arrogant, or to rest on your recent successes. As there is room to continually improve and maintain your brand quality. Transaction between brands and consumers is continually shifting into relationship-base interaction, leaving producers of product and service to harness new skill **that would ensure sensitivity to consumers need.**' In a survey conducted by Interbrand in 2013, show that Apple technology occupies the top position among top Global brand in the world, this they did, by dethroning Coca-Cola, which has occupied that position for 13years consecutively. Apples success is attributed to its ability to enable many people to do a lot, so easily. The company has revolutionized the way we play and communicate and it continues to raise the standard in the tech industry every year, of which other tech company is expected to match. They have a strong brand. Aaker (1994) stresses that brands can serve as pointers of value and validness: as consumers get to be acquainted with specific brands and what they can anticipate from branded items, trusting connections can develop in the mist of consumers and manufacturer.

Consumers are comfortable, creating relationship with and repurchasing a brand and conceivably different items made by the same firm just if a brand can give esteem through structure and capacity. A maintained and supported brand can strategically become a significant market-based asset that can **increase a company's resale value. Brands can create value for a firm.** It can serve as pointers of value and validness: as consumers get to be acquainted with specific brands and what they can anticipate from branded items, trusting connections can develop in the mist of consumers and manufacturer.

Kapferer (1997) outlines the following functions of branding:

- i. Branding helps to identify the product.
- ii. It allows savings of time and energy during repurchasing.
- iii. To be sure of finding the same quality no matter where or when you buy the product or service.
- iv. To guarantee satisfaction brought about through familiarity and intimacy with the product
- v. To achieve satisfaction liked to the responsible behavior of the product.
- vi. To differentiate the product from other competitors.
- vii. To achieve product personality.

Your brand stays inside the hearts and psyches of clients, customers, and prospects. It is the entirety of their encounters and discernments, some of which you can impact, and some that you can't. A strong brand is vital as the fight for market share continues on day by day. That is why building a brand is an invaluable task for any firm.

According to Keller Chambers (undated), after all your brand is the source of a promise to your consumer. It's a foundational piece in your marketing communication and one you do not want to be without.

3.4. Brand Choice

Brand choice involves how consumers behave in their choice of brands among different contending item classifications. Understanding and visualizing brand choice decision by consumers has been a subject of enthusiasm to advertisers, business officials and analysts. Brand choice really demonstrates the consumer's particular choice of specific brand i.e. it demonstrates the inclination or interest of a particular brand over the competitors' brand. As consumers, we are confronted each day with various choices to make, this choice can manifest in product or service or in other areas of our life.

According to Mehta (2007), when a consumer visits a store to buy an assortment of product, they are usually confronted with various buying decisions to make. Such questions include, from which product categories to purchase in the store and thereafter which brand to choose from the **multiplicity of product on display. Considering man's tendency to maximize utility**, its decision will be based on the need to maximize utility across the entire product purchased.

Following the burgeoning of brands in the industrial era, consumers now have more options and many different brands to choose from. That is why brand choice has become an important research interest. There were times when most products enjoyed monopolies, and they did not go to bed thinking about the survival of their brand ahead of others, or the size of their market share compared to their competitors, but these have all changed with the proliferation of product categories or brands.

According to Fotheringham (1988), consumer (store or brand) choice results from a process whereby information on various alternatives is evaluated by the consumer prior to the selection of one of these alternatives. In the application of (store or brand) choice models it is often assumed that the

information-processing strategy underlying store choice. Generally in consumer choice modeling it has been expected that people, whether they are selecting a brand or a store, assess every option as far as the utility or profit to be inferred from selecting that option and afterward select the option yielding maximum utility. The assumption that consumers undertake such a task for a large number of alternatives is increasingly being questioned. An alternative assumption is that choice results from a progressive or consecutive choice procedure whereby a group of comparative options is initially chosen and afterward a particular option is chosen from this bunch. In this way, the individual increases the efficiency of his/her decision-making process by avoiding having to evaluate all possible alternatives.

What the assertion above underlines is that in making brand choice, the consumer evaluates information on various alternatives and then selects the one that suits their taste and mostly appeals to them. In other words, brand choice is a conscious deliberate effort by the consumer, which is predicated on information available to him.

3.5 Factors that influence brand choice

We buy products and services due to many factors. When we make our purchases, we choose certain brands over others, owing to some conscious (and sometimes, unconscious) reasons. Individual consumers are influenced differently by some external and internal factors in the choice of what to buy. There are factors found by scholars for many years which are considered to be important in determining brand choice. There are many factors that influence the way a consumer perceives a particular brand and prefers it over the others. An immense amount of research has been and is still being conducted on many of those factors that influence consumer brand choice and purchase decision, individually or a combination of them.

As noted by Brown (1950), every purchase made by a consumer represents an ultimate decision influenced by a vast number of factors. Brown (1950) lists 18 of those factors that determine brand choice. They include physical characteristics of the brand, user's experience with the brand, packaging, price, premiums, guarantees, etc., habit recommendation by friends, recommendation by "experts", convenience of dealer's location, personal salesmanship, dealer services, dealer prestige, advertising and display, special characteristics of the manufacturer, novelty, chance, availability and brand prestige or social acceptance.

“For example, physical characteristics of the brand may refer to coarseness of grind in the case of coffee, to size of tablet in aspirin, and to such

features as octane rating and sulphur content in gasoline.” (Brown 1950, p. 702)

Guadagni and Little (2008) noted that manufacturers and retailers wish to understand how price, promotion and other marketing variables affect the sales and shares of the products they sell. Such information is the raw material for marketing mix decisions.

Karjaluoto et al. (2005), cited in Khan and Rohi (2013), conducted a research study on mobile industry in Finland to **examine the consumers’ choice**. In this research they studied different aspects and factors that have an influence over new mobile purchase intentions and also those factors which affect mobile phone change among the consumers in Finland. The study revealed that although mobile phone choice is based on personal feelings, opinions and tastes (subjective choice), there are also some other general factors which appear to have an influence on choice. The most prominent factors that influence brand choice when changing the mobile phones are: technical problems, price, innovative services, brand, reliability, basic properties, and design and outside influence.

Khan and Rohi (2013) further made a list of studies that have been done on factors affecting brand choice. **“Rogers (1995), Tornatzky and Katherine (1982), Mason (1990) and Charlotte (1999) in their studies observed that various factors influence the consumers when they are making a choice among alternate brands. These factors consist of price, perceiver risk, compatibility, triability, relative advantage, complexity, image and observability. In this research article, the influence of following factors on brand choice has been measured: price, quality, features, family and friends’ recommendations, brand image, innovative features, promotion effectiveness, celebrity endorsement, user friendliness, stylish appearance, post-purchase services.**

The price has an imperative part in consumer's purchase choice or at the end of the day, we can say that the majority of consumer purchasing conduct and decisions are dictated by price. It can go about as an overwhelming and, indeed, the most paramount element influencing the decision making and purchase process. For young people, price could be a key component of fascination. At the point when selecting out of fluctuating mobile telephone models, consumers normally favor such brands with which they have commonality. Price of the mobile telephone has been distinguished as a key component in the decision of mobile phones, particularly among the adolescent consumers. The item's price may shift focused around monetary conditions and view of the consumers. It may influence the brands' apparent

worth. Price is utilized by huge numbers of the consumers as an evidence of the brands' quality which is a crucial component in the purchase decision (Khan and Rohi, 2013, pp. 371-372).

One of the issues raised in the quote above is consumer perception of the quality of a brand which is a crucial factor that affects the brand choice. In the same way, friend and family recommendations becoming an increasingly significant factor influencing consumer brand choice and purchase decision. Single individual who lives alone usually do not go shopping alone. They usually go shopping with friends and peers, and sometimes family. Those friends and peers, who are present at the time of shopping, play significant roles in their choice of a specific brand. Mullarkey (n.d.), citing Asch (1973) and Venkatesen (1973), found out that consumers regularly don't feel sure enough to assess brands alone, so consulting a friend or accomplice by inviting them along to a potential purchase can upgrade the process, which validates the finding that influence of peers present at purchase is critical in what particular brands were picked, especially with regard to product and rational influences. The identity and image of a brand which generally **projects the overall image or impression of a brand in customers' mind that is created from different sources also play crucial roles in consumer's choice** of a specific brand. Strong brand names are usually more favored by consumers than weaker ones. More so, those products that are endorsed by celebrities and authorities generate a more positive response, higher consumer appeal and oftentimes higher purchase intentions than those that do not enjoy that privilege.

For more on the factors than influences Brand choice, refer to Appendix 4 of content 3.

3.6 Organization's General Strategies to Facilitate Brand Choice

How consumers – active or potential – are deliberately won over by brand marketers is also a case for review. Some strategies are reviewed hereunder:

3.6.1 Integrated marketing communication (IMC)

Integrated marketing communication (IMC) is defined by Duncan (2002) as "a cross-functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialogue with them" (p. 8).

Janssen (n.d.) stressed that IMC blends various promotional tools and communications/marketing/advertising services and techniques to maximize profit. It is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity. Effective IMC

messages and images are meaningful and useful to consumers, and messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

Lake (n.d.) noted that integrated marketing communication is a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

Integrated marketing communications combines a variety of marketing and advertising ideas and theories and could be testing in light of the fact that it has various working segments, with the points of interest of cost regulation, expanded communication in between departments and organizations, customer fulfillment and increase.

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3.6.2 Behavioural analysis

Organizations perform customer behavior analysis to allow them to gain insight into how their potential customers perceive their brand, and pattern of purchase and consumption of active customers.

According to Inter Web (2013), the benefits of performing customer behavioral analysis can thus be listed as:

- Gaining meaningful insight and actionable business intelligence at reasonable costs.
- To develop extremely cost-effective and highly targeted marketing campaigns.
- Businesses now focus on knowing their customers as real people with real needs and preferences, leading to better customer satisfaction and hence attraction.
- Businesses stop throwing away money spent on marketing to the wrong customers as they can now know who their customers are and what they desire.
- Best point of contact for credible dialogue can be identified.
- Loyal customers cost less than acquiring new ones and are a great source of information to create new and innovative services.
- By knowing their customers, a business can be assured of the fact that they will always be kept ahead of their competition.

3.6.3 Measuring Brand Loyalty

[American Marketing Association Dictionary](#) (2011) explains brand loyalty as where a person buys products from the same manufacturer repeatedly rather than from other suppliers. It is a situation when customers have the

opportunity and good reason to choose another brand and yet they continue to be convinced to choose yours.

Brand loyalty measures how likely consumers are to continue to patronize a brand. A strong brand is characterized by its ability of the brand to inspire loyalty and retain customers.

Dick and Kunal (1994) stressed that brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy. They described true brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm.

Jones, David and Beatty (2002) noted that brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience.

3.7 Theoretical Underpinning: Brand Choice Sequence Theory

One of such theoretical frameworks for explaining the brand choice concept **and measuring brand loyalty to consumer goods is the “brand-choice sequences” theory postulated** by Brown (1952), as cited in Akabogu (2013). **The “brand-choice sequences” theory is the theoretical framework which underpins this thesis.**

The “brand-choice sequences” theory as postulated by Brown posits that if, for instance, A, B, C, D, E, F are different brands in a regular product category, then for at least five consecutive purchases of regular brand by a consumer or household, the consumer or household is classified as exhibiting one of the following loyalty types, thus yielding a four-fold typology of brand loyalty, represented by:

“AAAAAA: Undivided Loyalty

ABABAB: Divided Loyalty

AAABBB: Unstable Loyalty

ABCDEF: No Loyalty”. (Brown, 1952)

In between the four loyalty types, there are intervening variables that determine the next brand behavior. For instance, when a consumer **purchases a brand at the point of “no loyalty”, his chances of repurchasing is only predicated on whether he enjoyed the first purchase. If he did, a second purchase, will take him to the next level, “unstable loyalty”. This continues, in the presence of the factor\’s that we explained above until the consumer gets to the level of “undivided loyalty”.**

3.8 Summary

Studies on brand choice have received reasonable attention lately, as we have reviewed some of them in the foregoing session. Citing some empirical studies, Ritter (2008) notes that researchers have analyzed the easy impacts of brand related variables on brand choice. These variables incorporate situational components, consumer identity, social profits, feelings, quality, brand validity, item traits, regularity, and patterns. Brand choice researches have used experiments and surveys, and in-depth personal interviews.

Brand choice of telephone: Karjaluoto et al. (2005) conducted a research study on mobile industry in Finland **to examine the consumers’ choice**. Liu (2002) carried out a research in the Philippines about the choices between **mobile brands**. Isiklar and Buyukozkan (2007) **carried out a study on users’** preferences by evaluating the mobile phone options. Khan and Rohi (2013) investigated the factors affecting youth brand choice for mobile phones purchase – a study of private universities students of Peshawar, Pakistan. Mokhlis and Yaakop (2012) studied consumer choice criteria in mobile phone selection: an investigation of Malaysian university students. Those and many more have been done, but having identified that cultural factors also influence brand choice, it is important that we study those factors that

influence brand choice of mobile phone in Nigeria, a country that arguably has the largest and fastest growing telephone market in Africa

4. Chapter Four

METHODOLOGY

4.1 RESEARCH OVERVIEW

This section will be dealing on different element like, research philosophy, design, sampling technique, Data collection and analyses, including other elements are expatiated upon to arrive at an objective decision. This work focuses on exploring and understanding the overwhelming factor that influence Brand choice among consumers, with emphasis from the **consumer's point of view (collis & Hussey 2009)**. Achieving the overriding objection, through fashioning the requisite direction is what this chapter will help us to achieve.

