

**T.C
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**BRAND EQUITY PERCEPTIONS OF TWO TELECOMMUNICATION
RIVALS IN NIGERIA: MTN & GLOBALCOM**

MASTER'S THESIS

Oluwole Abiodun FABOYE

**Department of Business
Business Administration Program**

APRIL - 2021

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**Department of Business
Business Administration Program**

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APRIL – 2021

DECLARATION

I hereby declare with respect that the study “brand equity perceptions of two telecommunication rivals in Nigeria: MTN & Globalcom”, was written without any defilement of scientific ethics from the introduction phase to the conclusion of the study and the sources were being referenced accordingly.

Oluwole Abiodun FABOYE

FOREWORD

This thesis is written in completion of the Master`s Program in Business Administration, at Istanbul Aydin University. The research is focused on “brand equity perceptions of two telecommunication rivals in Nigeria: MTN & Globalcom”.

First and foremost, all thanks to the Almighty God for making the program a success. Also, my profound appreciation goes to my thesis supervisor Ass. Prof. Dr. MUGE IRFANOGLU who never felt demotivated by my endless mistakes, words alone cannot describe my gratitude, I say thank you, sir. I would also like to present my gratefulness to my parents (Mr & Mrs Juliana Faboye) for their endless support towards the success of this programme, including my friends and family.

May God bless you all.

April 2021

Oluwole Abiodun FABOYE

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BRAND EQUITY PERCEPTIONS OF TWO TELECOMMUNICATION RIVALS IN NIGERIA: MTN & GLOBALCOM

ABSTRACT

In recent times, firms have been using the branding concept as a competitive advantage among their rivals. The awareness of brand is the willingness of consumers to identify and consider a brand. It creates a link between the buyer and the product brand. Meanwhile, numerous literatures have been conducted to portray the impact of branding strategy on the performance of the organization universally. However, this study concentrated on the telecommunication sector where the questionnaire was distributed to their customers and 420 questionnaires were filled and returned for the analytical purpose from the two selected telecommunication companies (MTN & Glo). The study found that the strategies of brand equity (brand awareness, brand loyalty, purchase intention and brand association) are similar between the two telecommunication rivals (MTN and Globacom). It was also revealed that the users of MTN are very satisfied with the services received and Globacom users are very satisfied with the network services.

Keywords: *Purchase Intention, Brand Equity, Brand Awareness, Brand Association, Brand Loyalty*

NİJERYA'DAKİ İKİ TELEKOMÜNİKASYON RİVALİNİN MARKA EŞİTLİK ALGISI: MTN & GLOBALCOM

ÖZET

Günümüzde, şirketler markalaşma kavramını rakipleri karşısında rekabetçi bir üstünlük olarak kullanmaktadırlar. Bununla bağlamda, bu çalışmada Nijerya'da faaliyet gösteren iki telekomünikasyon firmasının (MTN ve GLO) tüketici marka değeri algısı, 420 anket üzerinden toplanan veriler analiz edilerek değerlendirilmiştir. Çalışmanın bulgularına göre, rakip iki telekomünikasyon şirketi (MTN ve Globacom) arasında marka değeri bağlamında (marka bilinirliği, markaya sadakati, marka çağrışımları ve satın alma niyeti) stratejilerinin benzer olduğunu ortaya koymuştur. Ayrıca, MTN kullanıcılarının aldıkları hizmetlerden GLO'ya göre daha çok memnun oldukları, Globacom kullanıcılarının ise ağ hizmetlerinden daha çok memnun oldukları ortaya çıkmıştır.

Anahtar sözcükler: *Satın Alma niyeti, Marka Değeri, Marka Bilinirliği, Marka Çağrışımları, Markaya Sadakati.*

1. INTRODUCTION

The connection between brand equity and its perceptions on customer behavior has been disjointedly debated among scholars in the literature and further research is still ongoing because of the impact it contributes across businesses. Brand equity is as important as the customers and the relationship between them is indeed bi-directional, in this sense, brand equity concepts could stimulate customers buying decision while customers purchase decision could also stimulate brands equity. For this reason, brand equity plays an immense contribution to its customer patronage and satisfaction. The concept of brand and services varies from product to product and sector to sector. Aaker (1996) as cited by Adam and Akbar (2016) brand equity are categorized into four division such as awareness, association, quality, and loyalty. Often, brand awareness, quality alongside customer satisfaction been reported to have positive connection among each other. Similarly, brand awareness, brand quality and loyalty are recognized as main instrument in service industries especially telecommunication and banking sectors (Lewis, 1993).

The awareness of a product affects the clients' attitudes toward satisfaction and loyalty. More so, the scope of brand knowledge suggests the variety of purchasing reasons with which the brand name might come to mind (Keller, 1998). Usually, brand recognition specifies the willingness of consumers to identify a brand without a signal (Aaker, 1996). Brand recognition is also a critical aspect of developing the reputation of a brand. In addition, brand awareness plays a vital role in creating a brand in the customer's mind, when consumers make buying choices based on the information, awareness or perception of a particular brand (Aaker, 1991). As a result, consumers will order frequently as they are confident of their consistency.

Brand awareness implies that the customer can remember and recognize the product in different circumstances. Brand recognition is about the retention of brands and brand equity. Brand identification guarantees that consumers can identify a brand automatically when they see a product category, because brand familiarity means that customers can recognize a brand if a brand alert is given.

However, consumers can tell the brand exactly if they have ever seen or observed it. In fact, Hoeffler & Keller (2002) demonstrate that the knowledge of the product can be distinguished by depth and distance. Depth means how convenient for consumers to remember or recall a brand, and when consumers purchase a product, the breadth of a brand name can come to their thoughts at the same time. When, at the same time, a corporation manages the reach of a brand and the width of a brand, consumers may think of a brand whenever they need to buy a product. In other words, the brand has a better understanding of the name. In reality, brand identity is the most critical dimension of brand equity (Davis *et al.*, 2008). As a result, brand awareness could affect consumer choices through a brand affiliation, and if an organization has a strong brand reputation, it can help with marketing activities (Keller, 1993). Brand name is a trademark that helps customers to identify vendors and anticipate market results (Janiszewski & Osselaer, 2000).

