**THE EFFECTS OF BRANDING ON GODFREY OKOYE UNIVERSITY STUDENTS’ PATRONAGE OF GSM SERVICE PROVIDERS**

**BY**

**NEVOH, VICTORIA**

**GOU/10/0480**

**MARKETING PROGRAMME**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

**GODFREY OKOYE UNIVERSITY,**

**UGWUOMU NIKE, ENUGU STATE**

**JULY, 2017**

**THE EFFECTS OF BRANDING ON GODFREY OKOYE UNIVERSITY STUDENTS PATRONAGE OF GSM SERVICE PROVIDERS**

**A PAPER PREDENTED**

**BY**

**NEVOH, VICTORIA**

**GOU/10/0480**

**A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF BACHELOR OF SCIENCE**

**(B. Sc.) DEGREE IN MARKETING**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCE**

**GODFREY OKOYE UNIVERSITY**

**ENUGU**

**JUNE, 2017**

**CERTIFICATION**

Icertify that this project “the effects of branding on Godfrey Okoye University students’ patronage of GSM service providers” was conducted by Nevoh, Victoria, in partial fulfillment of the requirements for the award of Bachelor of Science (B. Sc.) degree in Marketing.

…………………..

Nevoh, Victoria

**APPROVAL PAGE**

The research has been read and approved by the Department of Business Management, Godfrey Okoye University, Ugwuomu Nike, Enugu.

………………………… …………………………

Assoc. Prof. C. Ogbuji Assoc. Prof. N. N. Igwe

(Project Supervisor) (Head of Department)

……………………….. ………………………

Rev. Sr. Prof. M.G. Njoku

(External Examiner) (Dean of FMSS)

**DEDICATION**

This work is dedicated to Almighty God and to my parents for their love and support.

**ACKNOWLEDGEMENTS**

My immense gratitude goes to Almighty God, my helper and my strength. God has been my only motivator throughout my academic years.

I recognize the efforts of my ebullient supervisor, Assoc. Prof. Chinedu Ogbuji. I cannot overlook all his support, guidance and encouragement.

I appreciate the inspiration, love and support of my lovely husband, Dr. Chibuike Nevoh, over the years. Also, my gratitude goes to my children Chukwuebuka, Tochukwu, Chisom and Kenechukwu. My family made a lot of sacrifices for my success.

I also thank the Head of Department and all lecturers in the Department of Business Management. Assoc. Prof. Nick Igwe and Mr. Miracle E. Okechukwu had made enormous contributions to my academic wellbeing.

My thanks go to everyone who had contributed to this work. May God reward all of you.

**Abstract**

The study investigated the effects of branding on Godfrey Okoye University students’ patronage of GSM service providers. It sought to find out the most patronized GSM network by students of Godfrey Okoye University Enugu. A descriptive survey research design was used in carrying out this research work with a population of 1600 students. A sample of 309 students were used for the study. The researcher used Taro Yamane formula in determining the sample size for the students. The questionnaire contained both open ended and closed ended questions to elicit responses that were analyzed. In analyzing the data, percentages and frequency tables were used based on the research questions and the hypotheses were tested using chi square. The findings of the study revealed that the most patronized GSM network service is MTN. It shows that a brand name of a GSM network differentiates it from others. The result also shows that brand name does not have effect on GSM network patronage. It was also revealed in the study that awareness on the image of a product, serves as a means of corporate communication. Reenergizing market position and bringing new vision, mission and values are some of the effects of branding on patronage. It recommends that to improve on the strength and the appeal of a brand to consumers, there is need for the enterprise’s name to symbolize the makers’ promise that consumers’ expectations will be fulfilled; since brand name that differentiates a product from another, there is need for GSM providers to adopt names that attract retailers and consumers.

**TABLE OF CONTENTS**

Title page- - - - - - - - - - - i

Title page- - - - - - - - - - - ii

Certification - - - - - - - - - - iii

Approval page - - - - - - - - - - iv

Dedication- - - - - - - - - - - v

Acknowledgements- - - - - - - - - vi

Abstract- - - - - - - - - - - vii

Table of contents- - - - - - - - - - ix

List of tables- - - - - - - - - - x

List of figure - - - - - - - - - - xi

**CHAPTER ONE: INTRODUCTION**

1.1 Background to the study- - - - - - - - 1

1.2 Statement of the Problem- - - - - - - - 6

1.3 Objectives of the Study- - - - - - - - 7

1.4 Research Questions- - - - - - - - - 8

1.5 Research Hypotheses- - - - - - - - 8

1.6 Significance of the Study - - - - - - - 9

1.7 Scope of the Study- - - - - - - - - 10

1.8 Limitations of the Study - - - - - - - 10

1.9 Definition of terms- - - - - - - - - 10

**CHAPTER TWO: LITERATURE REVIEW**

2.1 Conceptual Framework- - - - - - - - 11

2.2 Concept of Brand and Branding - - - - - - 11

2.3 GSM Service Providers in Nigeria- - - - - - 15

2.4 Godfrey Okoye University- - - - - - - - 20

2.5 Effects of Branding on Patronage - - - - - - 27

2.6 Theoretical Framework - - - - - - - 30

2.7 Brand Quality - - - - - - - - - 31

**CHAPTER THREE: RESEARCH METHOD**

3.1 Research Design - - - - - - - - 34

3.2 Area of the Study- - - - - - - - - 34

3.3 Population of the Study - - - - - - - 34

3.4 Sample and Size Determination - - - - - - 34

3.5 Instrument for Data Collection- - - - - - - 36

3.6 Validation and Reliability of the Instrument - - - - 36

3.7 Method of Data Collection - - - - - - - 36

3.8 Method of Data Analysis- - - - - - - - 36

**CHAPTER FOUR: PRESENTATION AND ANALYSIS OF DATA**

4.1 Data Presentation- - - - - - - - - 37

4.2 Test of Hypotheses- - - - - - - - - 40

**CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Introduction- - - - - - - - - - 46

5.2 Summary of Findings- - - - - - - - 46

5.3 Conclusions- - - - - - - - - - 48

5.4 Recommendations- - - - - - - - - 49

5.5 Areas for Further Studies- - - - - - - - 49

References- - - - - - - - - - - 51

Appendix I- - - - - - - - - - - 57

**LIST OF TABLES**

Table 1: Distribution and return rate of the questionnaire ----------------------------37

Table 2: Demographic distribution of the respondents --------------------------------37

Table 3: Students' response to the most patronized GSM network **------------------**38

Table 4: Students' response to brand name and GSM network ----------------------39

Table 5: Students' response to brand name and GSM network patronage ----------39

Table 6:Students' response on the effects of branding on GSM network patronage

-------------------------------------------------------------------------------------------------40

Computed data for hypothesis 1-----------------------------------------------------------42

Computed data for hypothesis 2-----------------------------------------------------------43

Computed data for hypothesis 3-----------------------------------------------------------44

Computed data for hypothesis 4-----------------------------------------------------------45

**LIST OF FIGURE**

Figure 2.3.1: Conceptual framework-----------------------------------------------------30

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

The world is fast becoming a global village. Information, communication and mobile telephony will certainly make it practicable. Using mobile phones has become indispensable. Mobile phones are fast dramatically spreading to the remotest parts of the world (Friedrich, Grone, Holbling, & Peterson, (2009). Reportedly, by 2015, more than half of the world inhabitants are expected to be using mobile phones (World Telecommunication /ICT Development Report, 2010). What is evident is that Global System for Mobile communication (GSM) has been playing a significant and stimulating role to most nations’ economic development in the last few decades (Paul, Howard & Alexia, 2010). In Nigeria, with democratization and the inception of GSM in 2001, and with a growing population of about 160 million people and 78% subscribers Tele -density, the industry has increased from NITEL (or government monopoly) to a highly competitive market with market share spread of 46.19%, MTN; 26.87%, Glabacom; 24.74%, Zain (Celtel, now Airtel); 1.76%, Etisalat; and 0.44%, Mtel (NCC Report, 2009). More operators are expected to be licensed in the near future. GSM has contributed significant increase of 3% - 4% in 2009 to the Gross Domestic Product (GDP), to technology transfer, and employment in Nigeria (Gabriela and Badii, 2010). It has also contributed indirectly to the correction of market inefficiency, transport substitution, risk aversion and social cohesion (Asheeta, Rowena, Subramanian & peter, 2008).

