THE IMPACT OF BRAND ASSOCIATION ON CONSUMER PATRONAGE OF GSM SERVICE PROVIDERS IN KADUNA METROPOLIS

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BEING A RESEARCH PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOL OF AHMADU BELLO UNIVERSITY ZARIA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA)

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DECLARATION

I hereby declare that the research project titled "The Impact of Brand Association on Consumer Patronage of GSM Service Providers in Kaduna Metropolis" is a product of my research work. All sources of information utilized have been acknowledged accordingly by means of references.

YARO, Maryam

14/5/2014
Date

CERTIFICATION

This Research Project "The Impact of Brand Association on Consumer Patronage of GSM Service Providers in Kaduna Metropolis" has been carefully read, and is found to be adequate in scope, content and quality. It is submitted in partial fulfillment of the requirement for the Award of Masters in Business Administration (MBA) of the Department of Business Administration, Ahmadu Bello University, Zaria, and is hereby approved for its contribution to knowledge and literary presentation.

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DEDICATION

This project is dedicated to Almighty Allah (S.W.T.) for His guidance and blessings.

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All praise is due to Allah Lord of the world, for giving me life, time and opportunity to undertake this programme. May Allah's peace and blessings be upon the one after whom there is no other prophet.

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ABSTRACT

Since the emergence of Global System of Mobile Telecommunication (GSM) sector in Nigeria, operators have and are still investing huge amount of money on advertising, upgrade of facilities and expansion to deliver superior (quality) service. The study examined how the Brand Association impact on Consumer Patronage of GSM Service Providers in Kaduna Metropolis. The objective is to determine whether or not brand association has any influence on customers' patronage of GSM service providers. Copies of Questionnaire were shared to respondents and the five-point Likert type rating scale was used in measuring responses to questions stated in form of attitudinal statement. Simple linear regression was used to determine the impact. The study concluded that quality of service and perceived social responsiveness of GSM service providers have significant effect on consumer patronage of providers. It therefore recommended that GSM service providers should invest in upgrade of facilities, quality control technologies and strategic development and implementation of plan for delivery of high quality services.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In an increasingly competitive and growing telecommunication sector of Nigerian economy, many observers agree with the view that the company that wins and continues to be relevant into the future is one that understands the consumer better, delivers superior service based on that understanding and stays connected with happenings in the market (Michael and Osagie, 2007). This in effect calls for a systematic study of consumer behavior, an exercise which according to Johnson (2006) is geared towards understanding how individuals, groups and organizations go about selecting, buying, using and disposing of goods, services, ideas and experience to satisfy their needs and wants. One of the relevance of this exercise, Aarker (2000) asserts, is the generation of clues and insights for improving marketing programmes such as product or service introduction, setting prices, crafting messages as well as other important marketing activities like branding and brand positioning.

The importance of brand and branding in a successful marketing programme has been well documented (James, 2004). Studies have shown that

successful brand is the most valuable resource that a company can have (Aarker, 2000; Keller, 2005; Chakravarti, 2002; Brown, 2005; Campbell, 2002; and Kotler and Keller 2006). Furthermore, Keller (2005:59) speculates that brand is so valuable that companies will soon be appending a "statement of value addendum" to their balance sheet to include such intangibles as the value of their brands. Although there has not been any generally accepted standard to measure the value of a brand (Aarker, 2000), the value is almost apparent in the minds of the general public (Nzuki, 2008). For example, the value of such global brands as Coca-Cola, Sony, Toyota and Kodak is indisputable (Michael, 2007). In addition, Rob (2007) argues that a brand's value is sometimes brought to the public knowledge in buy-outs and acquisition transactions. For example, Nzuki (2008) reports that when Philip Morris Companies Inc. purchased Kraft Foods Inc. in 1988 for nearly $13billions, it paid 600 percent more than Kraft's factories and inventories were worth. Over 80 percent of the purchase price represents the value of the brand, Kraft Foods. This demonstrates the value of a brand from the company perspective. On the customers' perspective thus, Craig (2007) concludes in his study of factors affecting consumer choice of mobile phones that 8 out of every 10 customers go for brands that stand out, have good reputation and are familiar. Other studies like Aarker (2000), Michael (2007), Vincent and Zhu (2006),

Saeed and Reinert (2005) and Keller (2005) submit that familiar brands help customers simplify their purchase decisions especially with regards to expensive and high risk items, complex situation and decisions requiring long term commitment. Indeed, Vincent and Zhu (2006) conclude that the importance of building a highly valuable brand in the long-term survival of any organization cannot be over-emphasized. Furthermore, experts seem to agree that building a highly valuable brand is a journey, not a destination (Nzuki, 2008 and Aarker, 2000). The exercise as stressed by Keller (2005) requires long-term investments and commitments, breakthrough advertising and a consistent delivery of superior value and satisfaction to customers.

In recent years, the concept of brand association as a useful clue to understanding customer choice as well as building valuable brand has emerged. Aarker (2000) defines Brand Association as anything linked in memory that contains the meaning of the brand for consumers. While agreeing with this definition, Brown (2005) adds that brand association also includes the perception of brand quality and attitudes towards it. Furthermore, the simple premise underlying the operation of this concept is the idea that in today's highly complex market environment coupled with the shrinking consumers shopping time, product or service image is everything (James, 2004). Once a brand can create

and maintain a favourable image, often through careful association with unique and favourable attributes like superior quality, highly credible and respected individual, country, particular lifestyle and so on, then the task of getting customers to choose the brand over the competitors' becomes a lot easier (Aarker, 2000). This perhaps explains why modern organizations spend billions of money securing celebrity endorsements, and advertising heavily to change and/or strengthen certain attributes which customers associate with their brands. In addition, these organizations appear to be doing everything possible to deliver a consistent stream of superior value to customers. All these, in the view of Keller (2005), are done in the knowledge that a brand with positive, unique and favourable image rules the market in both medium and long terms. Michael (2007) puts it simply that brand image, whether favourable or unfavourable has serious influence on customers' decision to choose or not to choose a particular brand.

Apparently, it is on the basis of the above understanding that since the *emergence of Global System of Mobile Telecommunication (GSM) sector in* Nigeria up till date, the operators have and are still investing huge amount of money on advertising, upgrade of facilities and coverage expansion to deliver superior quality of service, use of celebrities as Brand Ambassadors, sponsorship

of events and identification with a number of important causes in the Nigerian Society. In view of the foregoing, this study seeks to examine the impact of Brand Association on Consumer Patronage of GSM Service Providers in Kaduna Metropolis.

1.2 Statement of the Problem

A number of studies have been conducted to examine several factors that could inform consumers' patronage of one service providers, especially GSM operators, over another. For instance, Michael and Osagie (2007) investigated the influence of intensity of advertisement on consumer choice of GSM service providers while Ajayi (2006) studied the influence of the intended primary usage of GSM service on consumer patronage of operator. Similarly, Saeed and Arshard (2008) studied corporate branding and consumer purchase of telecommunication service and concluded that corporate branding serves as the main source of communication to customers and has little to do with customer purchase decision.

However, a search and review of relevant literature especially the most current ones on the subject matter has revealed that little or no particular attention has been given to the potential influence of brand association on

consumer patronage of GSM service providers. Some of the earlier studies in this area such as Korchia (2005) and Nzuki (2006) have acknowledged this gap in their respective submissions. In addition, an upsurge in the amount of money being spent by GSM operators on advertisements and their readiness not to spare anything on image boosting activities have been observed, and analysts are beginning to question the effect of all these on the bottom-line (market share). Thus, this study intends to bridge the observed gap in knowledge and provide answers to the question of whether or not brand association has any influence on customer's patronage of GSM service providers.

1.3 Research Questions

In view of the above, the following questions are posed to guide the conduct of the study.

1. What is the effect of perceived service quality on consumer patronage of GSM service provider?
2. What is the effect of celebrity endorsements of service providers on consumer patronage of their services?
3. To what extent has sponsorship of and identification with notable events by GSM operators affect consumer patronage of their services?

4. To what extent has the perceived social responsiveness of GSM service providers affects consumer patronage of their services?

1.4 Objectives of the Study

The main objective of this study is to determine whether consumers' patronage of GSM service providers is in any way influenced by some key associations linked to the providers. It is intended that the following specific objectives would also be achieved at the end of the study:

1. To assess the effect of perceived service quality on consumer patronage of GSM service providers.
2. To ascertain the influence of celebrity identification with and endorsements of GSM service providers, on consumer patronage of their services.
3. To assess the influence of sponsorship of notable events by GSM service providers on consumer patronage of their services.
4. To determine the extent to which perceived social responsiveness of GSM service providers affect consumer patronage of their services.

1.5 Research Hypotheses

The following null hypotheses are formulated based on the research problem statement and in line with the objectives of the study.

Hypothesis One

Perceived service quality has no significant relationship with consumer patronage of GSM service providers.

Hypothesis Two

Celebrity identification with and endorsements of GSM service providers have no effect on consumer patronage of service provider.

Hypothesis Three

Sponsorship of notable events has no significant effect on consumer patronage of GSM service providers.

Hypothesis Four

Perceived social responsiveness has no significant impact on consumer patronage of GSM service providers.

1.6 Significance of the Study

The findings of this study will potentially assist the GSM service providers to know and strengthen the important brand associations that influence consumers' patronage of their various services. This will also go a long way in maximizing the benefits of marketing communication efforts especially their advertising budget.