4.2 RESEARCH QUESTION AND OBJECTIVE

As clearly noted by Kathari (2006) a clear definition of the research problem without the use of ambiguous words, will enable the researcher to be able to separate important data from the ones that will not help in providing answer to the research question. There, this work will seek to provide viable answers to the following research questions:-

1. What factors influences brand Choice among Mobile Telephony users in Nigeria?
2. Do Mobile Telephony companies **influence consumer's choice through** their activities?

It is after the above questions have been carefully answered that the aim and objective of this study will be achieved. Consequently, the aim and objective of this research is to clearly understand the factor that influence consumers of mobile telephony service in choosing which service provider to patronize. Accordingly, the research objectives of this study include the following:-

1. To extensively understand the factor that influence Brand choice in Mobile telephony Industry in Nigeria.

2. Similarly, it aims to determine, if consumers choice is in any way influenced by the activities of the Mobile Telephony Companies.

In other words, it when these objectives that have been stated above have been achieved, that we can really say that the aim of the study has been achieved.

4.3 RESEARCH DESIGN

Abbott & McKinney (2013) state that the research design prepares the foundation for the appropriate collection and analysis of same data in a way that the information collected is relevant to the purpose of the research. **Kathari (2006) notes, that this constitutes the roadmap in which data's are** collected, measured and analysed. Saunders et al (2009) note that, there are threefold to a research design, they include, Descriptive, exploratory and explanatory. They further stated that the research question determines how many of this element that you are going to use. The way your research question is structured will determine which one of them will be used. Noting that if your research question is both descriptive and explanatory, you research will have more than one aim. The exploratory research allows you to ask open question to discover what is happening and to gain knowledge about a topic that is of interest to the researcher (Saunders et al, 2012).

Collis & Roger (2009) notes that exploratory case study are used, when there are few theories or a deficient body of knowledge. Baker (2003) at the beginning, case study will be exploratory, but as the research progresses and information is gathered and analysed, a tentative theory begins to form. In brief, this research will be exploratory in nature, as (sekar, 1992) it provides us with the opportunity to get a good understanding of the phenomena of interest and for the advancement of knowledge and building good theory. Furthermore, as the Mobile Telephony industry in Nigeria continues to grow at a fast rate, the new to understand the factors that influences brand choice have become very much important, as it presents an

opportunity for the various Mobile service providers to take advantage of this findings, so as to gain competitive advantage over fellow competitors.

Likewise, this research will adopt the mixed method with the use of in-depth interview and survey, through the distribution of questionnaires to participants. Previous study on this subject has been positivist in nature, hence the motivation to do more research on these. Collis & Hussey (2009) noted the benefit of the survey method is that, it is design to collect both primary and secondary data from a selected sample, with a view to analyse them and generalize on the result to the entire population. The use of interpretive approach allows for a deeper understanding into the motive of which brand choice decision is made.

4.4 RESEARCH PHILOSOPHY

The philosophy of this research centres on interpretivism approach. This is born out of the complex task of understanding brand choice, as it become **impossible to analyse it in a single fashion. Myers (2008)** “access to reality (given or socially constructed) is only through social constructions such as **language, consciousness, shared meaning and Instruments**”. In other words, interpretivism is centred on meaning and it uses more than one method to show various part of the issue. This approach is best suitable for this research, as it falls in line with the exploratory and interpretative nature of this research, which invariably contradicts the positivist notion that meaning resides in the world independently of consciousness (Collins, 2010).

In other word, the exploratory nature of this research raises vital question on the factors that influences Brand choice in the mobile Telephony industry that previous literature and studies have not been able to address.

4.5 RESEARCH APPROACH

This is an important area in the research methodology, as it ensures that the right approach is during the duration of the study. Baker (2003) notes that scientific research is driven by the desire to improve and increase knowledge and understanding of our world. This he notes is born out of the existence of a problem and the recognition that the knowledge or experience available is not enough to solve the problem. Jankowicz (2005) further notes that no

research can truly guarantee reliable and unbiased information, but the use of scientific method is more likely to do so than any other method you may desire to choose. Kothari (2006) identified the two basic types of research as Quantitative and Qualitative approach. The former involves **generating data's** that are subjected to rigorous quantitative analysis in a formal and rigid way, for example, survey. In contrast, Qualitative approach involves a non quantitative form or a way which does not requires rigorous quantitative analysis. This could be used extensively during all forms of interview. Jankowicz (2005) states that there is straightforward rule, which implies that you must use one for one circumstance and the other for the next, as the decision of which one to use is greatly determined by different factors, such as your research design. This might require the use of a mixed approach, which is a combination of both qualitative and quantitative approach to cross-check the result from one approach to another. Morse (1991) calls the use of two or more methods used in addressing the same problem as Triangulation. Therefore, this research will be adopting a mixed method, as it helps to ensure that the most comprehensive approach is employed to solve the problem and greater validity and reliability is achieved (Collis & Hussey 2009). As Neumann & Benz (1998) rightly posited, the field of research would greatly benefit from the use of both qualitative and quantitative research.

4.6 DATA SOURCES

Sekaran (1992) notes that the way the data's used for a research is collected, determines how successful the project will be, as this is considered as a vital part of the research design. There are different ways in which data can be collected and from different sources, with each method having its advantages and disadvantages. Specifically, this is entirely based on what the researcher hopes to achieve, as this might be for analysis, testing of hypothesis or either answering the research question. During the course of this study, we shall be using both primary and secondary data; this will ensure that the aim and objective on this research is achieved. The various data collection methods are thus expatiated on below.

4.6.1 PRIMARY DATA

This research will be using both questionnaire and unstructured interview as a form of primary sources. Collis & Hussey (2014) sees questionnaires as a series of questions which have thoroughly chosen after considerable testing with the intention of getting the right response from a particular group of people. Furthermore, this is aim to find out what the respondents think about the subject under discussion, as their response will help in providing answers to the research question. Oakshott (2009), Questionnaire which is also known as survey, is meant to collect information about a small entity of the population. He added, that prior known of your target audience will go a long way in formulating your questionnaire properly. The success of the **survey method relies on the researcher's ability to choose the appropriate** sampling frame, as if the sample is chosen badly, this will affect the accuracy of the result, thereby leading to bias. The advantage of this method, rest on the ground that it provides answers to easy questions and is cheaper to administer. In this research, the survey method was adopted to collect data, so as to ensure that the research objective is achieved.

Also, this research will be using Individual In-depth interview, through interaction. Smith et al (2008) opined that all researchers must have some level of understanding prior to the interview of the research surrounding and the interview topic, this they consider hinges on the success of the interview. They further added that researcher usually enters the interview section with certain structured question, but this is likely to change, depending on the sort of response elicited by the participant. Unstructured interview usually generates a higher degree of confidentiality as the reply of the respondent; tend to be more personal in nature. The unstructured Interview will allow for a one-on-one extensive elaboration on the part of the respondent on his personal opinion, view and perception of the subject under discourse (Smith et al, 2012). Respondent consist of four Nigerians who have used mobile telephony service for more than six months. The decision to use this form of interview was that, it presents opportunity for the interviewer to sport non-verbal clues on the interviewee, such as facial expression, voice and many more, which can generate more questions. And above all, it provides more

valid information, when the interview is conducted in an informal Burgess (1982) In-depth interview presents the interviewer the opportunity to dig deeply and come out with accurate inclusive accounts that are based on personal experience. However, the disadvantage is that, it is very expensive to administer and consumes a lot of time.

4.6.2 SECONDARY DATA

Saunders et al (2009) sees secondary data as data that has already been collected for some other purpose. This is an area that is largely ignored by a lot of researchers, as this could be vital in providing answers, fully or partially to the research question. These data include published or raw summaries of most organisations, such as government agencies, private companies and many more. They further noted that secondary data Can be used both in explanatory and descriptive research and are also classified as qualitative and quantitative in nature. The major advantage of using this form of data is that, it is less expensive to collect and you have a large amount of resources at your disposal. In Contrast, the setback associated with this form of data is that, such information has been collected for other purpose and may not be tailored to address your research questions. Accordingly, the secondary data used in this study, were collected from scholars who have written extensively on similar subject and were deemed relevant and valid for this research. The various sources include online article and Journals, Website of the major Mobile Telephony Companies in Nigeria, Goggle, Books and many more.

4.7 SAMPLING TECHNIQUE AND SIZE

Saunders (2009) notes that since research involves various element, it will be impossible for a researcher to collect and analyse all the data available to him and this has led to the need to select a viable sampling technique that reduces the amount of data needs to be gotten. As it allows you to consider only those data from a sub-group, rather than the entire population. Sekaran (1992) defines sample as a sub-set of the entire population, as it includes some member that has been selected. Therefore, this study will be using Convenience/ Judgement sampling, as it presents the best opportunity to attain the required size needed for the study. Considering that this study is

about brand choice in Mobile telephony sector in Nigeria, Nigeria nationals living in United Kingdom, who uses this different brand when they go home, are in a better position to provide the requisite information that this study needs. A large amount of the survey population will be made up of Nigeria students studying in University of East London A total of 81 Questionnaire will be distributed across to Nigerians living in London.

Similarly sampling technique will be used for the In-depth interview, as it will be administered on 4 Nigerians that are temporarily resident here in London. This Nigerians will be consumers that have used these services for more than six months. It is based on extensive usage that they can objectively say what influences their decision.

4.8 DATA ANALYSIS AND PRESENTATION

Corbin & Strauss (2008) notes that analysing the data collected from qualitative research is both a science and an art, as your effort to follow the basic science principle will often be tested and the only way you can succeed is only when you are creative and imaginative. Weathering et al (2012) the major theme of qualitative research is story telling or putting together a puzzle that can help explain a particular situation and its relation to other factors and people in the environment. In this study, the data analysis began **with a review of all the data's collected, this was done to get a grasp of the** various stages the data went through, and it began by recording the in-depth interview, so as to be able to decode the meaning and interpret it . Considering that large volumes of data were acquired, the study began by analysing the codes as soon as the first piece of data was received and grouped base on categories (Dariau et al, 2007).This technique was used for **the sake of quantification and qualification of this data's. The data's** collected through questionnaires and interview will be analysed through a software package known as Statistical Package for Social Science (SPSS), this will be used to create tables and chart that would thereafter be analyse for accurate result. Thereafter, the result derived will serve as the basis for discussion of the findings, conclusion and the recommendation of the study afterward.

Furthermore, during data analysis, effort was made to reduce the level of bias during interpretation, as more codes were introduced that best describes the scenario. Interpretation was strictly centred on the core area of the study, which is brand choice.

4.9 RELIABILITY AND ETHICS

Gibbs (2012) when we talk about reliability, it means if the investigation that has been carried out is done again by different researcher using the same method, would the same result be obtained? He further notes that if it repeated and the same answer is gotten, then it is reliable. Saunders et al (2012) sees ethics as the standard of behaviour that directs the way you behave in relation to the rights of those who have agreed to partake in your study or are affected by the outcome. They further noted that most ethical issues can be tackled during the design stage of any research. The question of ethics cover every area of the research process, ranging from how the subject is treated to how the inform received is kept safe (Sekaran, 2003). Thus, in this study, the research made concrete effort to reduce every form of bias, as the subject were asked repeated to clarify the meaning intended of the responses they provided. To ensure the validity of the data, the interview was recorded and all ethical codes and principle required observed (Smith et al, 2012).The subject was informed accordingly, about the nature of the research and what it aims to achieve and their consent was gotten to have the interview recorded.

4.10 SUMMARY

This chapter address the various steps that this study would embark on, in other to provide answers to the research question. It began by highlighting the research questions and the objective that this research hopes to achieve. It further dealt on the research design of which this study will be using the exploratory method, Next on the list was the research philosophy on interpretivism approach. Both quantitative and qualitative data would be use and with the right sample size. The ability of this study to meet these requirements and more will ensure that valid and reliable answers are provided for the research questions.

5. Chapter Five

Data Presentation and Analysis

5.1 Introduction

In accordance with the scope of study that was earlier mentioned in Chapter one & three, this study will critically evaluate the factor that influences the Brand Choice of Mobile Telephony in Nigeria. **Base on the data's collected, a** thorough and rigorous exercise will be undertaken to effectively interpret the findings and thereafter assign meaning to the themes formed.

5.2 Data Presentation and Analysis

This section will be used for the presentation and analysis of the data's that were collected through questionnaire and in-depth interview; as these helps in achieving the aim of the study. This presentation will be done with the use **of tables and chart showing the summary of the data's collected.** As earlier stated, Statistical Package for social science (SPSS) will be used, depicting the frequencies and percentages.

