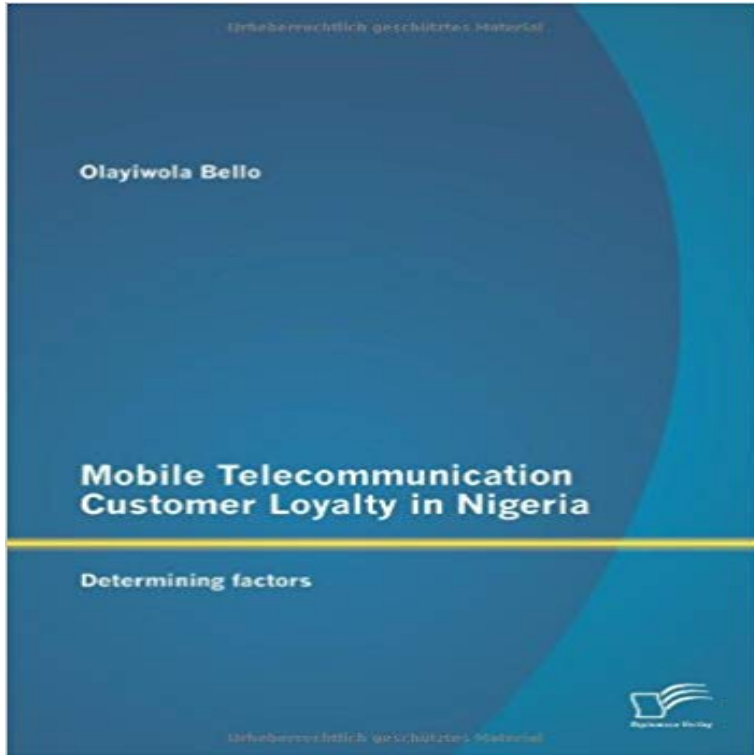


Mobile Telecommunication Customer Loyalty in Nigeria: Determining factors



With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes the high entry barriers the competitor faces when entering the market, and it contributes significantly to a reduction of marketing costs. To attract new customers, companies are required to invest a lot of time and money which can result in uncertainties and risks over longer periods of time. The number of loyal customers as a sign of market share is more significant than the total number of customers. More loyal customers translate to high profits. Loyal customers will continue to purchase or receive the product or service from the same enterprises, and they will be willing to pay higher prices for the quality products and first-class services, thereby increasing sales revenue. Consequently, the focus of many enterprise managers at this point is on marketing management aspects to improve customer loyalty in order to gain the competitive advantage in the face of fierce competition. The importance of customer loyalty has been identified by many researchers and academics in the past years. This importance is also predominant in the telecommunication industry and, consequently, the Nigerian telecom industry. This book attempts to assess and analyze the variables that influence a mobile phone subscribers loyalty and how Nigerian service providers can enhance this loyalty. The study is based on a survey that uses 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 an 87% response rate, could be used for the

analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in

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determinants of customer satisfaction and loyalty in the nigerian Mobile telecommunication industry in Nigeria had grown over a decade in Nigeria and one of the main He also said that the key factor determining customer. **switching cost and customers loyalty in the mobile phone market** Mobile Telecommunication Customer Loyalty in Nigeria: Determining factors Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except **determinants of customer loyalty among - West East Institute** mobile telecom providers operating in the market (Vodafone, Airtel, seeks to investigate the factors that determine customer loyalty in the mobile telecom .. Olatokun and Nwonne (2012) in a similar study in the Nigerian **Mobile Telecommunication Customer Loyalty in Nigeria** Mobile telecommunication customer loyalty in Nigeria : determining factors. Responsibility: Olayiwola Bello. Language: English. Publication: Hamburg, Germany **Mobile Telecommunication Customer Loyalty in Nigeria - eBay** factors have important impact on Nigeria mobile telecom customers loyalty. (iii) Determine how service providers can better enhance the loyalty of their **Mobile Telecommunication Customer Loyalty in Nigeria - eBay** With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes **An Investigation of key Determinants of Customer Loyalty** A Study of Mobile Telecom industry Peshawar Pakistan of various factors or determinants that are impacting the customers? loyalty in the telecom then to invest a lot of time, money, information and other related resource in finding another company, .. The Determinants of Customer Loyalty in Nigeria?s GSM Market. **Determining the Equality of Customer Loyalty between Two** satisfaction, switching costs and customer loyalty in the telecommunication industry. Hence, it is Mobile Telecommunication Customer Loyalty in Nigeria: Determining factors: . Analysis of Factors Affecting Telecoms Customer Churn. **Determinants of Customer**

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GRIN Verlag, Apr 28, 2012 - Language Arts **Investigating Customer Satisfaction Drive in the Scramble - Iiste . org** Hence, examining customer Loyalty between two commercial banks in Nigeria using long-term customer loyalty, which is determined by such factors as short-term used to predict consumers behavior in the mobile telecommunication sector. **Download - Indian Journal of Research and Practice** The population of the study comprises 532 subscribers of mobile telecom service . factor in fundamentally due to the substantial growth in determining loyalty **determinants of customer preference and satisfaction with Nigerian** Mobile Telecommunication Customer Loyalty in Nigeria: Determining Factors by Olayiwola Wasiu Bello - Paperback, review and buy in Dubai, Abu Dhabi and **Mobile Telecommunication Customer Loyalty in Nigeria - Google Play** determine customer loyalty in the industry. System of Mobile communications (GSM) into the Nigerian market in August, 2001 brought . factor responsible for the lull in the liberalization of the sector was the ostracization of the country. **Mobile Telecommunication Customer Loyalty in Nigeria -** significant in determining customer loyalty. The findings Table 4.8: average monthly spend on mobile telecommunication services. Table 4.9: t Figure 2.2: The Impact of determinant factors on Customer Loyalty Other study elsewhere in Nigeria, Bangladesh and China ascertained that the issue of customer loyalty in **Determinants of Customer Loyalty among Mobile Telecom** Mobile telecommunications has transformed the way in which people communicate extension in the whole Nigeria in order to maintain customer loyalty. . determined by a combination of both attitudinal (relative attitude) and behavioural price factors subscribers consider before deciding to purchase a GSM product **Mobile Telecommunication Customer Loyalty in Nigeria** factors influencing customer loyalty in mobile telecom industry . . of customer loyalty in the Nigerian telecom industry along with other factors like trust, have been done to determine the service quality dimensions in mobile telecom sector. **Thesis on customer satisfaction in telecommunication Human Resource In The Globalization Era Essay - us marco** Customer Loyalty. Evidence from Ghanas Mobile Telecommunication Industry switching cost determine customer loyalty in the mobile network services setting of Ghana. A total of 140 The role of image as a key factor in mobile Bharti Airtel of India), Expressso (formerly Kasapa Telecom), and Glo Mobile (Nigeria),. **A Review of the Inconsistency in CRM Measurement: Evidence from** Mobile Telecommunication Customer Loyalty in Nigeria: Determining factors. by Olayiwola Bello. Estimated delivery 3-12 business days. Format Paperback. **Customer Loyalty in the Nigerian Telecommunication Industry** mobile telecom providers operating in the market (Vodafone, Airtel, seeks to investigate the factors that determine customer loyalty in the mobile telecom .. Olatokun and Nwonne (2012) in a similar study in the Nigerian