

CONSUMER SATISFACTION ON RETENTION AS A KEY TO BUSINESS SURVIVAL

(A CASE STUDY OF MTN)

BY

USMAN KHADIJAT ADEOLA

HND/23/BAM/FT/0301

BEING A RESEARCH PROJECT SUBMITTED TO

**THE DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT, INSTITUTE OF
FINANCE AND MANAGEMENT STUDIES (IFMS), KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT OF THE AWARD OF HIGHER
NATIONAL DIPLOMA (HND) IN BUSINESS ADMINISTRATION AND MANAGEMENT**

MAY, 2025

CERTIFICATION

This project has been read and approved by the undersigned on behalf of the Department of Business Administration and Management, Institute of Finance and Management Studies (IFMS), Kwara State Polytechnic, Ilorin as meeting part of the requirement for the Award of Higher National Diploma in Business Administration and management.

MR AWE, I.O
(Project Supervisor)

DATE

MR, ALIU, B.U.
(Project Coordinator)

DATE

MR ALAKOSO, K.I
(Head of Department)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This Project work is dedicated to **ALMIGHTY ALLAH** For making my dream a reality, I will forever grateful YAH ROBBI also to my precious parent, siblings most especially my big brother **USMAN TOYIN SHAKIRUDEEN** and also to the entire **USMAN'S FAMILY, SALIU'S FAMILY** ,and also to my man for their support during my school program

ACKNOWLEDGEMENT

All praise admiration and adoration belong to the Almighty Allah the highland Knowledge, the guardian of world omnipresent, omnipotent.

I thank you Allah and looking up to you. I repent to you to shower your Infinite, endless, priceless, blessings upon the noble soul of **Prophet MUHAMMED (S.A.W)** his Family's fortuities' companion and Sincere Muslim who adhere to his (sunah) tradition till the day of Judgments.

My appreciation also goes to my supervisor in Person of **MR AWE I.O** which with his guardian Makes me Complete project easily, am really Grateful sir.

My appreciation also goes to my HOD and all lecturers in the department of Business Administration and Management Studies.

My unquantifiable gratitude, appreciation goes to my lovely, caring, beloved parent

MR \$ MRS USMAN for their support, prayer, financially I wish you long life with sound health and wealth to reap your fruit of labour insha Allah.

I will forever remain grateful to my Siblings, Cousins, most especially **ABIKE** she's indeed the best cousin ever thank you for always supporting me and always been there for me anytime Nephews, and Nieces whom have been taking good care of me throughout my academic and non-academic career

I wish them more wealth and prosperity inshallah and also appreciate my beloved big brother in person of **USMAN TOYIN SHAKIRUDEEN** thank you for loving me unconditionally and thank you for believing in me thank you for ur support, prayer and financially in all aspects of my life I wish you long life and with sound health and wealth to reap your fruit of labour insha Allah to say it all u are the best brother ever Pray you always finds God's Favour wherever you goes insha Allah and Almighty Allah continue to bless and enrich ur pocket insha Allah thank you once again MY HERO

I appreciate my sister-in-law in person of **SHAKIRUDEEN HABBIBAT** thank you for everything you are doing for me thank you for taking me as your junior sister thanks for your love, care and worlds of encouragement thank you for standing up to me whenever I called you I pray that Almighty Allah bless you. My appreciation goes to **MR AND MRS SALIU OLALEKON** thank you for ur support, care and love I wish you long life with sound health and wealth to reap the fruit of ur labour insha Allah

Am Indeed and my acknowledgement is Incomplete without Mention of those that make the School enjoyable Place for me, my friends starting from **RHAMAT, KHARIAT**, and Mary I really appreciate and love you guys so much.

My appreciation goes to my friends and companies in my villa and people around me in person of **BRO QUDUS, SIS OPE, BESTIE ABURO MHI, SIS ROFIYAT, SIS EUNICE (ZOBOMHI), SIS ANGELA, SIS KHARIMA, ABDULROHEEM** knowing you guys is the best thank you for making the villa best for me

My gratitude also goes to my man, **ADEMOLA** thanks for your word of encouragement and support most especially in terms of financial assistance I really appreciate you so much and I pray you'll continue to prosperous insha Allah
Lastly my appreciation goes to my lovely typist and lovely brother in person of **BRO. QUDUS** and the entire staff of **JIMTECH CYBER CAFÉ**

TABLE OF CONTENTS

Title page.....	I
Certification	II
Dedication	III
Acknowledgments.....	IV
Table of contents.....	V

CHAPTER ONE: Introduction

1.1	Background to the Study.....	1-2
1.2	Statement of the problems.....	2-3
1.3	Research questions.....	3
1.4	Research objectives.....	3
1.5	Research hypothesis.....	3-4
1.6	Significance of the Studies.....	4
1.7	Scope of the studies.....	4
1.8	Definition of terms.....	5

CHAPTER TWO: Literature Review

2.1	Introduction.....	6
2.2	Conceptual Review.....	6-20
2.3	Theoretical Review.....	20-24
2.4	Empirical review.....	24-28

CHAPTER THREE: Methodology

3.1	Introductions.....	29
3.2	Research designs.....	29
3.3	Population and sampling techniques.....	30-32
3.4	Sample size and sampling techniques.....	32

3.5	Methods of data collections.....	32
3.6	Instruments of data collections.....	32
3.7	Methods of data analysis's.....	33
3.8	Background of the case study.....	33-34

CHAPTER FOUR: Data Presentation, Analysis and Interpretation

4.1	Introduction.....	35
4.2	Data presentation, Analysis and Interpretation.....	35-41
4.3	Test of hypothesis.....	41
4.4	Discussion of findings.....	44

CHAPTER FIVE: Summary, Conclusion and Recommendations

5.1	Summary of findings.....	45
5.2	Conclusion.....	45
5.3	Recommendations.....	46
	References.....	47-48
	Questionnaire.....	49-43

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The setting up of business organization must target a specific target market that tends to be the target audience/market. Understanding the specific needs of the target market will not only aid in the production of goods and services but also in meeting their needs at a profit. However, the degree at which consumers derived satisfaction from the consumption of products reflects the degree of profitability of the company. Consumer satisfaction is an important concern for management due to concentrated competition especially in the service industry (Bodet, 2008).

It is therefore necessary for every organization to focus on the degree at which they satisfy their consumers. An organization that fails to satisfy its consumers will gradually move to an organizational grave. The satisfaction of consumers will give way for profitability, resulting from high sales. Consumer satisfaction is a necessary foundation for organizations to retain their existing consumers (Morgan et al, 1994). It is therefore vital that organizations that create satisfaction do not only create room for the existing consumer but also increases consumers' base. The focus of organizations on the target market in order to give out the expected and necessary satisfaction made it vital to say that consumer satisfaction is a valuable tool that must be given to consumers by organizations if organizations must achieve their core business objective which is profitability. It is therefore necessary to say that there is significant relationship between consumer satisfaction and organizational profitability.

The issue of consumer satisfaction goes beyond the theoretical perspective. It is practical in nature if the desired objective of profitability is to be achieved. However, aside from the achievement of desired profit, consumer satisfaction also gives room for consumer loyalty, retaining existing consumers, increase in sales, expansion, growth and large consumer base. The significance of consumer satisfaction paves way for organizations to constantly watch, monitor and improve the 4Ps of marketing which are Products, Price, Place and Promotion. This made it necessary for organizations to take cross functional decisions on the marketing activities needed to achieve the stated objectives, which also incorporate profitability. The application of strategies to product in terms of the qualities, sizes, packages, features, brands etc lead to improvement in consumer satisfaction. It is therefore germane in the face of globalized competitive environment for organizations to be dynamic in improving strategic marketing management of the marketing activities in order to constantly increase the rate of profitability.

1.2 STATEMENT OF RESEARCH PROBLEMS

The problem of this study is propelled by need to empirically measure consumer satisfaction with service delivery of MTN. The state of consumer satisfaction with service delivery is not clear as there is scanty documentation on the issue. The goals set by government have only partly been met-especially with respect to the development in rural areas-and the quality of service is still low and has even deteriorated on some indicators. Since the past decade, the industry has witnessed a tremendous increase in subscriber growth rate for all the mobile telecom operators (ITU 2008; Africa ICT indicators 2007). This growth trend could not be attributed to consumer satisfaction; it is

fundamentally due to the substantial growth in investment and expansion of network access during the last decade. This seems a success story, and there are high hopes that the service quality delivered by MTN will meet consumer expectations, ideal service, or satisfaction.

However, there have been many complaints from consumers about the service delivery of the Banks' services in Nigeria. As a result, a statement released by the Governor of CBN profusely lamented that in spite of the appreciable growth and expansion recorded in the industry, "the quality of service is still poor".

Despite the economic and social benefits of Banks to Nigerian economy and market, unlike the developed countries, there is no marketing or management research attention to this sector. However, it is probable that the mobile operators conduct satisfaction surveys and other marketing research but contact with the mobile operators for any useful information yielded no response. Hence, there is currently no literature material on consumer satisfaction as it relates to the Nigerian mobile telecoms industry.

1.3 RESEARCH QUESTIONS

- i. To what extent do consumer care services affect consumer satisfaction?
- ii. To what extent do network quality affect consumer satisfaction?
- iii. Does pricing policy have significant impact on consumer satisfaction?
- iv. To what extent do consumer satisfactions have significant effect on market share of banking organization?

1.4 OBJECTIVES OF THE STUDY

The broad objective of this study is to examine the impact of consumer satisfaction on banks' service provider. The specific objectives are to:

- i. Examine the effect of consumer care service on consumer satisfaction;
- ii. Determine the effect of network quality on consumer satisfaction;
- iii. Investigate the effect of pricing policy on consumer satisfaction;
- iv. Determine the impact of consumer satisfaction on the market share of banking organization.

1.5 RESEARCH HYPOTHESES

- H₁: Consumer care service does not have significant impact consumer satisfaction.
- H₂: Quality of network does not have significant effect on consumer satisfaction.
- H₃: Pricing policy of banks does not have significant impact on consumer satisfaction.
- H₄: Consumer satisfaction does not have significant effect on the market share of banking organization.

1.6 SIGNIFICANCE OF THE STUDY

The study is significant in diverse ways to business/marketing practitioners, policy makers, interested researchers as well as academicians.