Table 5.1 Rate of Response by Respondents

Questionnaire	Respondent	Percentage
Returned	59	74
Return but Invalid	21	26
Total Distributed	80	100%

As the table above shows, 80 questionnaires were issued to Respondents, made up of Nigerians who are currently living in United Kingdom, but remain consumers of Mobile Telephony service whenever they go back to Nigeria. Out of this figure, 59 was successful fill and returned, this represents 74% success rate, however 21 was returned with multiple entries made in some of the question, thereby making it invalid. This represents 26% of the total

respondent. The figure shows that the number of respondent that successful complete completed the survey was far higher than those who didn't.

Furthermore, an in-depth interview was conducted on 4 respondents, who have been consumers of Mobile Telephony service for more than six months.

5.3 Demographical of Respondents used (N=59)

Table 5.2 Gender of Respondents

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	28	47.5	47.5	47.5
	Male	31	52.5	52.5	100.0
	Total	59	100.0	100.0	

Table 5.2 shows the gender distribution of the respondents that took part in this survey. The figure shows that 28 females representing 47.5% and 31 males representing 52.5%. This shows that the number of males that participated in the survey were slightly higher than the number of Female that did.

Table 5.3 Age Distribution of Respondents

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	18	30.5	30.5	30.5
	25 - 30	29	49.2	49.2	79.7
	31 - 35	6	10.2	10.2	89.8

36 - 40	3	5.1	5.1	94.9
41 - 45	1	1.7	1.7	96.6
46 - 50	2	3.4	3.4	100.0
Total	59	100.0	100.0	

Table 5.3 shows the Age distribution of respondents that took in the survey. The table shows that 30.5% of respondent were between the ages of 18-24, while 49.2% were between the ages of 25-30. Also 10.2% of the respondents were between the ages of 31-35 years, 5.1% were between 36-40years, 1.7% fell between 41-45 years, while 3.4% are between 46-50 years. Base of this table, it is obvious that the greatest percentage of people with 49.2% were between the age of 25-30.

Table 5.4

5.4 Analysis of Survey Results (N=59)

TABLE 5.4 LENGTH OF TIME AS A MOBILE USER IN NIGERIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 4yrs	13	22.0	22.0	22.0
10-14yrs	11	18.6	18.6	40.7
5 - 9yrs	34	57.6	57.6	98.3
6 - 11mnths	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 5.4 shows the length of time the respondents have used mobile telephony service in Nigeria. Of the 59 respondents, 22% have used mobile

telephony service between 1 and 4 years; 18.6% have used mobile telephony service between 10 and 14 years; 57.6% have used mobile telephony service between 5 and 9 years; and 1.7% have used mobile telephony service between 6 and 11 months. From the analysis, majority (57.6%) of the users of mobile telephony service in Nigeria who took part in the survey have used the service between 5 and 9 years.

TABLE 5.5 CUSTOMERS MAKE INFORMED DECISIONS BEFORE BUYING ANY BRAND

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	21	35.6	35.6	35.6
Neutral	1	1.7	1.7	37.3
Strongly Agree	36	61.0	61.0	98.3
Strongly Disagree	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 5.5 shows the extents to which customers make informed decisions before generally making any brand choice. Of the 59 respondents, 35.6% agreed to making an informed decisions before making any brand choice; 1.7% are undecided in terms of making an informed decisions before making any brand choice; 61% strongly agreed to make informed decisions before making any brand choice; and 1.7% strongly disagreed to make informed decisions before making any brand choice. From the analysis, majority (61%) of the respondents strongly agreed that they make informed decisions before making any brand choice

TABLE 5.6 CUSTOMERS OF MOBILE TELEPHONY IN NIGERIA MAKE INFORMED DECISION BEFORE BUYING A MOBILE TELEPHONE BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	20	33.9	33.9	33.9
	Neutral	2	3.4	3.4	37.3
	Strongly Agree	36	61.0	61.0	98.3
	Strongly Disagree	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

Table 5.6 shows the extent to which customers make informed decision before buying a mobile telephone brand. Of the 59 respondents, 33.9% agreed to making an informed decisions before making a choice for a mobile telephony brand in Nigeria; 3.4% are undecided in terms of making an informed decisions before making a choice for a mobile telephony brand in Nigeria; 61% strongly agreed to make informed decisions before making a choice for a mobile telephony brand in Nigeria; and 1.7% strongly disagreed to make informed decisions before making a choice for a mobile telephony brand in Nigeria. From the analysis, majority (61%) of the users of mobile telephony service in Nigeria strongly agreed that they make informed decisions before making a choice for a mobile telephony brand in Nigeria.

Table 5.7 Subscribe to more than One Mobile service

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	23	39.0	39.0	39.0
Disagree	4	6.8	6.8	45.8
Strongly Agree	31	52.5	52.5	98.3
Strongly Disagree	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 5.7 shows the figure of consumers who subscribe to one or More Mobile Telephony service. Of the 59 respondents, 39% agree to use more than one mobile Telephony service, 6.8 disagreed, while 52.5% strongly agreed to use more than one mobile Telephony service. At the same time, 1.7% strongly disagreed with using more than one mobile Telephony service. Therefore, the analysis shows that majority (52.5%) of Mobile Telephony consumers strongly agreed that they consume more than one Mobile Telephony service.

TABLE 5.8 CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFLUENCED BY THE QUALITY OF SERVICE OF THE MOBILE BRAND

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
Agree	22	37.3	37.3	39.0
Disagree	1	1.7	1.7	40.7
Neutral	1	1.7	1.7	42.4
Strongly Agree	34	57.6	57.6	100.0
Total	59	100.0	100.0	

Table 5.8 shows the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand. Of the 59 respondents, 37.3% agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand; 1.7% disagree that choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand; 1.7% are undecided as to the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand; and 57.6% strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand. From the analysis above, majority (57.6%) of the users of mobile telephony service in Nigeria strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand.

TABLE 5.9 CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFLUENCED BY THE COST/PRICE OF THE MOBILE BRAND

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	22	37.3	37.3	37.3
Disagree	8	13.6	13.6	50.8
Neutral	7	11.9	11.9	62.7
Nuetral	1	1.7	1.7	64.4
Strongly Agree	18	30.5	30.5	94.9
Strongly Disagree	2	3.4	3.4	98.3
Strongly Disagree	1	1.7	1.7	100.0
Strongly Agree				
Total	59	100.0	100.0	

Table 5.9 shows the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand. Of the 59 respondents, 37.3% agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand; 13.6% disagree

that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand; 11.9% are undecided as to the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand; 30.5% strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand; and 3.4% strongly disagreed that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand . From the analysis in the Table above, majority (37.3%) of the users of mobile telephony service in Nigeria agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand.

TABLE 5.10 CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFORMED BY PERSONAL FACTORS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
Agree	30	50.8	50.8	52.5
Disagree	5	8.5	8.5	61.0
Neutral	5	8.5	8.5	69.5
Strongly Agree	17	28.8	28.8	98.3
Strongly Disagree	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 5.10 shows the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by personal factors. Out of the 59 respondents, 50.8% agreed that choice of mobile telephony brand in Nigeria is mostly influenced by personal factors; 8.5% disagree that choice of mobile telephony brand in Nigeria is mostly influenced by personal factors; 8.5% are undecided as to the extent to which choice of mobile telephony brand in

Nigeria is mostly influenced by personal factors; 28.8% strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by personal factors; and 1.7% strongly disagreed that choice of mobile telephony brand in Nigeria is mostly influenced by personal factors. From the analysis in the Table above, majority (50.8%) of the users of mobile telephony service in Nigeria agreed that choice of mobile telephony brand in Nigeria is mostly influenced by personal factors.

TABLE 5.11 RATING OF THE PERSONAL FACTORS AS THEY INFLUENCE MOBILE TELEPHONE BRAND CHOICE USING THE FOLLOWING RANKING OF 1 - 7 (WITH 1 BEING THE HIGHEST)

Options	1	2	3	4	5	6	7	Total	Average Ranking
Peers	16.07% 9	16.07% 9	14.29% 8	23.21% 13	14.29% 8	8.93% 5	7.14% 4	56	4.41
Family	21.43% 12	23.21% 13	17.86% 10	17.86% 10	8.93% 5	8.93% 5	1.79% 1	56	4.96
Cultural Factors	0.00% 0	8.93% 5	17.86% 10	10.71% 6	17.86% 10	19.64% 11	25.00% 14	56	3.04
Level of Education	3.57% 2	7.14% 4	7.14% 4	17.86% 10	25.00% 14	23.21% 13	16.07% 9	56	3.13
Income Level	12.50% 7	10.71% 6	10.71% 6	7.14% 4	16.07% 9	25.00% 14	17.86% 10	56	3.50
Brand Perception	5.36% 3	16.07% 9	23.21% 13	19.64% 11	12.50% 7	10.71% 6	12.50% 7	56	4.00
Availability of Service	41.07% 23	17.86% 10	8.93% 5	3.57% 2	5.36% 3	3.57% 2	19.64% 11	56	4.96

Table 5.11 contains the rankings of personal factors as they influence mobile telephony brand choice using the following ranking of 1 - 7 (with 1 being the highest). It shows that overall most **respondents chose**, “Availability of Service” **as the highest ranked** personal factors as they influence mobile telephone brand choice. “Family” **came second**, while “Peers” **came third**.

TABLE 5.12 CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFLUENCED BY THE PROMOTIONAL ACTIVITIES OF THE MOBILE TELEPHONY COMPANIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	22	37.3	37.3	37.3
	Disagree	10	16.9	16.9	54.2
	Neutral	10	16.9	16.9	71.2
	Strongly agree	1	1.7	1.7	72.9
	Strongly Agree	4	6.8	6.8	79.7
	Strongly Disagree	12	20.3	20.3	100.0
	Total	59	100.0	100.0	

Table 5.12 shows the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies. Out of the 59 respondents, 37.3% agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies; 16.9% disagree that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies; 16.9% are undecided as to the extent to which choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies; 8.5% strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies; and 20.3% strongly disagreed that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies. From the analysis in the Table above, majority (37.3%) of the users of mobile telephony service in Nigeria agreed that

choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies.

TABLE 5.13 RATING OF PROMOTIONAL ACTIVITIES AS THEY INFLUENCE MOBILE TELEPHONE BRAND CHOICE USING THE FOLLOWING RANKING OF 1-7 (WITH 1 BEING THE HIGHEST)

Options	1	2	3	4	5	6	7	Total	Average Ranking
Advertising	11.11% 6	14.81% 8	14.81% 8	27.78% 15	14.81% 8	9.26% 5	7.41% 4	54	4.22
Provision of Warranty	11.32% 6	22.64% 12	5.66% 3	11.32% 6	32.08% 17	13.21% 7	3.77% 2	53	4.15
After Sales service	1.89% 1	9.43% 5	43.40% 23	13.21% 7	11.32% 6	18.87% 10	1.89% 1	53	4.13
Price	11.32% 6	32.08% 17	16.98% 9	30.19% 16	3.77% 2	5.66% 3	0.00% 0	53	5.00
Personal Selling	1.89% 1	1.89% 1	1.89% 1	7.55% 4	20.75% 11	33.96% 18	32.08% 17	53	2.26
Quality of Mobile Service	62.26% 33	7.55% 4	3.77% 2	3.77% 2	1.89% 1	16.98% 9	3.77% 2	53	5.58
Social Responsibility	1.85% 1	12.96% 7	12.96% 7	5.56% 3	14.81% 8	1.85% 1	50.00% 27	54	2.76

Table 5.13 contains the rankings of promotional activities as they influence mobile telephone brand choice using the ranking of 1-7 (with 1 being the highest). It shows that overall most respondents chose, “Quality of Mobile Service” as the highest ranked promotional activities as they influence mobile telephone brand choice. “Price” and “Provision of Warranty” came second, while “Advertising” came third.

5.5 EXPLANATION NOTES FROM IN-DEPTH INTERVIEW SCHEDULES

a) Ajayi, a Nigerian student aged within the 25 - 30 bracket; London, United Kingdom

Ajayi currently uses **MTN Mobile**. Prior to this, he started with **Econet**, now known as **Airtel**. He started using Mobile Telephony service in 2004 with **Econet**, and eventually switched to **MTN** due to high cost, especially as the service was still new in the country at the time. More so, most of his family members, loved ones and friends were already using **MTN**, so this made him

switch over to the same network. After a while, he got another **Econet** as a substitute line. This was given to him by a friend as a gift, as a result of the promotion module that the company were running at the time to get more clients. This made him to acquire a second phone, thereby making it two Mobile services at his disposal at the time.

Apart from the influence of family members, loved ones and friends, there are other things he looks out for when buying a Mobile telephony line. He looks out for price to see if the price is right. Price is very important for him. Price is really a major determinant for me. Price, Satisfaction and coverage are really important for him. Another thing he looks out for is satisfaction, and convenience. In relation to Mobile Telephony service, no one wants to use a network that they would have problem making call. **MTN** was really expanding at this time all over the country, as they were going to places **where most networks wouldn't dare to go. Every advert you see on** Television, they try to inform their customer on the various part of the country they had gotten to, as this were major consideration.