Currently, GSM operators have realized that retaining existing customers is as important as acquiring new ones (Coyles and Gokey, 2005). In view of this, operators now strive to determine what factors influence customer patronage. Though, the complicated interrelationship among key constructs; service quality, brand image, customer value, customer patronage, and satisfaction have not been fully uncovered and understood (Jones and Sasser, 1995), yet it has been found that in different countries unique factors play active role in influencing customer patronage and loyalty in mobile telecom markets (Gerpott, Rams & Schindler*,* 2001; Ahn, Hun & Lee, 2006; Ranaweera and Neely, 2003; Lee and Feick, 2001). Aside these key factors -service quality (Wan-Jin, 2009); brand image (Boohene and Agyapong, 2011) and customer value are significant factors influencing attitudes have been done but we cross-validate these three key significant constructs in an emerging viable market segment in Nigerian growth stage of GSM industry.

Many authors have defined the term ‘brand’, among these is the Oxford American Dictionary (1980) defines brand as a trade mark, goods of a particular make. Also the American marketing association who defined brand as any name, term, sign, symbol, or design, or combination of these that identifies the maker/seller of the product or service and differentiates it from competitors. Similarly, Kotler, Bouden & Jane, (2006) defined brand as image or perception about a particular product as reflected in a consumer’s memory.

The phenomenon of brand is less common in industrial market and is the side of technical product. The efficiency of branding is in its ability to coalesce the constellation of ideas and concept surrounding a product or service there by facilitating the communication process, this is generally termed the brand image and reflects at any point in time the overall status of users’ perception of a company offering.

In the United States the earliest brand promotion was the patient after the civil war, with growth in branding firm and national media and with some early brands such as, condensed milks, oat and luxury soap (Kotler and Keller, 2006). Interest in branding has been so dramatic that today in United States hardly anything is sold unbranded. Therefore brand names should be treated highly as an integral strategy to reinforce a product. It is the duties of companies to build a unique brand name that can be easily identified with a generic product. It is worth recognizing at this state that many companies fail in their product because it lacks a good brand name.

Branding is major issue in product strategy, it is expensive and time consuming. It can make or break a product; marketing program/communication creates brand awareness or image that is used to influence consumer behavior or patronage. In Nigeria, many organizations including GSM service provider embark on sponsorship and public enlightenment programmes in order to make their brand name known to consumers, MTN Foundation and Glo sponsorship of football premier league are laudable examples. Brand cues are not only created by marketing program or communication but through direct experience, brand information, word of mouth, channel members, country of origin and place, In short, everything that has to do with the touch point between the brand and the customers. Ideally, for an organization to achieve brand reputation it must have huge brand equity.

Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names (Aaker, 1991; Keller, 2003 & Leuthesser, Kohil & Harich (1995). Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no universally accepted way to measure it. Some marketing researchers have concluded that brands are one of the most valuable assets a company has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one ( Belk, 1975 & Grannell, 2009). According to Keller (1993), elements that can be included in the valuation of brand equity include (but not limited to): changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality and other relevant brand values. Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations. Generally, these strategic investments appreciate over time to deliver a return on investment.

According to Neumeier, (2006) consumers' knowledge about a particular brand determines the extent of patronage. Customers’ patronage or consumption can be viewed as a way defining oneself and developing links with likeminded others (Holbrook, 1992; Belk 1975; Zeithaml and Bitner 2000), and of connecting with others within a broader social system. Schiffman and Kanuk (2009) identified factors that positively influence and impact on social affinity group as: task/situational characteristics, group characteristics and personal characteristics, information experience, credibility, attractiveness, and more importantly the Brand characteristics, and power of the reference group. Social affinity acts in benefiting social approval, customer referral, and positive word- of- mouth communication, social cohesion, and loyalty (Vela-McCobbekk 1997; Solomon, 2009). Importantly, all these translate to the bottom line financial benefits. It is argued that brand affinity consists of the following components: Anticipation (Loewenstein, 1987), Trust (Morgan and Hunt, 1994) Social Attraction (Hogg and Hains, 1996), Loyalty and Commitment (Keller, 2001) and these components mutually combine in their right mix to exert influence on the group patronage. Contrary to positive membership or aspirational reference group, also anti groups may also exert negative influence on consumer purchase behavior.

Every customer has some level of social relationships and these relationships influence his /her purchase behavior. The issue is does customer’s social value and affinity differs in influencing customer patronage? Studies have revealed that customer social affinity, attachment and level of brand community influence attitude to use and behavioral usage (Tombs and McColl-Kennedy, 2003; Macchiete and Roy, 1992). Holbrook (1992) study posited that customer bond and intimacy both with other customer and the brand itself positively correlates with attitudinal patronage and behavioral usage.

**1.2 Statement of the Problem**

The customer is as old as business. The sole purpose of every business is to “create customers.” The only economic and social justification for the existence of any business is to create customer satisfaction. The importance of the customer and customer patronage per se is so profound. There is need for greater understanding of the role played by the consumer in the market place and the influence processes underlying this behavior. A good branding strategy would lead to improved management decision rules and patronage by the customers. It can potentially reduce incentives for investment and innovation, and prevent new entry.

In the light of this intense competition presently in the industry, the major challenge confronting all the mobile operators in Nigeria is the determination and execution of various marketing initiatives by promoting a brand name that would not only lead to attraction of new subscribers, but also retention of the existing ones who would then become loyal customers. It appears that there is an increasing relationship between brand name adopted by GSM service providers and their effects on customer’s patronage. That is why this study is designed to investigate the effects of branding on Godfrey Okoye University students patronage of GSM service providers.

**1.3 Objectives of the study**

This study seeks to assess the popularity of GSM network among students of Godfrey Okoye University Enugu, as well as the underpinnings of that popularity. It is guided by the following specific objectives

1. To determine the most patronized GSM network by students of Godfrey Okoye University Enugu.
2. To determine whether brand name differentiate a GSM network from others used by students of Godfrey Okoye University Enugu.
3. To ascertain if a brand name help in GSM network patronage by students of Godfrey Okoye University Enugu.
4. To find out the effect of branding on the patronage of telecommunication services by students of Godfrey Okoye University Enugu.

**1.4 Research Questions**

The following research questions were formulated to guide the study

1. Which is the most patronized GSM network by students of Godfrey Okoye University Enugu?
2. Does brand name differentiate a GSM network from others used by students of Godfrey Okoye University Enugu?
3. Does brand name help in GSM network patronage by students of Godfrey Okoye University Enugu?
4. What are the effects of branding on the patronage of telecommunication services by students of Godfrey Okoye University Enugu?

**1.5 Research Hypotheses**

Hypotheses are ideas, beliefs and assumptions for guiding in a reasonable decision or conclusion. The study is guided by the following hypothesis:

**H1:** There is no significant relationship between company name and sales volume of GSM services.

**H2:** There is no significant relationship between brand image and sales volume of GSM services.

**H3:** There is no significant relationship between corporate name and profitability of GSM service providers.

**H4**: There is no significant relationship between brand image and Profitability of GSM service providers.

**1.6 Significance of the Study**

It is expected that the result of this research work would be useful to the following people: management of GSM service providers, similar organizations, customers, researchers and marketing practitioners in general. This work will help management of GSM service providers and similar organization in formulating policies which will improve their efficiency and lead to maximum satisfaction of their customers. This is because the application of the findings of this research in their establishments will encourage customers in the purchase of their products.

The findings of this work will no doubt add to the existing knowledge in the area of marketing. It will also acquaint customers with the prevailing branding strategies and also help them to understanding how variables such as quality, and perceived societal status can influence consumer buying behaviour.

This study will help the present marketing managers to better reposition their advertising strategy to capture the correct target market to boost the sales in times where economy are at a challenge.

It will also help researchers and readers of this work to obtain a precise picture of how various brand names affect the customers’ patronage and motivate them for further study on related area.

**1.7 Scope of the Study**

This research is delimited to Godfrey Okoye University Enugu. It is located at Thinkers’ Corner near Emene, Enugu.

**1.8 Limitations of the Study**

The following are shortcomings of the study.

1. There is a limited time to complete the study.
2. Paucity of funds is another great challenge.
3. Some students were reluctant to participate in the study.

**1.9 Definition of Terms**

**Brand Name:** This is a name given to a product by the company that produces or sells it. It is a specialized mark used to distinguish products from each other.

[www.merriam-webster.com/dictionary/**brand**%20**name**](http://www.merriam-webster.com/dictionary/brand%20name).

**Customer:** A customer (sometimes known as a client, buyer, or purchaser) is the recipient of a [good](http://en.wikipedia.org/wiki/Good_%28economics%29), [service](http://en.wikipedia.org/wiki/Service_%28economics%29), [product](http://en.wikipedia.org/wiki/Product_%28business%29), or idea, obtained from a [seller](http://en.wikipedia.org/wiki/Seller), [vendor](http://en.wikipedia.org/wiki/Vendor), or [supplier](http://en.wikipedia.org/wiki/Distribution_%28business%29) for a monetary or other valuable consideration. (en.wikipedia.org/wiki/Customer).

