



### Chief Editor

**Dr. A. Singaraj**, M.A., M.Phil., Ph.D.

### Editor

**Mrs.M.Josephin Immaculate Ruba**

### Editorial Advisors

1. Dr. Yi-Lin Yu, Ph. D  
Associate Professor,  
Department of Advertising & Public Relations,  
Fu Jen Catholic University,  
Taipei, Taiwan.
2. Dr.G. Badri Narayanan, PhD,  
Research Economist,  
Center for Global Trade Analysis,  
Purdue University,  
West Lafayette,  
Indiana, USA.
3. Dr. Gajendra Naidu.J., M.Com, LL.M., M.B.A., PhD. MHRM  
Professor & Head,  
Faculty of Finance, Botho University,  
Gaborone Campus, Botho Education Park,  
Kgale, Gaborone, Botswana.
4. Dr. Ahmed Sebihi  
Associate Professor  
Islamic Culture and Social Sciences (ICSS),  
Department of General Education (DGE),  
Gulf Medical University (GMU), UAE.
5. Dr. Pradeep Kumar Choudhury,  
Assistant Professor,  
Institute for Studies in Industrial Development,  
An ICSSR Research Institute,  
New Delhi- 110070.India.
6. Dr. Sumita Bharat Goyal  
Assistant Professor,  
Department of Commerce,  
Central University of Rajasthan,  
Bandar Sindri, Dist-Ajmer,  
Rajasthan, India
7. Dr. C. Muniyandi, M.Sc., M. Phil., Ph. D,  
Assistant Professor,  
Department of Econometrics,  
School of Economics,  
Madurai Kamaraj University,  
Madurai-625021, Tamil Nadu, India.
8. Dr. B. Ravi Kumar,  
Assistant Professor  
Department of GBEH,  
Sree Vidyanikethan Engineering College,  
A.Rangampet, Tirupati,  
Andhra Pradesh, India
9. Dr. Gyanendra Awasthi, M.Sc., Ph.D., NET  
Associate Professor & HOD  
Department of Biochemistry,  
Dolphin (PG) Institute of Biomedical & Natural Sciences,  
Dehradun, Uttarakhand, India.
10. Dr. D.K. Awasthi, M.SC., Ph.D.  
Associate Professor  
Department of Chemistry, Sri J.N.P.G. College,  
Charbagh, Lucknow,  
Uttar Pradesh. India

ISSN (Online) : 2455 - 3662

SJIF Impact Factor :5.148

# EPRA International Journal of Multidisciplinary Research

Monthly Peer Reviewed & Indexed  
International Online Journal

Volume: 5 Issue: 5 May 2019



Published By :EPRA Publishing

CC License





## **E-MARKETING AND CONSUMER SATISFACTION IN THE TELECOMMUNICATION INDUSTRY OF NIGERIA**

**KESINRO, Olalekan Rasheed<sup>1</sup>**

<sup>1</sup>Department of Administration &  
Management,  
Crawford University,  
Igbesa, Ogun State,  
Nigeria.

**Adenugba, Adesoji Adetunji<sup>2</sup>**

<sup>2</sup>Department of Accounting & Finance,  
Crawford University,  
Igbesa, Ogun State,  
Nigeria.

**IGE, Abayomi Akinyemi<sup>3</sup>**

<sup>3</sup>Department of Accounting & Finance,  
Crawford University,  
Igbesa, Ogun State,  
Nigeria.

### **ABSTRACT**

*The study examines the effect of e-marketing on consumer satisfaction in the Nigerian Telecommunication Industry through MTN Nigeria Plc. The specific objectives of the study are to examine the effect of internet access on customer involvement and unsolicited messages on customer commitment. The research design is the descriptive survey and data were gathered through a well-structured questionnaire. The simple random sampling technique was used to draw a sample of 200 respondents. 200 copies of the questionnaire were administered while 178 copies were returned and analyzed using the Spearman rank correlation statistical method. The study reveals that there is strong significant positive relationship between the two variables,  $r=.961$ ,  $n= 178$ ,  $p <.05$  at significant level of (.000) with unsolicited messages significantly associated with customer commitment and a strong significant positive relationship between the two variables,  $r=.816$ ,  $n= 178$ ,  $p <.05$  at significant level of (.000) with internet access significantly associated with customer involvement. The study recommends that telecommunications companies should ensure that they aggressively adopt digital marketing techniques to target their messages to reach customers and also professionals/experts in Digital Marketing designs and strategies should be engaged to further enhance quality of service delivery in the industry.*

**KEYWORDS:** *E-marketing, Consumer Satisfaction, Internet, Unsolicited Messages.*

## 1.0 INTRODUCTION

The operations of the licensed telecommunication service providers in the country has created some macro-economic effects in terms of job creation, faster delivery services, reduced transportation cost, greater security and higher national output.