He is also influenced by the promotional activities that are done by the mobile telephony companies. When you watch a particular advert over and over again, it conditions your mind in a way that. There is always a possibility that you would make decision based on the one you have seen more promotional Campaign on than the one that is not.

b) Uba, a Nigerian student within the age Group of 30 - 35; London, United Kingdom

He currently has three mobile services he subscribed to as a result of the unreliable nature of each of the network. This way, he is able to spread his risk, so as to stay in contact at all the time. Actually, his major mobile line is **MTN** and the other substitute lines are **Globacom**, as well as Airtel. He started using **MTN** in 2003 just after the inception of **GSM** services in the country.

The most important thing that drives his brand choice is the network quality. One major reason he has insisted on retaining my **Globacom** Mobile line is

because it is an indigenous company, fully own by a Nigeria. So he thinks it is proper for us to support one of our own. In his scale of preference, the quality of Mobile service comes first, follow by the price of the service rendered and lastly, support for indigenous company.

c) Dozie, a Nigerian student within the age Group of 30 - 35; London, United Kingdom

Actually, he patronizes the services of three mobile telephony companies and they include, **MTN**, **Globacom** and Airtel. **MTN** happens to be his main line with the others serving as his substitute contacts. He has been using **MTN** for more than 10years now and **Globacom** has been for about 9years and Airtel been the latest he got has been with him for roughly 2years now. His brand choice has greatly been influenced by the quality of service of the different networks. Other things include, good service delivery, less unsolicited messages from the service provider, Call and data rates that are conveniently cheap for me.

Advertisement has a great influence on him. For instance, his decision to get a **Globacom** Line was as a result of an advert he saw, that promised a cheaper call rate. Because he felt he was paying too much for the calls he was making on **MTN**. But **MTN** still remains my favourite brand because of the availability of service. Other factors that influence his brand choice include, friends, family and peers.

d) Etinosa, a Nigerian student within the age group of 25 - 30; London, United Kingdom

She is a consumer of **Globacom** and **MTN** services. But among these networks, **MTN** happens to be the major one, as **Globacom** serves as her substitute line to support **MTN** in times where is unavailability of mobile service. She has used **MTN** for fourteen years, right from the time GSM services came into the country. However, as time went on, she added **Globacom** the year it came on. As the years goes by, i have stayed with **MTN**

more than I have with *Globacom*. This is based on the fact that she is more satisfied with the service that they render compared with that of other service provider.

The quality of the Mobile Connectivity remains a priority for her. Next is the affordability of the service they render.

5.6 DISCUSSION OF FINDINGS

The findings revealed in the course of the present study are discussed in this section in line with the research questions.

1. What factors influence Brand choice of Mobile Telephony in Nigeria?

Survey results between Tables 5-7 and 5-10 as well as information contained in the explanation notes revealed many factors that influence brand choice of mobile telephony in Nigeria. One is the quality of service of the mobile brand. 57.6% strongly agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand. Then, cost/price of the mobile brands is also a factor, with 30.5% of respondents strongly agreeing that choice of mobile telephony brand in Nigeria is mostly influenced by the cost/price of the mobile brand. Choice of mobile telephony brand in Nigeria is also influenced by personal factors, as 50.8% of the users of mobile telephony service in Nigeria agreeing that choice of mobile telephony brand in Nigeria is also influenced by personal factors. Of the personal factors, family, peers, service availability and income levels are major factors.

In the in-depth interview, it was revealed that apart from the influence of family members, loved ones and friends, there are other things consumers look out for when buying a Mobile telephony line. They look out for price to see if the price is right. Price is very important for most of them. Price is really considered a major determinant. Price, Satisfaction and coverage are really important for me. Another thing they look out for is satisfaction, and convenience. Some considered the most important thing that drives brand

choice as the network quality. **Etinosa stresses that the “quality of the Mobile Connectivity remains a priority for me. Next is the affordability of the service they render.”**

Khan and Rohi (2013) corroborated the findings above by stressing “various factors influence the consumers when they are making a choice among alternate brands. These factors consist of price, perceiver risk, compatibility, triability, relative advantage, complexity, image and observability. In this research article, the influence of following factors on brand choice has been measured: price, quality, features, family and friends’ recommendations, brand image, innovative features, promotion effectiveness, celebrity endorsement, user friendliness, stylish appearance, post-purchase services,” and Ritter (2008) lists **“performance/quality, price/value for money, emotions, normative/personal (social) and interpersonal influence as critical factors that influence brand choice.”**

2. Do Mobile Telephony Companies influence Consumers choice through their activities such as advertisement and promotion?

Survey results in Table 5.11 shows the extent to which choice of mobile telephony brand in Nigeria is influenced by the promotional activities of the mobile telephony companies. While 37.3% agreed that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies, a sizable 20.3% strongly disagreed that choice of mobile telephony brand in Nigeria is mostly influenced by the promotional activities of the mobile telephony companies. In Table 5.12 the respondents ranked the promotional activities as they influence mobile telephone brand choice using the ranking of 1-7 (with 1 being the highest). **It shows that, overall, most respondents chose, “Quality of Mobile Service” as the highest ranked promotional activities as they influence mobile telephone brand choice. “Price” and “Provision of Warranty” came second, while “Advertising” came third. Advertising is significantly considered as a factor that influences choice of mobile telephony brand in Nigeria.**

In the in-depth interview, Ajayi noted that he is also “influenced by the promotional activities that are done by the mobile telephony companies. When you watch a particular advert over and over again, it conditions your mind in a way that. There is always a possibility that you would make decision based on the one you have seen more promotional Campaign on than the one that is not.”

Dozie described his brand experience that “advertisement has a great influence on me. For instance, my decision to get a *Globacom* line was as a result of an advert I saw, that promised a cheaper call rate. Because I felt I was paying too much for the calls I was making on *MTN*. But *MTN* still remains my favourite brand because of the availability of service. Other factors that influence my brand choice include, friends, family and peers.”

6. Chapter six

6.1 CONCLUSION

The crux of this study was to investigate factors that influence brand choice in mobile telephony in Nigeria. The objectives were to understand the factors that influence brand choice in mobile telephony in Nigeria and to determine **if consumer's choice is influenced by the activities of the telephony companies**. The focus of this work spans all the personal, promotional and product related factors that could induce patronage and subscription of mobile telephony in Nigeria. From the analysis in the study, the findings revealed that many factors influence brand choice of mobile telephony in Nigeria. One is the quality of service of the mobile brand. Choice of mobile telephony brand in Nigeria is mostly influenced by the quality of service of the mobile brand, and then cost/price of the mobile brands. Findings also revealed that Choice of mobile telephony brand in Nigeria is also influenced by personal factors, with majority of the users of mobile telephony service in Nigeria agreeing that choice of mobile telephony brand in Nigeria is also influenced by personal factors. Of the personal factors, family, peers, service availability and income levels are major factors.

To back up the findings, the in-depth interview concurred that apart from the influence of family members, loved ones and friends, there are other things consumers look out for when buying a Mobile telephony line. They look out for price to see if the price is right. Price is really considered a major influence for subscription of mobile service. Price, Satisfaction, affordability of the service, convenience, quality of the mobile connectivity and coverage are found be important to mobile users in Nigeria.

Earlier studies, some of which were cited in the literature review, had made similar findings, albeit in different socio-cultural settings. Khan and Rohi (2013) understood that various factors influence the consumers when they **are making a choice among alternate brands. These factors consist of “price, perceiver risk, compatibility, triability, relative advantage, complexity, image**

and observability. In this research article, the influence of following factors on brand choice has been measured: price, quality, features, family and **friends' recommendations, brand image, innovative features, promotion effectiveness, celebrity endorsement, user friendliness, stylish appearance, post-purchase services.**"

In response to the second objective, findings showed that promotional activities of the mobile telephony companies to a great extent influence the choice of mobile telephony brand in Nigeria. Advertising is significantly considered as a factor that influences choice of mobile telephony brand in Nigeria. However, other promotional factors such as product warranty, personal selling, coupons and rewards are more effective than advertising in influencing mobile phone consumers in Nigeria.

To back up the findings, respondents of the in-depth interview corroborated that influenced by the promotional activities that are done by the mobile telephony companies in Nigeria. When you watch a particular advert over and over again, it conditions your mind in a way that, there is always a possibility that you would make decision based on the one you have seen more on promotional campaign than the others.

Certain users maintained that advertisement has a great influence on them, in their choice of mobile telephone service in Nigeria. For instance, when an advertisement promises a cheaper call rate, most Nigerians tend to switch over to the brand given the economic situation of the country. It is important for them to look for cheaper alternative in brand choice.

7. Chapter Seven

7.1 Recommendation for Mobile Telephony Firms

As has long been noted, the essence of every business is to make profit and for this to be achieved in the long term, the firm has to ensure that the need of its target audience is satisfied. Gone are the days when consumers were limited on their ability to choose, with the arrays of choice presented before them as a result of Globalisation and the availability of alternatives, consumers are quick to switch if they feel that the value that they have paid for a product or service is not being realised.

Mobile Telephony providers should ensure that whatever promotion or package that they introduce, the need and satisfaction of the customer **should always be at the centre, as the long known saying that, 'consumer is king 'still stands. If the consumer feel that his or her need is not been met,** they will not hesitate to look for alternative, more especially if the switching barrier is low, as is evident in the mobile Telephony industry with the recent introduction of mobile number portability.

From the study, it was also noticed that the reason why majority of the service providers subscribe to more than one mobile telephony service was the unreliable quality of mobile service, as this has created the need for an alternative to make up for the lapses experience from the other. To this end, it becomes virtually difficult for undivided Loyalty to be achieved by any of the service Provider as exemplified by the Brand Choice Sequence, which is the theory on which this study is based. Also, Mobile Telephony firms should come up with reliable Pricing system that makes mobile telephony services affordable for every consumer without sacrificing quality, as consumers are willing to sacrifice cost for quality service.

Furthermore, they should provided as much detail of any service that they offer during or after their promotion, as many consumers sign up for this promos without full knowledge of the terms and condition on which this

packages are based, only to cry foul, when they don't get the benefit of whatever they expect. This is largely due to miscommunication between both parties. Effort should be made to ensure that messages are communicated also in Local language for the target audience, since not everyone is educated enough to read in English, as is conversant with most adverts.

In addition, Mobile Telephony Providers must learn to deliver on the promises made during and after promotion. As they continue to disappoint their customers, base on renege promises, this creates an atmosphere of distrust between them, thereby hampering their chances of increasing their market share. These lapses will eventually cost those who failed to deliver on their promise, certain percentage of their market share.

Unlimited access should be granted to consumers who need access to quality customer care, as this helps them to relay their concerns. Most times, Customers want to be heard and given assurance that whatever worries they have is been looked into, only then can they get the assurance that will make them loyal to that network

7.2 SUGGESTIONS FOR FUTURE RESEARCH

Future researchers could study whether those factors that influence choice of mobile brands in Nigeria also sustains patronage of the same brand. As we understood by the brand choice sequence theory, when a consumer **purchases a brand at the point of “no loyalty”, his chances of repurchasing is** only predicated on whether he enjoyed the first purchase. If he did, a second purchase, will take him to the next level of loyalty. Since initial choice of mobile brand does not indicate brand loyalty, researchers could find out **whether those factors that informed mobile users' initial choice of mobile** brands, continues to inspire them to use the services of the same mobile brand; or are all the promises gone after the initial subscription? Do they get disappointed after subscription and fall back on their previous brand, or just trudge along?

This study is a survey, but future researchers could also do a case study of a mobile company in Nigeria, to gauge the relationship between the promotional activities and rate of subscription. This would provide a more practical and pragmatic method of understanding how those factors have truly influenced mobile choice in Nigeria; and if not, what other factors influence choice of mobile brands in Nigeria.

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RESEARCH QUESTIONNAIRE

Dear respondent,

I am a postgraduate student of international Business Management of the University of East London. I am conducting a research on “Factors that influences Brand Choice of Mobile Telephony in Nigeria” Please I seek for your sincere answers to the questions in the questionnaire. This exercise is purely for academic purpose and as such your response to the question will be treated with utmost confidentiality. To guarantee you your anonymity, please do not put down your names on the questionnaire. This should not take more than 5 - 10 minutes of your time.

Research Topic: An exploratory study into the factors, which influences Brand choice in Mobile Telephony in Nigeria.

SECTION A

RESPONDENT’S DATA

Please indicate your response to the following statements by ticking any box of your choice.

1. Gender: Male ☐ Female ☐
2. Qualifications: College ☐ University degree ☐ Masters ☐ PhD ☐
Others ☐
3. Age: 18- 24 ☐ 25-30 ☐ 31-35 ☐ 35-40 ☐ 40-45 ☐ 46-50 ☐ 51-
Above ☐

SECTION B

1. Are you resident in Nigeria? Yes ☐ No ☐
2. Are you a consumer of Mobile Telephony service in Nigeria? Yes ☐
No ☐
3. Have you been a consumer of one or more mobile Telephony service for more than six months and for how long?

6 - 11mnths []

1 - 4yr []

5 - 9yrs []

10 - 14yrs []

4. Have you discontinued with the use of any Mobile Telephony service, if any, list them?

.....
.....