To the management of Nigeria's Banking sector, the findings and results that will be reported in this study will provide a more reliable scientific measure and perspective for describing and evaluating the level of their consumer satisfaction with the services MTN deliver. It will also serve as an invaluable source of information that brings to limelight the state of consumers' satisfaction of the bank's consumers. It will uncover dimensions of service quality that consumers consider as important as well as consumers' intention to switch to other competitor networks. This will provide empirical support for management strategic decisions in several critical areas of their operations, and above all, provide a justifiably valid and reliable guide to designing workable service delivery

improvement strategies for creating and delivering consumer value, achieving consumer satisfaction and loyalty, building long-term mutually beneficial relationship with profitable consumers and achieve sustainable business growth in Nigeria.

The completion of this study will equally contribute to empirical literatures on consumer satisfaction as it relates to the banking sector, thereby, it will be of great benefit to interested researchers and academicians as they can use it as a reference material for further studies.

1.7 SCOPE OF THE STUDY

This study focuses on consumer satisfaction in Nigeria's mobile telecommunication sector, with particular reference to MTN.

Time constraint: The time constraints made quite challenging in following up on respondents to collect questionnaire feedback for the necessary required data for analysis as well as meeting with supervisor for consultations. Additionally, the length of time (4 months) available for this project work from the First Bank's programme schedule to complete the course made it impossible to cover every aspect of interest to the researcher in minute detail as would have been expected.

Busy Schedule: Busy schedules of respondents at work coupled with their individual social responsibilities made it very challenging for them to respond to the questionnaires in time and to return them for the researcher to continue with data analysis. This further reduced the returns rate of questionnaire.

Financial constraint: Financing the research was very challenging because First Bank as an organization was neither sponsoring the researcher's education nor was it supporting the research financially. The financial challenges were compounded by some

respondents demanding honorarium from researcher as motivation before they responded and returned the questionnaires.

1.8 DEFINITION OF TERMS

Service: refer to “economic activities offered by one party to another, most commonly employing time based performances to bring about desired results in recipients themselves or in objects or other assets for which purchasers have responsibility”. Lovelock and Wirtz (2007).

Quality: This is the standard of something when compared to other things like it.

Service Quality: this is always defined from consumers’ perspective not manufacturer’s perspective; it is usually referred to as consumers’ perceived quality.

Consumer: The term ‘consumer’ is commonly used to refer to end users of a product. Hayes opines that “consumer’ is a generic term referring to anybody who receives a service or product from other person or group of people.”

Consumer Satisfaction: is a person’s feeling of pleasure or disappointment resulting from comparing a product’s performance (outcome) in relation to his or her expectation.” Kotler P. Kevin L.K., (2006).

Consumer Switching Behavior: Switching behavior is a consumer behavior where the behavior of the consumers differs based on the satisfactory level of the consumers with the providers or companies.

Consumer Loyalty: consumer loyalty is understood as a combination of consumers’ favorable attitude and the behavior of repurchase.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews related literature as regards consumer satisfaction with the services of the Nigerian mobile telecommunication. It begins with a review of identifying who a consumer is, concept of consumer satisfaction, approaches to consumer satisfaction, consumer purchasing process, factors influencing consumer's satisfaction, reasons for assessing consumer's satisfaction and benefits of consumer's satisfaction.

2.1 CONCEPTUAL CLARIFICATIONS

2.1.1 Concept of Consumer Satisfaction

Consumers, also known as clients, purchasers, and buyers, are organizations or parts thereof, either business-to-business (B2B) consumers or end-user consumers (Peppers and Rogers, 2011). Consumers can be current or potential, and all others with problems and needs who seek either product or service solutions (Griffin, 2005). From a manufacturer's viewpoint, consumers include distributors, retailers, and persons who buy products from the retailers (Caplan, 2001).

The consumer relationship can be direct or indirect, and the consumer may be either a paying consumer or a non-paying one. Consumers may also participate in value creation (Prahalad and Ramaswamy, 2004). Besides consumers, internal stakeholders affect product quality, and should be involved in development early enough (Lukas and Maignan, 1996). Internal stakeholders are important, especially for companies operating in international markets, due to limited contact with consumers (Conduit and Mavondo, 2001).

Consumers are key players in business ecosystems and an important source for product development projects; their input is critical to ensure product success (Alam, 2005; Cohen et al., 2002; Griffin, 2005; Kinnunen et al., 2013). Consumer input can reduce uncertainty and enable the development of foresight to better meet consumers' future needs (Un and Cuervo-Cazurra, 2009). Bidirectional communications and joint problem solving with consumers enables understanding needs that are difficult to express, as well as developing successful products (Bonner, 2010).

However, too close relationships with consumers may restrict a company's ability to respond to market changes, and in market-driven environment companies must find the right balance between market-pull and technology-push (Fogelstrom et al., 2010; Isoherranen and Kess, 2011; Rothwell, 1992; Sull, 1999).

A consumer is a person or organizational unit that plays a role in the consummation of a transaction with the marketer or an entity', (Sheth, Mittal and Newman 1999). From this definition, consumers of mobile phone companies in Nigeria could be individuals, households and organizations. Even as these companies pay more attention to meeting the needs of their individual consumers, they need also to make sure that the needs of their corporate consumers are met as well.

It is also worth mentioning that employees of mobile phone companies also constitute consumers of these companies. A satisfied employee leaves no stone unturned to make consumers satisfied. Satisfied employees tend to serve their consumers better. The way the workforce or employees view the services of the service provider they work for and the satisfaction they derive from it, i.e., job satisfaction, affect their attitude towards their jobs and ultimately affect their dealings with the consumer. Mobile phone

companies therefore have the task of satisfying their internal as well as external consumers. This notion of not focusing exclusively on external consumers is supported by Baker (1999), who makes mention of the fact that, it is a gross mistake on the part of businesses to focus all their attention on 'external dimension of service, that is, consumer perception'. He goes on to say that the 'internal dimension' is of equal importance.

Consumer satisfaction has been extensively studied by marketing scholars (Oliver, 1980 & 1999; Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001; Anderson, Fornell, & Mazvancheryl, 2004; McQuitty, Finn, & Wiley, 2000; Eshghi, Kumar, & Gangui, 2008). Kotler and Keller (2009) define satisfaction as “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his/her expectations”. This definition is supported by many other studies, for example, Tse and Wilton (1988) and Oliver (1997).

Others define consumer satisfaction as the feeling or attitude of consumers toward a product/service after it has been used (Solomon, 1996; Wells & Prensky, 1996; Hansemark & Albinsson, 2004). Literature shows that many consumer satisfaction studies have used the Disconfirmation of Expectations model which assumes that consumers evaluate product performance by comparing its perceived performance with their expectations (Parasuraman, Zeithmal, & Berry, 1985 & 1988; Cadott, Woodruff, & Jenkins, 1987; Oliver, 1997; Motley, 2003). When perceived performance matches or exceeds expectations, the consumer becomes satisfied.

Conversely, when perceived performance is below expectations, the consumer becomes dissatisfied (Oliver, 1993; Mittal, Kumar, & Tsiros, 1999; Westbrook & Oliver, 1991; Banker, Potter, & Srinivasan, 2000). Satisfied consumers will repeat the purchase,

be brand loyal, convey positive word-of-mouth advertising, and all these will enhance sales (Dispensa, 1997; Aaker, 1992; Fornell, 1992; Oliver, 1997).

Dissatisfied consumers may stop buying the product, spread unfavorable word-of-mouth advertising, and may avoid the product manufacturer and the retailer (Day, Grabche, Schetzle, & Staubach, 1981; Hirschman, 1970). All the above indicate the importance of identifying consumer satisfaction (Gulledge, 1996; Metawa & Almosawi, 1998). However, this is not an easy task because consumers' expectations are difficult to measure and businesses come to know that after the product has already been delivered (Bamfo, 2009; Yi, 1989).

Despite the difficulty and cost of measuring it, consumer satisfaction remains a major concern of businesses because it is considered as an important tool for securing a competitive advantage (Metzler & Hinterhuber, 1998; Mittal, Sayrak, Takikamalla, & Anderson, 2005). In order to secure consumer satisfaction, organizations must identify the determinants of consumer satisfaction and dissatisfaction (Motley, 2003). With regard to the factors that may affect consumer satisfaction, Bamfo (2009) reports that such factors include "friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of bills, competitive pricing, and service quality". Some consumer satisfaction studies emphasize the importance of quality and its positive correlation with satisfaction (Cronin & Taylor, 1992; Taylor, Steven, & Baker, 1994;).

Product quality results in the retention of existing consumers and the attraction of new ones (Keiser, 1993; Lian, 1994; Vavra, 1995; Siddiqi, 2011). Some other studies refer to this scenario by using the term "service excellence" (Mahoney, 1994). Masden

(1993) defines “service excellence” as efforts exerted by a firm to delight its consumers and exceed their expectations.

Schiffman (2007) defined satisfaction as a person’s expression of pleasure or disappointment resulting from comparing a service outcome in relation to the expectations. If the performance falls below expectation, the consumer is dissatisfied. If performance matches the expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is highly satisfied or delighted. Mei-Lien and Green (2010) defined consumer loyalty as a deep-held commitment to re-buy or re-patronize a preferred product in the future despite situational influence and marketing efforts having the potential to cause switching behaviour and recommending the product to friends and associates. With the fierce competition in the Nigerian telecoms market, operators need to watch switching behaviour of their consumers. The telecoms market is a subscription market whereby consumers subscribe with no initial intention to switch and they are expected to remain loyal until some factors trigger them to switch (Oyeniya and Abiodun, 2010). Mei-Lien and Green (2010) posited that loyal consumers are willing to re-buy products despite the fact that there are competitive alternatives that may cause switching.

Consumer satisfaction, therefore, is an important concept in marketing research. Prior research tells us that consumer satisfaction has a positive effect on loyalty (Lein-Ti Bei and Yu-ChingChiao, 2001). Vasquez-Carrasco and Foxall (2006) proved consumer satisfaction has got a positive effect on consumer retention. There have been many studies on consumer satisfaction over the years. Cardozo (1965) was the first to research this concept and to introduce it into the marketing field. Since then the definition changed over time but it was always clear that satisfaction and quality are interchangeable.

Parasuman, Zeithaml and Berry (1994) have provided the clearest definition for satisfaction. They suggest that satisfaction is influenced by service quality, product quality and price. They have researched satisfaction on a transactional level, which implies that the overall satisfaction is a function of transactions. Satisfaction is a consumer response that is both affective and cognitive.

Several studies have shown that it costs about five times to gain a new consumer as it does to keep an existing consumer (Naumann, 1995) and this result into more interest in consumer relationships. Thus, several companies are adopting consumer satisfaction as their operational goal with a carefully designed framework. Hill and Alexander (2000) wrote in their book that *“companies now have big investment in database marketing, relationship management and consumer planning to move closer to their consumers”*. Jones and Sasser (1995) wrote that *“achieving consumer satisfaction is the main goal for most service firms today”*. However, increasing consumer satisfaction has been shown to directly affect companies’ market share, which leads to improved profits, positive recommendation, lower marketing expenditures (Reichheld, 1996; Heskett et al., 1997), and greatly impact the corporate image and survival (Pizam and Ellis, 1999).