1.1 Problem Identify

Brand equity is imperative within service industry and it is difficult to distinguish these services, where the characteristics to evaluate the competing service offerings are not known. Awareness of a brand is a service that could help customers to assuring them of a uniform and standard level of service efficiency. There is no doubt about the aim of accomplishing high customer satisfaction as the goal of service companies. Satisfying customers is a necessary condition in the banking services for retention and loyalty among customers. Ghavami and Olyaei, (2006) said that the major factors affecting loyalty are satisfaction, trust, quality, and performance history of company. So, products or service satisfaction can be measured as vital to a company's efficiency and long-term attractiveness. Peiguss, (2012) showed that satisfying customer is a dominant factor of retaining customer. Singh and Khan (2012) opined that client satisfaction is not enough since less than half of the satisfied clients will come back. Companies need to transform the satisfied client to loyal client. This is much more important due to its impact to consumers to purchased and induce a repurchase behavior. Loyalty is an after-effect of a productive interaction, physical characteristics of contentment and viewed experience, which incorporates the products.

Creating brand equity in a competitive market is a complicated task for businesses. Organizations with scarce resources will identify and distribute the wealth to essential components of brand value (Hussain, Ali, Ahmed, & Ahmed, 2017). On the client side, the knowledge of paying for a service from a recognizable brand is rising. To order to sustain the confidence and relationship of the consumer with the brand, the prompt visibility of the product becomes a valuable tool. Once the consumer buys the items, the first thought that comes to mind seems to be the brand name. Once the buyer orders some of the items from the same manufacturer, it indicates that the company is more knowledgeable (Macdonald and Sharp, 2000) than its competitor brands on the market. Brand awareness, however, has two impacts. One is that it promotes the buy of a specific brand commodity. Second, it enhances brand awareness and customer loyalty. Loyalty describes the largest state of intention to purchase a brand. More so, satisfaction, service quality, brand equity, and loyalty have been reported to have a positive connection among each other. Similarly, regarding customer loyalty, awareness as well as satisfaction have been recognized as main instrument in banking and service industries (Lewis, 1993). Meanwhile, satisfaction and loyalty are not substituting for one another. That is, a customer must be satisfied before becoming a loyal customer and difficult for a buyer/consumer to be dependable and not be contented.

1.2 Research Questions

- How does brand association affect consumer purchase decision of MTN and Glo in Nigeria?
- How does brand awareness affect purchasing decision of the consumer of MTN and Glo in Nigeria?
- How does brand loyalty affect consumer purchase decision of MTN and Glo in Nigeria?

1.3 Study Objectives

The other objectives are to:

- Examine the effect of brand association on consumer purchase decision of MTN and Glo in Nigeria;
- Evaluate the effect of brand awareness on the purchase decision of the consumer of MTN and Glo in Nigeria;
- Determine the effect of brand loyalty on consumer purchase decision of MTN and Glo in Nigeria.

1.4 Hypotheses

The following hypotheses are stated in null form:

- H1a: Brand association has positive significant effect on consumer purchase intention of MTN and Glo in Nigeria.
- H1b: Brand awareness has positive significant effect on consumer purchase intention of MTN and Glo in Nigeria.
- H1c: Brand loyalty has positive significant effect on purchase intention of MTN and Glo in Nigeria.

1.5 Importance

The main determinant is to examine brand equity perceptions of two telecommunication rivals in Nigeria: MTN & GLOBALCOM. Brand equity is indeed essential as the quality of service. Most of the customers get to know a brand through its awareness and the satisfaction derive from the quality of service makes them retain and share the experience to other customers. In this view, businesses reach out to the existing and potential customers since the market is a competitive environment. However, this topic is important to businesses/organizations, customers, researchers, policy makers, and managers in showing extensive ways on how brand awareness and service quality could impact on the efficiency of the organization in satisfying customers and it will also contribute to the existing literature on the subject matter.

1.6 Study Scope

This study was a non-contrived type of research design which establishes effect and causal relationships using country survey. The study gathered the data from MTN and Glo users in Nigeria.

2. REVIEW OF LITERATURE

2.1 Brand

Brands play a main part in the growth of a business by creating competitive advantages through brand outcomes. Recognized variations between goods by branding offer a few benefits to business firms, including long-term stable quantity and profit creation, resilience to attack, improved fair share and earnings. Strong evidence has been presented that close to 70% of sales can be traced to the company (Awan & Rehman, 2014). Thusly, it is suggested that the company's overall success and brand output are closely intertwined. Specifically, the concept of brand success persists in the market, whereas the power of the company is demonstrated by its global market share, revenue growth and productivity. Brand success could also be seen in the product by meeting the targets set for it within the global market.

Brand efficiency alludes to the quantitative calculation of the effectiveness of a product in the market. For example, it has often been suggested that market dominance is simply a metric of overall product success, because brand accomplishment is generated with major market share. Popular companies such as HP, IBM and iPhone are industry champions who have gained significant market share in their markets. Market share was thus widely used by the market analysis as a valid indicator of the popularity of the company (Awan & Rehman, 2014). In the same way, sales volume is an indicator of the success of the company, as it gives an indication of potential revenues from expectations.

2.1.1 Brand equity

The definition of brand equity that originated in 1990 was not specifically described; this could be described in various ways. Brand equity is considered for the selling impact of brand. The selling of goods and services results in diverse brand outcomes. Brand equity has several proportions; which include awareness,

association perceived quality, loyalty and other patented resources (Aaker, 1991). Awareness of brand is the willingness of consumers to identify and consider a brand. Identification is acknowledgment of the brand, once the customers are provided the hint of the products and recall is the willingness of the customer to recover memory of the brands requires identification and retrieval. Association of brand is a conceptual bond between the consumer and the brand. Brand partnership not only remains, but also has a level of strength. The affinity for a name also improves retention and awareness. The connection has many kinds, it is also a degree of inference. Brand affiliation as three other styles are behaviors, characteristics and advantages. Brand loyalty is a positive vibe to a product. This is the purchaser's conviction that perhaps this product will meet its desires in the safest and most cost-effective way. There are two solutions to brand loyalty; one is a behavioral approach that suggests a constant buyback of the brand, and dedication is calculated by the purchasing chain. The second strategy is psychological, that notes the action does not reflect commitment, but then that loyalty is a dedication to a product.

Brand equity is the substance of the identity and emblem of the product to bring value to goods or services. Brand equity is valuable and important and is a continuous benefit that the company can have. All the ideas behind brand equity are to establish a good brand and customers will have positive ideas, attitudes, values, viewpoints, and expectations about products (Keller, 2018). The main benefit of strong brand equity is to better communicate with the customer and raise market confidence relative to comparable products. Clients have more loyalty, confidence, value and feedback on good brand equity products. If buyers have more brand investments, there will always be net positive consequences on brand equity.