The findings will also enable GSM subscribers to be conscious of the factors that inform their patronage of service providers and this may make them to become rational consumers.

Government as the regulator through its representative Nigerian Communication Commission (NCC) can use the outcome of the research study to improve the robustness of the regulatory framework which can help in moving the communication sector to an enviable position.

And lastly, the study will serve as a useful reference material for future research by academics and practitioners alike.

1.7 Scope of the Study

The study is mainly on four selected telephone companies (MTN, Zain, Globacom and Etisalat) using GSM technology. Specifically, the study will exclusively be carried out within the metropolitan Kaduna and primary data will be gathered during the year of study (2011) but will cover a period of year 2001 to year 2011. To ensure objectivity in responses, the study will consider only views from existing individual GSM subscribers on issues under investigation. Employees of GSM service providers as well as people who are yet to subscribe to any GSM service will therefore not be part of this research.

1.8 Limitations of the Study

Time constraint: Time is always not enough for the accomplishment of certain goals.

Data constraint: Some relevant data needed to elaborate the study were not available at the desired period of time.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter covers concept of branding, significance of branding in marketing of goods and services, branding and consumer choice. Furthermore, it reviews literature on consumer purchase decision process, concept and nature of services, brand association and its effect on value creation and customer patronage, and GSM services in Nigeria.

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2.2 Concept of Branding

Kotler and Keller (2006) believe that such successful brand as Sony, Nike, Starbucks and a host of others are able to command a price premium mainly because of the value attached to them. Several definitions of branding have been offered by marketing scholars. Williams and McCarthy (2005) define it as the use of name, symbol, term or design or a systematic combination of these to identify a product. American Marketing Association (2008) extends this definition by adding that the names, terms, symbols, design or a combination- are not only intended to identify a particular product/seller, but also to differentiate the seller or a group of sellers from the others. In essence, a brand is simply a product or

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service with dimensions that make it different from other products designed to meet the same need (Keller, 2005). These dimensions, Aarker (2000) observes, could be rational or emotional. Apart from these rational and emotional aspects, a brand has also been observed to be a complex symbol conveying such meanings as attributes of the product/service, benefits to be derived, values, culture (for example, Mercedes represents German culture of high quality, efficiency and performance); personality and users (Keller, 2005).

Evidence of the origin of branding is well documented (Brown, 2005). Farquhar (2004) cited in Chakravarti (2002) asserts that in those days, names and signs were often inscribed on such goods as bricks and major artworks to identify their maker. The Medieval Guilds' requirement that craft people put trademarks on their products to protect themselves and consumers against inferior quality were the earliest signs of branding in Europe (Keller 2005).

2.3 Significance Of Branding in Marketing of Goods and Services

It is perhaps helpful to ask the question - what are the importance of branding to consumers and business firms? To Business firms, branding simplifies product handling and tracing. It also helps to properly organize inventory and accounting records (Keller, 2005). Indeed, this is often the case with a company

carrying several product lines with different brand names. Davies (2000) submits that companies can reap enormous benefits from their brand assets through such legal protection as trademarks, patents and copyright. Further, experts agree that a good brand reduces marketers' selling time and efforts as the brand must have secured customers' confidence and share of mind, often through advertisement and consistent high quality performances (McGill, 2001). Additionally, analysts have observed that good brand improves the overall image of the company, making acceptance of new products marketed under the same brand name a potential success (Kotler, 2004).

To consumers, it has been observed that today, branding perform a set of invaluable roles that improve consumers' lives. Studies have shown that well recognized brands make shopping a lot easier (Daniel, 2002). This researcher contends that this is quite an important role given the fact that in contemporary times, there is a lot of demand and pressures on consumers' time. Consequently, they will be most pleased to reach out to the shelf and grab a known brand that has served them well before, rather than wandering around the mall filled with unknown/unbranded items. Aarker (2000) notes that branding protects consumers' rights, in the sense that it allows them to assign responsibility to a particular manufacturer or distributor and claim some reprieve in case of any

problem with their product or service. In fact, consumers' craving to critically evaluate offerings in order to make informed choice is enhanced by branding (Kotler and Keller, 2006).

2.4 Branding and Consumer Choice

For successful marketing in an era of highly complex and well informed consumers, experts are of the opinion that extensive amount of information on consumer behavior is required (Hawkins, Best and Coney, 2001). Consequently, one area that marketers have constantly tried to explore and understand very well is the choice making behavior of consumers (Keller, 2004). To put this in a perspective, many positions have been advanced. While some authority conclude that consumers' choice process is a highly rational one (Richard, 1997), others believe that it is an emotionally marred process and therefore highly psychological (Aarker, 2000). Yet other studies have shown that consumer choice process is both rational and emotional with either rationality or emotion dominating at times depending on the purchase situations (Davies, 2004). However, a review of several studies appear to show that consumer choice is fueled by a web of factors; some direct others indirect, some conscious others unconscious. Among all these factors, Davies (2004) has identified branding activities (for example, creation of product/service awareness, advertising,

delivery of consistent performance, positioning and a host of others) as a major customer choice-influencer. Indeed, this view supports the conclusion of Stephen (2004) who stated that the search-for-information phase of consumer purchase decision process (explained in Section 2.5) that a consumer goes through presents a brand with an excellent chance for influence. Specifically, by providing relevant information and reassuring communications, branding affects consumers' ultimate choice. "Significantly, the probability of a brand being included during the information search phase is contingent on the consumers' brand awareness during the search phase" (Stephen, 2004:3). Evidently therefore, creating a high level of brand awareness over time guarantees that some consumers will include the particular brand among the alternatives to be considered during their specific buying cycle (Rapier, 2005).

2.5 Consumer Purchase Decision Process

Consumer purchase decision process is referred to as the actions a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions (Theodor, 2007). While some authors call it "Consumer Buying Decision Process", William and McCarthy (2005) dubbed it "Consumer Problem-Solving Process", arguing that consumers don't just buy, they buy product or service to solve their problem. Whatever

descriptive term used however, there appears to be an agreement among authors that consumers go through a step by step process in obtaining what they need and want. This process according to Mike (2006) consists of five stages namely: problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. The respective stages in the consumer purchase decision process are explained hereunder.

2.5.1 Problem Recognition

The recognition of a problem or need as acknowledged by Mike (2006) and Keller (2005), is the starting point of consumer buying process. At this stage, consumers become aware of and put a lot of interest into getting the problem solved (William and McCarthy, 2005). Indeed, as Armstrong (1994) believes, the need (or problem) could be triggered either by internal stimuli such as hunger and thirst or external stimulus such as admiring a friend's wrist watch. In this regard thus, the implication is for marketers to identify circumstances that propel customers' needs or problem to such a level as to require solution. Apparently, this will enable them to position their products and attempt to secure quick customers' attention (Stephen, 2004).

2.5.2 Information Search

In the view of Keller (2005), once customers' needs are aroused, they move into the information search mode. The level of the search could be *heightened attention,* at which stage "a person simply becomes more receptive to information about a product" (Kotler and Keller, 2006: 181), or *active information search* where people engage in a planned efforts to search reading materials such as books, magazines, the web, and even visit stores and friends for more information (Davies, 2004). Keller (2005) has categorized the sources from which consumers get their information into four namely: personal, commercial, public and experiential sources. Gardner (2002) seems to agree with Kotler and Keller (2006) that these different sources of information perform different functions in the buying process. While commercial sources such as advertising, salesperson, website and so on, perform an information function, personal sources such as information from family members, friends, neighbors and acquaintances perform legitimizing or evaluating functions.

2.5.3 Evaluation of Alternative

In the process of making purchase decision, usually consumers cannot evaluate all available alternatives in great depth and thus, they tend to use some

form of processes or models to reach their final decision (Gerald and Valerie, 2000). One of these models is the two-stage process developed by Oscar and Lisa (2000) In the first stage, consumers typically screen a large group of available products/service and select some of them to be among the most promising alternatives. Subsequently, in the second stage, they evaluate the so-called promising alternatives in greater depth, perform relative comparisons across products on important attributes and make a purchase decision. Davies (2004) believes that the most current of this evaluation processes is the one that sees consumers as making judgments mainly on a conscious and rational basis. That is, consumers use a cognitively oriented process to evaluate alternatives.

Furthermore, to get a good grasp of consumer evaluation process, experts suggest that in addition to having a working knowledge of the above stated models, it must be understood that consumers are trying to satisfy a need, they are looking for certain benefits from the product solution and that they see each alternative as a bundle of attributes having different capabilities to deliver the benefits sought (Oscar and Lisa, 2000; Gerald and Valerie, 2000; Kotler and Keller, 2006).

2.5.4 Purchase Decisions

It has been observed that high quality and efficient purchase decision is often made possible by the availability of efficient evaluation tools (Gerald and Valerie, 2000). At the phase of purchase decision, experts note that a number of elements which impact the ultimate decision on whether to purchase or not come into play. These elements are broadly divided into soft and hard elements. Soft elements include the consumers' emotions and beliefs while the hard elements include such things as the consumers' wants, needs and company's actions (Theodor, 2007). Oscar and Lisa (2000) believe that these elements throw up three possibilities with regards to the ultimate purchase decision. First, the consumer is confronted with the question of whom to buy from, which depends on such considerations as past experience, terms of sale, return policy and so on (Davies, 2004). Second, there is the question of when to buy, which according to Gerald and Valerie (2000), can be influenced by the store atmosphere, time pressure, pleasantness of shopping experience and so on. And lastly, there is a possibility of deciding not to buy altogether, in which case the consumer has not made any purchase decision (Theodor, 2007).