BRAND CHOICE IN MOBILE TELEPHONY IN NIGERIA

5. As a customer, I make informed decisions before buying a brand.
Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []
6. As a customer of mobile telephony in Nigeria, I do not buy at random. I make informed decisions before buying a mobile telephony brand.
Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []
7. As a customer of mobile Telephony in Nigeria, I subscribe to more than one Mobile service. Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []
8. My choice of mobile brand is mostly informed by personal factors.
Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []
9. My choice of mobile brand is mostly informed by the price of service of the mobile brand. Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []
10. My choice of mobile brand is mostly informed by the quality of service of the mobile service. Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []

11. My choice of mobile brand is mostly influenced by the promotional activities of the mobile telephony companies. Strongly Agree [] Agree [] Strongly Disagree [] Disagree [] Neutral []

12. Please rate the top five of the following personal factors as it influences your mobile telephone brand choice using the following rating of 1 – 5 with 1 being the highest.

	1	2	3	4	5
i. Peers	()	()	()	()	()
ii. Family		()	()	()	()
iii. Cultural factors	()	()	()	()	()
iv. Level of Education	()	()	()	()	()
v. Income level		()	()	()	()
vi. Brand Perception	()	()	()	()	()
vii. Availability of service	()	()	()	()	()

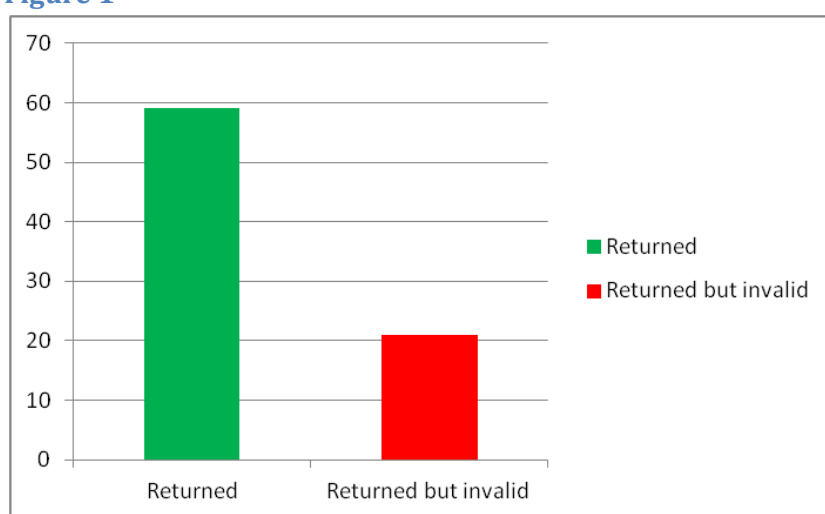
13. Please rate the top five of the following activities of mobile phone companies as they influence your mobile telephone brand choice using the following rating of 1 – 5 with 1 being the highest.

	1	2	3	4	5
i. Advertising	()	()	()	()	()
ii. Provision of warranty	()	()	()	()	()
iii. After sales services		()	()	()	()
iv. Price	()	()	()	()	()
v. Personal Selling	()	()	()	()	()
vi. Quality of Mobile services	()	()	()	()	()
vii. Social Responsibility	()	()	()	()	()

14. Other than the stated factors, what other factors influence your mobile telephone brand choice?.....
.....
.....
.....
.....

Appendix 2

Figure 1



Rate of response from respondents

Figure 2

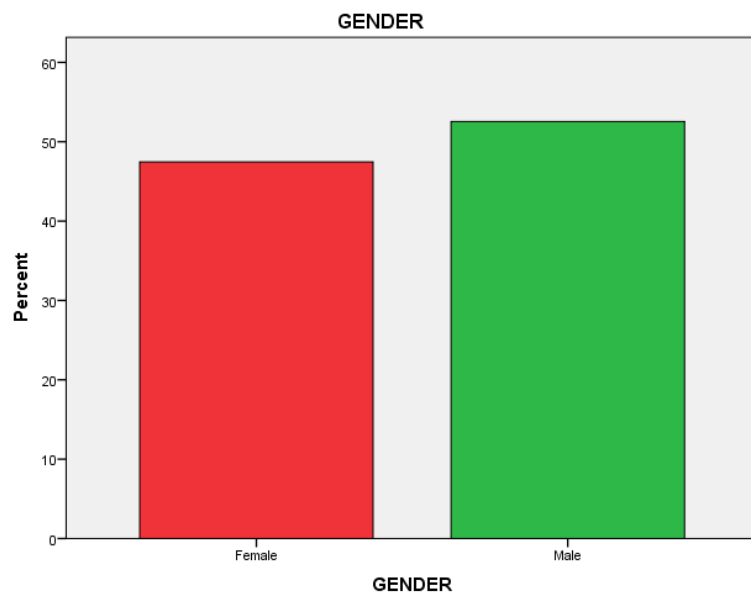


Figure 3

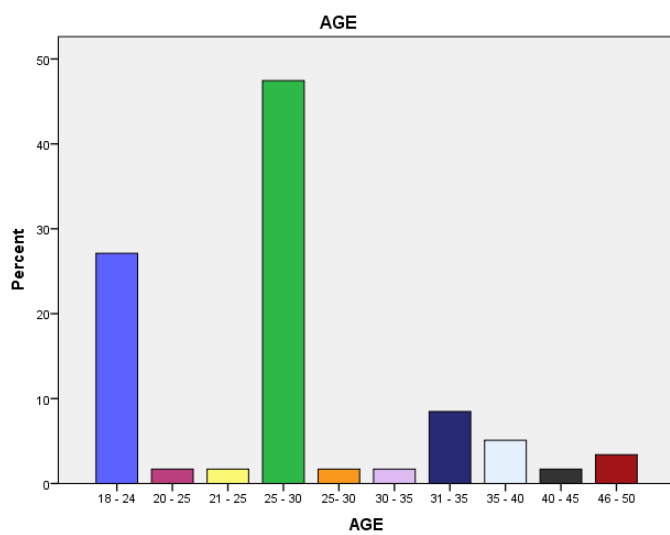


Figure 4

Have you been a consumer of one or more mobile Telephony service for more than six months and for how long?

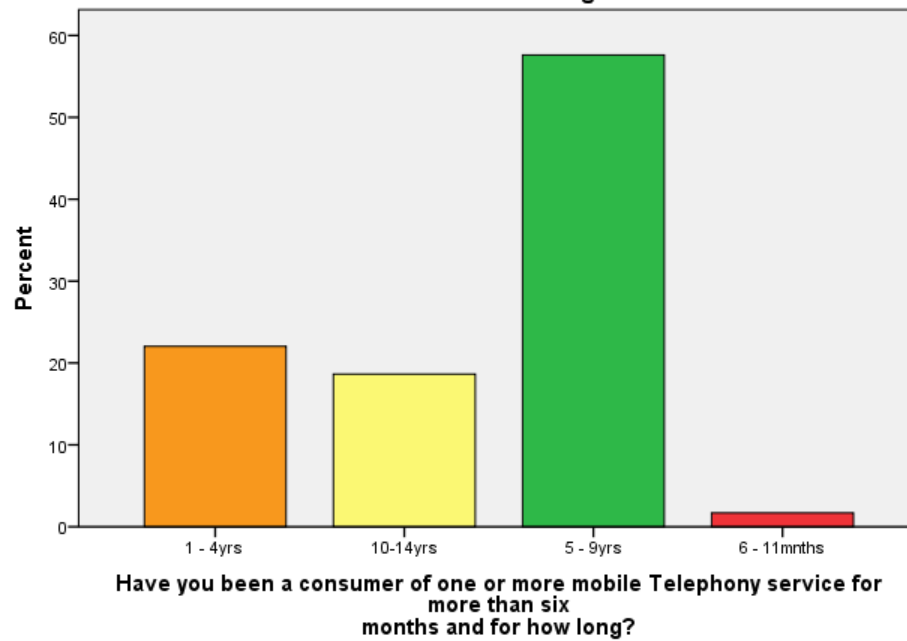


Figure 5

AS A CUSTOMER, I MAKE INFORMED DECISIONS BEFORE BUYING A BRAND

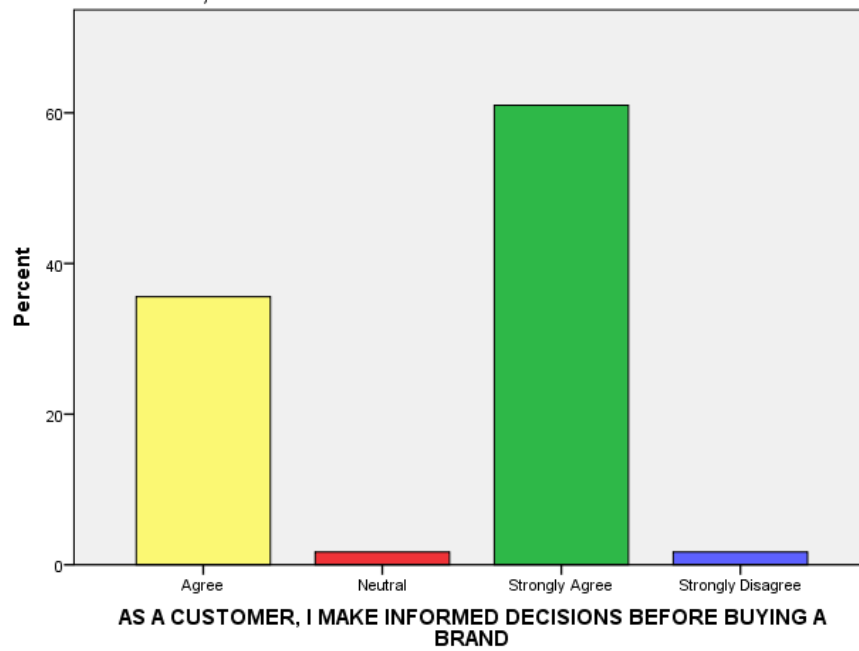


Figure 6

AS A CUSTOMER OF MOBILE TELEPHONY IN NIGERIA, I DO NOT BUY AT RANDOM, I MAKE INFORMED DECISION BEFORE BUYING A MOBILE TELEPHONE BRAND