**Patronage:** This is customers or the financial support from customers or guests. It is the support or encouragement of a patron, as for an institution or causewww.yourdictionary.com › [*Dictionary Definitions*](http://www.yourdictionary.com/dictionary-definitions/)

**CHAPTER TWO**

**LITERATURE REVIEW**

This chapter presents a review of previous literature relevant to the current study. It is organized under the following sub-heading:

* Concept of brand and branding
* GSM service providers in Nigeria
* Godfrey Okoye University
* Factors influencing students’ attitudes to patronage of GSM
* Effects of branding on patronage
* Theoretical Framework

**2.1 Concept of Brand and Branding**

Brand name has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. According to American Marketing Association (2007) brand is defined as a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. Also Kotler (2001) defines a brand as a sellers’ promise to deliver a specific set of features, benefits and services consistent with the buyers. Furthermore a brand as it was approached by Alt & Griggs (1988); Blackston (1992); Arnold (1992); Goodyear (1993), defined brands as symbolic devices with personalities, that users value beyond their functional utility. Gardner & Levy (1995) also offers a definition according to which a brand name is a complex symbol that represent a variety of ideas and attributes. Whereas Murphy (1992) suggests that brands are said to aid values to a product.

Holt (2003) observes that branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management. He provides an alternative perspective, arguing that:

* Branding is a strategic point of view, not a select set of activities.
* Branding is central to creating customer value, not just images.
* Branding is a key tool for creating and maintaining competitive advantage.
* Brands are cultures that circulate in society as conventional stories.
* Effective brand strategies must address the four distinct components of brand value.
* Brand strategies must be “engineered” into the marketing mix.

Brands are multidimensional entities, whose success require matching a firm’s functional and emotional values with consumers’ performance and psychosocial needs (de Chernatony and Dall’Olmo Riley, 1998). Nevertheless, classification of brands based on underlying characteristics of the transaction, has not taken place sufficiently. Classification schemata are of fundamental importance to organize phenomena for systematic investigation in the early phases of theory development (Hunt 2002). It is often acknowledged that brands need to form strong relationships with their customers (Keller 2003; Aaker/Joachimsthaler 2000). However, this relationship depends on the role the customer is performing. In line with identity theory (Hogg, Terry and White 1995) it’s been argue that individuals perform three archetypical roles in relation to businesses. Depending on time and situation, individuals play the role of naive consumer, the role of decision influencing professional or the role of an informed citizen. Our brand classification is based on these roles.

Brands grow primarily through product development (line and category extensions) and market development (new channels and geo-graphic markets). Important subtopics here include new-product and brand-extension strategies and their effects on brand equity. Brand extensions are one of the most heavily-researched and influential areas in marketing (Czellar 2003). Marketing academics have played an important role in identifying key theoretical and managerial issues and providing insights and guidance. Research has shown that extension success depends largely on consumers’ perceptions of fit between a new extension and parent brand (Aaker and Keller 1990; Klink and Smith 2001, van Osselaer and Alba 2003). There are a number of bases of fit virtually any brand association is a potential basis but two key bases are competence (attribute) and image (Batra et al. 1993). Research has also shown that positively evaluated symbolic associations may be the basis of extension evaluations (Reddy et al. 1994, Park et al. 1991), even if overall brand attitude itself is not necessarily high (Broniarczyk and Alba 1994). One key conclusion is that consumers need to see the proposed extension as making sense.

A number of other factors also come into play to influence extension success, such as consumer knowledge of the parent and extension categories (Moreau et al. 2001) and characteristics of the consumer and extension marketing program (Barone and Miniard 2002, Maoz and Tybout 2002, Zhang and Sood 2002). Kirmani et al. (1999) found evidence of an ownership effect whereby current owners generally had more favorable responses to brand line extensions. One often cited concern with brand extensions is that a failed brand extension could hurt (dilute) the parent brand in various ways. Interestingly, academic research has found that parent brands generally are not particularly vulnerable to failed brand extensions. An unsuccessful brand extension potentially damages a parent brand only when there is a high degree of similarity or “fit” involved example in the case of a failed line extension in the same category - and when consumers experience inferior product performance directly (Ahluwalia and Gürhan-Cali 2000, Gürhan Canli and Maheswaran 1998, Keller and Aaker 1992, Loken and Roedder 1993, Milberg et al. 1997, Roedder John et al. 1998, Romeo 1991).

Several other factors also influence the extent of damage to a parent brand from an unsuccessful brand extension. The more involved the consumer is with the extension decision (example if they own or use the parent brand), the more likely it is that harmful dilution effects will occur (Kirmani et al. 1999). Importantly, research has shown that a sub-branding strategy, where an extension is given another name in addition to the parent brand (e.g., Courtyard by Marriott), can effectively shield a parent brand from dilution from a failed similar extension (Keller and Sood 2004, Milberg et al. 1997). Research has also shown that extensions can create positive feedback effects to the parent brand (Balachander and Ghose 2003). For instance, brand extensions strengthened parent brand associations (Morrin 1999) and “flagship brands” were highly resistant to dilution or other potential negative effects due to unfavorable experiences with an extension (Roedder John et al. 1998, Sheinin 2000).

**2.2 GSM Service Providers in Nigeria**

The idea of a cell–based mobile radio system was first conceived at Bell Laboratories (USA) in the early 1970s. However, mobile cellular systems were not introduced for commercial use until the 1980s. During the 1980s, analog cellular telephone systems experienced a very rapid growth in Europe, particularly in Scandinavia, and in United Kingdom. In the beginning of the cellular system, each country developed its own system which was an undesirable situation for the following reasons:

* The equipment was limited to operate only within the boundaries of each country.
* The market for each mobile equipment was limited.

In order to overcome these problems, the conference of European Posts and Telecommunications (CEPT) in 1982, formed the Group Special Mobile (GSM) in order to develop a pan-European mobile cellular radio system (with this, the GSM acronym became “global system for mobile communication”). This group came up with a digital system that has to meet the following criteria:

* Spectrum efficiency
* Good subjective voice quality
* International roaming
* Compatibility with other systems such as ISDN
* Low Mobile and base stations cost

A digital system was adopted by the group (CEPT) as opposed to the then analog cellular systems like AMPS in the United States and TACS in the United Kingdom. The reason for this is on the aspect of quality of service. For example, analog systems do pass physical disturbance in radio transmission to the receiver. These disturbances do decrease signal quality because they produce effects such as fadeouts, crosstalk, hisses, etc. On the other hand, digital systems avoid these effects. Phase 1 of the GSM specifications was published in 1990. Commercial services started mid-1991 and by 1993, there were 36 GSM networks in 22 countries. By the beginning of 1994, there were 1.3 million subscribers worldwide, which grew to 55 million by October 1997.

The early periods of the new millennium, precisely year 2001, witnessed a revolution in the communication system in Nigeria as some Global Satellite Mobile (GSM) phone service providers were licensed to operate in Nigeria. This revolution has been largely enhanced by the aggressive market promotion of the GSM phone by the service providers who were quick to list various utility advantages of GSM services, ranging from making business transaction easier through facilitating quick information exchange to enhancing interpersonal relationships. Further, the socio-economic advantages of the GSM phone may be assessed as including the following; private investment in the telecom sector which now ranks second only to the oil industry in Nigeria. As the records put it (MTN Online 2004), it is said to be worth USD 2.110 billion as at December 2002, and estimated to have increased to USD 25.050 billion as at June 2003. This growth, they claimed represents a phenomenal 5000% increase in investment in less than 4 years. The ownership of mobile phones was also believed to have been ‘democratised’ as attention was pointed to the profile of those wielding GSM phones, which include artisans, students, taxi drivers, etc. A new development which was not the case before, when about half of the limited telephone lines available in the country were mainly held by government and corporate organizations

GSM is also presented as being able to make people to communicate with each other, on real time basis, saving time and money, among other conveniences. Facilitating access to up-to-date information to support real time decisions, increases efficiency in environmental monitoring, disaster control and emergency management. Examples given to corroborate these assertions include traffic report by some radio stations in Nigeria which communicates traffic situations to motorists and helps reroute vehicles in case of an unforeseen road blockage that may occur as a result of an accident. Cited as a case in point was the Ikeja cantonment disaster of 27 January, 2002 in which friends and relatives used the mobile phones to communicate freely with each other and coordinate responses. GSM is also believed to contribute to the improvement in the living conditions of people in the rural areas by allowing them to communicate easily amongst themselves and with relatives, friends and business associates living elsewhere. More rural businesses and better employment opportunities that can greatly reduce the problem of rural-to-urban migration has started to emerge. The GSM operators alone have generated 3,500 direct employments and an estimated 10,000 to 200,000 indirect employment opportunities.