2.1.2 Brand association

Aaker (1991) described a brand affiliation as views and opinions held in their personal memory related to a specific product. There are brand qualities that are not as noticeable as other brands. Such principles may be focused on the strong association of the brand towards certain influences or identities that lend loyalty and reputation to consumers. This partnership can be composed of prominent people representing the brand, for their well-known image and style. Of instance,

cars may be synonymous with the appearance or reputation of icons and their association with a specific brand. A company is expected to equate a quality with its brand, that makes it much harder for new products to dominate the market. Many products may be synonymous with other characteristics, such as good service; rivals keeping pace with this quality may be incredibly hard due to the existing trust and confidence of the consumer in the industry. Aaker (1991) claims that perhaps the brand association and the brand equity are directly interlinked since the brand association improves the recognizable nature of a specific brand. As per Keller (2008), a brand identity can be formed through an interaction with behaviors, characteristics and benefits.

Product associations correspond to connected in the people's memories of a product and was described as informative networks that seem to have ties to customer knowledge brand links that include the sense of a brand for consumers.²⁸ The effectiveness of such brand partnerships depends on the level of sensitivity of the customer to the intensity of product contact (Aaker, 1991). Brand presence also adds to the reputation of the product. Findings have shown that customers also purchase and support socially beneficial products (Brodie, Whittome & Brush, 2009). Recently, many studies have indicated need to consider brand identity as a global phenomenon due to its high significant contribution to brand equity (Biel, 1993). Character stimulating tests illustrate the mental reliance of the consumer on a specific brand. Brand associations generate value to the business and its clients by distinguishing the brand and making positive feelings or thoughts in the collective consciousness of the consumers. Customers demonstrate their individuality by buying and exhibiting original, creative and exclusive labels. Indian customers equate international brands with an individualistic, urban lifestyle that does not align with the traditional value structure (Bar-Haim, 1987). Consumers may therefore assume that the use of international brands may differentiate individuals, that is, improve their individuality.

2.1.3 Brand reputation

Brand entity maintains and demonstrates a certain identity. Such attributes lure the client to the brand by enhancing the intense feeling and strengthening the touch of the brand (Kotler & Keller, 2015). Respect, sympathy, hatred and anger are

different physical forces from which the consumer's behavior towards a company brand (East, Wright & Vanhuele, 2013). Additionally, brand and service use are driven by the customer's thoughts, attitudes and interests, along with excellently designed functions (Zohra, 2011). Significant amounts of corporate capital are funneled to maximize the influence of the brand and these aspects are given priority in marketing strategies. Chaudhuri and Holbrook (2001) argued that the positive effect of the brand is an attempt to elicit a favorable emotional reaction by products and services in the ordinary customer's reasoning process. Evidence by behavioral psychologists shows that the decision-making system is strongly affected by effective responses (Garbarino & Edell, 1997). Organizational branding and marketing strategies concentrate on creating optimistic consumer feelings and developing a positive emotional attitude towards the brand. Customer's personal happiness has a positive effect on brand choice, which increases brand recognition (Lassar, Mittal & Sharma, 1995). Self-conceptualization is a mechanism in which persons typically choose their own characteristics and qualities which are created by self-concerns, opinions and feelings (Kotler & Keller, 2015). Studies have found that somehow the choice of a product is affected by the method of linking the identity of a brand to a customer's own self-congruence. Reliable brand image has a strong motivation for consumer purchasing decisions and a good client experience (Bauer & Sauer, 2008). Scholars believed and clarified customer behavior with self-concept, that has a significant effect on brand preference and purchasing motives (Quester, Karunratna, & Goh, 2000). Client's perception is dictated by their behavioral history. Adjusting the picture of the brand and affecting the behavioral patterns of the buyers would sequentially create a better brand disposition and impact the inclination of the company as a result of self-congruence (Jamal & Goode, 2001). In the specific dynamic marketing climate of the brand, the determination of the customer's identity is significantly influenced by the extent of convergence between product brand and self-concept (Graeff, 1996).

2.1.4 Brand awareness

Brand awareness is the willingness of the consumer to remember the product and identify the product among several other competing products (Keller, 1993). The good thing about having a brand name in a company reduces the risk of losing customers and providing a reliable customer service (Bharadwaj, *et al.*, 1993).

Organization typically spends a large amount of funds in advertising campaigns that are connected and targeted at increasing brand awareness. Brand personality and brand identity are constantly shaped as consumer perception of the brand is generated (Macdonald & Sharp, 2003). Studies suggest that brand awareness is more prevalent, particularly in the business area. Especially at the initial stage of customer engagement, it is understood that the need to build brand reputation and raise product quality is generated from brand recognition. Brand value formation and a viable competitive edge in the organization are created by maintaining and making a commitment to brand awareness. Brand credibility is ultimately strengthened by the distinctive features of a brand that repels the interest of the consumers. Davies and Miles (1998) stressed that brand awareness is among the key elements that create brand reputations within a company and needs to be properly nurtured. Positive brand effect positively enhances the client's purchasing desire and increases customer loyalty (Oliver *et al.*, 1997). Studies also recognized that successful word-of-mouth messaging has a greater impact on client satisfaction than perceptual factors like quality and price (Yu & Dean, 2001). Behavioral motives such as brand loyalty and service advocacy are influenced by strong positive fulfillment. Given this, the favorable value of the company is improved by obtaining consumer desires and pleasing the client. Chaudhuri & Holbrook (2001) believe that the show of the physiological substance and the visual image of the brand have no significant benefits. It creates a greater potential for creating favorable brand impact while the behavioral aspects are supportive and superior to the brand. Brand impact and brand loyalty endure strongly influenced by the client's definitive commitment and the validity of the product.

Brand awareness implies that the consumer has full awareness of the brand and understands most of the fair or unfair of the company. A brand with a high level of recognition is strongly desirable because consumers do not ignore the product they have seen or may get to be conscious of the success of the brand (Muhammad *et al.*, 2010). Brand awareness has a major effect on loyalty and purchasing choice, including a successful business awareness and that the selling of the product because customers typically refuse to take risks to buy the brand they know. While a good product name has a tremendous impact on customer loyalty, or a certain customer even makes a guideline on a brand that is popular on the market. Stokes

(1985) opined that brand awareness provides a great deal of engagement in the thought of a brand. Brand awareness ensures that the customer can easily recognize the product once there is a brand name, which implies that the buyer can accurately or reliably know about the company when he has read or seen about it. Hoeffler and Keller (2002) claimed that "new recognition can be distinguished from scope and distance. Scope explains how to make the customer more acquainted with remembering or recognizing the brand quickly, and the depth communicates awareness during the purchasing of the consumer, how the brand name comes to his mind at once, or how he produces a brand that is so high in his mind that he clicks in his head when buying a product of that sort.