Telecommunication service provides a platform for economic growth by bringing buyers and sellers together; an indispensable function in a thriving market. It also facilitates the flow of information which is essential in making a market work, acts as a feedback cycle between the suppliers and their customers and more importantly, promotes trade in services upon which modern economies are built (Adebisi, 2011). It empowers firms to reach more customers with fewer resources and manpower. Current competitive environment induced by globalization and advances in information technology have forced companies to focus on managing customers relationship and in particular customer satisfaction and customers loyalty, in order to efficiently maximize revenue. Thus, in this age of customer's focus, delivering quality service is considered as an essential strategy for success and survival in today competitive environment.

However, no business organization can survive without building its customer satisfaction and brand loyalty. Likewise no organization can make a healthy living without meeting the needs of its customers. That is what organizations do, they serve people's needs. Service quality, therefore, helps in cementing the relationship between Customers perception of service quality in the Nigerian customers and the organization and it is a two-way flow of value. This means that customer derives real value from the relationship which translates into value for the organization in the form of enhanced profitability and sustainability over a long period of time (Boateng, 2011).

The competitive structure of the Nigeria telecommunication industry is consolidated, thus competition is intense among the few actors. This has resulted in the necessity to assess customer's perception of the service quality of service providers in the sector.

### 1.2 Statement of Problem

The telecommunication industry in Nigeria is fast developing a marketing management system, which allows for coherent coordination of the entire activities involved. But unlike the marketing of tangible goods, services marketing is not to popular in Nigeria. Most people do not seem to appreciate the idea, while a lot more find no satisfaction in the whole concept. As a result, the industry is saddled with challenges of proper coordination of messages and information management. This study therefore investigates factors that can enhance effective communication of service offerings that guarantees subscribers satisfaction using MTN Nigeria Plc

which is one the big players in Nigerian Telecommunication Industry.

### 1.3 Objectives of the Study

- i) To examine the effect of internet access on customer involvement in MTN network service.
- ii) To investigate the influence of unsolicited messages in customer commitment in MTN network service.

### 1.4 Research Questions

- i) How does internet access influence customer involvement in MTN network service?
- ii) To what extent do unsolicited messages affect customer commitment in MTN network service?

### 1.5 Research Hypotheses

H<sub>01</sub>: There is no significant relationship between internet access and customer involvement in MTN network service.

H<sub>02</sub>: Unsolicited messages do not significantly enhance customer commitment in MTN network service.

### 1.6 Scope of the Study

This study is limited to individuals around Ikeja Local Government Area of Lagos State, Nigeria presumed to be subscribers of MTN network.

## 2.0 LITERATURE REVIEW

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers (Szymanski and Hise, 2000). However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although Nunes and Kambil (2001) argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers (Thorbjornsen, 2002). Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too (Anderson and Srinivasan, 2003). The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web (van Riel et al., 2004).

### E-CRM: Building Successful Customer Relationships Online

The Web market possesses the potential to collect personal information about consumers and respond to them in an individualized manner, which

is the most fundamental requirement of any CRM plan. This opportunity has triggered the need to explore how customer relationships can be built and maintained in the online environment. Adopting and implementing online CRM systems have innumerable advantages. Reduction in customer service costs, tightened customer relationships, personalized marketing messages, and mass customization opportunities are some of the benefits offered to customers through e-CRM applications (Johnson, 2002).

Research findings show that customers attribute great importance to being satisfied during and after the sales process compared to the importance they attach to satisfaction from the purchased offering (Khalifa et al., 2002). This heightens the criticality of investing in e-CRM and managing the experience of the customer successfully (Seybold, 2000).

### **Factors Affecting Adoption of Online Marketing by Consumers**

Adoption of online marketing which has been offered by manufacturers or service providers is not easy. In fact adoption of online marketing is based on the rate of customer internet adoption instead of traditional channels which is mainly based on customer personal characteristics website properties and service properties. It means that basic factors which affect on online marketing adoption will be the same as internet adoption and also e-commerce adoption which focuses on the customers' willingness to use internet instead of traditional channels in order to purchase a product, searching for information and using a service.