The operators also claimed that tariff has shown remarkable reductions in acquisition costs: the connection cost of fixed telephone line, they insisted, decreased by about 100% from an average of NGN 100,000 in 1999 to NGN 51,000 in 2002, dropping by a further 41% to NGN 30,000 in six months by the end of June 2003. Waiting time for telephone installation was also said to have reduced from months to minutes in the case of mobile phones. By the second quarters of the year 2004, the five leading GSM service providers in Nigeria, namely MTN, V MOBILE, GLOBALCOM, NITEL and MTEL (according to MTN Online 2004) between them had about 5million subscribers. This means that about 5 million lines are servicing the approximately 120 million Nigerian populations (about 4.2% of the population). MTN’s signal alone reaches some 54,895,000 people (representing about 46.8% of Nigeria’s total population) living in 161,000 km2 space (about 17.9% of Nigeria’s landmass). This is not anywhere near the average required for describing a nation as having hit the international standard in information technology but for a country that cannot boast of 120,000 land lines before the introduction of GSM, this development is considered significant.

The emergence of GSM has led to improvements in efficiency and productivity, reductions in transaction costs, increased service innovation and better quality of life for the rural dwellers. Close to 2,000 persons have been directly employed by the GSM operators and an estimated 400,000 Nigerians are benefiting from indirect employment generated by the GSM operators (Ndukwe, 2004). Indirect employment has also been created through contract awards to construction firms, research companies and media consultants. In the financial sector, enterprising banks have designed innovative products that leverage the use of GSM.

The emergence of GSM has also led to the return of significant numbers of Nigerians from abroad. These are telecom professionals who have come back to build the country's communication sector. Moreover, the GSM explosion has given birth to a new class of entrepreneurs who might otherwise have been unemployed. There is a nationwide network of dealers, vendors, GSM accessory sellers and the ubiquitous "umbrella-stand" operators, who interestingly received a special attention for the service they are rendering to the Nigerian public.

Arising from the above, is the temptation to assume that this development should be able to significantly impact on interpersonal relationship, group activities, business transactions and a host of other social engagements around which the social fabric of the society is wound.

**2.3 Godfrey Okoye University Enugu**

Godfrey Okoye University (GO University) was founded in 2009 by Very Reverend Father Professor Christian Anieke for the Catholic Diocese of Enugu. The university, which got its operational license on 3 November 2009 from the National Universities Commission (NUC), belongs to the Catholic Diocese of Enugu in Nigeria. It is the first university owned by a Catholic Diocese in Africa. In 2009 the University started off with 215 students and admitted 1,200 Students by the end of 2012. On 1 December 2013, GOU commenced a week-long programme of activities to celebrate its maiden convocation. 100 students were awarded to Bachelors’ degrees during the final ceremony on 7 December 2013

### 2.3.1 Philosophy of Godfrey Okoye University

The philosophy of Godfrey Okoye University is based on the nature of the human person as a social being, as a dialogue-seeking being. From this point of view, the university understands education as a dialogical process of acquisition and dissemination of knowledge.

### 2.3.2 Vision

The vision of the university is to produce graduates who will be outstanding in learning, balanced in character and personality and ready to pursue epistemic unity in all its ramifications.

### 2.3.4 Mission

GO University dedicates itself to impact quality education aimed at inculcating in the students strong personality that will ensure the promotion of religious, cultural and epistemological dialogue.

**2.3.5 Faculties and Programmes**

|  |  |  |
| --- | --- | --- |
| **Faculty of Management and Social Sciences** | **Faculty of Natural and Applied Sciences** | **Faculty of Education** |
| Accounting | Biochemistry | Biology Education |
| Banking and Finance | Biology | Business education |
| Economics | Biotechnology | Chemistry Education |
| International Relations | Chemistry | Economics Education |
| Management | Computer Science | English/Literary Studies Education |
| Marketing | Geography and Environmental Management | History Education |
| Mass Communication | Geology and Mining | Mathematics Education |
| Philosophy | Industrial Chemistry | Physics Education |
| Political Science | Industrial Physics | Politik |
| Psychology | Mathematics | Social Studies Education |
| Sociology | Microbiology |  |
| Public Administration | Physics with Electronics |  |
| Religious Studies | Statistics and Demography |  |

**2.3.6 Partner Universities and Cooperations**

* Leopold-Franzens Universität, Innsbruck
* Medizinische Universität, Innsbruck
* Private Pädagogische Hochschule, Diözese Linz
* Kepler Universität, Linz
* Birmingham City Universität
* Universität zu Münster
* Universität für Angewandte Wissenschaften, Köln
* Gustav-Siewerth-Akademie, Deutschland
* University of Nigeria, Nsukka
* Bowie State University, Maryland USA
* Hochschule für Angewandte Wissenschaften, Köln
* All Hallows College, Dublin

**2.3.7 Library**

The library provides the full range of resources needed to support the academic life of a modern university. The latest change is the complete updating of its electronic library in 2013 thanks to a donation from the National Information Technology Development Agency. The project included fifteen desktop computers, server, printers, scanner and satellite internet linkage, as well as supporting furniture, air conditioning and fans, solar power system and backup generator. Enhanced IT facilities provide an expanded range of research materials. Students and staff have access to more than 6,000 international journals, many with complete back files, and more than 40,000 e-books. The library’s server has the capacity to host a complete integrated library system, including a full online public access catalogue. Despite the value of online resources, printed materials retain their critical importance of the library's resources.

The librarians provide a full range of assistance to members of the university community in the use of these materials, from general reference services to assistance in using online resources, photocopying and printing services. A General Studies course on use of the Library is required for all first year students, covering the traditional contents of such courses, as well as advanced internet research and legal and ethical issues of using information sources.

**2.3.8 Information Communication Technology Unit and Laboratories**

The ICT unit coordinates all information and communication technology related activities on the campus. The vision of the ICT unit is to be a center of excellence in information and communication technology, providing state-of-the-art support to enhance teaching, learning, research, administration and external linkages.

Students are able to gain practical knowledge besides theoretical input, different labs have been established at University Campus. There is a language lab since 2006. Language lectures are held there and students have the possibility to use different kind of learning programs to improve their language skills. **Physics-, Chemistry- and Biology Lab:** All three labs were established in October 2008.

**2.3.9 University Farms**

Although the agricultural science programme is scheduled to begin in phase three of the university, the university has established large farms for the purpose of practical training, research and funding support. The farms include crops, livestock, fisheries, snailery and forestry.

**2.3.10 Factors Influencing Student’s Attitude to Patronage of GSM**

The customer is as old as business. The sole purpose of every business is to “Create Customer” (Drucker, 1973), adding more Drucker (1973) opined that the only economic and social justification existence of any business existence is to create customer satisfaction. The importance of the customer and customer patronage per se is so profound. It includes financial and non-financial dimensions. Many studies have been done on what influences or impacts on level of customer patronage. They include- firm’s capability, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs ( Kotler and Keller 2006). Experience indicates that defining and measuring patronage is extremely difficult. Attitude and actual usage patronages have been used as measures of customer patronages. Dick and Basu (1994) precisely suggested that favorable attitude and repeat purchase were required to define patronage. Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel and Culmore, 1987). Attitudinal measures have an advantage over behavioral measures (actual or repeat patronage) in that they can provide greater understanding of the factors associated with the development and modification of patronage (Oliva, Oliver & MacMilian, 1992). Fishbein and Ajzen (1975) argue that attitudes are functionally related to behavioural intentions, which predict behaviour. A person's intention to behave in a certain way is contingent upon the attitude toward performing the behaviour in question and the social pressure on him/her to behave in that way (subjective norm).This suggests that attitudes and subjective norms differ according to the person involved and behavioural context. Theory of Planned Behaviour (TPB), which is an extension of Theory of Reasoned Action (TRA), has introduced another factor that affects behavioural intention, which is the perceived behavioural control. Control beliefs and perceived power are the main construct of perceived behavioural control (Mackenzie & Jurs, 1993). Consumers vary in their commitment to attitude; the degree of commitment relates to their level of involvement with the attitude object. This commitment ranges from inertia to a strong emotional passion. Commitment might be based on customers’ intentions as want, expectation, plans for the future (Sunderland, 2002).