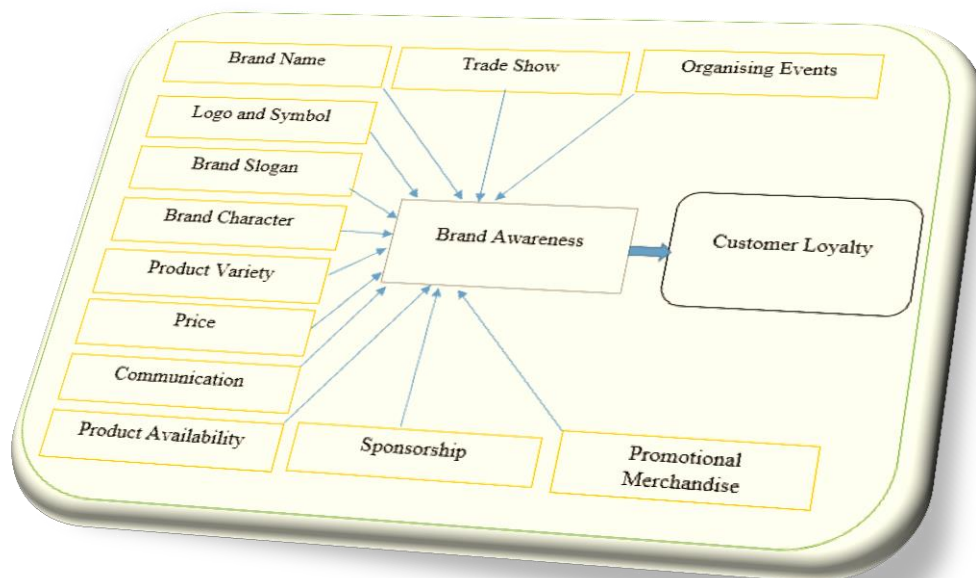


Figure 2.1: Brand Awareness Framework

Source: Haque, Bappy and Arifuzzaman (2018)

2.1.5 Brand loyalty

Assael (1998) defines brand loyalty by fulfilling customers experience of using the same service and incurring repurchase patterns. Brand loyalty implies brand habits that customers will not accept other products when buying products. Brand loyalty encompasses situational influences and behavioral aspects. Behavior commitment describes buy attitudes and loyalty is a psychological dedication to the brand (Oliver, 1999). Therefore, the level of purchasing is indeed not related to devotion.

For example, customers to repurchase a commodity may not imply that they need it, but because of a convenience reason or variation seeking behavior to buy a specific product sometimes (Tseng *et al.*, 2004). True brand loyalty could be considered as customers are both sensitive to other two influences, then it could be considered false brand loyalty if behavioral influences are detected. Consumers with a deep commitment to a specific brand will keep seeking out any commercial activity related to the item. Moreover, brand loyalty could be expressed in two aspects: adaptive loyalty and behavior loyalty. Adaptive loyalty is a common choice of the client, from cumulative appreciation to previous experience. However, adaptive loyalty is just purpose of buyback. This does not imply that customers are going to take buy behavior. It is very difficult to say that customers are loyal to the brand (Kan, 2002). Behavior Loyalty suggests that customers not only have expectations for a specific product, but often regularly execute buying acts and becoming an active resistance (Lin, 2005).

2.1.6 Brand image

Brand image is an essential part of marketing campaigns; defining and providing a wide range of meanings and solutions to its categorization (Martinez & Pina, 2003). A broadly recognized belief seems to be that the logo of a product reflects the buyer's understanding of a product as expressed in the product memories retained in public memory. Keller (1993) concluded that some connections may derive from direct customer interaction or through information collected from a business advertisement or related to the effect on the user of non-existing relationships with an entity. Brand image is an image or interpretation of a product or a branded good or service that contains the significances that customers identify with specific characteristics of a product.

Brand image is a rational or psychological concept that customers attribute to specific products, a set of ideas retained by consumers over a specific brand, relying on certain intrinsic and extrinsic features of a retail product derived from perceived consistency and customer retention (Garcia-Rodriguez & Bergantinos, 2001). As perceived quality relates to a client's understanding of the actual quality or excellence of the good or service in relation to the initial purpose of a product, in relation to competitors (Keller & Davey, 2001). Whilst the connection between

consumer satisfaction and commitment is a helpful advancement, there is confusion as to what loyal customers really is. The idea of loyalty has multiple viewpoints despite its categorization and evaluation. Various researchers tend to view the concept from different perspectives. For instance, customer loyalty is a repeat transaction of a perception that, if understood, may imply that customer loyalty happens only when consumers re-enter (second purchase cycle) on a business service (Ehrenberg, 1988). Although there is a correlation between re-purchase and commitment, because for a consumer to become consistent, it can be assumed that this very customer would continue to buy a retail product continuously. It should be remembered, though, that this perception may not give it a deep realistic conceptual understanding, as the buyer may revisit the order, not simply due to a major continuing sense of excitement or by a sincere desire to stay with the company. Nonetheless, it may be due to the strong need of a business service at that moment, and therefore may not necessarily involve the term "Loyal support for a market offering and/or a company as there could be few substitutes. Other writers seemed perceive loyalty as desire and dedication, respectively. Although choice could be an aspect of loyalty, it could be hard to admit loyalty as a direct obligation on how both definitions obey similar approaches but are also distinct.