2.1.2 Approaches to Consumer Satisfaction

Parker and Mathew (2001) expressed that there are two basic definitional approaches of the concept of consumer satisfaction. The first approach defines satisfaction as a process and the second approach defines satisfaction as an outcome of a consumption experience. These two approaches are complementary, as often one depends on the other.

Consumer satisfaction as a process is defined as *an evaluation between what was received and what was expected* (Oliver, 1977, 1981; Olson and Dover, 1979; Tse and Wilton, 1988), *emphasizing the perceptual, evaluative and psychological processes that contribute to consumer satisfaction* (Vavra, 1997,).

Parker and Mathews (2001) however noted that the process of satisfaction definitions concentrates on the antecedents to satisfaction rather than satisfaction itself.

Satisfaction as a process is the most widely adopted description of consumer satisfaction and a lot of research efforts have been directed at understanding the process approach of satisfaction evaluations (Parker and Mathews, 2001). This approach has its origin in the discrepancy theory (Porter, 1961), which argued that satisfaction is determined by the perception of a difference between some standard and actual performance.

Perreault et al. (2000), view consumer satisfaction as 'the extent to which a firm fulfils consumers' needs, desires and expectations'. Kotler (2003) also defines satisfaction as 'a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations'. Satisfaction is an overall consumer attitude towards a service provider, or an emotional reaction to the difference between what the consumer anticipate and what they actually receive, as far as the fulfillment of some need, goal and desire is concerned. (Hansemark and Albinsson 2004).

These definitions all point to the fact that every consumer has in one way or the other something he/she expects from his/her service providers. These expectations have come into play because of a need that has to be satisfied. These expectations are not the

same as there are many consumers. Kotler et al (2002), posit that the consumer gets dissatisfied if performance is below expectation and vice versa. If performance goes beyond the expectation of the consumer, the consumer is highly satisfied and delighted. Motley, (2003), corroborates the idea of matching service performance with consumers' expectations. He notes that the mission of a business is the creation of satisfied clients who tend to favor the organization through time by patronizing the services being delivered by the business. He goes further to mentions that, businesses can achieve this aim by understanding what satisfies and dissatisfies their consumers or clients.

The problem that businesses face is the fact that expectations are difficult to measure and the only way to know whether or not the consumer is satisfied is when the service has already been delivered. There is therefore the need for standardization of service. This will help in the determination of deterioration in service quality and to make room for service quality assessment. According to Parker and Mathews (2001), the most popular descendant of the discrepancy theories is the expectation disconfirmation theory (Oliver, 1981) which stated that the result of consumers' perceptions of the difference between their perceptions of performance and their expectations of performance. Positive disconfirmation leads to increased satisfaction, with negative disconfirmation having the opposite effect.

Yi (1990) expressed that consumers buy products or services with pre-purchase expectations about anticipated performance, once the bought product or service has been used, outcomes are compared against expectations. If the outcome matches expectations, the result is confirmation. When there are differences between expectations and outcomes, disconfirmation occurs. Positive disconfirmation occurs when product or

service performance exceeds expectations. Therefore, satisfaction is caused by positive disconfirmation or confirmation of consumer expectations, and dissatisfaction is the negative disconfirmation of consumer expectations (Yi, 1990).

While several studies support the disconfirmation paradigm, others do not. For instance, Churchill and Surprenant (1982) found that neither disconfirmation nor expectations had any effect on consumer satisfaction with durable products.

Weiner (1980, and 1985); and Folkes (1984) proposed the attribution theory, which stated that when a consumer purchases a product or service, if the consumption is below expectation, the consumer is convinced that the supplier causes the dissatisfaction. The complaining consumer is focused on restoring justice and the satisfaction outcome is driven by perceived fairness of the outcome of complaining.

Westbrook and Reilly (1983) proposed the value-percept theory, which defines satisfaction as an emotional response caused by a cognitive-evaluative process, which is the comparison of the product or service to one's values rather than an expectation. So, satisfaction is a discrepancy between the observed and the desired. Fisk and Young (1985); Swan and Oliver (1985) proposed the equity theory, which stated that individuals compare their input and output ratios with those of others and feel equitable treated. Equity judgment is based on two steps; first, the consumer compares the outcome to the input and secondly, performs a relative comparison of the outcome to the other party.

The outcome approach of the consumer satisfaction is defined as the end-state satisfaction resulting from the experience of consumption. This post- consumption state can be an outcome that occurs without comparing expectations (Oliver, 1996); or may be a cognitive state of reward, an emotional response that may occur as the result of

comparing expected and actual performance or a comparison of rewards and costs to the anticipated consequences (Vavra, 1997).

Furthermore, Parker and Mathews (2001) expressed that attention has been focused on the nature of satisfaction of the outcome approach which include:

1. Emotion - Satisfaction is viewed as the surprise element of product or service purchase and or consumption experiences (Oliver, 1981), or is an effective response to a specific consumption experience (Westbrook and Reilly, 1983). This acknowledges the input of comparative cognitive processes but goes further by stating that these may be just one of the determinants of the affective “state” satisfaction (Park and Mathews, 2001).

2. Fulfilment –The theories of motivation state that people are driven by the desire to satisfy their needs or by their behaviour aimed at achieving the relevant goals. However, satisfaction can be either way viewed as the end-point in the motivational process. Thus “*consumer satisfaction can be seen as the consumer's fulfillment response*” (Rust and Oliver, 1994,).

3. State – Oliver (1989) expressed that there are four framework of satisfaction, which relates to reinforcement and arousal. “*Satisfaction-as-pleasure*” results from positive reinforcement, where the product or service is adding to an aroused resting state, and “*satisfaction-as-relief*” results from negative reinforcement. In relation to arousal, low arousal fulfillment is defined as “*satisfaction-as contentment*”, a result of the product or service performing adequately in an ongoing passive sense. High arousal satisfaction is defined as “*satisfaction as either positive (delight) or negative surprise*” which could be a shock (Rust and Oliver, 1994).

The other consumer satisfaction definitions include: Satisfaction is “*the cognitive state of the buyer about the appropriateness or inappropriateness of the reward received in exchange for the service experienced* (Howard and Seth, 1969); *the evaluation of emotions* (Hunt, 1977); *the favorability of the individual's subjective evaluation* (Westbrook, 1980,); *a positive outcome from the outlay of scarce resources* (Bearden and Teel, 1983a); *an overall consumer attitude towards a service provider* (Levesque and McDougall, 1996); *is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, included levels of under- or over fulfillment*(Oliver,1997); *is an experience-based assessment made by the consumer of how far his own expectations about the individual characteristics or the overall functionality of the services obtained from the provider have been fulfilled* (Homburg and Bruhn, 1998); *the fulfilment of some need, goal or desire* (Oliver, 1999); *an emotional reaction to the difference between what consumers anticipate and what they receive* (Zineldin, 2000); *is based on a consumer's estimated experience of the extent to which a provider's services fulfil his or her expectations* (Gerpott et al. 2001)”.

For this study, consumer satisfaction definition used is that of Homburg and Bruhn (1998) which is “*an experience-based assessment made by the consumer of how far his own expectations about the individual characteristics or the overall functionality of the services obtained from the provider have been fulfilled*”.

The relevance of this definition to this study is that it indicates that consumers assess the mobile services based on experience of use and the rating is done in accordance with the mobile services attributes. In this study, consumer satisfaction with

the Nigerian mobile services will be evaluated based on consumers' experience of network quality, billing, validity period and consumer care support.

2.1.3 Consumer Purchasing Process

Researchers suggest that consumers go through a five stage of decision-making process in most purchase situations, namely: Need recognition and problem awareness, Information search, Evaluation of alternatives, Purchase and post purchase evaluation (Kotler and Keller 2006; Lovelock and Wirtz, 2007). Lovelock and Wirtz (2007) proposes a three-stage model of service consumption. In this model they conveniently grouped the decision making process of service consumption into three: pre-purchase service, encounter stage and post-enter stage.

They further explained them as follows:

1. **Pre-purchase:** This stage has three main components. It includes the awareness of need, information search in which needs are clarified, solutions explored and suppliers and alternative service products are identified by consumers, and finally an evaluation of alternative solutions and suppliers for a decision on service purchase. This stage is affected by consumer's search for certain service attributes, and the perceived risk and expectation of consumer regarding desired service, predicted service adequate service levels as well as the tolerance.
2. **Service-encounter:** This stage involves a request from chosen supplier or initiate self-service of which payment may be upfront or billed latter. It also includes service delivery by personnel or self-service. It is the moment of truth as the service is encountered through a service system of an organization.

3. Post-encounter: This stage involves an evaluation of the performance of the service encountered and its effect on future intentions. It is this stage that satisfaction and dissatisfaction occur and decisions to remain loyal or switch are taken by consumers.

In the mobile telecom market, immediately a consumer buys a SIM card and activates it, he/she become a subscriber to the network and a consumer to the network operator. The consumer's decision to purchase and the decision making process are very significant to consider since they imply tradeoffs in cost and benefits (value) and have significant effect on consumer satisfaction, re-purchase, likelihood to recommend and switching intentions. This value exchange process continues as consumers continually receive or consume services from the mobile network and even take part in the services production and delivery process. In the process, consumers' decision to remain loyal to the organization or switch altogether to other networks takes place depending on several factors prominent among them is their satisfaction level of the services quality delivered to them. **Factors Influencing Consumer's Satisfaction.**

Taylor and Baker (1994) and Rust and Oliver (1994) identified several factors that precede consumer satisfaction and suggested that these factors strongly influence the extent of consumer satisfaction. Some of these antecedents include:

2.1.4 Clear Understanding Of Consumer Needs And Expectations

The achievement of a strong consumer satisfaction is closely related to the understanding consumer needs and expectations (William and Bertsch, 1992). According to the Kano Model (2001), consumer needs can be divided into:

I. Basic needs – obvious needs of consumers and if not met, he is dissatisfied, however meeting this needs may not be enough for consumer satisfaction. Its satisfaction results in “*must be quality*”.