**2.3.11 Effects of Branding on Patronage**

A positive brand image and good value merchandise are keys for retailers to achieve and sus­tain success in an increasingly competitive marketplace. Three important components that appear to be important to brand patronage decisions are the retailer's brand image, quality of the merchandise brands sold and price/promotions. Consumers use certain cues as signals for these components; store name, brand name and price discounts (Dawar and Parker, 1994; Dodds, Monroe, and Grewal, 1991). Retailers who understand how these compo­nents and the role of external cues that represent them can influence store patronage deci­sions and improve their competitive situation. In contrast, many retailers who have not understood these components (i.e., store image, reputation of brands carried and role of price-promotions) have had to file for bankruptcy and/or closed their stores. Montgomery Ward & Co., Woolworth Corp., and Levitz Furni­ture are some examples of recent failures. Their efforts to upgrade the store image from a vendor of inexpensive offerings to one of style and quality have been slow to take. Cuneco (1997) faults their inability to project their store name and image as the main reason for the failure. Industry publications have been calling for radical restructuring of stores' offerings and their formats to reconnect with the American Consumer (Progressive Grocer, April 1, 1997, Supplement, Page 8). Clearly, store image is an important input in the consumer decision-making process (e.g., Nevin and Houston, 1980). Brand name, as a cue to store image, pro­vides a tremendous amount of information to consumers. As an example, the name "Nord­strom" evokes an image of a luxurious store environment, high levels of customer service and high quality merchandise.

On the other hand, corporate image which is defined as perceptions of an organization reflected in the associations held in consumer memory also affect patronage (Keller, 1993). It is the sum of people’s perceptions of an organization. Images and perceptions are created through all the senses: sight, sound, smell, touch, tastes and feelings experienced through product usage, customer service, the commercial environment and corporate communications (Smith and Taylor, 2004). It is external perception of all human and physical resources of an organization, especially characteristics as employees’ behaviors and attitudes, communication levels, clothing etc. (Pampaloni, 2006). It is defined as the perception of an organization that customers’ hold in their memories. Because it works as a filter through which a company’s whole operation is perceived, a corporate image reflects a company’s overall reputation and prestige (Kim and Lee, 2011). It is obvious that corporate image is concerned with the impression an organization forms in consumers’ minds and the perception of consumers arising from this impression. It is therefore essential that GSM operators show concern about the way it is perceived by their variety of stakeholders such as employees, customers, shareholders, government, media, and the general public, as this affects initial and repeat purchase. The role of corporate image is pivotal in today’s business environment (Gioia *et al.,* 2000). A positive and reinforcing corporate image is capable of generating customer satisfaction and loyalty in organizations. Corporate and brand image have also emerged as determinants of customer loyalty (Gronroos, 1988). There is a relationship between corporate image, customer satisfaction and loyalty. Higher levels of customer satisfaction increases loyalty by building a positive corporate image (Anderson *et al.,* 1994). A well-managed corporate identity unconsciously reassures customers (Smith and Taylor, 2004). Corporate image is influenced both by service quality and customer satisfaction, which in turn influences customer loyalty (Kandampully, 2007). The high point of the above discussion is that the reassurance keeps customers coming to do a repeat business and lock them into loyalty.

Empirical findings have also shown the relationship between corporate image and customer satisfaction and loyalty. Groholdt *et al.* (2000) found that corporate image is an important driver of customer satisfaction and loyalty in the industries of soft drinks, banking and telecommunications. Liu (2008) found that corporate image has a significant impression on services quality, customer value, customer satisfaction and customer loyalty in the Chinese telecommunication market. Chen (2002) concludes that building up image is one of the important tasks to retain customers in the Taiwan telecommunication sector.

Patronage

Branding

Sales Volume

Company Name

Profitability

Brand Image

*Figure 2.3.1: The Conceptual Framework*

**2.4 Theoretical framework**

**2.4.1 Consumer Perception Theory**

The consumer perception theory is an integral part of perception theory. It is enshrined in the idea that the perception of the consumers about a particular product or service influences their behaviour. It applies the concept of sensory perception to marketing and advertising, just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses. The major thrust of this theory relates to “how individuals form opinions about companies and the merchandise they offer through the purchases they make” (Blank, 2012). Similarly, Flamand (2011) noted that “consumer perception theory is any attempt to understand how a consumer's perception of a product or service influences their behaviour”

The idea of consumer perception theory started in 1932 when some students at Colgate University carried out a classical experiment on perception as it relates to marketing. The researchers “used women's silk hose which were made by the same manufacturer and were of the same style, colour and design” (Runyon, 1980). They packed the hose in four identical boxes, using different soft perfume to different the identical hose in identical boxes. The scents were so faint that less than 3 percent of the subjects consciously noticed them. The researchers exposed the apparatus to 250 housewives and asked them to select the pair that was the best quality. The result showed that the subtle influence of different scents dramatically affected the housewives‟ perceptions of quality (Runyon, 1980). This simply means that all perceptions are subjective and people in most cases do not really see things the way they are, they only see things the way they choose to.

**2.4.2 Brand Quality**

Brand quality is defined as the recognition of product quality, which has an influence on consumer purchasing behavior. The effect of brand quality on brand purchase intention has been validated in many existing studies (Bartikowski et al.,2010) suggested that higher quality perceptions leads to increased profits due to premium prices and in the long run, to effective business growth, involving both market expansion and market share gains. Quality of product is a collection of features and sharp brand product characteristic which have contribution to the ability to fulfilling specified demand Garvin (2007). Dimensions of quality of product according to Garvin (1987 and 1988) in Tjiptono (2011) are as follows:

* Performance, is characteristic of operation fundamental from product nucleus (core product). These dimensions like in the form of product which is easy to operated, maintenance of product which easy to conducted, product giving benefits for everyday life and product have consumption efficient energy.
* Features, is a special characteristics or additional idiosyncrasy in the form of complement characteristics, for example equipment of interior and exterior. Examples of dimensions features is products have different newest technological individuality with other brands, having additional function which is not owned by other brands, and have specification more compared of other brand.
* Reliability, is reliability of product. This reliability related product durability which not easy to damaged and can function better in long term.
* According to specification (Conformance to specification), device characteristic and operating fulfill of standard have been specified. These dimension related to standard which have been specified in regulation, like product which must fulfill SNI.
* Durability, with reference to duration of product can be used. This dimension closely related with reliability. This durability can be seen from product its components which are not easily damaged, although frequently is used, and can function better in long term.
* Ability to serve (Service ability), which includes speed, competence, comfort, and handling satisfactory problem. This dimension is closely related with company its product is a service, which uses human power.
* Esthetics, the attractiveness of product through the five senses. Aspects in this dimension like a product that has interesting design, has external appearance is innovative, location of arranged component elegantly, and product giving many choice model to customer.
* Perceived quality, the image and reputation of the product and also company responsibility to both the things. This dimension closely related with image a brand which is picture or impression have customer to a brand or product.

**CHAPTER THREE**

**METHODOLOGY**

**3.0 Introduction**

This chapter presents the methodology employed for the study; which is research design, sources of data collection, tools for data collection, population of study, sample and sampling technique, instrumentation, reliability and validity of data and test instrument, data analysis technique.

**3.1 Research Design**

The descriptive survey research design was used in carrying out this research work as it allows for assessment of certain attributes, properties, characteristics in a situation at one or more point in time. It is appropriate for this research because it permits the researcher to meaningfully describe large number of scores with a small number or indices.

**3.2 Sources of data collection**

The main source of data collection for this research is through primary data, which was collected from students of Godfrey Okoye University Enugu.

**3.3 Tools for data collection**

The main tool for this research was structured questionnaire. The questionnaire consisted of sections where the respondents are to indicate the level of their agreement or disagreement to the tested hypotheses accordingly. It was drafted in line with the research question.

**3.4 The Population of Study**

The population of this study consists of students of Godfrey Okoye University Enugu. According to the academic planning unit of the University, there are 1600 students in the University. The researcher sampled the students.

**3.5 Sample and Sampling Techniques**

The sample for this study is 309 students. The researcher used Taro Yamane formular in arriving at the sample size for the students. This was used because the population is known. The formula is

n = N

1+N (e) 2

Where n = the sample size

N = total population

e = tolerable error 0.05 (5%)

1 = constant

n = 1600

1 + 1600 (005)2 = 309

Simple random sampling was used to select sample for this study. Random sampling refers to a sampling technique where each subject has an equal chance of being selected.

**3.6 Instrumentation**

One set of questionnaire will be used for this research. The questionnaires used both open ended and closed ended questions to elicit responses that were analyzed and some used to test postulated hypothesis.

**3.7 Reliability and Validity of data and test of Instrument**

Face validity is the extent to which a test is subjectively viewed as covering the concept it purports to measure. It refers to the transparency or relevance of a test as they appear to test participants.For the face validity, it was ensured that the instrument was made with right formalities and the draft of the instrument was scrutinized by the project supervisor and other experts in the Department. For content validity, it was ensured that all the items pertaining to the research question were fully addressed.