2.1.7 Brand trust

The connections among clients and brands depend on continually esteem making to clients for longer period. Hiscock (2001) expressed that a noteworthy association between the purchaser and the association's image to produce an exceptional security that turned into the essential objective showcasing technique just as the principle segment of this relationship. Moreover, brand is the worth resource of any product that connects the purchasers and ventures. It additionally enables the ventures to construct the client trust towards product. Ahmed (2014) opines that the unwaveringness could carry more benefits to businesses from piece of the pie when clients purchased the product from indistinguishable brands from well as demonstrated their steadfastness to that brand. As per Rotter (1980), product trust was viewed as a significant worth influencing human connections at all levels; moreover, Deutsch (1973) clarified that trust of a brand is additionally an independence, which causes one brand to be favored than another. Consequently, the start of the relationship is the buying activity, in light of the fact that the buy

will assist clients with picking up the brand encounters and fulfillment emotions on items or administrations, and they will impart to their family members on the off chance that they fulfill, or even keep on buying items later on and become reliability. Hence, the trust of marking is significant in the business world, in the enormous partnerships as well as for the SMEs. Brand trust was additionally contemplated by numerous researchers. Morgan and Hunt (1994) portrayed that the brand trust is a customer who might want to trust on his/her own drive and trust the item that brand gives. Trust can constrain the shopper's vulnerability, on the grounds that the purchasers not just realize that items or administrations can merit trusting, yet they likewise feel that trustworthy, protected and legit utilization situation is the significant connection of the brand trusts. As indicated by Chaudhuri and Holbrook (2001), they view brand trust as the normal purchasers' readiness to depend on the capacity of the brand to play out its expressed capacity. The business undertakings offer accepts of security, unwavering quality, genuineness about their image towards their clients, the brand trust will be made effectively. It is likewise an extraordinary encounter by the clients basing on brand towards the trust recognition issues. Moreover, brand trust can be examined by the subjective perspective that may make the passionate reaction. Moreover, brand trust drives brand reliability and it prompts the way that brand trust made profoundly esteem relationship.

2.1.8 Perceive quality

The definition of perceived quality is considered to become an interesting study to all academics and business managers. This becomes a crucial responsibility to make a distinction between certain company and hence the consumers from the competition with the goods and thus the service quality. Perceived quality is characterized as the interpretation by a customer of the actual dimensions of the service or product, both direct and indirect qualities. This could also involve efficiency, functionality, consistency, compliance, longevity, modularity, and so on. Perceived quality is a link between the business enterprise and the client in the experience of the company. For instance, if an organization provides a decent service quality or goods, the customers would feel pleased; then will keep on buying their products again. It is therefore a facilitating function of perceived quality throughout the relationship between the company organization's product

experiences and brand loyalty that is quite useful to understand in the corporate world. Perceived quality is the consumer's estimate of the added value of a product or service or of a specific brand through various characters like sales contact, price of goods or services, brand recognition, brand equity, perceived value of the business, and so on. In fact, perceived quality is the key and intrinsic characteristic in brand awareness calculation. Perceived quality is often described as the subjective assessment of the customer onto the general attractiveness or supremacy of the good. Therefore, perceived quality is not only the actual quality of the product, but instead the appraisal by the customer of a certain product from a corporate perspective. "Private brand experience, specific needs and consuming circumstances" can influence the subjective assessment of performance by the customer (Yoo & Lee, 2000). As Lin and Kao (2004) indicated, perceived product consistency could be determined by distribution systems, brand identity, place of origin, cost and certification. In fact, Aaker (1991) concluded that perceived quality should provide an incentive to buy for consumers, promote competition in the operation of a specific brand, set high price for companies, make channel participants become involved and facilitate brand growth.

Therefore, perceived quality is often seen as a consumer's perception of general quality or dominance of a product with regard towards its actual purpose relative to substitutes and creating better loyalty, company companies have reached strong competitive stages and perceived quality becomes the most essential role to play. In addition, perceived quality is an intrinsic value, the general client's perception that the quality of the service or product, in specific that of the brand. Though, this will typically be dependent on the fundamental factors that provide characteristics of the goods of which the brand is connected, such as performance and efficiency. In fact, Buzzell and Gale (1987) concluded that the important basic issue affecting the outcome of a company in the medium term was the eminence of its services and products relative to that of its competitors.

2.2 Empirical Review

Chi, Yeh, and Yang (2009) studied the relationship between brand awareness and purchase intention of the customer in Taiwan. They distributed questionnaires to obtain information from the target audience using factor analysis, correlation and

regression analysis and the report showed that positive connection exists between awareness of brand and purchase intention of the consumer.

Yaseen, Tahira, and Anwar (2011) wrote on awareness quality perception and loyalty of brand intention in Pakistan using correlation and regression analysis. It was found no significant influence between brand awareness and loyalty but showed a significant effect between perceived quality and profitability.

Khan (2012) wrote on brand awareness and its characteristic to loyalty of the customer in Pakistan using regression and correlation analysis. He found that brand features have impact on the customer loyalty. Malik, Ghafoor, and Iqbal (2013) investigated brand awareness and loyalty in relation to buying intention of the customer in Pakistan using descriptive and regression analysis. The result showed that awareness and brand loyalty have strong connection with buying intention.

Pratminingsih, Lipuringtyas, and Rimenta (2013) wrote on the issues affecting loyalty via online purchase in Indonesia. Multiple regression was employed and showed that trust and fulfillment have significant effect on loyalty.

Ahmad, Ahmad, and Nadeem (2014) studied brand awareness, credibility and loyalty in Pakistan using regression analysis and revealed that strong connection exists among the brand variables. Awan and Rehman (2014) carried an investigation on the relationship between brand loyalty and client fulfillment in Pakistan. They used frequency and correlation analysis and revealed that customer fulfillment has an important aspect which influences brand loyalty.

Karam and Saydam (2015) examined the brand awareness and customer behavior in Cyprus using frequency and regression analysis. They found that brand image, loyalty and behavior of customer have a strong connection among each other. Ibojo and Asabi (2015) examined the connection between satisfaction and loyalty of the consumer in Nigeria using questionnaire with regression analysis. The findings indicated that a positive connection between satisfaction and loyalty among the consumers.

Ali and Muqadas (2015) wrote on the effect of brand equity, loyalty and satisfaction in Pakistan using SEM and regression analysis. The study showed that customer satisfaction displayed a strong relationship between loyalty and brand equity including trust. Poranki (2015) examined the effect of awareness on

satisfaction in India using frequency analysis. The study suggested that a positive impact of brand awareness on customer satisfaction.

Kheiri, Lajevardi, Golmaghni, Fakharmanesh, and Mousavi (2016) carried out a study in Iran on brand equity using tourism context. Descriptive survey was used, and it was found that there exists a correlation among the element of brand equity. Siadat, Saeednia, Matinvafa, and Moghadasi (2016) investigated factors of brand equity and e-commerce in Iran using regression test and the result revealed loyalty has a strong connection with brand equity.

Andervazh *et al.*, (2016) looked at brand quality connection and awareness on loyalty in Iran using descriptive statistics. They revealed a causal relationship between perceived consistency and loyalty, and a causal relationship between recognition and loyalty.