2.5.5 Post-purchase Behavior

After buying a product or service, the consumer compares it with his expectations, the outcome of which determines whether he is satisfied or dissatisfied with the purchase. It has been observed that satisfaction or dissatisfaction after purchase affects consumer value perception, consumer communication and the possibility of a repeat purchase (Theodor, 2007). Because of this understanding therefore, experts have suggested a number of measures that companies should take to create positive feelings among consumers in order to assure long-term relationships with them. Such measures include use of advertisement; follow up calls from salespeople, survey of customer satisfaction and customer complaint system (Gerald and Valerie, 200; Oscar and Lisa, 2000; Davies, 2004; Theodor, 2007).

2.6 Services: Concept and Nature

Observably, services are everywhere; they are encountered throughout consumer's daily life. Remarkably, the American Bureau of Labour Statistics (2008) reports that the service sector of most economies around the world (Nigeria inclusive) will dominate as the major employer of labour for several years to come. This report has more than anything else led to great interest in

understanding the special challenges, problems, strategies and general framework for marketing services (David, Claudio and Javia, 2001; Valerie and Marley, 1996; Kotler and Keller, 2006). Studies have shown that there are numerous facets to services, thus, making it somewhat difficult to define (Clemens, 2001). Service has thus been viewed in several ways.

Sullivan, Edmond and Hofs (2002) view service simply as an action performed by one entity on behalf of another. This action may involve the transfer of some sort of value (Justin, 2004). Also, the action could be deeds, processes or performances, which have such characteristics as intangibility, heterogeneity, simultaneity in production and consumption and perishable (Valerie and Marley, 2000). James, Baruch and Paquette (2004) similarly conclude that service performance is often directed at adding a higher-order value such as convenience, speed and satisfaction.

On the basis of the above conceptualization, several categorization of service have been offered by experts. For instance, Kotler and Keller (2006) have categorized service mix into five. This includes; pure tangible goods, tangible goods with accompanying service, hybrid, major service with accompanying minor goods and of course pure service. In addition, Clemens (2004) and Kotler (2004)

a piece of service exists only at a particular point in time. Once the value is lost, it cannot be recovered (Justin, 2004). And in this regard, the value of a hotel room not occupied on a particular day is lost forever.

Thus, these unique characteristics of service require marketers to think of unique strategies to market their services appropriately. Magnus and Claes-Robert (2003) suggest that one way for service providers to deal with service variability is to target variables that act as "forgivers", i.e. variables such as trust, which may reduce the negative impact of service variability. To overcome consumers' anxiety about the potential quality of service, given that services are essentially intangible, Kotler and Keller (2006) suggest that service providers must use place, people, equipment, communication materials, symbols and price that convey quality and assurances. It was similarly suggested that service firms should invest in good hiring and training programs for their workers, service demand and supply should be properly managed and of course, customer satisfaction should be constantly monitored (Stewart and Michael, 2002; Magnus and Claes-Robert, 2003; Justin, 2004; Valerie and Marley, 2004; Kotler and Keller, 2006).

2.6.2 Service Quality

Service quality is another dimensional property of service. Allen (2001) notes that service quality is largely a specific characteristic that can be viewed from two distinct perspectives. First, it represents the view of the service consumer that a service organization is sufficiently competent to provide a service. This perspective according to Stewart and Michael (2000), encapsulates the consumers' expectation or perceptions regarding the service. These expectations are sometimes based on past consumption of the service or from advertising information (Clemens, 2001). The second perspective is that of the service provider having a level of commitment to providing an excellent service. Service quality thus, encompasses but is not limited to performance, reliability and conformance to service standards (Allen, 2001).

The most notable work on measuring customer perception of service quality is SERVQUAL Model developed by Parasuraman, Valerie and Leonard (Allen, 2001). This work reduced a 22 item scale that measured perceived service quality along five dimensions, namely; reliability, responsiveness, assurance, empathy and tangibles. Reliability encompasses the dependability and accuracy of the service. Responsiveness connotes promptness and the willingness of staff to

assist customers. Assurance is about attributes (such as knowledge and courtesy) of staff that conveyed trust and confidence to service users. Empathy signifies the level of caring and personalized attention provided to the customers and lastly, tangibles represent the concrete or physical aspects of the service that conveys quality and reduces customers' anxiety about the unknowns (Parasuraman, Valerie and Leonard, 1996) cited in Allen (2001).

Thus, to be a top service company, studies have shown that firms must necessarily have a strategic service concept, secure top management commitment to quality, set high quality standards, adopt self-service technologies, establish a credible system for monitoring service performance and customers' complaints and pay sufficient attention to employees satisfaction (Allen, 2001; Stewart and Michael, 2000; Justin, 2004; Parasuraman, Valerie and Leonard, 1996; Kotler and Keller, 2006).

2.7 Brand Association and Its Effect on Value Creation and Customer Patronage

Brand association is anything that is connected or linked in memory to a brand (Aaker, 2000) For example, MTN is associated with Yellow Color, Globacom with Green and Airtel is associated with Red. This is at a very remote level. At a much higher level, the associations could reflect lifestyle, social status,

professional roles and product attributes (Keller, 2005). Yet, as Saeed and Arshard (2008) reason, other associations could involve product applications, type of people who might use the product, stores that carry the product and even the country of origin of the product. Brand associations are useful competitive tools for marketers (Aarker, 2002). They are used to design, position, differentiate and extend brands, to create positive attitudes and feelings towards brand, and to suggest rational and emotional attributes or benefits of purchasing or using a specific brand (Campbell, 2002:23). Aderel (2004) believes that brand associations are more useful to consumers than to the marketers. The way a brand association creates value to the customer depends on the customer's perception of value. For each individual customer, reality is a total personal phenomenon clearly based on the person's needs, wants and personal experience. Nzuki (2006) submits that the underlying value of a brand is often contained in its associations and their meaning to people. Thus, associations, according to Ariely (2005), represent the bases for purchase decisions and for brand loyalty.

Specifically, associations help to retrieve and process information about a brand, create positive (or negative) attitudes or feelings towards the brand and generate reasons for making a purchase decision.

2.7.1 Measuring the Effects of Brand Associations on Customer Patronage

The key responsibilities of a brand manager are to design, maintain and strategically position the brand ahead of competitors by imprinting the brand firmly on the consumer's psyche (Aarker, 2002). Therefore, the manager of a firm needs to understand consumer perception of its brand(s) vis-à-vis those of competitors. This calls for the measurement of brand associations as it affects consumer patronage. The techniques used to achieve this objective can be grouped into two categories: unstructured and structured techniques (Rossiter, 2005).

Unstructured technique involves the presentation of an ambiguous and unstructured object, activity, or person that a respondent is asked to interpret and explain Campbell (2002). Aarker (2000) and Rossiter (2005) argue that this technique is used when it is believed that respondents will not or cannot respond meaningfully to direct questions about their reasons for certain behaviors or attitudes and what the act of buying, owning or using a brand mean to them. For example, unstructured techniques consist of asking subscribers whether the colour, sign, quality and other attributes of a brand actually influenced their patronage of the brand.

Structured technique on the other hand, involves scaling brands upon a set of dimensions (Aarker, 2000). It was argued that scaling approaches are more objective and reliable than qualitative approaches since they are less vulnerable to subjective interpretations. Scaling consumer perceptions involves the determination of perceptual dimensions, identification of the target segment and the interpretation of the brand profile (Nzuki, 2008). The perceptual dimensions may include product attributes, customer benefits, use and user of the brand and so on (Rossiter, 2005).

Scaling methods that marketers have utilized include semantic differential, Likert scale, conjoint analysis and natural grouping (Campbell, 2000).

2.8 GSM Services In Nigeria: The Journey So Far.

On the 16th of May 2001, MTN Nigeria Limited became the first telecommunication company to make the first GSM call in Nigeria (MTN, 2007). Subsequently, on August 16th the same year, Econet (as it was then called) now Airtel, achieved the feet of becoming the first company to launch commercial GSM services in Nigeria (Ndukwe, 2005).

Since the full launch of commercial GSM services in Nigeria, the sector has developed and expanded in terms of the number of players that have come on

stream, the robustness of the regulatory framework and of course the variety of services being offered (Ajayi, 2006). Remarkably, the efforts of the Nigerian Communication Commission (NCC) in moving the GSM sector to its present enviable position cannot be overemphasized. Recognizing the benefits of the liberalized GSM market, NCC's strategies have been rather aggressive but phased, allowing for experiences to be developed, internal capacity built and adequate resources mobilized (Maria and Osagie, 2007). Similarly, there have been deliberate efforts to improve service quality as well as to promote sustainable development of core infrastructure (Emmanuel, 2007).

On the whole, as Ndukwe (2008) recounts, current GSM service sector of Nigeria is characterized by increased level of private sector participation, increased range and quality of service available to citizens, effective lowering of cost of acquisition and use of the services and increasing level playing field for service providers via the removal of regulatory bottlenecks hitherto created. Other features of the current GSM sector in Nigeria according to Ndukwe include drastic reduction in the waiting time for telephone installation and service delivery, improved service penetration to a larger and growing number of under-served and un-served urban, semi-urban and rural areas alike, creation of direct and indirect employment opportunities for skilled, semi-skilled and unskilled

citizens, generation of additional revenues for government through spectrum and numbering fees, import duties, VAT etc. and increased participation of the banking sector in the financing of telecommunications network as well as the development and increased foreign investment from private companies, international and multilateral institutions that are based overseas.