**3.8 Data Analysis Technique**

Percentages and frequency tables were used in presenting and analyzing the data collected based on the research questions. However, this will not test hypotheses.

**CHAPTER FOUR**

**PRESENTATION AND ANALYSIS OF DATA**

**Introduction**

This chapter presents the result of the study. This is done with reference to the research questions to direct the study. The data is presented and analyzed using frequency table and simple percentage. It is presented in a tabular form.

**Table 1: Distribution and return rate of the questionnaire**

|  |  |  |  |
| --- | --- | --- | --- |
| **List of items** | **No distributed** | **No returned** | **% returned** |
| Godfrey Okoye University Students | 309 | 280 | 90.8% |

The table above shows that a total of two hundred and eighty (280) representing (90.8%) questionnaires were returned and correctly filled. This is because twenty-nine (29) students did not return their questionnaire as at the time of this analysis despite constant visit by the researcher.

**Table 2**: **Demographic distribution of the respondents**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Frequency** | **Percentage** |
| Male | 105 | 37.5 |
| Female | 175 | 62.5 |
| **Total** | **280** | **100** |
| **Age** | **Frequency** | **Percentage** |
| 15-20 | 103 | 36.7 |
| 21-25 | 88 | 31.4 |
| 26-30 | 73 | 26 |
| 31-35 | 12 | 4.2 |
| 36-40 | - | - |
| 41-45 | - | - |
| 46-50 | - | - |
| 50 and Above | - | - |
| **Total** | **280** | **100** |

**Source: Field Survey (2014)**

Table 2 above shows that out of the 280 questionnaire distributed to the students, one hundred and five (105) were males while one hundred and seventy five (175) were females. It also shows that one hundred and three (103) of the respondents were between the ages of 15-20 while eighty eight (88) were between the ages of 21-35, seventy three (73) were between 26-30 years. Twelve (12) respondents were 31-35 years.

**Research Question 1:** Which is the most patronized GSM network by students of Godfrey Okoye University Enugu?

**Table 3: Students' response to the most patronized GSM Network**

|  |  |  |
| --- | --- | --- |
| GSM Network | Most Patronized | Percentage |
|  |  |  |
| MTN | 94 | 33.6 |
| GLO | 56 | 20 |
| Airtel | 66 | 23.6 |
| Etisalat | 64 | 22.8 |
| **Total** | **280** | **100** |

**Source: Field Survey (2017)**

As shown in table 3 above the most patronized GSM network by Godfrey Okoye University students is MTN with thirty percent (33.6%). This was followed by Airtel with twenty two percent (22.6%) and Etisalat twenty three percent (23.6%) then GLO with twenty percent (20%).

**Research question 2:** Does brand name differentiate a GSM network from others used by students of Godfrey Okoye University Enugu?

**Table 4: Students' response to brand name and GSM network**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Yes | 211 | 75.4 |
| No | 69 | 24.6 |
| **Total** | **280** | **100** |

**Source: Field Survey (2017)**

The table 4 shows that over seventy five percent (75.4%) of the respondents agreed that a brand name of a GSM network differentiates it from others while over twenty four percent (24.6%) does not agree that brand name differentiates GSM networks.

**Research question 3:** Does brand name help in GSM network patronage by students of Godfrey Okoye University Enugu?

**Table 5: Students' response to brand name and GSM Network Patronage**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Yes | 81 | 28.9 |
| No | 199 | 71.1 |
| **Total** | **280** | **100** |

**Source: Field Survey (2017)**

Table 5 above shows that over twenty eight percent (28.9%) of the respondents agrees that brand name help in GSM network patronage while seventy one percent (71.1%) disagrees that brand name does not have effect on GSM network patronage.

**Research question 4:** What are the effects of branding on the patronage of telecommunication services by students of Godfrey Okoye University Enugu?

**Table 6: Students' response on the effects of branding on GSM network patronage**

|  |  |  |
| --- | --- | --- |
| **Factors** | **Frequency** | **%** |
| It creates awareness on the image of a product | 185 | 66 |
| It brings new vision, mission and values | 20 | 7.1 |
| It serves as a means of corporate communications programmes | 45 | 16 |
| Reenergizes market position | 30 | 10.7 |
| **Total** | **280** | **100** |

**Source: Field Survey (2017)**

The table 6 above shows that branding, corporate communication programme, market position, as well as vision, mission and values have impact on GSM network patronage with sixty six percent (66%), sixteen percent (16%), ten percent (10%) and seven percent, respectively.

**4.2 Test of Hypotheses**

The four hypotheses were respectively tested, using Chi-square, thus:

The tool of the analysis is the chi-square (X2) formular

X2 = Σ (O-E) 2

E

Where X2 = Chi-square

O = Observed frequency

E = Expected frequency

Σ = Sum of frequency

**Operational Assumptions**

Level of significance = 5% i.e. 0.05

Expected frequency = 50% for each option

Computation of degree of freedom

Formular: (R-1) (C-1)

Where R = Row

C = Column

Degree of freedom = (2-1) (2-1) (4-1) (2-1)

1. (1) (3) (1)

1\*1=1 3\*1=3

**Decision Rule**

Accept Ho, if the computed value of X2 is less than the critical value. Otherwise do not accept Ho.

Reject Ho, if the computed value of X2 is greater that the critical value, otherwise do not reject Ho.

**Hypotheses I**

**H0:** There is no significant relationship between company name and sale volume of GSM network services.

**H1**: There is a significant relationship between company name and sale volume of GSM network services.

**Analysis: Computed data for hypothesis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Responses | O | E | O-E | (O-E)2 | (O-E)2/E |
| Yes | 117 | 140 | -23 | 529 | 3.77 |
| No | 163 | 140 | 23 | 529 | 3.77 |
| Total | 280 | 280 |  | 1058 | 7.54 |

X2 calculated = 7.54

Level of significance = 0.05

Degree of freedom = (4-1) (2-1)

(3) (1)

3\*1 =3

Critical value = 7.81

**Decision**

Since the calculated value of 7.54 is less than the critical value of 7.815, we accept the null hypothesis (HO) and reject the alternative hypothesis (H1). We therefore conclude that company name does not affect patronage of GSM service providers by students of Godfrey Okoye University Enugu.

**Test of Hypothesis II**

**Ho:** There is no significant relationship between brand image and sales volume GSM network services.

**H1**: There is a significant relationship between brand image and sales volume GSM network services.

**Analysis: Computed Data for Hypothesis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Responses | **O** | **E** | **O-E** | **(O-E)2** | **(O-E)2/E** |
| Yes | 200 | 140 | 60 | 3600 | 25.71 |
| No | 80 | 140 | -60 | 3600 | 25.71 |
| Total | 280 | 280 |  | 7200 | 51.42 |

X2 calculated = 51.42

Level of significance = 0.05

Degree of freedom = (4-1) (2-1)

(3) (1)

3\*1 =3

Critical value = 7.815

**Decision**

Since the calculated value of 51.42 is greater than the critical value of 7.815, we reject the null hypothesis (HO) and accept the alternative hypothesis (H1). We therefore conclude that there is a relationship between brand image and sales volume GSM service providers.

**Hypotheses III**

**H0:** There is no significant relationship between company name and profitability of GSM service providers.

**H1**: There is a significant relationship between company name and profitability of GSM service providers.

**Analysis: Computed Data for Hypothesis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responses** | **O** | **E** | **O-E** | **(O-E)2** | **(O-E)2/E** |
| Yes | 253 | 140 | 113 | 12769 | 91.21 |
| No | 27 | 140 | -113 | 12769 | 91.21 |
| Total | 280 | 280 |  | 25538 | 182.41 |

X2 calculated = 182.41

Level of significance = 0.05

Degree of freedom = (4-1) (2-1)

(3) (1)

3\*1 =3

Critical value = 7.815

**Decision**

Since the calculated value of 182.41 is greater than the critical value of 7.815 we reject the null hypothesis (HO) and accept the alternative hypothesis (H1). We therefore conclude that significant relationship between branding and profitability

**Hypotheses IV**

**H0**: There is no significant relationship between brand image and sales volume of GSM service.

**H1**: There is a significant relationship between brand image and sales volume of GSM service.

**Analysis: Computed Data for Hypothesis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responses** | **O** | **E** | **O-E** | **(O-E)2** | **(O-E)2/E** |
| Yes | 253 | 140 | 113 | 12769 | 91.21 |
| No | 27 | 140 | -113 | 12769 | 91.21 |
| Total | 280 | 280 |  | 25538 | 182.41 |

X2 calculated = 182.41

Level of significance = 0.05

Degree of freedom = (4-1) (2-1)

(3) (1)

3\*1 =3

Critical value = 7.815

**Decision**

Since the calculated value of 182.41 is greater than the critical value of 7.815 we reject the null hypothesis (HO) and accept the alternative hypothesis (H1). We therefore conclude that significant relationship between brand image and sales volume profitability.