Studies that supported the notion that expectations precede satisfaction include that of Anderson, Fornell and Lehmann (1994), who conducted investigation on Swedish firms and reported that there is a positive and significant relationship between expectations and consumer satisfaction. They describe expectation as an accumulation of information about quality from the outside sources (e.g. advertising, word of mouth and general media) and past experiences. Cadotte, Woodruff, and Jenkins (1987) conducted investigation on food restaurant and reported that expectation is significantly correlated with satisfaction. Additionally, expectation is a pre-purchase choice process and form a part of evaluation standards of conceptualizing satisfaction process. Churchill and Suprenant (1982) conducted investigation on durable good (video disc player) and non-durable good (hybrid plant). For the hybrid plant study, expectation is reported to have a direct impact on satisfaction. Oliver (1981) conducted investigation on retail stores and reported that expectation has direct influence on satisfaction. However, there are other research works that disagree with this finding, examples include: Churchill and Suprenant (1982) in their investigation on video disc player, reported expectation to have no impact on satisfaction. Spreng and Olvshavsky (1993) conducted investigation on cameras and reported that there is no significant relationship between these two variables.

With this aforementioned literature, it is noted that consumers purchase services based on their needs and have expectations that the purchased services will meet their needs. Consumers in turn assess the service performance in accordance to how well it

meets their expectations. Although, consumer expectation is not a focus of this study, however satisfaction measurement is useful to understand consumer expectations (since most times assessment is done by consumers based on past experiences and future beliefs of service performance).

2.1.5 Perceived Value

Perceived value is defined as *“the results or benefits consumers receive in relation to total costs (which include the price paid plus other costs associated with the purchase) or the consumers' overall assessment of what is received relative to what is given”* (Holbrook, 1994 and Zeithaml, 1988).

Additionally, Zeithaml (1988) found out that consumers who perceive that they receive value for money are more satisfied than consumers who do not perceive they receive value for money.

Several studies have shown that perceived value is significant determinant of consumer satisfaction (Anderson et al. (1994); Raval and Gronroos (1996); and McDougall and Levesque, 2000). Turel and Serenko (2006) in their investigation of mobile services in Canada suggested that the degree of perceived value is a key factor affecting consumer satisfaction.

Past research studies suggested that there are four features, which are key drivers of the consumer value of cellular services: network quality, price, consumer care, and personal benefits (Booz, Allen & Hamilton, 1995, Danaher & Rust, 1996; Bolton, 1998; Gerpott, 1998; Wilfert, 1999).

I. The network quality refers to excellent indoor and outdoor coverage, voice clarity, and no connection breakdowns.

- II.**Price refers to what is paid to obtain access to use the network.
- III.**Consumer care refers to the quality of the information exchanged between consumer and supplier or network provider in response to enquiries and other activities initiated by the network provider, for example presentation of invoices.
- IV.**Personal benefits refer to the level of perception of the benefits of mobile communications services by individual consumers.

It is apparent from this review that one of the factors consumers use to determine satisfaction level is the benefits received from a product or service in comparison with what is spent. Perceived value is not a focus of this study (however consumer satisfaction evaluation captures perceived value; the assessment shows what consumers' value in the service received). The suggested mobile services attributes (features) will be used to assess consumer satisfaction in this study.

2.1.6 Service Quality

Another factor that contributes to satisfaction is service quality. Service quality is defined as *“the difference between consumer expectations and perceptions of service”* or *“as the consumers' satisfaction or dissatisfaction formed by their experience of purchase and use of the service”* (Gronroos, 1984 and Parasuraman et al.1988).

Oliver (1993) reported that service quality is a casual antecedent of consumer satisfaction, due to the fact that service quality is viewed at transactional level and satisfaction is viewed to be an attitude. Dabholkar et al. (1996) and Zeithaml et al. (1996) reported that the service quality divisions are related to overall service quality and or consumer satisfaction. Fornell et al., (1996) expressed that satisfaction is a consequence of service quality. Hurley and Estelami (1998) argued that there is causal relationship

between service quality and satisfaction, and that the perceptions of service quality affect the feelings of satisfaction.

There are various classifications of the components of service quality in marketing science. Gronroos (1984) stated that “*in service environments, consumer satisfaction will be built on a combination of two kinds of quality aspects; technical and functional*”. Technical quality or quality of the output corresponds to traditional quality of control in manufacturing. It is a matter of properly producing the core benefit of the service. Functional quality or process quality is the way the service is delivered. It is the process in which a consumer is a participant and co-producer, and in which the relationship between service provider and consumer plays an important role (Wiele et al., 2002).

Technical quality is related to what consumer gets (transaction satisfaction); functional quality is related to how the consumer gets the result of the interaction (relationship satisfaction).

Lewis (1987) suggested that service quality can be classified as essential and subsidiary. Essential refers to the service offered and subsidiary includes factors such as accessibility, convenience of location, availability, timing and flexibility, as well as interactions with the service provider and other consumers.

The classification can also be the core (contractual) of the service, and the relational (consumer- employee relationship) of the service. The core or the outcome quality, which refers to what is delivered and the relational or process quality, which refers to how it is delivered are the basic elements for most services. (Grönroos, 1985; McDougall and Levesque, 1992; Parasuraman et al., 1991b; Dabholkar et al., 1996).

McDougall and Levesque (2000) in their direct approach investigation on four service firms (dentist clinic, automobile shop, restaurant, and haircut salon) demonstrated that both core and relational service quality classes have significant impact on consumer satisfaction. Heskett et al. (1997) conducted studies on several service firms, such as airline, restaurants, etc and reported that service quality, solely defined as relational quality, has consistent effect on satisfaction and is regarded as key factor in delivering consumer satisfaction.

Parasuraman et al. (1988) identified five dimensions of service quality (SERVQUAL) that must be present in any service delivery. SERVQUAL helps to identify clearly the impact of quality dimensions on the development of consumer perceptions and the resulting consumer satisfaction. SERVQUAL include:

- I. Reliability** - the ability to perform the promised services dependably and accurately.
- II. Responsiveness** - the willingness to help consumers and provide prompt service.
- III. Assurance** - the knowledge and courtesy of employees as well as their ability to convey trust and confidence.
- IV. Empathy** - the provision of caring, individualized attention to consumers, and
- V. Tangibles** - the appearance of physical facilities, equipment, personnel and communication materials.

The model conceptualizes service quality as a gap between consumer's expectations (E) and the perception of the service providers' performance (P). According to Parasuraman et al. (1985), “*service quality should be measured by subtracting consumer's perception scores from consumer expectation scores ($Q = P - E$)*”. The greater the positive score mark means the greater the positive amount of service quality

or the greater the negative score mark, the greater the negative amount of the service quality.

Zeithaml et al. (1990) proposed a comprehensive perception of quality assessment and claimed that they are other factors apart from the dimensions of Parasuraman et al. (1988):

- a) **Access** – how easy it is to come into contact with the supplier. This is where position, opening hours, supplier availability, and other technical facilities belong.
- b) **Communication** – the ability to communicate in an understandable way that is natural to consumer.
- c) **Credibility** – referring to being able to trust the supplier
- d) **Courtesy** – refers to the supplier's behaviour, e.g. politeness and kindness

Parasuraman et al. (1988), assurance dimension is a combination of the credibility and courtesy dimensions of Zeithaml et al. (1990).

Pizam and Ellis (1999) stated that the gap that may exist between the consumers' expected and perceived service quality is a vital determinant of consumer satisfaction or dissatisfaction, and not just only a measure of the quality of the service.

Previous studies on mobile telecommunication services, measured services quality by call quality, pricing structure, mobile devices, value-added services, convenience in procedures, and consumer support (Kim, 2000; Gerpott et al., 2001; Lee, Lee, &Freick, 2001).

Consumers determine satisfaction level of any purchased service by the perceptions of quality received. Therefore, consumer satisfaction assessment captures service quality and in this study, the previous factors used to measure service quality (call

quality, billing, consumer support, etc) of mobile telecoms will be used to assess consumer satisfaction.

2.1.7 The Rationale of Internal Satisfaction

Research works have shown the importance and the link of internal (employee) satisfaction to the external (consumer) satisfaction. Hill and Alexander (2000) stated that there is a positive relationship between employee satisfaction and consumer satisfaction and this is achieved in companies that practice employee motivation and loyalty. They reported that *“employees that are more motivated to achieve consumer satisfaction tend to be more flexible in their approach to their work, make fewer mistakes and use more initiative”*. Fečíková (2004) conducted studies on the index method for consumer satisfaction measurement with chairs in Slovakia and reported that the satisfaction of internal consumers is one of the basic factors to satisfy the external consumer. Thus, she suggested that employee motivation and loyalty can be achieved through:

- I. Daily leadership – Top management officials motivate others through their performance.
- II. Top management communicates their expectations to the employees.
- III. Development of competencies – feedback on employee’s performance, work efforts, opportunity for development and improvement of competencies.
- IV. Corporation and employee retention, and
- V. Good working conditions

2.1.8 Good Complaint Management

Albrecht and Zemke (1985) found that of the consumers who register complaints, between 54% and 70% will do business again with the company if their complaints are

resolved. This figure increases to 95% if the consumer feels that the complaint was resolved promptly. Consumers who have complained to a company and had their complaints satisfactorily resolved tell an average of five people about the good treatment they received. Hart, et al., 1990, reported that when the service provider accepts responsibility and resolves the problem when consumers complain, the consumer becomes “bonded” to the company.

McNeale (1994) found out that about 5% of the dissatisfied consumers actually complain to the appropriate companies but easily tell their friends, colleagues and acquaintances about their experiences. Thus, companies ought to be aware or routinely investigate how well or badly their consumers are treated. Ovenden (1995) in his book about studies conducted on several companies in the UK, such as wholesaler, manufacturers, etc, argued that companies need to be aware how well or badly its consumers are treated and that consumers rarely complain and when they do, it might be too late to keep such consumers.

Levesque and McDougall (1996) in their case study on retail banking found out that if a service problem or consumer complaint is ill or not properly handled, it has a substantial impact on the consumer’s attitude towards the service provider. However, the study did not support the notion that good consumer complaint management leads to increased consumer satisfaction. They reported that *“at best, satisfactory problem recovery leads to the same level of consumer satisfaction as if a problem had not occurred”*.

Nyer (2000) expressed that encouraging consumers to complain increased their satisfaction and especially the most dissatisfied consumers and stated that *“the more a*

consumer complains the greater the increases in satisfaction". Johnston (2001) reported that complaint management, not only results into increased consumer satisfaction, but also leads to operational improvement and improved financial performance.

Other suggested antecedents of consumer satisfaction include: disconfirmation paradigm (Yi, 1990, and Szymanski and Henard, 2001); performance (Cadotte, et al., 1988, and Bolton and Drew, 1991); affects (Westbrook and Oliver, 1991 and Mano and Oliver, 1993); and equity (Oliver, 1993 and 1997).