In summary, entry of new players, aggressive competition, increasingly discerning consumers and a dynamic and very responsible regulatory framework currently characterize the Nigerian telecommunication environment, where virtually every telecommunication service is available. Consequently, there are evidences of growth in the demand, usage, density and coverage of telecommunications nationwide (Ajayi, 2006; Maria and Osagie, 2007; Ndukwe, 2008).

2.8.1 Major Brands in the Nigerian Telecommunication Industry.

The major brands in the Nigerian telecommunication industry include: Globacom (Glo), Airtel, Mtel, Mobile Telecommunication Network (MTN), Multilinks, Starcomms, Reltel, Mobitel, Visafone and Etisalat.

The most prominent and nationally recognized among the above listed are MTN, Globacom, Airtel and Mtel (Ajayi, 2006). However, it is observed that other

telecommunication service providers such as Starcomms, Reltel (now Zoom) and Multilinks are gradually registering their presence in most major cities of the country. Visafone and Etisalat just came on stream in 2008, and given their aggressive marketing strategies and colorfully compelling advertising campaign, this researcher reasons that their presence will soon be felt across the nation and even beyond.

2.8.2 Relative Market Share of the Brands

In their advertising campaign, the various operators have come up with different kinds of figures regarding their subscriber base. For example, as at December 2011, Globacom claims to have 20million subscribers currently in its network, while MTN claims to have about 42 million. Etisalat on the other hand claims a humble base of 10 million subscribers and Airtel claims about 18 million (www.flashpointnews.wordpress.com). Thus, in spite of these doubtful figures, casual observations reveal that MTN is the clear market leader across the nation. Globacom is the major challenger matching and sometimes exceeding the leader's marketing spending (Ode, 2006). However, Ajayi (2006) notes that all the players are highly competitive and no one can be taken for granted. Everyone is constantly trying not only to create and steal market share from the other(s), but also to maintain the market share so created. Consequently, as it has been

observed, customers have benefited immensely especially in terms of service charges. What is more, all the operators are constantly trying daily to improve the overall quality of their services, and there are complementary efforts from the regulatory body and other stakeholders to improve the infrastructural facilities that will enhance efficient telecommunication service delivery (Ndukwe, 2008; Ode, 2007). In fact, everyone seems to agree that the best of the Nigerian telecommunication industry is yet to come with a prospect of further reduction in service charges as well as provision of superior quality services.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section presents the procedures, the step-by-step approach employed for the conduct of the study. It addresses such issues as the research design, population of the study, sample size and design, research instruments and methods of data analysis.

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3.2 Research Design

With no need to control the variables of the study, descriptive survey research design appears to be most appropriate and was thus adopted for the study.

The main variables of brand association that were measured in relation to customer patronage of GSM operators include perceived service quality, celebrity endorsement of GSM service providers, sponsorship of notable events and the perceived social responsiveness of the GSM service providers. Hence, the relationship between the dependent variable and the independent variables was expressed by the following models:

$Y = f(X_1)$;

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$Y = f(X_2)$;

$Y = f(X_3)$;

$Y = f(X_4)$

Where:

Y = Consumer Patronage (Dependent Variable)

f= function

$X_1+X_2+X_3+X_4$ = Independent Variables

X_1= Service Quality

X_2= Celebrity Endorsement

X_3= Sponsorship of Notable Events

X_4= Social Responsiveness

3.3 Population of the Study

The population of this study consists of all the existing individual subscribers of GSM services in Kaduna Metropolis. Specifically, the population comprises of individual subscribers such as students of tertiary institutions, employees of private and public organizations as well business men and women.

3.4 Sample Size and Design

Multi-stage sampling design was used for this study, stratified and then purposive random sampling procedures were adopted. The stratified method of probability sampling involves the classification of an otherwise homogenous group into its heterogeneous sub-groups (strata) and then items are selected from each sub-group for inclusion in the sample (Asika 1991, Yekeen, 2006).

This method was adopted because according to Asika (1991:44) and Osuala (2005), it is superior to any other design as it uses extra methods to ensure good representation of the characteristics that are being researched. In the first stage, the population of the study was divided into four strata, namely: Students, private businessmen and women, employees of public and private organizations. Secondly, elements were selected from each of these strata to be in the study sample using purposive sampling technique.

For example, from a total of 500 respondents drawn from the study population, 100 were students of tertiary educational institutions like Kaduna State University and Kaduna Polytechnic, 180 were employees of public organizations and similar numbers of respondents were employees of private companies. The remaining 40 respondents were private businessmen and women. The respondents cut across the four major GSM service providers that have been operating in the metropolis and they are; MTN, Globacom, Airtel and Etisalat

3.5 Research Instruments

A structured questionnaire consisting of close-ended multiple choice questions was used as data collection instrument. The questionnaire was designed to measure the key variables of the study (service quality, celebrity endorsement, sponsorship of notable events and the perceived social responsiveness of the service provider).

As observed in a previous research study, the main challenge in a study of this nature is the ability of the researcher to retrieve copies of questionnaires distributed at a high return rate. Therefore, to overcome this challenge, delivery and collection method was adopted for this study.

Asika (1991) believes that delivery and collection method is an effective data collection strategy in an environment 'such as Nigeria' where research culture is yet to be sufficiently developed. Alongside the researcher, the services of several people (friends and acquaintances) were engaged to distribute and retrieve copies of the questionnaires from the respondents. However, the volunteer field assistants were properly briefed and trained in order to ensure their effectiveness.

3.6 Methods of Data Analysis

The five-point Likert type rating scale was used in measuring responses to questions stated in form of attitudinal statement. Hence, the data was categorized and scaled nominally. Specifically, linear regression was used to determine the impact of the independent variables on the dependent variables. The analysis of the returns was based on simple percentage statistical technique as a means of analyzing the tabulated data in respect of the copies of questionnaires returned and to determine the impact of the independent variables on the dependent variable. As part of the instrument of data analysis, weighted average was calculated where necessary.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the summary of data generated from the survey. Specifically, it presents the features of the sampled respondents that participated in the study, the results of the analysis of data as well as the interpretation. Furthermore, answers to the research questions earlier posed for the study would be found in this chapter as well as results of test of hypothesis. The chapter also discusses the key findings of the study.

4.2 Features of the Sample

Five hundred (500) copies of the questionnaire were distributed to respondents that participated in the study. Four hundred and fifty-nine (459) copies representing 92% response rate were returned. Seventeen (17) copies were rejected because they were not properly completed; consequently, 442 (88%) responses were found useful for the analysis.

The data analyzed revealed that virtually all the respondents, 442 (100%) had subscribed to and patronized the services of at least one GSM Network. It was also revealed that 70 (15%) of the respondents had about 8years experience

as subscribers, 238 (54%) of the respondents had subscribed to GSM service for about 5years while 134 (31%) of the respondents had about 2years subscription experience. Determination of respondents' years of use of GSM services experience was necessary as the researcher's personal observations show that there is a correlation between customer experience and their perception/understanding of the real factors that influence their patronage/choice of one brand over the others.

A descriptive statistics of the sample revealed that 259 (59%) of the respondents were male while female respondents were 183 (41%). Analysis of the respondents on the basis of age similarly revealed that 131 (30%) were aged between 18 and 25years; 251 (57%) were between the age of 26 and 35years; 41 (9%) respondents were between 36 and 45years of age and 19 (4%) respondents were above 46 years of age. Also, the number of respondents that were single stood at 158 (36%), those married respondents were 270 (61%), 13 (3%) of the respondents were divorcees while only 1 (0.002%) respondent was a widow.

Based on the educational qualification of the respondents, data analysis revealed that 21 (5%) of the respondents had such educational qualification as GCE/SSCE or its equivalence; 140 (31%) had OND/NCE; 218 (49%) had HND/B. Sc.;

although respondents with M. Sc/MA/MBA were 40 (9%), those with Ph. D/DBA/D. Ed were 16(4%) and 7 (2%) of the respondents had such professional qualifications as ACCA, CIBN, NIM and CIMN. Data analysis also revealed that 100 (23%) of the respondents were students; 19 (4%) were unemployed while 323 (73%) of the respondents were gainfully employed. Analysis of those gainfully employed revealed that 169 (52%) were in the public sector while the remaining 154 (48%) respondents were employed in such private outfits as banks, restaurants, internet cafes, hotels and self-established businesses.

The level of people's income affects their patronage of GSM services, hence the respondents' monthly income was assessed and the results revealed that 64 (14%) earned less than N20,000, 113 (26%) of the respondents earned between N61, 000 and N100, 000; 132 (30%) earned between N101, 000 and N140, 000 and 20 (5%) earned a monthly income of between N141, 000 and N180,000,67(15%) earned between N181,000 to N220,000 and 46(10%) earned N221,000 and above. Further analysis revealed that although 25 (6%) and 41 (9%) of the respondents sometimes used their GSM phones for business and official purposes respectively, all the respondents used their GSM phones primarily for personal purposes.