**CHAPTER FIVE**

**DISCUSSION CONCLUSION RECOMMENDATION AND SUMMARY**

**5.0 Introduction**

This chapter interprets and explains the result of the findings presented in the previous chapter.

**5.1 Summary of Findings**

The objectives of this study were to assess the popularity of GSM network among students of Godfrey Okoye University, Enugu. In this chapter, the major findings are discussed based on the objectives and research questions.

**5.2 Most Patronized GSM Network by Students of Godfrey Okoye University Enugu.**

Patronage is seen as the share of an individual consumer's expenditures in an industry or retail sector that is spent at one company. The findings of the study revealed that the most patronized GSM network service is MTN. This is in line with Baker et al (2002) that customer's perception towards display and layout influence the customer's value perception. The value has a strong impact on customer patronage when customers find that the merchandise or services is easily identified, the higher possibility that customers will purchase on the merchandise.

**5.3 Brand name Differentiate a GSM Network from Others Used by Students of Godfrey Okoye University Enugu**

Brand name is a term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The study found out that a brand name of a GSM network differentiates it from others. According to de Chernatony and Dall’Olmo Riley, (1998) Brands are multidimensional entities, whose success require matching a firm’s functional and emotional values with consumers’ performance and psychosocial needs.

**5.4 Brand Name Enhances GSM Network Patronage by Students of Godfrey Okoye University Enugu.**

The result of this study also shows that brand name does not have effect on GSM network patronage. According to Holt (2003) branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management.

**5.5 Effects of branding on Patronage by Students of Godfrey Okoye University Enugu.**

The result of this study shows that it crates awareness on the image of a product, it serves as a means of corporate communication. Reenergizes market position and brings new vision, mission and values. This is in line with Aaker (1991) who stated that rebranding constitutes the basic for the corporate communications programme and for the consumer’s awareness and images. Also, Causon, (2004) added that they want to unite the organization behind one brand, align the culture, re-establish and reenergize the market position while at the same time embed a new vision, mission and values.

**5.6 Conclusion**

The success of any business organization is bound closely with the brand name and image it adopts. This study on the effect of branding on Godfrey Okoye University students’ patronage of GSM service providers have revealed that it is essential for all round customer patronage.

The researcher used four research question, four hypotheses and a descriptive survey to guide the study. Data was analyzed using percentage. The findings of the study revealed that the most patronized GSM network service is MTN. It shows that a brand name of a GSM network differentiates it from others. The result also shows that brand name does not have effect on GSM network patronage. It was also revealed in the study that awareness on the image of a product, it serves as a means of corporate communication. Reenergizes market position and brings new vision, mission and values are some of the effects of branding on patronage.

**5.7 Recommendations**

Based on the findings of this study, the following recommendations were made to improve the situation.

1. To improve on the strength and the appeal of a brand to consumers, there is need for the enterprise’s name to symbolize the makers’ promise that consumers’ expectations will be fulfilled.
2. Since it is brand name that differentiates a product from another, there is need for GSM providers to adopt names that attract retailers and consumers.
3. Retailers are to ensure that there always availability of the products needed by the customers as it encourages increase in the patronage of a product
4. Since brand name does not have effect on GSM network patronage, Service providers should ensure that they sell quality products and provide a conducive environment as it guarantees patronage.

**5.8 Areas for Further Studies**

In view of the fact that no study is comprehensive in itself, the researcher is suggesting that other researchers could undertake studies on the following areas.

1. Extent to which brand name affect some important behavior outcomes such as consumer loyalty.
2. Comparative study on the patronage of MTN GLO and Etisalat by students in Enugu
3. Branding and its effects on Consumer Buying Behaviour
4. Customer buying behavior patterns: an investigation of Game shopping mall.

**References**

Aaker, D.A. & Joachimsthaler, E. (2000). *Brand Leadership*. New York: The Free Press.

Aaker, D. A. & Keller, K. L. (1990). Consumer evaluations of brand extensions. *J. Marketing* 54, 27–41.

Aaker, D. A., (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. The Free Press, New York.

Ahluwalia, R. & Gürhan-Canli, Z. (2000). The effects of extensions on the family brand name: An accessibility-diagnosticity perspective. *J. Consumer Res.* 27, 371–381.

Anderson, E. W., Fornell, C. & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden”, *Journal of Marketing,* 58: 53-66.

Balachander, S. & Ghose, S. (2003). Reciprocal spillover effects: A strategic benefit of brand extensions. *J. Marketing* 67, 4–12.

Barone, M. J., & Miniard, P. W. (2002). Mood and brand extension judgments: effects for desirable versus undesirable brands. *J. Consumer Psych.* 12(4) 283–290.

Batra, R., Lehmann, D. R. & Singh, D. (1993). The brand personality component of brand goodwill: Some antecedents and consequences. In David A. Aaker, Alexander Biel, eds. *Brand Equity and Advertising*. Lawrence Erlbaum Associates, Hillsdale, NJ, 83–96.

Blank, C. (2012). Consumer perception theory. Retrieved August 24, from 2012 http://smallbusiness.chron.com/consumer-perception-theory-40176.html

Broniarczyk, S. M. & Gershoff, A. D. (2003). The reciprocal effects of brand equity and trivial attributes. *J. Marketing Res.* 40 161–175.

Bottomley, P. A. & Doyle, J. R.(1996). The formation of attitudes towards brand extensions: Testing and generalising Aaker and Keller’s model. *Internat. J. Res. Marketing* 13(4) 365–377.

Bottomley, P. A. & Holden, S. (2001). Do we really know how consumers evaluate brand extensions: Empirical generalizations based on secondary analysis of eight studies. *J. Marketing Res.* 38, 494–500.

Causon, J., (2004). The Internal Brand: Successful Cultural Change and Employee Empowerment. Journal of Change Management, 4(4), 297-307

J. S. & Ching, R. (2006). The Study of mobile customer relationship management and

loyalty”, *2006 International Conference on Service Systems and Service Management*. 1: 67-72.

Cuneco, A. Z. (1997). Shakeout sends stores scurrying for a niche, *Advertising Age,* (September 29): s26, s28.

Czellar, S. (2003). Consumer attitude toward brand extensions: An integrative model and

research propositions. *Internat. J. Res.Marketing* 20, 97–115.

Czepiel, J. A., & Gilmore, K. (1987). *Exploring the Concept of Loyalty in Services*. Chicago: American Marketing Association

Dacin, P., & Smith, D. C. (1994). The effect of brand portfolio characteristics on consumer evaluations of brand extensions. *J. Marketing Res.* 31(5) 229–242.

Dawar, Niraj & Philip Parker. (1994). Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. *Journal of Marketing,* 58(April): 81-95.

De Chernatony, L. & Dall’Olmo Riley, F. (1998). Defining a `brand’: beyond the literature with experts’ interpretations’’, *Journal of Marketing Management*,. 14, 417-43.

Dick, A. & Basu, K. (1994). Customer Loyalty: Toward and Integrated Conceptual Framework*. Journal ofAcademy of Marketing Services, 22*(2), 99-113.

<http://dx.doi.org/10.1177/0092070394222001>

Dodds, William B., Kent B. Monroe, & Dhruv Grewal. (1991). Effects of Price, Brand and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research.* 28307-319.

Drucker, P. F. (1973). *Management: Tasks, Responsibilities, practices*. New York, NY: Harper and Row.

Erdem, T. & Sun, B. (2002). An empirical investigation of the spillover effects of advertising

and sales promotions in umbrella branding. *J. Marketing Res.* 39, 408–420.

Fishbein, Martin., & Ajzen I. (1975). *Belief, Attitude, Intention, Behaviour: An Introduction to Theory and Research, Reading.* M.A. Addison Wesley Publishing Company.

Flamand, L. (2011). Consumer perception theory. Retrieved August 24, from http://www.ehow.com/about\_6561090\_consumer-perception- theory.html#ixzz24XGAGhgD

Garvin, David. 2007. Managing Quality: The Strategic and Competitive Edge. New York: Free Press.

Gioia, D., Schultz, M. & Corley, K. (2000) Organizational identity, image and adaptive

instability, *Academy of Management Review*, 25(1): 63–81.