Djokic and Milovanov (2017) studied the relationship between social media and brand equity in four countries using SEM, descriptive and reliability tests. The findings showed that social media communication has a positive impact on brand equity. Hussain, Ali, Ahmed, and Ahmed (2017) focused on the link between brand awareness, association, and loyalty of the consumer in Pakistan using descriptive and correlation statistics. It was revealed that the variables were significant related to each other during the study period.

Tuan and Rajagopal (2017) examined the connection between perceived quality and consumer loyalty among small and medium-sized enterprises in Vietnam. They applied the qualitative analysis and the result showed that the relationship between brand awareness and perceived quality on loyalty is significantly positive. Mohammad (2017) studied the connection between brand experience, corporate branding, brand equity and loyalty in Jordan. Reliability and regression tests were used. The study revealed a positive connection among the variables such as brand loyalty, cognitive experiences, and except sensory among the Jordanian companies.

Thakshak (2018) examined brand equity perceptible among airline customers in Taiwan using structural equation modelling and correlation analysis. The study showed positive connection exists between association of brand and reputation of brand.

Anupama (2018) determined brand image influences on loyalty and commitment of the consumer in India. Some statistical methods were used like factor analysis, correlation, reliability and regression analysis, and the report revealed that brand association, awareness and quality perceived mostly influence the buying habit of the consumers. Haque, Bappy, and Arifuzzaman (2018) studied the effect of brand awareness on loyalty in Dhaka. They used regression analysis and revealed awareness and loyalty factors have a significant degree of strong connection and the ability to identify brand identity, brand logo, market competitiveness and engagement in Igloo sponsored events have the greatest impact on customer loyalty.

Brzozowska-Woś and Schivinski (2019) wrote on the online reviews on brand equity of polish restaurant sector. They employed descriptive, factor, and path analysis. The report indicated positive effect of between online reviews and brand equity base.

Table 2.1: Summary of Empirical Literature

Name of the Author(s)	Country	Title	Method
Chi, Yeh, and Yang (2009)	Taiwan	Brand awareness impact on customer intention in	Regression analysis
Yaseen, Tahira, and Anwar (2011)	Pakistan	wrote on awareness quality perception and loyalty of brand intention in Pakistan	Correlation and regression analysis
Khan (2012)	Pakistan	Brand awareness and its characteristic to customer loyalty.	Regression and correlation analysis
Malik, Ghafoor, and Iqbal (2013)	Pakistan	Brand awareness and loyalty in relation to buying intention of the customer	Descriptive and regression analysis
Pratminingsih, Lipuringtyas, and Rimenta (2013)	Indonesia	wrote on the issues affecting loyalty via online purchase in Indonesia.	Multiple regression
Awan and Rehman (2014)	Pakistan	carried an investigation on the relationship between brand loyalty and client fulfillment in Pakistan	Frequency and correlation analysis
Ahmad, Ahmad, and Nadeem (2104)	Pakistan	Brand awareness, credibility and loyalty in Pakistan	Regression analysis
Poranki (2015)	India	Brand awareness on customer satisfaction in India	Percentage analysis
Naeini, Azali, and tamaddoni (2015)	Iran	The effect of brand equity on customer ability to pay in Iran	Linear structural relations
Asif, Abbas, Kashif, Hussain, and Hussain (2015)	Pakistan	The relationship between brand awareness and loyalty on brand equity	Correlation analysis
Firmd and Alvandi (2015)	Malaysia	The connection between brand awareness and customer loyalty in Malaysia	Descriptive analysis and regression analysis

Source: Writer's computation (2019)

Table 2.1 (cont.): Summary of Empirical Literature

Name of the Author(s)	Country	Title	Method
Karam and Saydam (2015)	Cyprus	examined the brand awareness and customer behavior in Cyprus	Frequency and regression analysis
Ibojo and Asabi (2015)	Nigeria	examined the connection between satisfaction and loyalty of the consumer in Nigeria	Regression analysis
Ali and Muqadas (2015)	Pakistan	wrote on the effect of brand equity, loyalty and satisfaction in Pakistan	SEM and regression analysis
Poranki (2015)	India	The effect of awareness on satisfaction in India	Frequency analysis
Kheiri <i>et al.</i> , (2016)		Brand equity using tourism context	Descriptive survey
Siadat, Saednia, Matinvafa, and Moghadasi (2016)	Iran	Factors of brand equity and e-commerce in Iran	Regression test
Andervazh <i>et al.</i> , (2016)	Iran	looked at brand quality connection and awareness on loyalty	Descriptive statistics
Djokic and Milovanov (2017)	Four Countries	The relationship between social media and brand equity in four countries.	SEM, descriptive and reliability tests
Tuan and Rajagopal (2017)	Vietnam	The connection between perceived quality and consumer loyalty among small and medium-sized enterprises in Vietnam.	They applied the qualitative analysis
Hussain, Ali, Ahmed, and Ahmed (2017)	Pakistan	focused on the link between brand awareness, association, and loyalty of the consumer	Descriptive and correlation statistics
Mohammad (2017)	Jordan	Studied the connection between brand experience, corporate branding, and equity and loyalty	Reliability and regression tests
Thakshak (2018)	Taiwan	Examined brand equity perceptiveness among airline customers in Taiwan	Structural equation modeling and correlation analysis
Haque, Bappy and Arifuzzaman (2018)	Dhaka	Brand awareness impact on customer loyalty in Dhaka	Factor analysis and regression analysis
Anupama (2018)	India	Determined brand image influences on loyalty and commitment of the consumer	Factor analysis, correlation, reliability and regression analysis
Brzozowska-Woś and Schivinski (2019)	Poland	wrote on the online reviews on brand equity of Polish restaurant sector.	They employed descriptive, factor, and path analysis

Source: Writer's computation (2019)