4.3 Effects of Service Quality on Customer Patronage of GSM Service Providers

A fundamental objective of this study is to ascertain whether the perceived quality of service offered by the GSM Operators affect customer patronage of their services. Hence, hypothesis one, which states that 'Quality of service has no effect on consumer patronage of GSM service provider' was tested using Linear Regression. Analysis of the test shows that $R^2 = 0.168$ (17%)* and *P-value*= 0.004 (please see appendix iv for detail) is highly significant at 0.05. Table 4.3 below gives the regression coefficient. The regression equation can thus be constructed using the information in the Table as follow:

$$Y=4.035+0.217x_1.$$

Where,

Y = Dependent Variable (Consumer Patronage)

X_1 = Independent Variable (Quality of Service)

Thus, the values of both R^2 and *P-value* imply that the null hypothesis is not supported. In other words, quality of service has significant effect on consumer patronage of GSM Operators.

Service quality predicts consumer patronage by17% which means, service quality accounts for 17% of the factors that influence consumer patronage. Please note that this explanation is the same for the respective R^2 value of all the subsequent analysis.

Table 4.3: Results of Linear Regression on the Effect of Quality of Service on Consumer Patronage of GSM Service Providers

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.035	.152		26.519	.000
	Service Quality	112	035	217	354	004

This finding could be explained by the fact that unlike at the inception of GSM services in Nigeria when customers virtually did not have options but to accept telecommunication services at whatever level of quality, today's consumers of GSM services see quality of service as a major standard upon which to evaluate and then make choice of one or more from among available GSM Operators. The results also affirm the position of the well-known SERQUAL Model which submits that the most important consideration of customers in their decision to patronize service organization is their perception of service quality (Allen, 2001).

4.4 Effects of the Use of Celebrity for Promotional Activities on Consumer Patronage of GSM Service Providers

Another key objective of this study is to determine the extent to which the use of such celebrity as popular football, music, movie and comedy stars for promotional activities could affect consumer choice/patronage of one service provider instead of another. To this end, hypothesis two, which states that "Celebrity identification with and endorsement of GSM service providers have no effect on consumer patronage of GSM service providers" was tested using Linear Regression. The test shows that R^2 = 0.001 and *P-value* = 0.487, which is not significance at 0.05 (please see appendix v for details). Thus, the regression equation can be constructed using the information given in Table 4.4 below.

$$Y=3.897+0.033x_2$$

Therefore, the values of both R^2 and *p-value* imply that the null hypothesis is supported. This result suggest that "celebrity identification with and endorsement of GSM service providers has no significant effect on consumer patronage of providers".

Table 4.4: Results of Linear Regression on the Effect of Celebrity identification with and Endorsement of GSM Service Providers on Consumer Patronage of providers

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	3.897	.124		31.504	.000
	Use of Celebrity	.020	.029	.033	.696	.487

4.5 Effect of Corporate Sponsorship of Notable Events on Consumer Patronage of GSM Services

Ascertaining the extent to which sponsorship of notable events such as traditional festivals (e.g. Argungu Fishing Festival, Olojo Festival in Ife, New Yam Festival or Igbo Day Celebration), major sporting tournaments, workshop and seminars by GSM service providers affect consumer patronage of their services, is another key objective of this study. Hence, hypothesis three, which states that "Sponsorship of notable events has no effect on consumer patronage of GSM service providers" was tested using Linear Regression. The results shows R^2=0.001 and *P value* =0.490, which is not significant at 0.05 (please see appendix vi for details of the test). The regression equation is thus constructed using the information in Table 4.5 below. $\boldsymbol{Y= 4.090 - 0.033x_3}$

Therefore, the null hypothesis is supported. This implies that Sponsorship of notable events has no significant effect on consumer patronage of GSM service providers.

Table 4.5: Results of Linear Regression on the Effect of Sponsorship of Notable Events on Consumer Patronage of GSM Service Providers

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	4.090	.159		25.749	.000
	Sponsorship of Event	-.025	.036	-.033	-.691	.490

4.6 Effects of Perceived Social Responsiveness on Consumer Patronage of GSM Service Providers

Another key objective of this study is to ascertain if any the relationship exists between customer perception of GSM service providers' social responsiveness and patronage of the providers' services. Hence, hypothesis four, which states that 'Perceived social responsiveness of GSM service providers has no effect on consumer patronage of the providers' was tested using Linear Regression. The result shows that R^2=0.155 (16%) and *P-value*=0.003, which is

significant at 0.05 (please see appendix vii for detail). The regression equation is as constructed thus: $Y=3.639+0.121x_4$.

Therefore, the null hypothesis is not supported. In other words, perceived social responsiveness of GSM service providers has a significant effect on consumer patronage of GSM service providers.

Table 4.6 Results of Linear Regression on Effect of Social Responsibility on Consumer Patronage

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	3.639	.136		26.676	.000
	Social Responsibility	.079	.031	.121	2.549	.003

This result could perhaps be explained by the fact that there is a growing awareness among consumers generally of the fundamental roles that business organizations need to play in having a society devoid of diseases, insecurity, poverty etc. Therefore, the role of corporate bodies in providing essential social amenities as well as creating a culture of responsible and ethical business dealings is tremendous.

4.7 Other Findings

4.7.1 Subscribers Relative Preference for GSM Service Providers

It was also considered appropriate for this research to ascertain the extent of consumer preference for the respective GSM service providers. To this end, an attempt was made to provide an answer to the research question "To what extent do consumers prefer some GSM service providers over others". Consequently, sampled respondents were asked to indicate the level of their preference for the four GSM operators used for this study on such factors as quality of service, extent of network coverage, charges for services, customer relationship, range of services provided, support for community development projects and overall public image of the service providers (please see appendix I, items 21-26). The responses were summarized using frequency distribution and weighted scores, resulting in the ranking of the GSM Network service providers (see Table 4.7.1 below).

Table 4.7.1: Summary of responses on customer preference of GSM Service providers on some key indices of performance

S/N.	Networks	Highly preferred	Preferred	Not sure	Not preferred	Highly Not Preferred	Weighted Scores	Ranking
A		**Quality of Service**						
1.	Airtel	60	101	132	149	0	1398	**3rd**
2.	Etisalat	53	95	124	170	0	1357	**4th**
3.	Globacom	226	203	12	1	0	1980	**2nd**
4.	MTN	226	214	2	0	0	1992	**1st**
B		**Charges for Service**						
1.	Airtel	28	71	123	177	43	1190	**3rd**
2.	Etisalat	229	213	0	0	0	1997	**1st**
3.	Globacom	30	67	126	177	42	1192	**2nd**
4.	MTN	29	68	120	175	50	1177	**4th**
C		**Extent of Network Coverage**						
1.	Airtel	54	86	124	178	0	1342	**3rd**
2.	Etisalat	0	2	23	119	298	613	**4th**
3.	Globacom	129	94	101	118	0	1560	**2nd**
4.	MTN	228	214	0	0	0	1996	**1st**
D		**Customer Relationship**						
1.	Airtel	57	77	127	160	21	1315	**1st**
2.	Etisalat	32	65	142	159	44	1208	**4th**
3.	Globacom	32	71	129	169	41	1223	**2nd**
4.	MTN	33	75	130	164	40	1210	**3rd**
E		**Range of services**						
1.	Airtel	33	72	133	167	37	1223	**4th**
2.	Etisalat	61	95	114	145	27	1344	**2nd**
3.	Globacom	39	82	140	163	18	1287	**3rd**

4.	MTN	247	195	0	0	0	2015	1st	
F		**Support for Community Development Projects**							
1.	Airtel	31	71	128	171	41	1206	4th	
2.	Etisalat	33	74	126	170	39	1217	3rd	
3.	Globacom	32	74	128	169	39	1218	2nd	
4.	MTN	85	135	105	117	0	1514	1st	

As the above table reveals, MTN was the most preferred by respondents in terms of service quality, Etisalat came first in terms of charges for services and Airtel was ranked first as far as customer relationship is concerned. MTN again was highly preferred in terms of extent of network coverage, range of services and support for community development programmes. In a nutshell, MTN is most preferred to any other network on four of the six indices investigated while Airtel came first in one of the indices and Etisalat carries the day on the remaining one index (i.e. charges for service). However, Globacom, which did not make it to first position on any of the six indices, was first runner-up on five of the six indices and is not voted last on any of the indices. On the whole, especially in terms of the overall public image of GSM Service Providers, analysis of data revealed that respondents have strong preference for MTN. Globacom came second and Etisalat came last in overall public image (see table 4.7.2). This result is validated by the responses to the question regarding which of the providers respondents

preferred most (Refer to item 12 appendix i). MTN again came first with 204 (46%), followed by Globacom and again Etisalat came last (Refer to appendix ii, choice of network)

Table 4.7.2 Subscribers Responses on the Overall Public Image of GSM Service Providers

S/N		Overall Preference	
1.	Etisalat	18	4th
2.	Globacom	131	2nd
3.	MTN	204	1st
4.	Airtel	89	3rd
	Total	442	

4.7.3 Relative Influence of Key Elements of Brand Association on Patronage of GSM Service Providers.

Although not among the key objectives of the study, an attempt was made to determine the relative influence of some fundamental elements of brand association on consumer patronage of GSM Service providers (Refer to item 14 of appendix I). Hence, the respondents were asked to indicate the extent to which some identified elements of brand association influence their patronage of GSM service providers. The result is summarized in table 4.7.3 below.