**Godfrey Okoye University (2014) Brief History: The Making of History: Birth of Godfrey Okoye University** http://gouni.edu.ng/history

Groholdt, L., Martensen, A. & Kristensen, K. (2000) The relationship between customer

satisfaction and loyalty: Cross-industry differences, *Total Quality Management*, 11: 509- 514.

Gronroos, C. (1988).Service quality: The six criteria of good perceived service quality, *Review of Business*, 9:10-13.

Gürhan-Canli, Z. & Maheswaran, D. (1998). The effects of extensions on brand name dilution and enhancement. *J. Marketing Res.* 35, 464–473.

Hogg, M. A., Deborah, J. T & White, K. M. (1995). A tale of two theories: A critical comparison of identity theory with social identity theory. *Social Psychology Quarterly*, 58 (4), 255-269.

Hunt, S. D. (2002). *Foundations of marketing theory: toward a general theory of marketing* Armonk, N.Y: M.E. Sharpe.

Kandampully, K. (2007). Do hoteliers need to manage image to retain loyal customers,

*International Journal of Contemporary Hospitality Management*, 19: 435-443.

Keller, K. (1993). Conceptualizing, measuring, and managing customer based equity”, *Journal of Marketing,* 57: 1-22.

Keller, K. L. (2003). *Strategic Brand Management*, (2nd ed.). Upper Saddle River, NJ:

Prentice-Hal

Keller, K. L. & Aaker, D. A. (1992). The effects of sequential introduction of brand extensions. *J. Marketing Res.* 29, 35–50.

Keller, K. L. & Sood, S. (2004). The effects of product experience and branding strategies on brand evaluations. Working paper, Anderson School of Management, University of California, Los Angeles, CA.

Kim, Y. & Lee, J. (2011) Relationship between corporate image and customer loyalty in

mobile communications service markets, *African Journal of Business management,* 4(18): 4035-4041.

Kirmani, A., S. Sood, S. & Bridges. (1999). The ownership effect in consumer responses to brand line stretches. *J. Marketing* 63, 88–101.

Klink, R. R. & Smith, D. C. (2001). Threats to external validity of brand extension research. *J. Marketing Res.* 38, 326–335.

Kotler, P. & Keller K. (2006). *Marketing Management* (12th ed). U.S.A, New Jersey: Pearson Prentice Hall.

Liu, L. (2008). Study of the relationship between customer satisfaction and loyalty in telecom enterprise”, *4th International Conference on Wireless Communications, Networking and* *Mobile Computing*, 1-7.

Loken, B., D. & Roedder J. (1993). Diluting brand beliefs. When do brand extensions have a negative impact? *J. Marketing* 57, 71–84.

Maoz, E. & Tybout, A. M. (2002).The moderating role of involvement and differentiation in the evaluation of brand extensions. *J. Consumer Psych.* 12(2) 119–131.

McKenzie, J. & Jurs, J. (1993). *Planning, Implementing, and Evaluating Health Promotion Programs.* NewYork: Macmillan Pub. Co.

Milberg, S. J., Park, C. W. & McCarthy, M. S.(1997). Managing negative feedback effects associated with brand extensions: The impact of alternative branding strategies. *J. Consumer Psych.* 6(2) 119–140.

Moreau, P., Lehmann, D. R., & Markman, A. P. (2001). Entrenched knowledge structures and consumer response to new products. *J. Marketing Res.* 38, 14–29.

Morrin, M. 1999. The impact of brand extensions on parent brand memory structures and retrieval processes. *J. Marketing Res.*36, 517–525.

MTN Online (2004). MTN, Nigeria Communications Limited website. Available online at: <http://www.mtnonline.com>. Sourced on 12/7/14

Ndukwe**,** E**.** (2003). *The role of telecommunications in National development*, 19th Omolayole Annual Management Lecture. December 5, Victoria-Island, Lagos, Nigeria.

Nevin, J.R. & Michael H. (1980). Images as a Component of Attractiveness to Intra-Urban Shopping Areas," *Journal of Retailing,* 56: 77-93.

Oliva, T. A. Oliver, R. L., & MacMilan, I. C. (1992). A Catastrophe Model for Developing Service Satisfaction Strategies. *Journal of Marketing, 56,* l83-193.

<http://dx.doi.org/10.2307/1252298>

Pampaloni, A. M. (2006) *Communicating image: Creating and projecting organizational image to external stakeholders, A Dissertation*, New Jersey: New Brunswick,

Park, C. W., Milberg, S. & Lawson, R.(1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *J. Consumer Res.* 18,

185–193.

Randall, T. K. Ulrich, D. Reibstein. (1998). Brand equity and vertical product line extent.

*Marketing Sci.* 17(4), 356–379.

Rangaswamy, A., Burke, R. R., & Oliva, T. A.. (1993). Brand equity and the extendibility of brand names. *Internat. J. Res. Marketing* 10(3) 61–75.

Reddy, S. K., S. L. Holak, S. Bhat. (1994). To extend or not to extend: Success determinants of line extensions. *J. Marketing Res.* 31, 243–262.

Roedder J. D., Loken, B. C. (1998). The negative impact of extensions: Can flagship products be diluted? *J. Marketing* 62, 19–32.

Romeo, J. B. (1991). The effect of negative information on the evaluations of brand extensions and the family brand. In Rebecca H. Holman, Michael R. Solomon, eds. *Advances in Consumer Research*, Vol. 18. Association for Consumer Research, Provo, UT, 399–406.

Runyon, K. (1980). Consumer behaviour and the practice of marketing. Columbus: Charles E. Merrill Publishing Co.

Sheinin, D. A. (2000). The effects of experience with brand extensions on percent brand knowledge. *J. Business Res.* 49, 47–55

Sheinin, D. A. & Schmitt, B. H. (1994). Extending brands with new product concepts: The role of category attribute congruity, brand affect and brand breadth. *J. Bus. Res.* 31(1) 1–10.

Smith, D. C. (1992). Brand extensions and advertising efficiency: What can and cannot be expected. *J. Advertising Res.* 32, 11–20.

Smith, D. C., & Park., C. W. (1992). The effects of brand extensions on market share and advertising efficiency. *J. Marketing Res.* 29, 296–313.

Smith, P. R. & Taylor, J. (2004). *Marketing communications, an integrated approach*, 4th ed. London: Kogan Page.

Sunderlund, M. (2011). Customer satisfaction and its consequences on different behavioral intention constructs. *Journal of Consumer Behavior, 1*, 145-166.

Tjiptono, Fandy & Chanra, Gregory. 2011. Service, Quality & Satisfactiont. Yogyakarta: Andi.

Van Osselaer, S. M. J., J. W. Alba. (2003). Locus of equity and brand extension. *J. Consumer Res.* 29, 539–550.

Zhang, S. & Sood, S.(2002). Differences between children and adults in brand extension

evaluations: The role of category similarity and rhyming names. *J. Consumer Res.*29, 129–141.

**Appendix**

Department of Marketing

Godfrey Okoye University

Enugu.

Dear Respondent

I am a final year undergraduate student of the above named University. I am investigating the effect of branding on GOU students’ patronage of GSM service providers. This is purely an academic research and your responses will be treated with utmost confidentiality. Please kindly answer the question as honest as possible.

Thanks for your maximum cooperation.

Yours Faithfully

Nevoh, Victoria

**Instruction: please tick or fill in where appropriate.**

1. **Demographic distribution**

Sex: Male [ ] Female [ ]

Age: 15-20 [ ] 21-25 [ ] 26-30 [ ] 31-35 [ ] 36-40 [ ]

1. Do you own a Cellular (Mobile) Phone?
2. Yes (b) No
3. If yes, how many GSM lines (SIM Cards) do you have?

(a) 1 (b) 2 (c) 3 (d) More than 3

1. Which GSM line was your very first acquisition?
2. Airtel (b) Etisalat (c) Glo (d) MTN
3. Was this the first GSM Network you bought?
4. Yes (b) No
5. Which GSM network is your primary (most used) line today?

(a) Airtel (b) Etisalat (c) Glo (d) MTN

1. Does the brand name help your choice of this primary GSM network
2. Yes (b) No
3. What influenced your choice of this primary GSM line most?

(a) Only network available then (b) Good network coverage

(c) Affordable tariff (d) Innovative features

(e) Social Responsibility (f) Others Promotion (SIM)

Please specify …………………………………………………………………………

1. Do you know the tariff charged you by your primary (main) GSM network provider?
2. Yes (b) No
3. Does the brand name of a GSM network have any effect on patronage?
4. Yes (b) No
5. If yes, what kind of effect does it have?

………………………………………………………………………………………….

……………………………………………………………………………………………..

……………………………………………………………………………………………

Thank you for your time.