The inability of the Nigeria Telecommunication Limited (NITEL) to meet the communication needs of the people before 2001, lead the Nation among other things move from a monopolistic telecommunication market to a fully liberalized telecommunication market where there is competition or what can be called revolution in the communication subsector of the economy through the introduction of Global System for Mobile (GSM) communication service providers whom were licensed to operate in 2001. This introduction in a growing population of about 120 million people, the industry has become highly competitive market with market share spread of 43.93% (MTN), 22.36% (Glabacom), 20.16% (Airtel) and 13.29% (Etisalat) and 0.26%, Mtel (NCC Report, 2015) and it has contributed significant increase of 6.73% to the Gross Domestic Product (GDP) (National Bureau of Statistics, 2014), to technology transfer, and employment in Nigeria (Chiley, 2006). It has also contributed indirectly to the correction of market inefficiency, transport substitution, risk aversion and social cohesion (Kazmi, 2008).

Despite the increase in the numbers of GSM service providers, the competitions among these service providers as well as the introduction of

varieties of service packages that are used to attract customers to join their company, customers' preference and satisfaction still differs from customers to customers based on certain attributes, the telecommunication needs and wants of subscribers which firms' must anticipate its changes from time to time. It has equally been observed that many mobile connection users subscribe for specific GSM connections and switch to others when they find that their current services do not fulfill their specific communication needs and other networks are providing better services most especially with the introduction mobile number portability (MNP) in April 2013 in Nigeria. Since customer preferences are the subjective (individual) tastes, as measured by utility of various bundles of goods. It permits the consumer to rank these bundles of goods or consumer. Consumers of telecommunication products and services in Nigeria are varied and their needs, tastes and expectations are also varied (Khaled, 2012).

Customer satisfaction on the other hand is the extent to which a firm fulfils a customer needs, desires and expectation better than the competitors. According to Kotler and Keller (2009), in the Nigeria mobile phone industry, every service providers competes with each other for the same consumers, that a single bad contact experience can have an exponential triple effect, which may occur through referral or badmouth company and its products.

He also said that the key factor determining customer satisfaction is call resolution which remains a sour point for most subscribers. Although, studies have been conducted on factors that influence customers decision to choose a particular network service provider, notable among them are: Muminu, Anuoluwapo and Aderemi (2002), considered network attributes; Aminu and Hartini (2008), looked into marketing mix value added service, price and promotion; Oyeniyi and Abiodun (2011), considered plan providers such as private/personal calling plan (PPP) and business/commercial calling plan (BCP); also, Ogwo and Igwe (2012), considered service quality, customer value, brand image/reputation; Asiegbu, Igwe and Iruka (2012), observed social affinity, switching cost, and customer service; Olatokun and Nwaonne (2012) looked at call rate (price), service quality, service availability, promotion, and brand image; and Oyeniyi and Abiodun (2008), studied customer service, satisfaction value and behavioural intention. In addition, Oyatoye, Adebisi and Amole, (2013), use conjoint analysis to analyze subscribers' preferences for telecommunication attributes in Nigeria. None of these studies assessed customer preference and satisfaction among students of higher institutions of learning and a better understanding of telecommunication needs and wants students as market will be a good proxies for meeting and satisfying the needs customers of their age and

status. The various mobile phone service providers in Nigeria play essential role in fulfilling the needs of the consumers, they also provides varieties of mobile phone services for the Nigerian consumers to make their choice, however, there are complaints from customers about the service delivery of networks which could not be accredited to customer satisfaction. Some stakeholders are challenged on how to sustain this growing and influential role of telecommunication as there are no clear cut and consensus of factors influencing GSM consumer usage and patronage. Therefore, there is need for the operators in the communication industry to seek for ways to improve upon the quality of their service, increase their customer base and retain customers, which has made competition among them. Thus, there is need to ascertain the criteria upon which consumers makes their choices of GSM service and how they decide which services or service providers is better for them given the array of conflicting attributes associated with different service options available to the consumers, and consumer satisfaction or dissatisfaction is the feeling derived by the consumer when he/she compares the products

actual performance with the performance that he/she expects out of the products or services.

**3.0 METHODOLOGY**

The descriptive survey research design was adopted for the study. The simple random sampling technique was used to select 200 individuals who are subscribers of the MTN network in Ikeja Local Government Area of Lagos State, Nigeria. A structured questionnaire, divided into two parts A and B, was used in collecting the required data from the respondents. Part A contained items on the demographic variables and Part B contained items to measure the active variables of E-marketing and Consumer Satisfaction. The questionnaire was measured on a six-point Likert scale from Strongly Agree to Strongly Disagree while the descriptive statistical techniques of Simple Percentile, Correlation and Regression Analysis were used to analyse the data.

**4.0 RESULTS AND ANALYSIS**

H<sub>01</sub>: There is no significant relationship between internet access and customer involvement in MTN network

			Internet Access	Customer Involvement
Spearman's rho	Internet Access	Correlation Coefficient	1.000	.816(**)
		Sig. (2-tailed)	.	.000
		N	178	178
	Customer Involvement	Correlation Coefficient	.816(**)	1.000
		Sig. (2-tailed)	.000	.
		N	178	178

\*\* Correlation is significant at the 0.01 level (2-tailed).