Table 4.7.3: Summary of Responses on the extent to which certain elements of brand association influence consumer patronage of GSM service providers

S/N	Statements	To a very large extent	To a large extent	Not sure	To a little extent	Not at all	Weighted score	Ranking
a.	**Overall public image of the network**	301	140	0	1	0	2067	1st
b.	**Extent of the network coverage in terms of cities, towns, villages and highways where services are made available.**	295	147	0	0	0	2063	2nd
c.	**Overall service quality of the network**	290	151	1	0	0	2057	3rd
d.	**Colourful and exciting advertising messages by the service providers**	275	167	0	0	0	2043	4th
e.	**General social responsiveness of the network**	107	89	111	127	8	1486	5th
f.	**Network service providers responsiveness to the needs of the community**	0	61	160	210	11	1155	6th
g.	**Involvement of service providers in charitable programs**	0	58	158	215	11	1147	7th
h.	**Charges for services to customers**	0	41	171	207	23	1114	8th
i.	**Service providers use of football, music stars and comedian (e. g Kanu, Mikel Obi, Basket Mouth etc) for promotion**	0	28	176	191	47	1069	9th
j.	**Sponsorship of notable events (e. g Argungu Fishing Festival, Olojo Festival in Ile-Ife, Igbo Day etc.) by the networks.**	0	25	175	194	48	1061	10th
k.	**Colour (e.g. Yellow, Red, Green etc) associated with GSM network**	0	0	22	173	247	659	11th

Table 4.7.3 above reveals that respondents' patronage of GSM service providers was influenced to a very large extent by the overall public image of the provider (ranking 1st with a weighted score of 2067). Extent of network coverage ranked second and closely trailed by overall quality of service as factors that influence subscribers in patronizing GSM service providers. At the bottom of the table are elements of brand association such as brand colour, sponsorship of notable events and use of celebrities for promotional activities. This goes to confirm the results of the tests of hypotheses which show that sponsorship of events and celebrity endorsement have little influence on consumer patronage of GSM service providers. Similarly, placing service quality and social responsiveness in 3rd and 5th positions respectively out of eleven items, lends credence to the importance of these two attributes in influencing consumer patronage of GSM service providers.

4.8 Discussion of Findings

Service quality can simply be defined as the feeling by customers that they are getting better service than expected. Research evidence supporting the relevance of perceived quality of service in customer patronage of service providers is quite robust. Davies (2006) submits that provision of a superior

quality of service is a key differentiator of service providers. Although a lot is desired by customers in terms of improvement in the quality of service in the telecommunication sector in Nigeria, it could be argued that quality of GSM service in Nigeria appears to be improving. The finding of this study that quality of service has significant effect on consumer patronage of GSM service providers is therefore not surprising. This could be due to a number of factors, one of which is the increasing competitiveness of the market. Unlike the first few years of the inception of GSM services in Nigeria when there were few operators and a complete absence of telecommunication alternatives, the current GSM market in Nigeria is characterized by quite a number of players with several other companies offering fixed wireless telecommunication services to consumers. Hence, in order to survive and operate profitably in the market, the operators apparently have no choice but to ensure that they invest consistently in facilities that will guarantee superior quality of service to customers.

This study has found that consumers of GSM services in Kaduna Metropolis see corporate social responsibility as a key factor in their decision to patronize a GSM Network. It suffices to stress that CSR is about responsibility in how the company carries out its core function for the benefit of the larger society and not just about companies giving money away to charity (Baker, 2010). CSR includes

but is not limited to such issues as use of environmentally-friendly materials for production such as the use of biodegradable material for producing recharge cards by GSM companies; Service providers concern for the upkeep and maintenance of friendly environment; award of scholarships and bursary by the service providers to students; engagement in and support for community development programmes such as rural electrification scheme, building and equipping community library and so on by the GSM service providers; provision of social facilities such as boreholes, skills acquisition programs etc. Interestingly, the researcher has observed that the GSM companies that invest in social responsibility do better and have more favourable public image than others that are indifferent to it. For instance, this research has revealed that MTN is most preferred to any other service providers. There are a number of factors respondents considered in giving this verdict, it is the opinion of this researcher that the social responsibility efforts of MTN (the only provider that has a foundation through which it offers educational assistance, build library, award scholarship to students and so on) has influenced this verdict to a large extent.

Furthermore, this study has found that sponsorship of notable events and use of celebrities for promotional purposes by GSM service providers has no effect on consumer patronage of GSM Network. On the issue of sponsorship, it is

on record that Globacom has invested hugely in the sponsorship of the National Football Teams both in Nigeria and Ghana, Celtel (now Airtel) was sponsoring professional Golf Tournament in Nigeria and Zain African Challenge(also now Airtel), MTN is a co-sponsor of Argungu Fishing Festival, Polo Tournaments and so on. The influence of their sponsorships on consumer patronage is however not significant. Elsewhere in the world, it has also been observed that evidence of influence of event sponsorship on consumer patronage is at best controversial (Suzanne, 2007). Even more worrisome is the fact that cost of these sponsorships is alarming. However, there is a sense that the impact of sponsorship is only limited to creating awareness for the companies and their products. In fact, studies have revealed that consumers sometimes do not remember which company sponsors which event.

Another pertinent issue is the use of celebrity for promotional activities. This study has found that the use of celebrities for promotional activities by GSM Network does not influence consumer patronage of GSM service providers. The reason for this could be quite inexplicable. This is because given the amount of money collected by these celebrities to offer this service as well as the rate at which some service providers engage services of these celebrity, one would expect that it should be highly correlated to consumer patronage. Alas, this is not

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so. In fact, money spent on securing celebrity endorsements is for the most part a waste (Jack, 2007). It was even observed that use of celebrity can harm a brand if something goes wrong as it often does. There is always a danger that celebrities, being human, can do something that will embarrass a firm's branding programme. You can fire them, but serious irreparable damage would have been done to the brand. For example, recent studies carried out by a Stanford University professor revealed that the reputation as well as the stock prices of companies associated with Tiger Wood went south in the first few weeks following the allegation that the world Number One golfer had had extra marital affairs. Specifically, consumers' indifference towards the use of celebrities for promotional activities by GSM operators (in Nigeria) in the opinion of this researcher, has to do with the fact that the personalities of most of these celebrities do not in any way connect to the benefits consumers seek in their patronage of service providers. In other words, there is a huge mismatch between the personality of, for instance, a movie star and the possibility of enjoying quality GSM services. Also, it is very possible that some consumers do not even know these celebrities much less being influenced by them. Furthermore, GSM Networks that use these celebrities keep changing them and bringing in new faces thus creating a diluted image for the company, thereby creating a possibility that

consumers cannot really associate a particular celebrity with a particular service provider. If this can happen, how then would the celebrity influence the consumer into patronizing the particular GSM service provider?

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the major findings of the study, conclusions drawn consequent upon which some recommendations were offered. It also contains some suggestions for further studies.

5.2 Summary of the Findings

This research investigated the impact of brand associations on consumer patronage of GSM Service providers in Kaduna Metropolis. The investigation used a structured questionnaire as data collection instrument and Linear Regression as the method of data analysis. The key findings of the study are consequently summarized below:

First, perceived quality of service was found to significantly influence consumer patronage of service providers. This goes to confirm the growing consumer concerns regarding the below-average-performance of the service providers in terms of quality of service. This is in consonance with the key proposition of SERVIQUAL Model that quality of service is a major consideration by customers in their decision to purchase services.

Secondly, use of celebrity for promotional activities by GSM Operators was found to have no effect on consumer patronage of service provider. It was also found that consumer patronage of GSM service providers was not influenced by the fact that GSM companies engage in sponsorship of notable events.

The global call for corporate organizations to show greater responsibilities towards the society within which they operate has been reemphasized by the findings of this investigation. The respondents were emphatic as their responses indicated in affirming the importance of social responsibility in their decision to patronize a GSM Network. In other words, it was found that consumers' patronage of a particular GSM service provider is influenced by the perceived social responsiveness of the provider. This goes a long way in refuting the notion that customers are indifferent to corporate organizations' investment in providing social services to the society.

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Furthermore, in achieving one of the key objectives of this study (determination of consumer preference for service providers), it was found that consumers have high preference for MTN in the area of quality of service and extent of network coverage, community development support and provision of wide range of services. Airtel is highly preferred for excellent customer

relationship. Etisalat is most preferred on reasonability of charges for services. It was also found that MTN resonates much more favourably with the subscribers as it has a better public image than any other provider. Incidentally, colours associated with provider, for example, yellow for MTN, Green for Globacom and Etisalat, Red for Airtel were found to have highly insignificant influence on consumer choice of service providers.

5.3 Conclusion

In line with the findings summarized above, it was concluded that quality of service and perceived social responsiveness of GSM service providers have significant effect on consumer patronage of providers. Moreover, findings impels the conclusion that use of celebrities for promotional activities and sponsorship of notable events by GSM service providers have no effect on consumer patronage of providers.

It was also concluded that Etisalat which is the latest entrant into the Nigerian GSM market, offers consumers the most reasonable charges for services. Another conclusion is that MTN is most preferred by respondents in terms of quality of service as well as network coverage, range of services and support for community development programmes. The summary of findings also informed

the conclusion that Airtel does a better job in terms of customer relationship. In general terms however, MTN is adjudged the best of the service providers. Lastly, findings impelled the conclusion that brand colour has highly insignificant influence on consumer patronage of GSM service providers.

5.4 Recommendations

Consequent to the summary of findings and conclusions drawn, the following recommendations are hereby offered.