2.3 Conceptual Framework

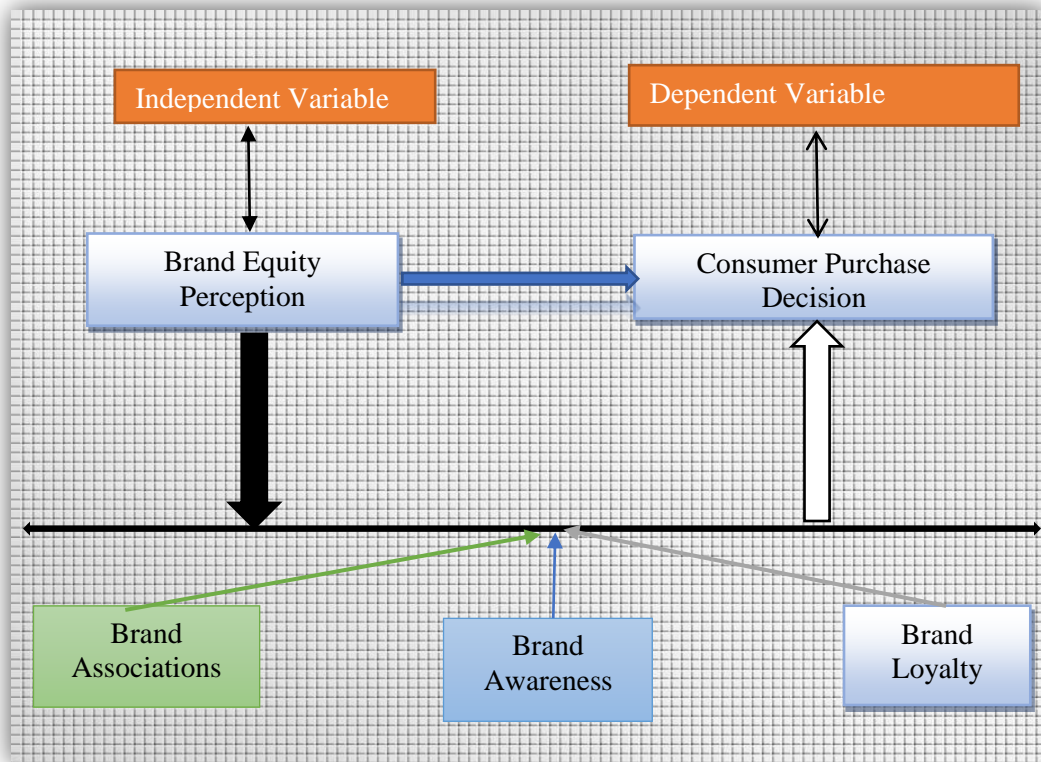


Figure 2.2: Conceptual Framework Shows the Relationship Between Brand Equity and Consumer Purchase Decision.

Source: Author's design (2020)

3. STUDY METHOD

In the method, the sample of the research is firstly described with demographic characteristics. Then the research instruments are respectively presented as perceived Brand Awareness, Brand Loyalty, Purchase Intention and Brand Association. lastly, the procedure of the research and the analysis of the research data are explained.

3.1 Research Design

This study used quantitative scientific research method of survey to collate non-numerical data. This method answers why and how a certain phenomenon may occur rather than how often. This research employed random sampling and analytical survey methods. The empirical overviews referred to the intention of this theoretical analysis to discuss about the intent behind particular circumstances. Usually, at least two variables are tested in this approach to assess experiments into hypotheses. The findings enable researcher to verify the interrelationships between variables and make logical inductions.

3.2 Study Population and Sample

In this study, the customers of the two telecommunication companies published in 2015 was used where Glo had a total of 31,256,677 customers as at June 2015, whereas MTN had 62,813,111 (retrieved from <https://www.gloworld.com/ng/>).

The data were gathered conveniently from a total of 420 customers, 210 from Glo users and 210 from MTN users. Since this study aims to see the effect difference of brand metrics (brand loyalty, awareness, association) on purchase intention between Glo and MTN, the users of these GSM operators constituted the sample.

3.3 Research Instrument

Five Likert's rating scale measurement was constructed in the questionnaire which was scaled from Strongly Agree (SA), Agree (A), Neutral (N), Strongly Disagree (SD), to Disagree (D). This questionnaire was separated into two units. Unit A will contain the demographic attributes of the elements in the study such as location, gender, academic qualification of respondents. Unit B will consist of the opinion of the element relating to brand equity.

3.4 Study Validity

The validity of this study based on three components such as face validity, content validity and construct validity. This study shall carry out the three validity tests where factor analysis was employed for the construct validity, pilot study was used for the face validity while the content validity was subjected to the previous studies contents to evaluate the inquiries structure.

3.5 Study Model

Regression analysis serves as a suitable estimation technique when there exist reliant and control variables in a study. Regression method is a technique that displays the accomplishment association between a response and other explanatory factors. The example of one variable against one control variable is known as single regression method and for many control variables, it is known as multiple regressions. This study shall use multiple regression method with many controlling variables against the reliant variable.

- *Model Specified*

$$BL = f(BA, PI, BAS)$$

Where

BL = Brand Loyalty

BA = Brand Awareness

PI = Purchase Intention

BAS = Brand Association

3.6 Estimation Technique

Reliability and validity instruments were established using coefficient alpha (also known as Cronbach's alpha) and factor-analysis. Also, regression and correlation analyses were also used to achieve the other objectives of the study.

3.7 Demographic Discussion

The demographic information questions were placed in the first section of the questionnaire (see Table 3.1 to 3.5 and Figure 3.1). The demographic characteristics consist of gender, marital status, age, education level, GSM service provider and service duration. All the demographics were collected in nominal scale. These variables were categorized in order to find significant results in difference tests.

Table 3.1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	203	48.3	48.3	48.3
Female	217	51.7	51.7	100.0
Total	420	100.0	100.0	

Source: Writer's computation

Table 3.2: Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	276	65.7	65.7	65.7
Married	144	34.3	34.3	100.0
Total	420	100.0	100.0	

Source: Writer's computation

Table 3.3: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	169	40.2	40.2	40.2
26-39	165	39.3	39.3	79.5
40-49	68	16.2	16.2	95.7
50+	18	4.3	4.3	100.0
Total	420	100.0	100.0	

Source: Writer's computation

Table 3.4: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
HND/BSC	220	52.4	52.4	52.4
Master	95	22.6	22.6	75.0
PhD	38	9.0	9.0	84.0
Other	67	16.0	16.0	100.0
Total	420	100.0	100.0	

Source: Writer's computation

Table 3.5: Service Duration

	Frequency	Percent	Valid Percent	Cumulative Percent
A year ago	58	13.8	13.8	13.8
Less than four years	75	17.9	17.9	31.7
Less than six years	89	21.2	21.2	52.9
More than six years	198	47.1	47.1	100.0
Total	420	100.0	100.0	

Source: Writer's computation

The sample was almost divided into two halves in terms of gender (male, 48% and female, 52%). 2/3 of the sample consist of single consumers. The age groups were divided as 40%, between the age of 18-25; 39%, 26-39; 16%, 40-49 and 4%, 50 plus age. 52% of the sample is university graduate while 23%, master and 9%, PhD graduates. The rest 16% was categorized as other in this group. Lastly, the service duration from these GSM operators were asked to the customers. 47% stated that they have been using the related GSM operator for more than six years, while 21%, less than six years, 18% less than four years and 14% has become the customer of the brand a year ago.