2.1.9 Demographics and Consumer Satisfaction

The social identity theory proposed that attitudes are moderated by demographic, situational, environmental, and psychosocial factors (Haslam et al., 1993; Jackson et al., 1996; Platow et al., 1997). According to the social psychological theories, consumers' evaluations are moderated, or in some cases mediated, by personal feelings of equity in the exchange, disconfirmation between desires and outcomes, individual preferences, social comparisons, and other complex phenomena. These theories strongly suggest that differences in these phenomena among consumers influence their attitudes (Williams et al., 1998).

Several empirical findings that have shown the relationship between demographic variables and satisfaction include:

Bryant et al. (1996) conducted a study on 400 companies using the American Consumer Satisfaction Index (ACSI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: Sex – positively related to satisfaction and female consumers are more satisfied than the male consumers. Female of all ages are more satisfied than the male. Women are

more involved with the process of purchase and possibly use the mobile phone more for relational purposes (social network device) while men use it for functional purposes (businesses, sales, etc). Age – positively related to satisfaction but the relationship is not a straight line. Satisfaction increases with age. The major increase in satisfaction is seen within the age 55 and over. Income – the higher the income, the lower the satisfaction level. Location (type of area) – positively related to satisfaction. Consumers living within metropolitan areas (central city and suburban areas) are less satisfied than those consumers in non-metropolitan areas.

Palvia and Palvia (1999) found out that age is a significant determinant of satisfaction with information technology industry. Oyewole (2001) in his research on consumer satisfaction with airline services reported also that gender, occupation, education, and marital status have significant influence on consumer satisfaction, while age and household income had no significant influence. Homburg and Giering (2001) conducted a study on German car manufacturers using LISREL notation and demonstrated that it is important to study demographic variables as determinants of consumer behaviours. The results of their study showed that gender has significant moderating effect on satisfaction- loyalty relationship. Women are satisfied with sales process while men are satisfied with the impact of the product. Age showed a positive moderating effect and income had moderating influence with high income showing weaker effect and low income, high effect. Jessie and Sheila (2001) in their empirical work on patients' assessment of satisfaction and quality using factor analysis and regression, reported that age, beneficiary group, location, rank, service affiliation,

education, marital status, race, gender, health status and number of visits (socio demographic variables) have minimal influence on satisfaction.

Ahmad and Kamal (2002) conducted a study on a commercial bank using a stepwise regression and demonstrated that there is negative significance between age and satisfaction. When age goes up, satisfaction levels are likely to go down. However, occupation and income levels are positively related to satisfaction. Lightner (2003) in his study on online experience using regression expressed that age is an important factor in determining satisfaction levels and technology perceptions. Van Amburg (2004) conducted a study on 200 companies using the American Consumer Satisfaction Index (ACSI) and demonstrated that age has a significant effect on satisfaction. Younger age groups are less satisfied than older age groups across all products and services industries.

Venn and Fone (2005) conducted a study on patient satisfaction with general practitioner services in Wales using logistic regression and reported that satisfaction varied with age, gender, employment status, and marital status. The results obtained indicated that higher satisfaction is significantly related with increasing age, female gender, unemployed (those at home, disabled and retired), and married patients. However, unemployed - students and those seeking work, reported lower satisfaction.

Turel and Serenko (2006) in their study on consumer satisfaction with mobile services in Canada using ACSI, reported that age has a significant influence on consumer satisfaction and lower satisfaction level is found among young adults.

Therefore, it is suggested that consumers differ in behaviours and attitudes and one of the factors responsible for this difference is demographics. It is therefore necessary to investigate the impact of demographic factors (age, gender, type of employment and

income) on consumer satisfaction of MTN mobile service provider. This investigation is necessary basically for two reasons:

A. Demographic factors are important factors in the society and greatly affect attitudes, lifestyle, standard of living, etc. This study intends to investigate the impact of these factors on consumer satisfaction with mobile services in Nigeria.

B. It helps to investigate the different market segments so as to better understand the needs of different consumers.

2.1.10 Reasons for Assessing Consumer's Satisfaction

Naumann (1995) expressed that the reasons for measuring consumer satisfaction may vary among companies, and the success of the measurement depends on if the measurement is incorporated into the firm's corporate culture or not. However, he suggested five reasons for measuring consumer satisfaction or five important roles of consumer satisfaction measurement:

a) To get close to the consumer – this will help to understand consumers more, their needs, the attributes that are most important, and their effect on the consumer's decision making, the relative importance of the attributes and the performance evaluation of the firm delivery of each attribute. This process helps to provide enabling communication with consumers.

b) Measure continuous improvement - the important attributes of consumers can be incorporated into the internal measurement to evaluate the value-added process in the company. This process involves comparing performance against internal standards (process control and improvement), and comparing performance against external standards (benchmarking).

c) **To achieve consumer-driven improvement** – the data collected from consumers can be developed into sources of innovations and this can help to achieve consumer driven improvement. This requires a comprehensive database and not just records of sales. This process helps to identify opportunities for improvement (quality costing).

d) **To measure competitive strengths and weaknesses** - determine consumer perceptions of competitive choices and companies.

e) To link consumer satisfaction measurement data to internal system

The market share is not a gauge to measure consumer satisfaction; rather it represents quantity of consumers. Consumer satisfaction is a measure of attitudes and perceptions of the quality and performance of a service (Bhote, 1996).

Oliver (1999) in his article on the link between consumer satisfaction and loyalty with goods and services expressed that in the last two decades till date, consumer satisfaction measurement represents an important source of revenue for market research firms.

Several empirical findings have shown that the application of consumer satisfaction measurement often does not accomplish the objectives of the company and the reasons for this shortcoming are;

a) Many organizations determine criteria for measurement internally without an accurate understanding of consumer priorities (Hill, 1996). This measurement is based on the value defined by organizations and not by the consumers, thereby providing wrong information.

b) Many companies do not measure consumer satisfaction as thorough as manufacture component and those who claim to do so, perform it an inadequate way (Hill and Alexander, 2000).

c) Difficulty in translating the consumer satisfaction data into action within the organization (Wiele et al., 2002)

Werth (2002) stated that many companies identify the level of consumer satisfaction through;

a) Number of product or service support problems

b) Number of direct complaints by phone, email, etc

c) Number of returned products or services and the reason for their return, etc

Fečíková (2004) disagreed with this measurement procedure in that it is a measure of consumer dissatisfaction (no satisfaction) and may provide wrong information with no possibility for product or service development and innovation. The criteria for measurement should be consumer defined so as to collect, analyze the appropriate data and provide relevant information. Thus, to obtain the right information, efforts should be made to filter out the irrelevant information and concentrate on the valuable dimensions. A convenient tool to achieve this aim is to first conduct a simple pre-study and from this a more effective study can be created. Therefore, for any company to achieve true consumer satisfaction there should be:

i. Consumer-oriented culture

ii.Consumer-centered company

iii.Employee empowerment

iv.Process ownership

- v. Team building, and
- vi. Partnering with consumers and suppliers

He further expressed that the measurement research technique include:

- a) Survey methodologies
- b) Focus groups
- c) Standardized packages
- d) Various computer software

However, these typical measurement techniques have some problems which include;

1. **Analytical** – this involves techniques, formal procedures, systems, etc
2. **Behavioural** – involves the attitudes, beliefs, perceptions, motivation, commitment and resulting behaviour of the people involved in the process.
3. **Organizational** – involves the organizational structure, information flows, management style and corporate culture.

Hill et al. (2003) expressed that one of the methods to measure consumer satisfaction is through the simple frequency statistics of the Microsoft office Excel or that of the Statistical Package for Social Science (SPSS). Fečíková (2004) reported that there are other methods for consumer satisfaction measurement and these include;

I. The indicator of consumer satisfaction level

Hazes (1998) proposed that consumer satisfaction could be measured as:

$$I_{CS} = \frac{I_{RCS}}{I_{OCS}} \times 100 [\%]$$

$$I_{OCS}$$

$$I_{CS} = \text{increasing consumer satisfaction}$$

I_{RCS} = the real value of the consumer satisfaction index which is used routinely as a tool of consumer satisfaction measurement.

I_{OCS} = the optimum value of such an index.

II. The index of satisfaction

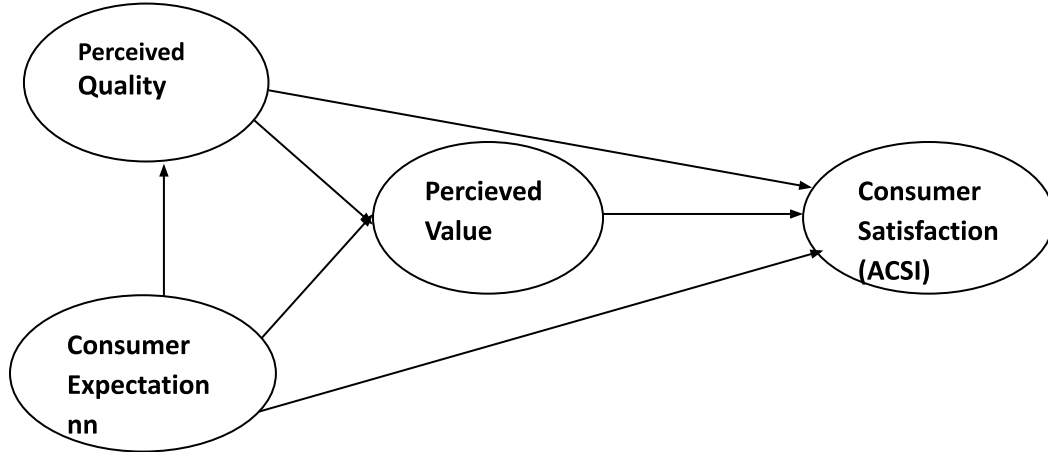
Bhave (2002) proposed that to obtain the index of satisfaction, the satisfaction score is multiplied by the corresponding weighting factor to produce weighting score. The index of satisfaction is the sum of the weighting score. The overall satisfaction index of any company is the average of every respondent's individual satisfaction index.

III. ACSM method of consumer satisfaction measurement

The American Consumer Satisfaction Model (ACSM) method is a set of causal equations that link:

- a) consumer expectations
- b) perceived quality, and
- c) perceived value to consumer satisfaction (ACSI).

Fig. 2.3The ACSM model of consumer satisfaction measurement.



Source: Fornell, C. et al.(1996). *The American Consumer Satisfaction Index: Nature, purpose, and findings. Journal of Marketing*, 60(4), 7–18.