Since quality of service is a key consideration of consumers in their patronage of GSM service providers, there is a need for the providers to invest in upgrade of facilities, quality control technologies and strategic development and implementation of plan for delivery of high quality services. Specifically, GSM service providers must ensure; ease in dialing and reaching telephone lines within and outside their networks, ease of recharging phone account, accuracy in billing customers for services, completion of calls without interruption, efficiency in the delivery of such services as text messages, multi-media messages and other on-line services, best in class customer relationship, timeliness in responding to and redressing customer complaints and take any other efforts that could directly or

indirectly improve quality of their services. This will guarantee greater customer satisfaction and enhanced bottom line for the operators.

Though there is a lot of controversy regarding the influence of celebrity on the customer patronage of a brand, it is however recognized that popular and liked celebrity could influence customer attitudes towards a brand. For as long as GSM companies cannot stop spending their hard-earned money on securing celebrity endorsements, the researcher advices that there is a need for the service providers to ensure greater coordination of efforts in their use of celebrities for promotional activities so as to obtain maximum benefits from their engagement. Specifically, there should be a unit within the organization saddled with the responsibility of screening and identifying the celebrities whose personalities resonate most favorably with the mood of the market.

The researcher also recommends that the GSM service providers' investment in the sponsorship of notable event (which has been found to have no significant effect on consumer patronage) be carefully reviewed. Specifically, there is a need for the providers to be selective in events they do sponsor and that they should ensure they are highly visible during the sponsored events.

There is a need for the GSM service providers to increase their investments in the provision of some basic social amenities for the community as this will help imprint their names in the minds of the market, a condition necessary for their long-term performance and relevance. Specifically, they should provide scholarships and bursary to students; engage in and support community development programme such as rural electrification scheme, and community library; provide social facilities such as boreholes, skills acquisition programs; encourage the upkeep and maintenance of friendly environment; establish foundation or special funds to pursue causes of interest to the community; donate cash and extend grants in support of worthy causes e.g. Adult literacy classes, security facilities to help security agencies like the police and combat deadly diseases like HIV/AIDS and Malaria.

Furthermore, as subscribers have preference for some service providers over the others, GSM companies should make the consistent study of consumer behavior an important part of their corporate culture, as it has the potential to enable them to know and pay attention to the important factors that influence consumer choice of service providers.

5.5 Suggestions for Further Research

Although, the findings of this study could be generalized given the procedure adopted, the researcher is of the view that a study of this nature covering the whole country could be undertaken. There could also be similar studies in other industries like Banking, Food and Beverages, Retail Industry and Aviation. Further, there could also be another study that investigates the significant influence of other elements of brand association as advert messages, charges for services, sales promotional activities, network coverage and a host of others.

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Appendix i

Questionnaire

Department of Business Administration

Ahmadu Bello University, Zaria.

Consumers and Patronage of GSM Service Providers in Kaduna Metropolis:

A Research Survey

Dear Sir/Madam,

I am a ***post-graduate student*** of Ahmadu Bello University, Zaria currently conducting a survey on the above subject matter. The exercise is part of the requirements for the award of Masters in Business Administration (MBA). I would be grateful if you kindly complete a copy of this questionnaire as best as you can. Please note that all information supplied would be treated with high level of confidentiality and shall be used only for academic purposes.

Thank you

Faithfully yours,

Maryam Yaro,

Research Student

QUESTIONNAIRE SCHEDULE

Please tick the appropriate box [√] and fill the gap where necessary

1. Sex: (a) Male [ ] (b) Female [ ]

2. Which of the following represents your age group?

   (a) 16-25years[ ] (d) 46-55years [ ]

   (b) 26-35years[ ] (e) 56 years and above [ ]

   (c) 36-45years[ ]

3. What is your marital status?

   (a) Single [ ] (d) Widowed [ ]

   (b) Married [ ] (e) Separated [ ]

   (c) Divorced [ ]

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4. Which of the following represents your **highest educational qualification**?

   (a) Primary School Leaving Certificate or equivalent [ ]

   (b) GCE/SSCE or equivalent [ ]

   (c) OND/NCE or equivalent [ ]

   (d) HND/B. Sc./BA or equivalent [ ]

   (e) M. Sc./MA/MBA or equivalent [ ]

   (f) Ph. D./DBA/D. Ed. or equivalent [ ]

   (g) Professional qualification e.g. ACCA, AIB etc. [ ]

(h) Others (Please Specify)..... [ ]

5. Which of the following represents your current employment status

(a) A Student [ ]

(b) An Applicant [ ]

(c) An Apprentice [ ]

(d) Gainfully Employed (Full-Time worker) [ ]

(e) Private businessman or woman [ ]

6. If you are gainfully employed, please indicate the sector in which you are currently employed?

(a) Private sector [ ]

(b) Public sector [ ]

7. What is your current job designation?.....

8. Which one of the following represents your **current personal monthly income**?

(a) Less than N20, 000 [ ]

(b) N21, 000 – N60, 000 [ ]

(c) N61, 000 – N100, 000 [ ]

(d) N101, 000 – N140, 000 [ ]

(e) N141, 000 - N180, 000 [ ]

(f) N181, 000 – N220, 000 [ ]

(g) N221, 000 and more [ ]

9. Do you currently subscribe to GSM services?

(a) Yes [ ] (b) No [ ]

10. If yes to the above, **when did you acquire your first GSM line** and **which network**?

(i) Year..... (ii) Network.....

11. How **frequently** do you use your GSM line for each of the following purposes?

S/N	Purposes	Very often	Just often	Sometimes	Rarely	Not at all
(a)	Business purpose					
(b)	Personal purpose					
(c)	Official purpose					

12. Please list any of the GSM service networks (e.g MTN, Globacom, Airtel or Etisalat) that you currently subscribe to **in order of your preference for their services**

(i).....

(ii).....

(iii).....

(iv).....

13. How frequently do you use the services of each one of the networks listed above?

S/N	Name of Networks	Very often	Just often	Sometimes	Rarely	Not at all
(a)						
(b)						
(c)						
(d)						

14. Please indicate the extent to which each one of the following features influence your patronage of a GSM service provider.

S/N.	Statements	To a very large extent	To a large extent	Not sure	To a little extent	Not at all
a.	**Colour** (e.g. Yellow, Red, Green etc) associated with GSM network					
b.	**Overall service quality** of the network					

C	**Extent of the network coverage** in terms of cities, towns, villages and highways where services are made available					
d.	**Charges** for services to customers					
e.	**Sponsorship of notable events** (e. g Argungu Fishing Festival, Olojo Festival in Ile-Ife, Igbo Day etc.) by the networks.					
f.	Service providers **use of football, music stars and comedian** (e. g Kanu, Mikel Obi, Basket Mouth etc) for promotion					
g.	Colourful and exciting **advertising messages** by the service providers					
h.	**Involvement** of service providers **in charitable programs**					
i.	Network service providers **responsiveness to the needs of the community**					
j.	General **social responsiveness** of the network					
k.	**Overall public image** of the network					

15. With regard to the performance of all the Nigerian GSM service providers, what is your assessment of their service quality in terms of each one of the following?

S/N	Service Quality Attributes	Excellent	Very Good	Good	Poor	Very Poor
a.	Ease of dialing and reaching telephone lines within the same network					
b.	Ease of dialing and reaching telephone lines outside the network (other networks)					
c.	Relative ease of recharging phone account					
d.	Accuracy of billing customers for services					

e.	Prospect of getting calls completed without interruption					
f.	General efficiency in the delivery of such services as text messages, multi-media messages and other on-line services					
g.	Availability of recharge voucher (s) as at when needed.					
h.	Possibility of getting recharge voucher (s) at the stated price.					
i.	Quality of the relationship between service provider and its customers.					
j.	Timeliness of response to complaints					
k.	Promptness in redressing customers' complaints					
l.	Availability of optional internet services					
m.	Overall reliability of network service					

16. Given your experience with the GSM Network Service Providers to date, what is your opinion of each of the following components of charges for services?

S/N.	Statements	Very High	High	Moderate	Cheap	Very Cheap
a.	Initial payments for line/SIM Card					
b.	Charges for calls within the network					
c.	Charges for calls to other networks					
d.	Charges for international calls					
e.	Charges for text messages					
f.	Charges for multimedia messages					
g.	Possibility of discount services to customers based on frequent usage of the network's services					
h.	Opportunity for free calls at specified time					

i.	Offer of free text messages					
j.	Availability of service on credit (post-paid services)					
k.	Charges for internet and other online services					
j.	Promise of reward for frequent usage of services					

17. Please indicate the extent to which each one of the following features about GSM Network Coverage has motivated you to patronize the GSM service provider whose services you currently subscribe to.

S/N	Statements	Highly Motivating	Motivating	Not Sure	Not Motivating	Not Motivating at all
a.	Service availability in most major cities					
b.	Availability of service in most preferred towns and villages					
c.	Possibility of constant, uninterrupted and non-fluctuating network service					
d.	Availability of service on most major highways and other notable facilities (such as places of tourist attraction) across the country.					
e.	Possibility of receiving services on the same network in locations outside the country (roaming services).					

18. Given your experience with patronage of GSM network service providers, please indicate the extent to which each one of the following has stimulated you to patronize a particular network?

S/N.	Statements	Highly Stimulating	Stimulating	Not sure	Not Stimulating	Not Stimulating at all
a.	Endorsements of the network by a football stars e.g John Mikel Obi, Kanu					
b.	Close association of the network with a popular musician e.g 2 Face, Face etc.					
c.	Close association of the network with a popular movie star e.g Dakore					
d.	Close association of the network with a notable comedian e.g Basket Mouth					

19. Given your experience with patronage of GSM network service providers, please indicate the extent to which each one of the following has stimulated you to patronize of a particular network?

