#### Mobile Telecommunication Customer Loyalty in Nigeria: Determining factors



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Grin Verlag Aug 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2010 in the subject Communications - Miscellaneous, grade: -, - (Obafemi Awolowo University, Ile-Ife Osun State, Nigeria), course: Master of Business Administration, language: English, abstract: ABSTRACTThis Master s thesis sought to assess and analyze the variables capable of influencing loyalty of mobile phone subscribers as well as how service providers can enhance loyalty of their customers in Nigeria. The study was basically a survey that used the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire constituting 87% response rate were got for analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers while the generally low satisfaction with the present state of service delivery in the industry also plays a role in this direction. Therefore, the retention been enjoyed by the service providers can be described as circumstantial. Part of the recommendations given include the service providers embarking upon drives that will reduce to its barest minimum drop calls, improve call quality and SMS delivery which is likely to make subscribers perceive given quality as high among others 84 pp....

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