2.1.11 Benefits of Consumer's Satisfaction

Several research works have shown that consumer satisfaction is positively associated with desirable business outcomes namely; Consumer Loyalty, Consumer Retention, and Consumer Profitability. Gerpott et al. (2001) reported that these consequences are important goals for telecommunications operators to have superior economic success.

2.1.12 Consumer Loyalty

Coyne (1989) stated that consumer satisfaction has measurable impact on consumer loyalty in that when satisfaction reaches a certain level; on the high side, loyalty increases dramatically; at the same time, when satisfaction falls to a certain point, loyalty reduces equally dramatically. Yi (1990) expressed that the impact of consumer satisfaction on consumer loyalty by stating that “*consumer satisfaction influences purchase intentions as well as post-purchase attitude*”. In other word, satisfaction is related to behavioural loyalty, which includes continuing purchases from the same company, word of mouth recommendation, and increased scope of relationship.

Fornell (1992) found out that there is a positive relationship between consumer satisfaction and consumer loyalty but this connection is not always a linear relation. This relationship depends on factors such as market regulation, switching costs, brand equity, existence of loyalty programs, proprietary technology, and product differentiation at the industry level. Jones and Sasser (1995) proposed that link between satisfaction and loyalty can be classified into four different groups: loyalist/apostle (high satisfaction, high loyalty), defector/ terrorist (low satisfaction, low loyalty), mercenary (high satisfaction, low loyalty), and hostage (low satisfaction, high loyalty).

Roger Hallowell (1996) confirmed the link between consumer loyalty (in the context of behavioral loyalty) and consumer satisfaction. Oliver (1999) stated that the relationship between satisfaction and loyalty is that satisfaction is transformed into loyalty with the assistance of a myriad of other factors. However, this relationship is complex and asymmetric.

High levels of satisfaction lead to high levels of attitudinal loyalty. Attitudinal loyalty involves different feelings, which create a consumer's overall attachment to a product, service, or company (Lovelock et al., 2001). Gerpott et al. (2001) in their study of the German mobile telecommunication found that consumer satisfaction is positively related to consumer loyalty, and both factors are important parameters in the mobile telecommunications industry. Turel and Serenko, 2006, in their study of Canadian mobile telecommunications also confirmed this finding.

2.1.13 Consumer Retention

Research works have shown that there is positive relationship between consumer satisfaction and consumer retention; consumer satisfaction has a direct effect on consumer retention (Rust and Subramaman, 1992); consumer satisfaction is positively related to consumer retention (Anderson and Sullivan, 1993); to retain a consumer, it is necessary to satisfy him. Satisfied consumer is more likely to return and stay with a company than a dissatisfied consumer who can decide to go elsewhere (Ovenden, 1995); satisfaction leads to retention and the retention is not simply because of habit, indifference or inertia (Desai and Mahajan, 1998); consumer retention is central to the development of business relationships, and these relationships depend on satisfaction (Eriksson and Vaghult, 2000); consumer satisfaction is an antecedent of consumer

retention (Athanasopoulos, 2000); consumer satisfaction is a central determinant of consumer retention (Gerpott et al., 2001); consumer satisfaction is positively related to consumer retention and the effect varies by consumer size and the consumer's current level of satisfaction (Niraj et al., 2003).

2.1.14 Consumer Profitability

Research studies conducted by Gale (1992) and Fornell (1992) showed that higher consumer satisfaction translates into higher than normal market share growth, the ability to charge a higher price, lower transaction costs, and a strong link to improved profitability. Nelson et al., (1992) also demonstrated that consumer satisfaction is related to higher profitability and proved his findings statistically. Andersson et al., (1994) found a significant association between consumer satisfaction and accounting return on assets. Ittner and Larcker (1996) found that shareholder value is highly elastic with respect to consumer satisfaction. Fornell et al., 1996, found out that consumer satisfaction is significantly related to firms' financial performance.

The volume of business conducted with a firm is directly related to consumer satisfaction, which in turn affects profitability (Ittner and Larcker, 1998).

Other empirical findings further demonstrated that; consumer satisfaction has greater influence on repurchase intentions and profits for service companies (Edvardsson et al., 2000b); consumer satisfaction affects share-of-wallet (SOW) positively (Braun and Scope, 2003; Keiningham et al., 2003); consumer satisfaction leads to increased profits (Fečiková, 2004); and consumer satisfaction is strongly associated with improved share-of-spending (Keiningham 2005).

The significance of this sub-section to this study is that it helps to provide better understanding that consumer satisfaction to some extent affects loyalty which in turn may affect retention and profitability.

The literature review fails to evaluate and measure this topic and this is what this study attempts to cover by looking at the various factors that constitute consumer satisfaction and how they affect the performance of network provider.

2.2 THEORETICAL FRAMEWORK

A body of theoretical work as emerged to comprehend the influence of consumer satisfaction on mobile telecommunication network. These theories are discussed below:

2.2.1 Negativity Theory

Negativity theory was developed by Carl Smith and Aronson (1963) and it suggest that any discrepancy of performance from expectations will disrupt the individual, producing ‘negative energy’ Vavra (1997). Negative theory has its foundations in the disconfirmation process. Negative theory states that when expectations are strongly held, consumers will respond negatively to any disconfirmation. Accordingly, dissatisfaction is less than expectations or if perceived performance exceeds expectations. Since this theory suggests that discrepancy of performance from expectations will disrupt the individual, producing “negative energy”, affecting feelings towards a product or service will be inversely related to the magnitude of the discrepancy.

2.2.2 Assimilation – Contrast Theory

Assimilation-Contrast theory is a combination of both the assimilation and contract theories. Assimilation-Contract theory was introduced by Anderson (1997) in the context of post-exposure product performance based on Sherif and Hovland’s (1961)

discussion of assimilation and contrast effect. Assimilation-contrast theory suggests that if performance is within a consumer's latitude (range) of acceptance, even though it may fall short of expectation, the discrepancy will be disregarded – assimilation will operate and the performance will be deemed as acceptable. If performance falls within the latitude of rejection, contrast will prevail and the difference will be exaggerated, the product/service deemed unacceptable. When a product's performance is difficult to judge, expectation may dominate and assimilation effects will be observed. Contrast effect would result in high involvement circumstances. The strength of the expectations may also affect whether assimilation or contrast effects are observed.

2.3 EMPIRICAL REVIEW

2.3.1 Consumer retention

Many researchers by their works have depicted the positive relationship between consumer satisfaction and consumer retention. Anderson and Sullivan, (1993) stated that to retain a consumer, it is necessary to satisfy him because it is only when the consumer is satisfied that he will continue to patronize a product or service, as such he is retained, but where otherwise, he leaves for alternative product or service.

Satisfaction leads to retention and retention is not as a result of habit indifference or inertia (Deisai and Mahajan, 1998); Erikson and Vaghult, (2000) stated that consumer retention is central to the development of business relationships and these relationship depends on satisfaction. Consumer satisfaction is an antecedent of consumer retention (Athanasopoulos, 2000). Consumer satisfaction is central determinant of consumer retention.

Gerpott *et al.*, 2001), consumer satisfaction is positively related to consumer retention and the effect varies by consumer size and his current level of satisfaction (Niras et al., 2003).

2.3.2 Consumer Loyalty

Consumer loyalty indicates the behaviour of consumers in terms of the satisfaction derived from the use of a product or service, which is depicted in continuous purchase or patronage of a product or service , word of mouth recommendation and also increased relationship. Roger Hallowell (1996) confirmed the link between consumer loyalty (in the context of behavioural loyalty) and consumer satisfaction. The relationship between satisfaction and loyalty is that satisfaction is transformed into loyalty with the assistance of a myriad of other factors. However, this relationship is complex and asymmetric Oliver (1999).

Yi (1990) stated the impact of consumer satisfaction on consumer loyalty because the purchase intentions as well as post purchase attitude is influenced by consumer satisfaction. Consumer satisfaction has a measurable impact on consumer loyalty in that, when satisfaction reaches certain level on the high side, loyalty increases tremendously. But on the other hand, when satisfaction falls to a particular level, loyalty reduces as well (Coyne, 1989).

In their study of the German Mobile Telecommunication, Gerpott et al (2001) ascertained that consumer satisfaction is positively related to consumer loyalty and that both factors are important parameters in the mobile telecommunications.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter centers on the various methods used in carrying out the research work. This includes research design, population of the study, sample size and sampling techniques, method of data collection, research instrument, validity and reliability of instrument and method of data analysis.

3.2 RESEARCH DESIGN

To obtain reliable data for analysis, descriptive research design was adopted coupled with survey approach.

Research design is the general plan or structure of the investigation in order to obtain answer to the research questions. The research design includes a description of the research design, a description of the research method used for collection that was analyzed to the completion of this project work. It also states the instrument employed. During the period of data collection and the instrument employed. During the period of data collection we employed random sampling techniques. This is because every member of the population has an equal chance of being selected or included for the sample and again, the method is proved to be less sampling error.

3.3 POPULATION OF THE STUDY

The population for this study comprises of all the registered subscribers or consumers who are consumers of MTN in the three (3) selected areas in Ilorin metropolis which is One thousand six hundred (1600) of the coverage areas under investigation.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUES

The sample size for this study shall be drawn from the one thousand six hundred (1600) of the enumerated areas under study with the use of Taro Yamane (1967) Formula as a technique for determining the sample size for this study using, as stated below;

$$\text{Formula } n = \frac{N}{1+N(e)^2}$$

Where;

n = desired sample size

N = population size =1600

e = margin error =0.05

For the purpose of this research study, the margin of error is taken to be 5%. From the total population of N = 1600, this implies the e = 0.05. Using the Yamane Formula, substituting into the Yamane's Formula, hence the sample size for the research study is computed below as;

$$n = \frac{1600}{1+1600(0.05)^2} = 320$$

This implies that a sample size of 320 will be required in this study to achieve a 95% precision from utilizing information and data collected from the sample.

The study adopted purposive stratified sampling technique; the first stage employed purposive selection of three (3) areas in Ilorin Metropolis which include: University of Ilorin Community, Tanke and Taiwo areas based on easy access to information and the people of the areas. Second, the stratified random sampling was adopted to segment consumers of MTN in the selected areas. This is to increase precision

and enable the study to obtain reasonable conclusion from which generalization shall be ascertained from the participants for this study.

3.5 METHODS OF DATA COLLECTION

The study adopted both primary and secondary data. Questionnaire was administered to the final year student in school to obtain primary data. While secondary data formed a sizeable portion of this research. The secondary data were mainly from books, journals, unpublished projects, lectures and lastly internet sources.