S/N.	Statements	Highly Stimulating	Stimulating	Not sure	Not Stimulating	Not Stimulating at all
a.	Sponsorship of notable events/traditional festival such as Argungu Fishing Festival, Olojo Festival in Ile and Igbo Day.					
b.	Organization and sponsorship of musical concerts					
c.	Sponsorship of major sporting events and tournaments such as Football, Golf, Tennis etc.					
d.	Sponsorship of workshops, seminars and conferences.					

20. To what extent has each one of the following factors influenced your patronage of a particular GSM service provider (s).

S/N.	Statements	To a very large extent	To a large extent	Not sure	To a little extent	Not at all
a.	Award of scholarships and bursary by the service providers to students.					
b.	Engagement in and support for community development programme such as rural electrification scheme, community library and so on by the service providers.					
c.	Provision of social facilities such as boreholes, skills acquisition programs etc.					
d.	Service providers concern for the upkeep and maintenance of friendly environment					
d.	Establishments of foundation or special funds to pursue causes of interest to the community					
e.	Service providers donation of cash and extension of grants in support worthy causes e.g. Adult literacy classes, security facilities to help security agencies like the police					
f.	Donations of cash and facilities to help in combating deadly diseases like HIV/AIDS, Malaria fever and so on.					

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21. In terms of quality of services provided to customers, to what extent do you prefer the following GSM service companies?

S/N.	Networks	Highly preferred	Just preferred	Not sure	Not preferred	Not Preferred at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

22. In terms of charges for services provided to customers, to what extent do you prefer each of the following GSM service companies?

S/N.	Networks	Highly preferred	Just preferred	Not sure	Not preferred	Not Preferred at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

23. In terms of network coverage across the country, to what extent do you prefer each of the following GSM service companies?

S/N.	Networks	Highly preferred	Just preferred	Not sure	Not preferred	Not Preferred at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

24. In terms of efforts to respond and redress customer complaints, to what extent do you rate each of the following GSM service companies?

S/N.	Networks	Highly rated	Just rated	Not sure	Not rated	Not rated at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

25. In terms of range of services provided to customers, to what extent do you prefer each of the following GSM service companies?

S/N.	Networks	Highly preferred	Just preferred	Not sure	Not preferred	Not Preferred at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

26. In terms of identification with and support of community development programmes, to what extent do you rate each of the following GSM service companies?

S/N.	Networks	Highly rated	Just rated	Not sure	Not rated	Not rated at all
1.	Airtel					
2.	Etisalat					
3.	Globacom					
4.	MTN					

27. Based on your overall image of the service providers, please list the GSM service networks (e.g Airtel, Etisalat, Globacom and MTN) known to you **in order of your preference for their services.**

S/N.	Level of Preference	Name of Service Providers
1.	First	
2.	Second	
3.	Third	
4.	Fourth	

Appendix ii

Frequency Distribution of the Respondents

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	259	58.6	58.6	58.6
	Female	183	41.4	41.4	100.0
	Total	442	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	131	30	30	30
	26-35 years	251	57	57	87
	36-45 years	41	9	9	96
	46 years and above	19	4	4	100
	Total	442	100.0	100.0	

Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	158	36	36	36
	Married	270	61	61	97
	Divorced	13	3	3	99
	Widowed	1	0.02	0.02	100
	Total	442	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
GCE/SSCE or Equivalent	21	5	6	5
OND/NCE or Equivalent	140	32	32	37
HND/B. Sc./BA or Equivalent	218	49	49	86
M. Sc./MA/MBA or Equivalent	40	9	9	95
Ph. D./DBA/D. Ed or Equivalent	16	4	4	99
Professional Qualification e.g. ACCA, AIB etc.	7	2	2	100
Total	442	100.0	100.0	

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Student	100	23	23	23
	Unemployment	19	4	4	27
	Gainfully Employed (Full Time)	275	62	62	89
	Private Businessman or woman	48	11	11	100.0
	Total	442	100.0	100.0	

Sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private sector	154	48	48	48
	Public sector	169	52	52	100
	Total	323	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than N20,000	64	14	14	14
	N61, 000 - N100, 000	113	26	26	40
	N101, 000 - N140, 000	132	30	30	70
	N141, 000 – N180,000	20	5	5	75
	N181,000 – N220,000	67	15	15	90
	Above N220,000	46	10	10	100
	Total	442	100.0	100.0	

GSM Ownership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	442	100.0	100.0	100.0

Respondents' Choice of GSM Service Providers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Etisalat	18	4.1	4.1	4.1
	Globacom	147	33.3	33.3	37.3
	MTN	184	41.6	41.6	79.0
	Airtel	93	21.0	21.0	100.0

Respondents' Choice of GSM Service Providers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Etisalat	18	4.1	4.1	4.1
	Globacom	147	33.3	33.3	37.3
	MTN	184	41.6	41.6	79.0
	Airtel	93	21.0	21.0	100.0
	Total	442	100.0	100.0	

Respondents' Initial Year of GSM Service Subscription

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2001	21	4.8	4.8	4.8
	2002	12	2.7	2.7	7.5
	2003	37	8.4	8.4	15.8
	2004	98	22.2	22.2	38.0
	2005	66	14.9	14.9	52.9
	2006	74	16.7	16.7	69.7
	2007	84	19.0	19.0	88.7
	2008	40	9.0	9.0	97.7
	2009	10	2.3	2.3	100.0
	Total	442	100.0	100.0	

Use of GSM Phone for Personal Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	442	100.0	100.0	100.0

Appendix iii

Indexes of the Key Variables of the Study

Index of Consumer Patronage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	55	12.4	12.4	12.4
	Just often	340	76.9	76.9	89.4
	Very often	47	10.6	10.6	100.0
	Total	442	100.0	100.0	

Index of Service Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not sure	47	10.6	10.6	10.6
	Large extent	202	45.7	45.7	56.3
	Very large extent	193	43.7	43.7	100.0
	Total	442	100.0	100.0	

Index of Celebrity Identification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little extent	216	48.9	48.9	48.9
	Not sure	167	37.8	37.8	86.7
	Large extent	22	5.0	5.0	91.6
	Very large extent	37	8.4	8.4	100.0
	Total	442	100.0	100.0	

Index of Event Sponsorship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little extent	235	53.1	53.1	53.1
	Not sure	178	40.3	40.3	93.4
	Large extent	5	2.1	2.1	95.6
	Very large extent	24	5.4	5.4	100.0
	Total	442	100.0	100.0	

Index of Social Responsibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little extent	13	2.9	2.9	2.9
	Not sure	30	6.8	6.8	9.7
	Large extent	188	42.5	42.5	52.3
	Very large extent	211	47.7	47.7	100.0
	Total	442	100.0	100.0	

Appendix iv

Results of Linear Regression on Service Quality and Consumer Patronage

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Service Quality	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Patronage

00004

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.217[a]	.168	.112	10.481

a. Predictors: (Constant), Service Quality

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	.029	1	029	.125	004[a]
	Residual	101.826	440	.231		
	Total	101.855	441			

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Consumer Patronage

Appendix v

Results of Linear Regression on Celebrity Identification and Consumer Patronage

Variables Entered

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4 035	.152		26 519	.000
	Service Quality	.112	.035	.217	.354	004

a. Dependent Variable: Consumer Patronage

Model	Variables Entered	Variables Removed	Method
1	Celebrity identification	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.033[a]	.001	-.001	.481

a. Predictors: (Constant), Celebrity Identification

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	112	1	.112	485	.487[b]
	Residual	101.743	440	.231		
	Total	101.855	441			

a. Predictors: (Constant), Celebrity Identification

b. Dependent Variable: Consumer Patronage

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.897	.124		31.504	000
	Celebrity Identification	.020	.029	.033	696	.487

a. Dependent Variable: Consumer Patronage

Appendix vi

Results of Linear Regression on Sponsorship of Events and Consumer Patronage

Variables Entered

Model	Variables Entered	Variables Removed	Method
1	Sponsorship of Events		Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.033[a]	.001	-.001	.481

a. Predictors: (Constant), Sponsorship of Events

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.110	1	.110	.477	.490[a]
	Residual	101.745	440	.231		
	Total	101.855	441			

a. Predictors: (Constant), Sponsorship of Events

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.110	1	.110	.477	.490[b]
	Residual	101.745	440	.231		
	Total	101.855	441			

b. Dependent Variable: Consumer Patronage

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.090	.159		25.749	.000
	Sponsorship of Events	-.025	.036	-.033	-.691	.490

a. Dependent Variable: Consumer Patronage

Appendix vii

Results of Linear Regression on Social Responsibility and Consumer Patronage

Variables Entered

Model	Variables Entered	Variables Removed	Method
1	Social Responsiveness		Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.121[a]	.155	.112	.478

a. Predictors: (Constant), Social Responsiveness

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.482	1	1.482	6.496	.003[a]
	Residual	100.373	440	.228		
	Total	101.855	441			

a. Predictors: (Constant), Social Responsiveness

b. Dependent Variable: Consumer Patronage

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.639	.136		26.676	.000
	Social Responsiveness	.079	.031	.121	2.549	.003

a. Dependent Variable: Consumer Patronage

0000493990