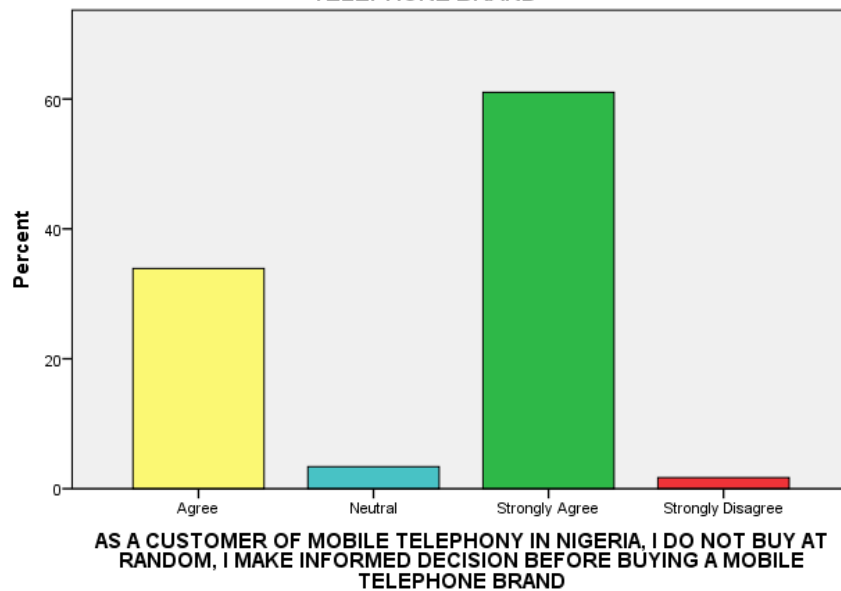


Figure 7

AS A CUTOIMER OF MOBILE TELEPHONY IN NIGERIA, I SUBSRIBE TO MORE THAN ONE MOBILE SERVICE

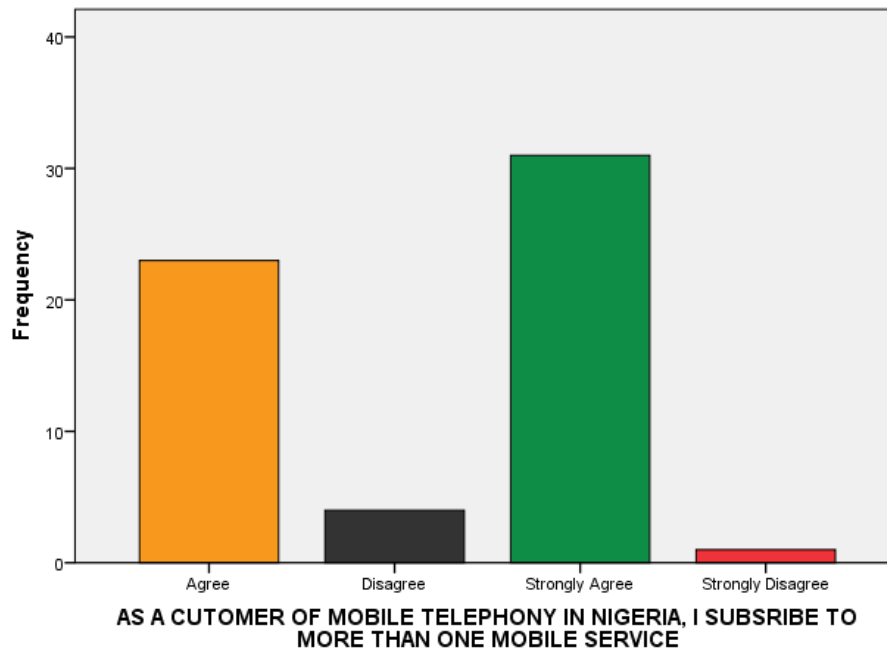


Figure 8

MY CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFLUENCED BY THE QUALITY OF SERVICE OF THE MOBILE BRAND

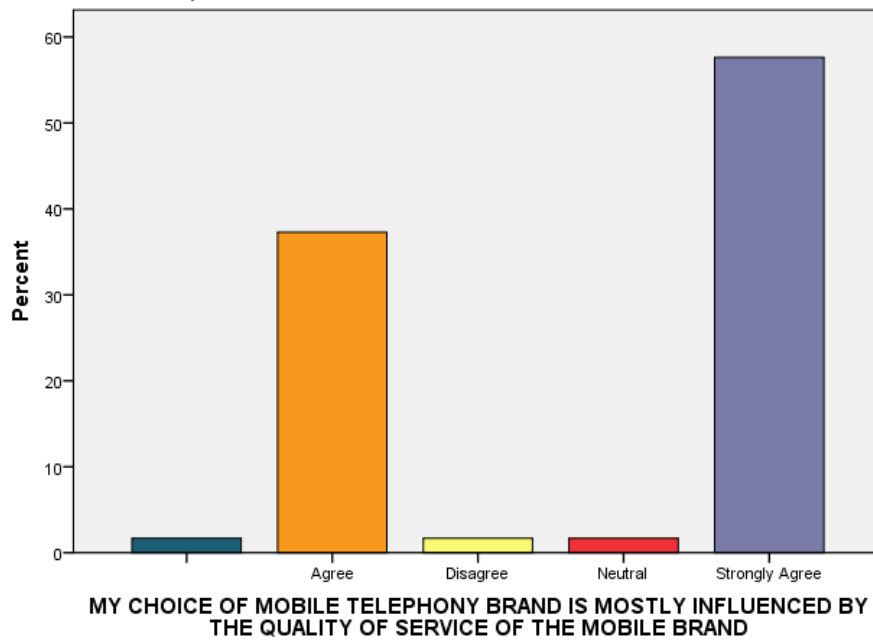


Figure 9

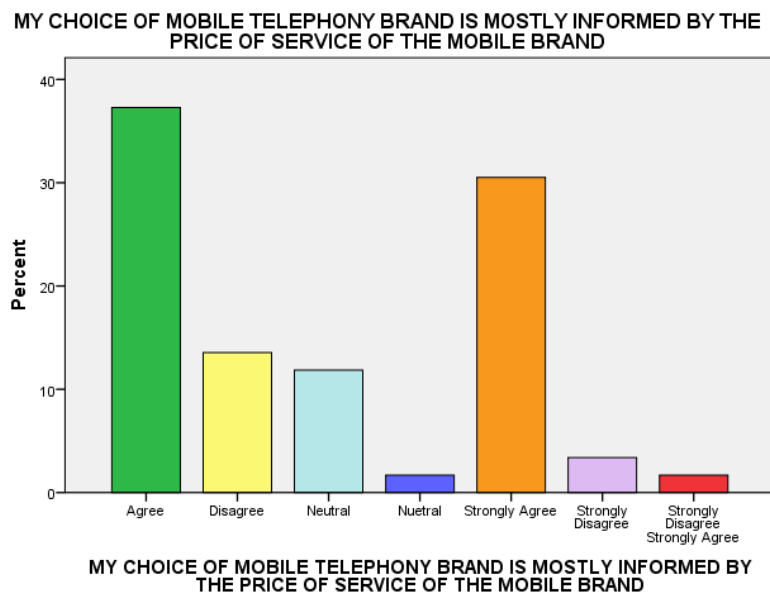


Figure 10

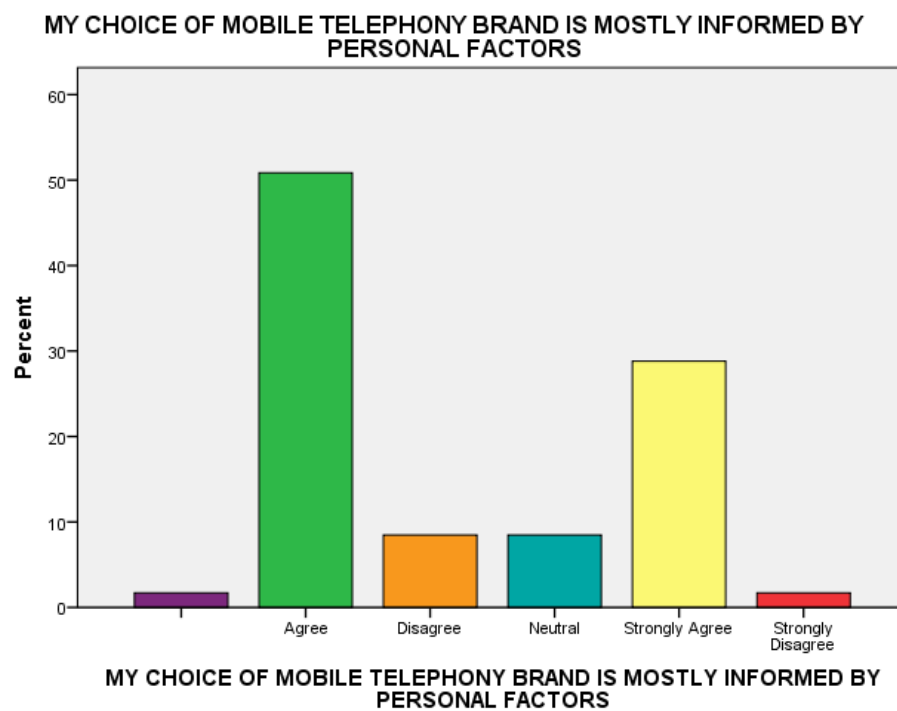
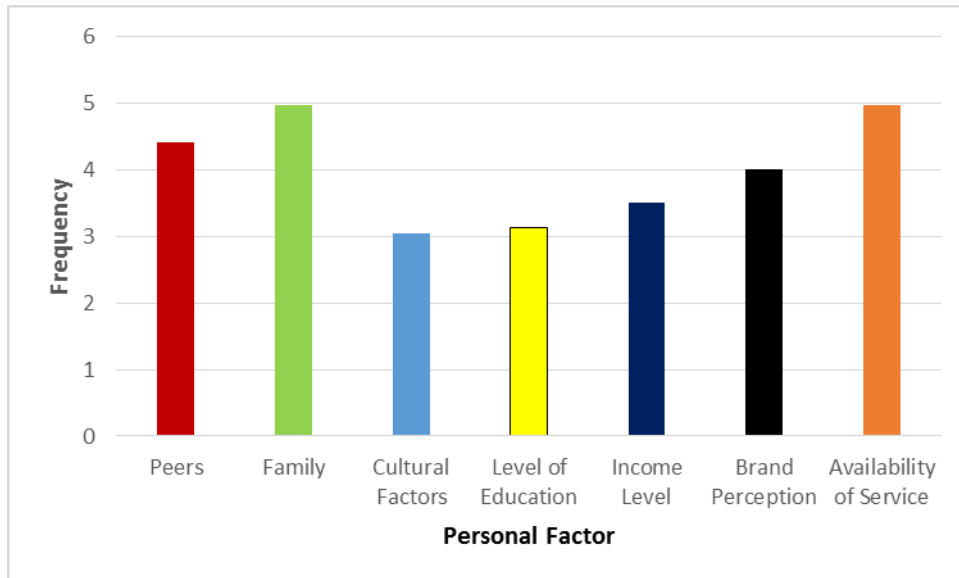


Figure 11



Ratings of top seven personal factors, as it influences Consumers mobile telephone brand.

Figure 12

MY CHOICE OF MOBILE TELEPHONY BRAND IS MOSTLY INFLUENCED BY THE PROMOTIONAL ACTIVITIES OF THE MOBILE TELEPHONY COMPANIES

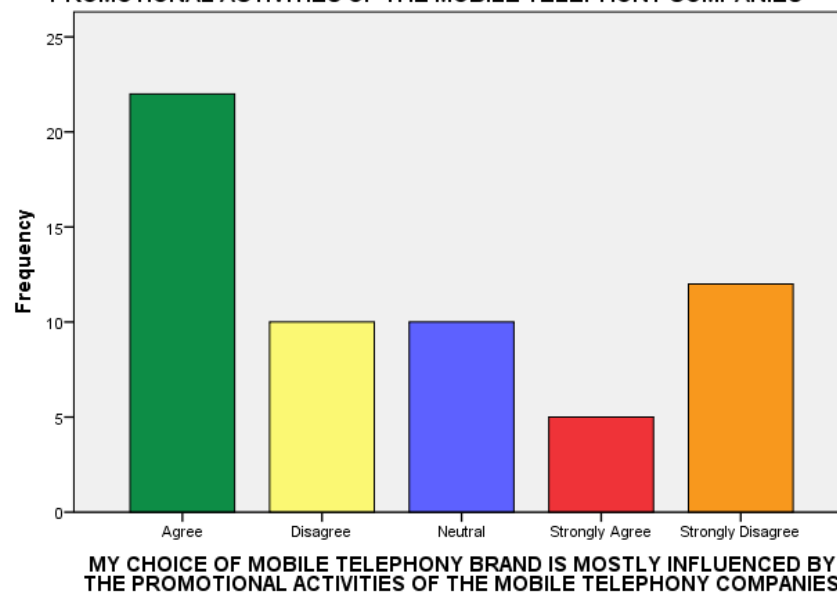
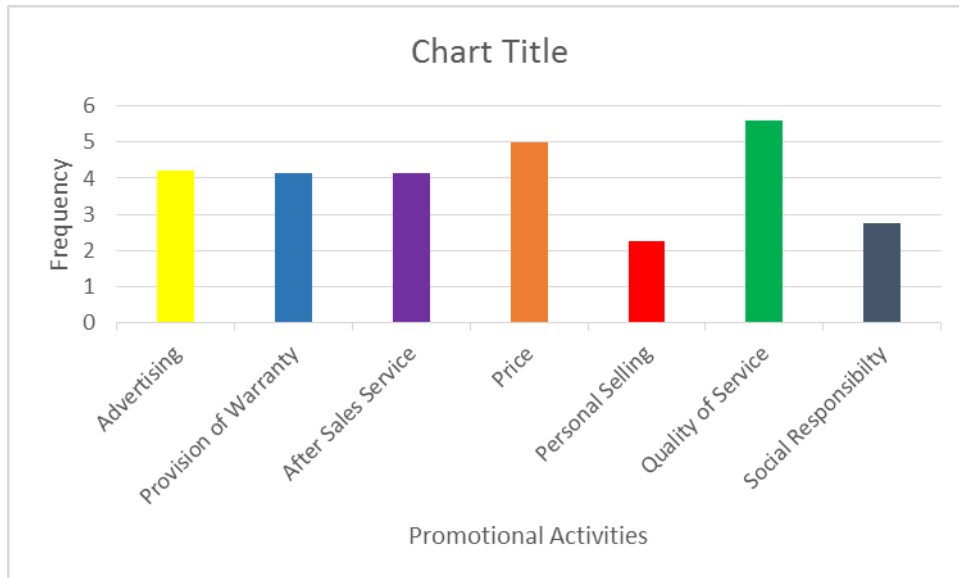


Figure 13



Rating of Promotional activities as they influence consumers Mobile Telephony Brand.

Appendix 3

INTERVIEW 1

Candidate: Festus

Age Group: 25 – 30

Occupation : Student

Date & Time: 18th September 12:00 hrs

Duration: 55:06 Minutes

Place: London, United Kingdom

The interview began with an introduction of the subject matter to the respondent, after which permission was taken for the interview to be recorded and the confidentiality of the exercise, likewise guaranteed.

Are you a consumer of Mobile Telephony service in Nigeria?

Yes i am. Currently, i use Mtn Mobile line, prior to this, i start with Econet, which has undergone lone of name change over the years, but is currently called Airtel.

So how long have you been consuming Mobile Telephony Service in Nigeria?

I started using Mobile Telephony service in 2004 with Econet, then i had to stop using my phone because of some issues with my phone at the time. I had a Subscriber Identification Module(SIM) without a phone, this was due to high cost of mobile phone, as the service was still new in the country at the time. After sometime of non Usage, i misplaced the SIM .When i finally got a phone later that year, most of my family members and friends were already using MTN, so this made me switch over to the same network. After a while, i got another Econet as a substitute line, which was then known as Vmobile. This was given to me by a friend as a gift, as a result of a result of the promotion module that the company were running at the time to get more clients. This made me to acquire a second phone, thereby making it two Mobile services at my disposal at the time.