3.6 INSTRUMENT OF DATA COLLECTION

In order to obtain accurate and reliable information the following research instrument were used in this project. Questionnaire: the questionnaire was structured in line with variables of the study stated in the research questions and hypotheses. The questionnaire was directed into two parts Section A was designed to collect demographic information of the respondents. Section B deals with issues relating to the subject of inquiring. This was distributed to the respondents. Electronically using the whatapp of the respondents departments.

3.7 METHOD OF DATA ANALYSIS

Data collection from questionnaires were presented and analyzed by using descriptive statistic techniques, regression and correlation analysis.

Knowing how to largely design a research study and properly analyze the gathered data are two of the most critical knowledge tools a student can be acquire during his or her research. Statistical package for the social science used SPSS version 23 for the purpose of analyzing the data to determine percentage to describe the relation of the respondents for easy understanding and clear presentation as shown in chapter four of

this project. Tabular Presentation was used to indicate the choice of respondent for illustration and better understanding.

3.8 Historical Background of MTN

MTN Group Limited, commonly known as MTN, is a South African multinational mobile telecommunications company founded in **1994**. Headquartered in **Johannesburg, South Africa**, MTN began operations following the deregulation of the South African telecommunications sector. The company was one of the first private telecom operators in post-apartheid South Africa, launching its services after receiving a license from the government.

MTN rapidly expanded across Africa and the Middle East, growing into one of the continent's leading mobile service providers. It entered the **Nigerian market in 2001**, which has since become one of its largest and most profitable operations. MTN Nigeria made a significant impact by deploying the first GSM network in the country and connecting millions of Nigerians who previously had limited access to telecommunication services.

As of today, MTN operates in over **20 countries**, with a strong presence in Africa and some parts of the Middle East. The company offers a range of services including voice calls, data, mobile financial services (like MoMo), and enterprise solutions. Over the years, MTN has played a major role in driving digital inclusion, economic development, and technological advancement across its regions of operation.

MTN is also known for its involvement in corporate social responsibility through the **MTN Foundation**, which supports initiatives in health, education, and community development.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 DATA PRESENTATION

This chapter focuses on presentation, analysis and interpretation of data collected through the use of questionnaire that was distributed to consumers of MTN. This analysis of data is necessary to bring out the result of the research work done on data collected and draw necessary conclusion on it.

4.1 DESCRIPTIVE STATISTICS

This section provides a description of the demographic characteristics of respondents on the basis of the analysis of their responses using frequency distribution analysis (FDA).

The result of the FDA reveals the understanding of the various variables as they relate to consumers satisfaction of consumers of MTN.

Table 4.1.1 Analysis of Responses

Options	Number Distributed	Number Returned	Percentage of Returned	Not returned	Percentage of not Returned
Consumers	320	172	86%	148	14%

Source: Field Survey, 2025

Table 4.1.1 shows that a total of Three Hundred and Twenty (320) questionnaires were administered to the consumers of MTN, 172 representing 53.75% were returned, while 148 representing 46.25% of the questionnaire were not returned. The implication is that majority of MTN consumers sampled responded to the question and shared their views about MTN services.

SECTION A: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Table 4.1.2 Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	60	34.9	34.9	34.9
	Male	112	65.1	65.1	100.0
	Total	172	100.0	100.0	

Source: *Field Survey, 2025*

Table 4.1.2 shows that 112(65.1%) respondents are males while 60(34.9%) respondents are females. As indicated in the table above, MTN male consumers are more than the MTN female consumers. This implies that MTN consumers are dominated by males in Ilorin probably due to the nature of their job.

Table 4.1.3 Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18yrs	38	22.1	22.1	22.1
	18yrs-30yrs	65	37.8	37.8	59.9
	31yrs-45yrs	27	15.7	15.7	75.6
	46yrs-60yrs	27	15.7	15.7	91.3
	60yrs and above	15	8.7	8.7	100.0
	Total	172	100.0	100.0	

Source: *Field Survey, 2025*

Table 4.1.3 above shows the distribution of respondents by their age. 38 (22.1%) of the respondents are below 18years, 65 (37.8%) of the respondents are between the age range of 18years-30years, 27 (15.7%) represents respondents between 31years-45years, 27 (15.7%) represents 46years-60years, while 15 (8.7%) represents 60years and above.

By this result, the majority of the respondents are active youths. This implies that active youth due to their lifestyles or nature of work, use MTN.

Table 4.1.4 Marital status of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	109	63.4	63.4	63.4
	Married	62	36	36	99.4
	Divorced	1	0.6	0.6	100.0
	Total	172	100.0	100.0	

Source: Field Survey, 2025

Table 4.1.4 reveals the marital status of the respondents. It shows that most of the respondents are single representing 109(63.4%), 62(36%) representing married respondents, while 1(0.6%) representing a divorced respondent. This shows that majority of the respondents in Ilorin is dominated by singles. As was seen from the results of the age distribution above in table 4.1.4 majority of the consumers are youths. This can explain why most of them are unmarried.

Table 4.1.5 Educational qualifications of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WASC/SSCE/Equivalent	12	6.9	6.9	7
	OND/NCE/Equivalent	19	11	11	18
	Undergraduate	90	52.3	52.3	70.3
	HND/B.A/B.Sc/B.ED/Equivalent	39	22.7	22.7	93
	M.Sc/Equivalent	8	4.7	4.7	97.7
	Professional certificate	4	2.3	2.3	100.0
	Total	172	100.0	100.0	

Source: Field Survey, 2025

Table 4.1.5 depicts the level of education attained by respondents. The result indicates that 12(7.0%) represents respondents with WASC/SSCE/Equivalent, 19(11%) represents respondents with OND/NCE/Equivalent, 90(52.3%) represents respondents who are Undergraduates, 39(22.7%) represents respondents with HND/B.A/B.Sc/B.ED/Equivalent, 8(6.1%) represents respondents with M.Sc/Equivalent, while 4(3%) represent respondents with Professional certificate. The result from the table shows that respondents who are undergraduates constitute the majority of the respondents. This implies that majority of the consumers are educated.

Table 4.1.6 Career status of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil servant	25	14.5	14.5	14.5
	Private employee	21	12.2	12.2	26.7
	Self employed	14	8.1	8.1	34.8
	Student	112	65.1	65.1	100.0
	Total	172	100.0	100.0	

Source: *Field Survey, 2025*

Table 4.1.6 above shows respondents occupation. Most of the respondents are Students representing 122(65.1%), followed by Civil Servants representing 25(14.5%), while 21(12.2%) and 14(8.1%) are Private employees and Self-employed respectively. This implies majority of the consumers interviewed are students who comprise of youths.

4.2 TESTING OF HYPOTHESES

Ho: Consumer satisfaction and retention not to lead to business survival.

Hi: Consumer were coded iconize the topic AEBRDPF

The hypothesis is tested through chi-square to know the exactly correct statement
test statistic χ^2

Decision Rule rejects H_0 , if χ^2 calculate $\geq \chi^2_{9, 5\%}$

Where; χ^2 = chi-square

\sum = Summation

O = Observation Value

$\sum F$ = Expected frequency

O _i	E _j	O _j -e _j	(o _j -e _j)	(o _j -e _j) ²	$\frac{(o_j-e_j)^2}{e_j}$
AEBRBPF (6)	18.75	15.46	3.29	10.8241	0.700
AEBRBPF (7)	12.00	15.46	-3.29	11.9716	0.774
AEBRBPF (8)	15.40	15.46	-0.06	0.0036	0.001
AEBRBPF (9)	18.40	15.46	2.96	8.6436	0.559
AEBRBPF(10))	12.75	15.46	-2.71	7.3441	0.475

$$V = 4 - 3 = 3$$

$$\chi^2_{3, 5\%} = 7.81$$

χ^2 Confident level at 95%

Table at 5% level of significance

$$\chi^2_{3, 5\%} = 7.81$$

Since χ^2 calculate is less than χ^2 table value, therefore we may not reject the H_0
and concluded that there is relationship between organization and the consumer of the
product.

HYPOTHESIS

Hoi: Consumer satisfaction and retention may not lead to the success of the business.

Hli: Consumer satisfaction and retention may lead to the business survival.

Questionnaire were coded AEBRDPF

Test Satisfaction X^2

$$\frac{\sum O - E^2}{E}$$

Decision Rule rejects, Hoi if x^2 calculate $\geq X^2 + 9 + 5\%$

Where; X^2 =chi-square

\sum = Summation

O = Observation Value

$\sum F$ = Expected Frequency

Table II

Oj	Oj	Ej	Oj	ej	ej(oj-ej) ²
AEBRBP(1)	17.55	16.525	1.025	1.051	0.065
AEBRBP(2)	19.35	16.525	2.825	7.981	0.483
AEBRBP(3)	19.20	16.525	2.675	7.1566	0.43
AEBRBP(4)	10.00	16.525	6.525	42.5676	2.5769
					3.556

$$V = 4 - 3 = 3$$

$$X^2 C = 2.509$$

X^2 Confident level $\alpha + 95\%$

Table a + 5% level a+ of significant
 $X^2 = 7.81$

IV.4 DISCUSSION OF FINDING

Finding is a process of obtaining relevant information about something or a product. It is also discovery of a things or a product which has not been known before in variable. Finding can be said to be gathering of relevant information for the benefit of population in the society. In what quality and quantity does this product is to be made or produces meet the need and taste of the consumer.

These are the criteria, quality or standard which must be known taking of finding.

From the table, I discovered that the highest number of respondent is males and this shows that males are the major people that make use of MTN network.

Likewise, the finding also extended the effective of the network.

The people prefers MTN to other competitors' network based on its quality. It could be observed respond negatively.

More so, it reveals that the deducted from the above question that the respondent believed in what they believe.

It can be concluded from the above respondent lifestyle encourage in purchasing special product.

Another finding cheaper to other competing brands and it has same volume with other product such as MTN and others.

Finally, the product enjoys effective distribution which makes the product to be well available in every nook and cranny of Nigeria.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

This study aims to investigate the consumer satisfaction of the mobile telecoms industry, factors influencing satisfaction and the relationship between demographic variables and consumer satisfaction in Ilorin, Kwara State, Nigeria. Consumer satisfaction is an experience-based assessment made by consumers on how far their expectations about the overall functionality of the services obtained from the mobile operators have been fulfilled. With regards to consumer satisfaction measurement, the results demonstrated that consumers are satisfied with the performance of the Nigerian mobile telecoms industry.

The interpretation of this result could be that Nigerian consumers are satisfied with the service performance (satisfied with experience of the mobile services use) it could be that the consumers are new to satisfaction measurement and may not be able to express their perceptions well. The result also demonstrated that consumer satisfaction level differs among the specific demographic groups. Within the age groups, the younger consumers were more satisfied than older ones.