The relationship between internet access and customer involvement was investigated using Spearman rank correlation coefficient. There was a strong significant positive relationship between the two variables,  $r=.816$ ,  $n= 178$ ,  $p <.05$  at significant level of (.000) with internet access significantly associated with customer involvement. Therefore we reject the null hypothesis. The positive relationship between the two variables shows that internet access increases customer involvement of

telecommunications companies. This finding is supported by the *Wheel of retailing theory* by McNair (1958) which propounds that companies who do not adapt to the dynamic competitive nature of their business environment will inevitably experience decline. As such by adopting the internet and using a business tool, MTN have been able to engage their customers thereby boosting their involvement.

**H0<sub>2</sub>:** Unsolicited messages do not significantly enhance consumer commitment in MTN network.

			<b>Unsolicited Messages</b>	<b>Customer Commitment</b>
Spearman's rho	Unsolicited Messages	Correlation Coefficient	1.000	.961(**)
		Sig. (2-tailed)	.	.000
		N	178	178
Customer Commitment	Customer Commitment	Correlation Coefficient	.961(**)	1.000
		Sig. (2-tailed)	.000	.
		N	178	178

\*\* Correlation is significant at the 0.01 level (2-tailed).

The relationship between unsolicited messages and consumer commitment was investigated using Spearman rank correlation coefficient. There was a strong significant positive relationship between the two variables,  $r=.961$ ,  $n=178$ ,  $p < .05$  at significant level of (.000) with unsolicited messages significantly associated with consumer commitment. Therefore we reject the null hypothesis. The positive relationship between the two variables shows that unsolicited messages enhance the consumer commitment to the network of telecommunications companies.

**5.0 CONCLUSION**

Management Executives of manufacturing companies should recognise that e-marketing is an important driving force towards improved service delivery in the Telecommunication industry. Again, they should be able to design appropriate unsolicited messages to motivate network subscribers and other stakeholders in the industry. The study, however, strongly recommends that telecommunications companies should ensure that they aggressively adopt digital marketing techniques to target their messages to reach customers who fit into their target market profile. This has proved to be more efficient than traditional methods of marketing. Again, telecommunications companies should ensure that they use social media as a means of communicating and getting feedback directly from customers to enhance brand trust and loyalty in the industry. Consequently, professionals/experts in Digital Marketing designs and strategies should be engaged to further enhance quality of service delivery in the industry.

**REFERENCES**

1. Adebisi, B. A. (2011). *Principles of marketing: text and practice*. Osogbo, Malox Publishing Company Ltd.
2. Asiegbu I. F., Igwe S. R., & Iruka C. H. (2012). *Antecedents of Intention-to-use a Particular*
3. *Mobile Service among SouthSouth University Lecturers in Nigeria. International Journal of Business and Social Science*, 3(19), 23 - 34

4. Aminu, A., & Hartini, A. (2008). *Marketing Mix Drivers of Client GSM subscribers. Communication of the IBIMA*, 1, 23 - 41.
5. Chiley, V. (2006). *Customer perception of price quality and value a means end model. Journal of Marketing*, 2 (9), 2-22.
6. Kazmi, A. (2008). *Strategic Environmental scanning and organization performance in a competitive business environment. Economic Insights Trends and Challenges* 64 (4), 54-70.
7. Khaled, M. A. (2012). *Differentiation and organizational performance: Empirical Evidence from Jordanian Companies. Journal of Economics*, 7 (9), 4-9.
8. Kotler, P. & Keller, K. L. (2009). *Marketing management*. London:Pearson Education. Boulding,
9. Muminu, A., Anuluwapo, E., & Aderemi, A. (2002). *Consumer Preferences for GSM Network Product Services in Nigeria. University of Lagos, Nigeria*
11. Ogwo E. O. & Igwe R. S. (2012). *Some key factors influencing attitudes to patronage of GSM Services: The Nigerian experience. International Journal of Business and Management*, 7 (18), 23 - 34.
12. Olatokun, W. & Nwonne, S. (2012). *Determinants of Users' choice of mobile service providers in the Nigerian telecommunications market. African Journal of Computing & ICT*, 5, 23-45.
13. Oyatoye E. O., Adebisi, S. O., & Amole, B. B. (2013). *An Empirical Study on Consumers*.
14. Oyeniyi, O. & Abiodun, A. J. (2008). *Customers service in the retention of mobile phone Users in Nigeria. African Journal of Business Management*, 3(1), 28-31.
15. Oyeniyi, O. & Abiodun, A. J. (2011). *Service quality, value offer, satisfaction and loyalty*.