Apart from the fact that your family were using MTN, hence your switching, was Vmobile not serving the purpose for which you bought it?

Actually, i would have stuck with Econet at the time, but i ended up misplacing the SiM. But even if i had not misplace it at the time, most people around me were already on MTN when i got another Phone and it was still very expensive to make calls at the time and i felt it will be wise for me to switch to MTN, as most of my loved ones were already using it.

So what do you look out for when buying a Mobile Telephony Line?

Like every consumer product, i don't really know if everyone reason that way, but i think most people do. First of all, I look out for price to see if the price is right. Price is very important for me. If it expense, i know it varies for different categories of people, as what might be expensive for certain people might not be for others. For people in the same category with me, you look at price first; I look at what i have in my pocket and the amount that is placed on the product i want to buy. Even if I can buy it now, is it something i can maintain over a period of time? Price is really a major determinant for me.

Another thing i look out for is satisfaction. Am I going to derive satisfaction for this thing that am paying for? For me, price is tied to satisfaction. Because i consider that, if I am going to squeeze myself to pay a little bit more over the edge for a particular brand, then there must be something really special that i would derive at the end. This applies to every brand. In relation to Mobile Telephony service, no one wants to use a network that they would have problem making call. MTN was really expanding at this time all over the country, as they were going to places where most networks **wouldn't dare to go. Every advert you see on Television, they try to inform** their customer on the various part of the country they had gotten to, as this were major consideration. This is not something you sit down and start analysing, as these things just works out in your head when you need to a decision on something of this nature. Price, Satisfaction and coverage are really important for me.

In certain quarter, it is believe that when the price is low, this affects the quality of service that is offer, as most people pay premium Price for top service. What do you think?

I would disagree with that, as that is what we have been made to believe over time. If the price is high, the quality must be really good. As someone who has actually gone through the different stages of purchasing, from a very low state of limited fund and still wants to get something down and thereafter to the state where you more than enough. **I wouldn't really agree with sure** notion. I have come to realize when in a shopping mall or supermarket and I see a product that is expensive, I would usually think that if the price is like this, there must be something really unique about the product. Allow the

way, i realised that it is actually the brand we are paying for and not necessarily the quality. You know when a brand has made a name for itself; it becomes what you call a household name, as it gives it that edge over its competitors, just like what you see in the automobile industry. This does not rest of the manpower or the effort of the people working for you. Lot of times, this is down to the promotional campaign carried out by the company, as the more promotional campaign you execute and make in the mind of the **consumers, the more edge it gives you over other companies that don't** usually get involved in so much campaign. This influences the organisations place prices on their product. So price is not a true reflection of quality, as product or service with lower price can even match or be of better quality.

How often do you get influenced by the promotional activities that are done by the mobile telephony companies?

I think it does. There is some sort of subconscious relationship with the promotion, as it tends to make an impact on you which you may not know. When you watch a particular advert over and over again, it conditions your mind in a way that, if it ever comes to a situation when you have to make a decision relating to a product or service in that same brand category. There is high possibility that you would make decision based on the one you have seen more promotional Campaign on than the one that is not. As during the promotion, they give you more information about the brand, as they get to tell you one or two things and the different brand proposition and all the promise that the particular product is going to deliver to you. The **Impression is always there, it's just that, and you may not know it.** For example, when MTN came to Nigeria, they will put up certain funny promotional campaigns. There is this advert of a guy painting a billboard, and then he receives a call and then ask the caller, do you know where am receiving this call from? While he is still talking, he forgets that he is on top of a ladder and he fails. Those things are kind of funny, as you may be going out when this plays and you will be forced to stay and watch, because these things are interesting to you. Those impressions make you form a relationship with the brand, so when they come again with another one, you are so eager to know what they have to offer and you want to share with your friend. This is similar to the impression they made, when the porting system came up, as a comedian was used and in no distant time, majority of people watching the advert could sing and dance about it. It went from being just a promotional campaign about a brand, as people started having the video on their phone, just to watch and show to their friends. At this point, the organisation will see itself as being successful, as they would not want you to just buy the brand and go ago. Because they want to establish a relationship with you and if we all are able to enjoy such advert and put it on our phone, it means they have really achieved what they were aiming for and

whenever you want to make a decision, these things really comes to your mind. As during these promotions, you become aware of the benefit that is tied to the offer, such as the coverage area. This is also an information avenue and likewise beneficial to existing customer as well.

During the course of your analyses, you talked about porting of numbers, which allows you to switch network and at the same time maintain your number, do you mean if Vmobile (now Airtel) or Globacom comes up with better quality despite your current relationship with MTN, you will switch network?

The question could be answered in two ways, considering that as consumers you are always looking for better offers. It is strictly about your interest. The best for me is to get the SIM and enjoy the package, since these promotions are usually temporary. When it ends, you barely have any need for it. In another way, the uncertainty associated with some of the network is not problem that makes complete switch over not possible, as is evident with Econet, which has changed its name to Vmobile and recently Airtel. This is what makes MTN different, as the company has continued to maintain same identity continually in all this years of existence. One promotional campaign will not make me switch as was seen during when Airtel came with the Jolly Package, which include Jolly Paddy, Jolly Buddy. This allows you to call your friends anytime of the day at a very low cost. The sore part of this package is that they told us of all the benefit you will get, but did not reveal to us the full condition that is associated with the use of such package, such as the weekly charge that is tied with the use of that package, even if you did not use it. And also with the condition that you cannot leave the package until the promotion ends, which i considered as unacceptable. When i realise this, i gave them a call and they said there was nothing they could do. What i did was that, i discontinued with the use of that SIM and got another one from the same network. The disadvantage of this action was that most of my contacts were familiar with that Number (SIM). Sometime, for those customers that is always running after the latest package, you can also find yourself in trouble, despite all the regulation that requires them to disclose **the full requirement, don't always do, as was experienced during the Jolly Package. As at this point, I wouldn't be swayed by any new package that** would be introduced or any freebies.

You talk about promo and freebies introduce by Mobile Telephony Companies, do you think they keep to the promise they make, as a loyal consumer of MTN service?

To an extend i will say they do, considering the fact that they have wide coverage, as compare to other network where you cannot access the service, due to limited coverage area. As for MTN, the level of coverage in the Rural

and Urban area is the same. But then, in area like extra cool promo, which is their free service that allows you to make free calls from 12:30am to 4:30am, it become difficult to reach others as the network becomes cloaked up, thereby making it difficult or impossible to reach others. They promise a smooth sail, which is not true, as often you can only get access like few minutes to the end of the daily package. Another thing they did was their failure to inform the customers that if they do not end the call by 04:30am, they will start charging you. It was later that consumers got to find out about this. The best bet the company could have done was to terminate the call. And if the consumer decides to call again, they will know that the charge is on them. The least they could have done was to inform their Customers that if they are unable to connect, it is due to high volume of people making same calls and that they were doing everything to rectify this problem. Modality like this helps in saving the organisations image, rather for them to hide and deprive the customer of vital information. Overall, I am satisfied with the level of service I get in the areas that concerns me.

During the course of answering the last question, you blamed MTN for **not terminating the calls when it is 04.30am, don't you think that should** be the responsibility of the service consumer?

One problem is that, due to the nature of time, what your time piece says might not be the actual time and when you work with this, you are bound to **experience disappointment at certain time. Probably, that's one on the** strategy the company uses to get people to spend their money on Call. Considering that if you must make call the next evening, you must top-up your airtime. I think the right thing is to terminate the call for the consumer, as it will not cost the service providers anything.

Base on your experience with MTN and other service providers out there, what would be your advice to them on way to improve their service?

First of all, in this age where internet is everything, the company has to work tirelessly to improve their internet offers. I admit they have one of the lowest Blackberry Massager subscriptions. But in the age of broadband you need more, as many people still go the cyber cafe to get access to the internet.

Another thing they have to do is try to give their clients more option on which internet package they wish to use. This could be for a fixed time contract or more. I feel that the offers they have still limits the ability of the customers to choose what they want. This expansion should also apply to their call package

And also in the area of collaboration with other service providers like DSTV, MTN granted access to consumers with advance Mobile Phone, which allows you to watch satellite TV, such as sporting event. The one that comes to mine is the FIFA World Cup in 2010. This is a welcome development; however i still feel the coverage is poor, which i would not blame entirely on MTN. For example when i travelled to my village, DSTV has service there, but the MTN service was poor and this affected my access to DSTV.

And also, a lot has to be done about their customer service. In my experience, i think the best customer service in Nigeria is Airtel. My reason for saying this is that, when you call them it is easy for you to get quick and easy access. I can tell you a number of times I tried to call MTN and you never get through, as you are bombarded with endless music and advert messages. They should also take the interest of their customer at heart. Airtel is the best at that, when you call them, in no time they pick up. MTN has to do something about that.

Thank you!

You are welcome!

INTERVIEW 2

Candidate: Uba

Age Group: 30 – 35

Occupation : Student

Date & Time : 19th September 11:07 hrs

Duration: 35:16 Minutes

Place: London, United Kingdom.

The interview began with an introduction of the subject matter to the respondent, after which permission was taken for the interview to be recorded and the confidentiality of the exercise, likewise guaranteed.

Are you a consumer of Mobile Telephony service in Nigeria?

Yes i do. Currently, I have about three mobile services I subscribe to as a result of the unreliable nature of each of the network. This way, I am able to spread my risk, so as to stay in contact at all the time.

Among the three networks you claim to use, which one happens to be your major contact?

Actually, my major Mobile Line is MTN and the other substitute lines are Globacom, as well as Airtel.

So, how long have you being using Mobile Telephony Service in Nigeria?

It's been really long, as I started in 2003 just after the inception of GSM services in the country. And based on current calculation from then till now, that is approximately 11years for me.

When patronizing this Mobile Telephony Service, what exactly do you look out for?

The most important thing should be the network quality; it is really annoying when you are trying to make a call and the call drops, so if the network is very good and the connectivity also, that will always come first. After that i now look at other alternative such as ongoing promotion that will save me cost. These promotions are is in relation to the price, to bring down the cost of network communication.

Are you saying that the promotion organised by this Mobile Telephony companies does have effect on you and how?

Yes they do, for instance, although I have MTN as my primary line, when it comes to using the internet, I prefer my Globacom, due to the fact that it s faster and the company has more attractive package with more gigabit. It was because of the Promotion that I got the mobile Line.

Apart from the quality of service and the promotion you earlier mention, is there any other thing that influences your decision to subscribe to a particular network?

Yes. When you look at the Globacom Network, one major reason i have insisted on retaining my Mobile line is because it is an indigenous company, fully own by a Nigeria. So I think it is proper for us to support one of our own. In my scale of preference, the quality of Mobile service comes first, follow by the price of the service rendered and lastly, support for indigenous company.

Base on your experience with MTN and other service providers out there, what would be your advice to them on way to improve their service?

It will be really nice if lot of things in Europe and America were introduced into the market. If you have a good job, you could just pay monthly and they **could set you up with a contract whereby you don't have to pay for your** phone, rather you pay for your SIM card and they could charge you at the end of the month.

And also, there is this rumour that most of the money that MTN makes is transported back to South Africa to develop that country, which I think is wrong. It is based on this reason that I think we as Nigeria must endeavour to support Local and Indigenous Company.

Thanks you!

You are welcome!

INTERVIEW 3

Candidate: Dozie

Age Group: 30 – 35

Occupation: Worker

Date & Time: 20th September 09:15 hrs.

Duration: 40:12 Minutes

Place: London, United Kingdom.

Are you a consumer of Mobile Telephony service/s in Nigeria?

Yes I am.

So, how many of the company/s do you patronize and what are their names?

Actually, I patronize the services of three mobile telephony companies and they include, MTN, Globacom and Airtel.

Among the networks you just mentioned, which one happens to be you main line and how long have you been using these services?

MTN happens to be my main line with the others serving as my substitute contacts. I am been using MTN for more than 10years now and Globacom has been for about 9years and Airtel been the latest I got has been with me for roughly 2years now. My decision to make MTN my main line is due to the fact that they have more coverage area and this makes it easy for people to **reach me whenever they want. And when they can't, the** other networks step in and fill the vacuum.

So why did you choose to use more than one service provider, since all of them are supposed to serve the same purpose?

My decision has greatly been influenced by the quality of service of the different networks. In some areas, you could have poor service in one network and the non-availability of service coverage in certain locations of the country. So it was definitely not an option to stick with just one Mobile Telephony service.

So tell us how it feel to use all these Networks when actually one service provider should be able to provide you with the service you really need?

It feels weird in a sense, but considering that I am powerless to do anything about it, I am left with no other option as the poor quality of service has placed me in this position. But when you consider the fact that one service provider argument the lapses of the other, in certain location, it becomes easy for you to make this decision. My decision has only been made easier since the inception of dual SIM phones. Instead of going around with three Mobile phones, I can actually do that with two and still have the tree networks working.

What do you look out for when seeking for the services of a mobile company?

There are a lot of things I am interested in and they include, good service delivery, less unsolicited messages from the service provider, Call and data rates that are conveniently cheap for me.

To what extend does the promotional activities of this mobile service Influence your buying decision?