The low satisfaction of the young consumers could be due to greater familiarity with mobile technologies and are more demanding. The male consumers showed more satisfaction than the female counterpart. The high satisfaction of the male consumers could be due to the impact of the services on their functional activities. The unemployed consumers demonstrated more satisfaction than the employed ones and the higher satisfaction of the unemployed group could be due to true satisfaction or low knowledge

of mobile technologies. Lastly, the low-income earners showed more satisfaction than the high-income earners. The low satisfaction of high-income earners consumers could probably be due to greater familiarity with information technologies and are more demanding. However, mobile operators need to strive to maximize consumer satisfaction which in turn can influence the extent of loyalty and retention.

With regards to factors that influence satisfaction, network availability and quality demonstrated a strong influence on consumer satisfaction and therefore, the priority areas of consumers. The implication of this finding is that network availability and quality is the most significant of all the mobile services attributes and its quality strongly affect satisfaction. Billing, consumer support and tariff are rated second, third and last respectively. This shows weak influence on satisfaction. These results indicate that the evaluation of these factors without alignment is meaningless and have weak impact on satisfaction. The result also demonstrated that the combination of the mobile services attributes has strong influence on satisfaction.

5.2 CONCLUSION

The study concluded that mobile operators should not just rely on profit margins as a good indicator of business performance. Rather, they should develop strategies that better capture consumers' perceptions of their service offerings and these strategies can complement the internal perceptions of service offering. Consumer satisfaction strategy helps companies to compare their performance against consumer standards, compare consumer standards against internal process and identify opportunities for improvement.

The study also concluded that quality offerings should take the most important place satisfying consumers. Quality which includes efficient and effective

communication, attractive and appealing products, offering of products that are relatively the best in the industry, ability of getting connected to the internet at the lowest rate, impressive response after dialing up, efficient and effective voice mailing, good hints on the maintenance of lines should represent areas of strength around which strategies can be built in order to develop sustainable competitive advantage.

5.3 RECOMMENDATIONS

In the light of the above findings, the following recommendations are made.

- i. Mobile operators should focus on improving mobile services attributes by investing in equipment to enhance call quality and coverage, offer reasonable pricing and price discounts and enhance consumer care through routine personnel training and provision of better consumer-friendly equipment.
- ii. Service provider should avail themselves of best practices worldwide in the area of consumer care and establish contact with a view to knowing how their companies are performing relative to their promises and consumers expectation. They would also know from consumers how they could do better.
- iii. Government should do more on the mode of operations for the telecommunication companies to achieve a good conformance quality. Standard Organization of Nigeria (SON) should be more empowered, more dedicated, sincere and committed. For technical quality there is need for agency to enforce compliance in order to protect the consumers.
- iv. Service should also be improved upon in term of quality, network availability, billing, consumer care service, and tariff should be giving holistic approach, so that the market share and the profit of the organization can be improved.

REFERENCES

- Ahmad, J. & Kamal, N., (2002). Consumer satisfaction and retail banking: an assessment of some the key antecedents of consumer satisfaction in retail banking. *International Journal of Bank Marketing*.
- Albaum, G. (1997). The Likert scale revisited- an alternative version, *Journal of the Market Research Society* 39(2), 331-348.
- Albrecht, K. & Zemke, R. (1985). *Service America, Homewood, IL. Dow Jones, Irwin*.
- Aminu, A. & Hartini, A. (2008). Marketing Mix Drivers of Clients Satisfaction in Technology enabled Service: Study of Nigerian GSM Subscribers, *Communications of the IBIM*, 1, 84-90.
- Anderson, E.A. & Sullivan, M.W., (1993). The antecedents and consequences of consumer satisfaction for firms, *Marketing Science*, 25-43.
- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994). Consumer satisfaction, market share, and profitability: findings from Sweden', *Journal of Marketing*, 53-66.
- Anderson, R.E. (1973). Consumer dissatisfaction: the effect of disconfirmed expectancy on perceived product performance, *Journal of Marketing Research*, 10, 38-44.
- Anderson, S.A., Fornell, J. & Mazvanchery, L, (2004). Discriminate Validity of a Product. Anchored Self-Concept Measure. *Journal of Marketing Research*, 14:252-56.
- Anthony, E. & Mustapha, I. (2010). Factor Analysis of Investment Decision in Nigerian Insurance Companies. *Interdisciplinary Journal of Contemporary Research in Business*, 2 (8).
- Athanassopoulos, A.D., (2000). Consumer satisfaction cues to support market segmentation and explain switching behavior, *Journal of Business Research*, 47, 191-207.

- Baker, M. J. (1991). *The Marketing Book: Chartered Institute of Marketing Series III*, 2nd Edition, Oxford: Butterworth-Heinemann.
- Bearden, W.O. & Teel, J.E. (1983). Selected determinants of consumer satisfaction and complaint reports, *Journal of Marketing Research*, Vol. 20, February, 21-58.
- Bennett, R. (1986). Meaning and method in management research. *Graduate Management research*, 3(3).
- Bhave, A., (2002). Consumer satisfaction measurement, Quality and Productivity. *Journal, Symphony Technologies Pvt Ltd*, Erandavane, India.
- Bhote, K. R., (1996). *Beyond Consumer Satisfaction to Consumer Loyalty*, AMA Management Briefing, New York, NY.
- Bolton, R.N. (1998). *A dynamic model of the duration of the consumer's relationship with a continuous service provider: the role of satisfaction*" *Marketing Science*, 17(1), 45-65.
- Bolton, R.N. & Drew, J. H. (1991). A multistage model of consumers assessments of service quality and value, *Journal of Consumer Research*, 17, 75-84.
- Booz, A., & Hamilton (1995). Mobilfunk. Frankfurt/M.: IMK.
- Braun, H. & Scope, A. (2003). Does it pay to invest in consumer satisfaction? Effects of consumer satisfaction measurement an improvement on earnings, in Fellows, D.S. (Ed.), *Proceedings of the ESOMAR Congress*, Prague, September 14-17, 59-74.
- Bryant, B.E., & Cha, J., (1996). Crossing the threshold, *Marketing Research*, Chicago, Winter, 8, 4, 20, 9.
- Cadott, W. & Jenkins, (1987). *Marketing: Principles and Perspective*. New York: McGraw- Hill Inc
- Cadotte, E, R, R.B. Woodruff & Jenkins, R.L (1987). Expectations and norms in models of consumer satisfaction, *Journal of marketing research*, 24, 305-314.
- Cadotte, E.R. & Turgeon, N. (1988). Key factors in guest satisfaction", *Cornell Hotel and Restaurant Quarterly*, 28(4), 45-51.

- Cardozo, R.N. (1965). An experimental study of consumer effort, expectation and satisfaction", *Journal of Marketing Research*, 2, 244-249.
- Churchill, G.A & Surprenant, C (1982). An investigation into the determinants of consumer satisfaction, *Journal of marketing research*, 19, 491- 504.
- Coyne, K. (1989). *Beyond service fads- meaningful strategies for the real world*", *Sloan Management Review*, 30, 69-76.
- Dabholkar, P.A., Thorpe, D.I. & Rentz, J.O. (1996). A measure of service quality for retail stores: scale development and validation", *Journal of the Academy of Marketing Science*, 24, 3-16.
- Danaher, P. J., & Rust, R. T. (1996). Indirect financial benefits from service quality. *Quality Management Journal*, 3(2), 63-75.

APPENDIX
QUESTIONNAIRE

Department of Business Administration,
Faculty of Financial and Management
Studies, Kwara State Polytechnic,
Ilorin,
7th MAY, 2025.

Dear Respondent,

LETTER OF INTRODUCTION

I am a student in the Department of Business Administration, Kwara State Polytechnic, Ilorin, conducting an academic research on a topic titled: **“IMPACT OF CONSUMER SATISFACTION ON MOBILE TELECOMMUNICATION NETWORK (MTN) IN ILORIN METROPOLIS”**. The research is in partial fulfilment of the requirements for the award of National Diploma (ND) in Business Administration.

Your sincere cooperation is solicited in answering the questions accurately. Be rest assured that any information supplied would be used for academic purpose only and would be treated in strict confidence.

Thanks for your anticipated cooperation.

Yours faithfully,

USMAN KHADIJAT ADEOLA

Researcher

SECTION A: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT

Instruction: Kindly tick (✓) against your appropriate option below:

1. Gender: Male () Female ()
2. Age Group: Below 18yrs () 18yrs-30yrs () 31yrs-45yrs ()
46yrs-60yrs () 60yrs and above ()
3. Marital Status: Single () Married () Divorced ()
4. Educational Qualifications: WASC/SSCE/Equivalent() OND/NCE/Equivalent()
Undergraduate () HND/B.A/B.S.C/B.ED/Equivalent () M.Sc/ Equivalent ()
Professional Certificate () Postgraduate ()
5. Career status: Civil servant () Private Employee () Self employed () Student ()
6. Average monthly income: Below N5000 () N5000-N20000 ()
N21000-N50000 () N51000 and above ()
7. Average monthly expenses on call-related services: Below N1000 ()
N1000-N5000 () N6000-N10000 () N11000 and above ()
8. Years of being a consumer to MTN: Below 1yr () 1-5 yrs () 6-10 yrs () 11
yrs and above ()

SECTION B: QUESTIONS RELATING TO CONSUMER SATISFACTION

Kindly tick (✓) the appropriate space corresponding to your response below.

KEY

SA = Strongly Agree;

A = Agree;

UN = Undecided

D = Disagree; and

SD = Strongly Disagree.

	QUESTIONS	SA	A	UN	D	SD
9.	The consumer care services offered by MTN meet up to the ideal standard.					
10.	MTN consumer care service is of good quality.					
11.	The quality and quantity of MTN network availability is a major factor influencing consumer satisfaction.					
12.	Adequate network coverage of MTN enhances consumer's satisfaction.					
13.	The pricing policy of MTN is moderately good.					
14.	Affordability of airtime refilling encourages regular purchase and refilling of airtime.					
15.	The pricing policy of MTN determines the rate of recharging by the consumers.					
16.	The Attitude of consumer care attendants of MTN has significant effect on consumer satisfaction.					
17.	Consumer care attendants of MTN always show competence in providing solution to a problem.					
18.	Consumer care service of MTN is efficient and effective.					
19.	Consumers usually feel contented after having conversation with the MTN consumer service attendant.					
20.	The attitude and response of MTN consumer care attendants affect consumer satisfaction.					