The world is a global village; the fact that I use three different networks tells you the extent to which these messages have influence on me. The need to continually keep in touch and send messages has never been more important to me than now. Advertisement has a great influence on me, as you may know, this serve in a deal as a form of cohesion into purchasing any **product. Because through advert, you tend to like this product and you can't** actually tend if they are telling the truth or not until you have used that

product. This could manifest in the various forms, such of paid television advert or unsolicited text messages from the network provider or through **other forms. This Message contains the company's new product** or service that may be of interest to you. I would say that these adverts have had overwhelming influence on me. For instance, my decision to get a Globacom Line was as a result of an advert I saw, that promised a cheaper call rate. Because I felt I was paying too much for the calls I was making on MTN, it became easy for me to make up my mind to get another SIM from a different network. Regardless of price, MTN still remains my major Contact, because of the availability of service.

Is there any other influence that apart from the ones you made before?

Yes, I could say, Friends, family and peers. It depends on the order of priority, as this depends on which of them you call more. The different network i use, each has a provision that is able to attend to any of the above. **I guess that's the advantage that comes with using more than one network.**

Base on your experience, can you conveniently say that Mobile Telephony companies deliver on the promise they make during promotional activities?

Obviously not, **I guess that's why they are jingles and advert, and they tend** to exaggerate of the offer. And because it is enticing and since you have no other way of knowing if it really true, you are forced to get it to actually find out if it can actually deliver on what it claims he can do. Majority of the time, it is just a farce to get more people into the network.

You mentioned Lower Call rate, which do you place priority on, the cost of the call or the quality, since people pay top price to get the best service or product?

As an illustration, let's say service A gives you low cost and low quality and service B gives you high cost and high quality. If you decide to go for the low cost, you will end up paying more as you will spend longer time trying to transmit your message with little or no success. Base on this illustration, I will conveniently place priority on high quality service irrespective of the price, because this will benefit me in the long run.

What advice do you have for service providers?

First of all, they should review their tariff plan, as local call is almost as expensive as international call. This review should include both call and data services and make consumer to pay so much for less.

Secondly, they should learn to fulfil their promises that are expressed in this adverts and jingle. Since trust is an important factor in any business, the service provider should understand that if the consumers are sceptical about their offers, sooner people will start taking them less seriously as they will be viewed as a joke, irrespective of whatever they come up with. They are service providers, who should deliver on the promises they made to consumers, considering that everyone wants to get a return for what he or she is paying for, with lower cost at the centre of it.

Thank you.

The pleasure is mine.

Interview 3

Candidate: Etinosa

Age Group: 25 – 30

Occupation: Worker

Date & Time: 23th September 09:15 hrs

Duration: 43:21 Minutes

Place: London, United Kingdom.

Please, can you tell us which Mobile Telephony Service or Services you patronize?

I am a consumer of Globacom and MTN services. But among these networks, MTN happens to be the major one, as Globacom serves as my substitute Line to support MTN in times where is unavailability of Mobile service.

How long have you been using these Mobile Services you just mentioned?

I have used MTN for fourteen years, right from the time GSM services came into the country. However, as time went on, I added Globacom the year it came on. As the years goes by, i have stayed with MTN more than I have with Globacom. This is based on the fact that I am more satisfied with the service that they render compared with that of other service provider.

So, how does it feel using two Mobile Telephony services, as one could have easily done that?

As you already know, this is not a conscious decision, as the major reason for this has been the unreliable nature of Mobile service. This has made me to avail myself of another alternative, so that when one is not working, i can then switch to the other for the time being. To me, this does not pose much of a problem to me, as it gives me an option to reach people i may want to speak to and vice versa.

What do you look out for when getting a Mobile Telephony service as regards to your expectation?

The quality of the Mobile Connectivity remains a priority for me, as this determines my next course of action. Next is the affordability of the service they render, to know if it feasible for me to maintain this over a long period of time. Thereafter, I look to see if there is an ongoing promotion as is usual with MTN. For instance, MTN has this promotion for some time which allows you to connect to other MTN customers for free from 12:30am to 04:30am. Also, the positive feedback on MTN i got from my family, since a lot of them use the network also influenced my decision to do the same, as this makes it possible for me to reach them at an affordable as is customary with calls on the mobile network.

Quality will always remain top of my list, as if I decide to go for price, I might end up paying more for less service. So, if I am required to pay more, i expect to get the quality that matches such offer.

To what extend do the promotional activities organize by Mobile Telephony companies affect your brand decision?

Like I said earlier, this affects me to an extent, as it helps to give you a lot more of value for money. Promotions usually carry positive aura, as a result of the numerous benefits the product promises, this affects ones buying decision. Although I **don't always get influenced, but I still consider it as an** effective influence on certain decisions I make in my mobile Telephony Brand.

Earlier on, you talk about the effect this promotional activities have on you, so do think that Mobile Providers really deliver on this promises?

I don't believe they do, as lot of times they fall short of this promise in term of the actual outcome, which boil down to the quality of their services. Take for example, the free midnight call, where it takes you hours to get to whoever you want to reach.

What advice do you have for service providers of Mobile Telephony Services?

When you travel to certain part of the country, more especially the rural areas, you notice the low or non-availability of Mobile Telephony services. This Mobile service Providers should constantly organise awareness campaigns to enlighten consumers that expansion is ongoing to ensure that mobile services gets to every part of the country. As most people are concern when travelling at certain times, if they will be reached at all time during the entire duration of their journey.

They also need to be more detailed on how their services operate when it **comes to promotional offering, as this company's lot of the time do this with** an internal measurement system in place. For example, if these companies have an ongoing promotion and certain setback is experience as a result of lapses in their system, the company should come up with alternative measure to ensure that their customers are compensated. This is one of the ways they can actual ensure a high retention ratio.

Thank You!

My pleasure.

Appendix 4

Content 1

Background information on Nigeria.

Despite these problems, the country's Gross Domestic Product (GDP) was estimated at \$478.5Billion in 2013 and this occupied 31st position among that of countries in the world and this has made it the largest economy in Africa. A greater part of this revenue is generated from the sale of Crude oil, which continues to be the main source and the driving force behind the economy. The government in a bid to diversify the economy has instituted policies that would encourage foreign direct investment into other sectors, such as agriculture, telecommunication and other services, so as to reduce the countries overdependence on oil. At present, with all the steps taken, the economy is growing at between 6-8% annually. Despite this growth, over 62% of Nigerians are living in abject poverty, which is below 1\$ a day. And this has created a whole new problem of insecurity around the country. As many as resorted to Violence and Crime and this has hindered foreign Investment, as no one wants to do Business in an environment of Insecurity (The World Factbook). The country dropped in its ranking in the Worlds **bank's Ease of** doing Business 2014 from its initial position of 138th in 2013, to 147th in a list of 185 countries to do Business in the world. And this has affected the economy, as there is a 29.0% drop from 2008 to 2012 I Foreign Direct Investment (FDI), largely owned to the global economic downturn, which started in 2008 (Euromonitor).

Content 2

Mobile Telephony in Nigeria

After this wave of sanction, the Mobile service operators in 2013 announced plans to upgrade and improve their level of service, this is in a bid to cope with the continuous increase in subscriber rate, as the market is forecast to add another 45million new subscriber before 2017. In recent time, the Nigeria Communication Commission has constantly issued regulation to service providers, which is aimed at benefitting Consumers of mobile service. Some of these benefits are the mobile number portability, SIM registration and quality of service requirement. The Mobile Number portability service, allows subscriber of one network to be able to switch to other network, which can provide them with the most effective service, without changing their subscriber Identification Module (SIM) or getting **another mobile line (Business Monitor, 2014). NCC's Director of Public Affairs Tony Ojobo** stated in July 2014, that since the portability scheme rolled out in April 2013, over 179,000 subscribers have successfully ported till date, which underlines the importance of the scheme (Ojobo, 2014).

In other to satisfy their ever growing customer base and avert constant, Mobile subscribers are constantly injection Billions of Dollars every year, to build more base station and fibre optic transmission. This they hope will reduce this constant incident of poor services (Budde, 2014).The Minister of communication Technology Omobola Johnson in June, 2013 said, presently the country has 27000 base station, but it hopes to achieve 60000 by 2018. This she hopes will enable operators to achieve five-fold increase in broadband penetration by 2018 (Nigeria Pilot, 2013).

Content 3

What is a Brand?

According to de Puget (2013) in brandchannel.com, branding is the establishment of showcasing and cannot be separated from business method. It is therefore more than putting a mark on an extravagant item. These days, a company, law office, nation, college, exhibition hall, clinic, superstar, and even you in your vocation might be considered as a brand. All

things considered, a brand is a mixture of qualities, conveyed through a name, or an image, that impacts a point of view in the psyche of a crowd of people and makes esteem. As branding is profoundly secured in psycho-social science, it considers both unmistakable and elusive characteristics, e.g., useful and passionate profits. Consequently, those traits make the convictions that the brand's gathering of people reviews when they consider the brand in its connection. The estimation of a brand dwells, for the gathering of people, in the guarantee that the item or administration will convey.

Qader and Omar (2012) explained that the psychological aspect of the definition of branding could be distinguished from the experiential aspect. The psychological aspect is concerned with brand associations such as thoughts, feelings, perceptions, images, experiences beliefs, attitudes, and so on that have become linked to a brand, it is often seen to as brand picture, and it is a typical develop made inside the personalities of individuals and comprises of all the data and desires connected with the item or administration. Experiential viewpoint clarifies the entirety of all physical purposes of contact with the brand, and is known as the brand experience; therefore experiential aspect of branding is the material identification and representation of the product or services, whereas psychological aspect is the symbolic construction of the product or service in the mind or in the society.

Nwaizugbo (2004) pointed out three basic elements in branding. They are: brand name, brand mark, and trade mark. Brand name is the part of brand which can be vocalized or pronounced and serve to distinguish it from other sellers. Brand mark is that part of brand that is recognized but is not alterable such as symbols, design or distinctive colouring or lettering. Trade Mark is the part of brand that is given legal protection because it is capable of exclusive appropriation.

Factors that Influences Brand Choice

Since our product of interest is telephone, a technical device, it is important to note that consumers of telephone usually seem to consider usability in brand choice; that is to say a telephone brand which they can operate effortlessly without confronting any issue. In the mobile telephone industry a high center is paid in developing such phones which the clients can without much of a stretch operate and whose operations could be learned with no inconvenience. Ease of use shows up as the persuasive variable with respect to whether individuals build a negative or positive conviction around a product.

Khan and Rohi (2013) also mentioned post-purchase services, also known as after-sale services, as a crucial factor that influence customer decision. What it means is that any assistance which the seller provides to a buyer after a particular product is sold helps to condition the product in the mind of the consumer. Thus after-sale services are one of the ways of enhancing the customer perception about product quality, and consequently promoting consumer preference and choice.

Talking about how rational factors, product factors and cognitive factors are internal factors that influence consumer choice of a brand, Mullarkey (n.d.) noted that rational factors can be thought of as the economic and price-related aspects of purchasing. **“All subjects appeared to have a set of rational beliefs that influenced what brands they would purchase. As expected, price is the key rational factor influencing brand choice. In fact, for some participants, price was even a precursor to basic product features. For most, however, there was a direct trade-off between price and quality: participants would pay a higher price if the brand was of sufficient quality. This was also reflected in the importance of durability: clothes needed to be long-lasting and made of good-quality fabrics to justify purchase.”**(p. 60)

Furthermore, consumers also base their evaluation on the physical characteristics of a product. They attracted by packaging and physical appeal of the product. These physical considerations are referred to as product factors, whereas those mental processes a consumer undergoes during the decision-making process are called cognitive factors. Brands that yield a positive experience are almost always repurchased by the consumer in a similar situation.

Cultural factors have also been mentioned as influencing product purchase considerations. The symbolic issues surrounding brands can influence purchase, and those symbolic issues could be transferred through advertising and global trends.

Ritter (2008) lists performance/quality, price/value for money, emotions, normative/personal (social) and interpersonal influence as critical factors that influence brand choice. Xianhua and Germain (2003) cited in Ritter (2008) understood that quality refers to the degree of excellence in a **product or service** It is **“one of the most important factors influencing customer satisfaction. Product quality adds many benefits for a company. Product quality allows companies to charge higher prices to consumers. Also, when a product that has a higher quality, it gives it the competitive advantage, which leads to gain in profit margins and market share” (p. 21).**

The explanations are: consumers often associate a high-priced retail product with higher quality than those of lower pricing. Therefore, price is a major factor in determining brand choice. When a consumer develops emotional feelings towards a product, the emotions can have a major influence based on brand choice because they often lead to brand loyalty, paying premiums, and influencing others to purchase the brand. Membership of social groups often leads people to consume brands that fellow members of the group consume. Young adults tend to be peer-pressured into making brand choices by fellow young adults. Similarly, opinion leaders, family, friends, reference groups, economic status and social class affect the brands that a consumer purchases, especially, if there is, according to (Batra et al. 2001), a high degree of social influence, then the consumer could potentially change perceptions and purchasing behaviors. Susceptibility is an intervening variable here. A consumer that is susceptible to interpersonal influence is suggested by Stafford and Cohanougher (1977) to be more affected in brand choice behaviors.