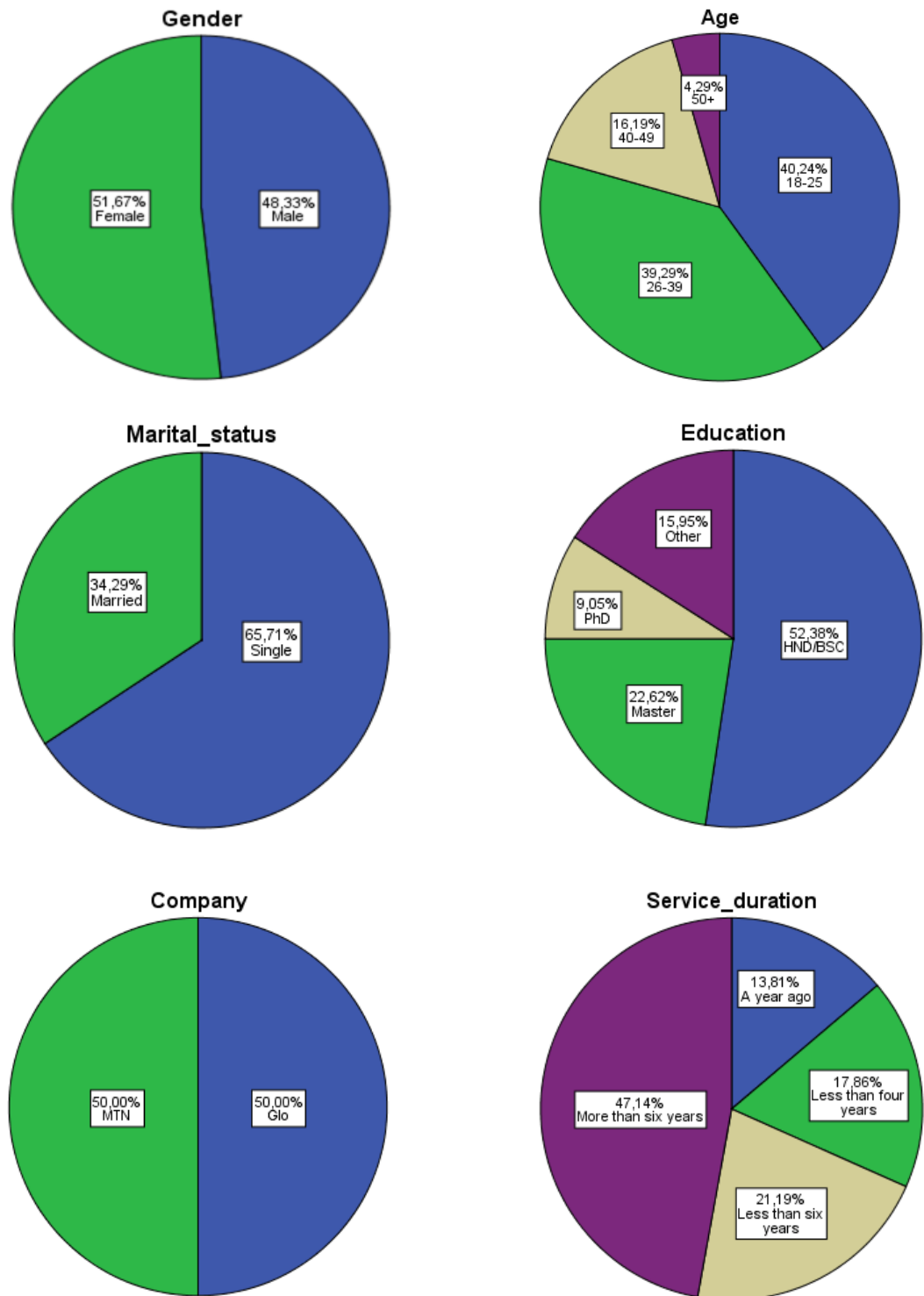


Figure 3.1: Demographic Analysis

3.7 The Research Instruments

Questionnaire form of instrument was used to gather information from the participants of the companies. Five Likert's rating scale measurement was constructed in the questionnaire which was scaled from Strongly Agree (SA), Agree (A), Neutral (N), Strongly Disagree (SD), to Disagree (D). This questionnaire was separated into two units. Unit A contains the demographic attributes of the elements in the study such as location, gender, academic qualification of respondents. Unit B consists of the opinion of the element relating to brand equity.

Other than demographics, participants of the study were asked to respond to 14 items in total, under four sections Except the demographic questions, all the items were responded on a 5-point scale. In previous studies, it seems like the scales had close to high internal consistencies with a Cronbah's alpha value ranging from 0.5 to 0.7

- *Brand awareness and Association:* This and other scales are taken from the original Brand Equity survey which was adopted by Pappu and Quester (2006) who employed the scale by Yoo and Donthu (2000). This scale was empirically tested and validated also in many other studies in the literature (Pappu et al., 2005; Washburn and Plank, 2002).
- *Brand Loyalty:* Kim and Lee's (2018) brand loyalty has given a Cronbach's alpha coefficient of 0.746. It is possible to state that the items composing this measure have a relatively high internal consistency.
- *Purchase intention:* In Chi, Yeh, Huery and Yang's (2009) study the Cronbach Alpha value for purchase intention was found to be 0.7849. For descriptive research the Cronbach's should be greater than 0.70 for considering reliable (Zehir, Sahin, & Hakan-Kitpaci).

3.8 The Procedure

The items of the questionnaires were firstly entered in a survey form on an electronic survey web page (Google survey). Then the link of the survey was sent to the email addresses of the participants. The emails contained a prescription letter

which explained the purpose of the research. Once they entered the survey link, and clicked on the answers, the data was automatically saved. The participants were informed that all data would be kept confidential and would be used for research purposes only. The link of the survey was sent to familiar friends in university in Nigeria. With snowball technique, the survey reached out to 420 GSM operator users.

3.9 The Data Analysis

Non-parametric Bivariate Correlations were presented for descriptive purposes. Multiple Regression analysis was used to test the hypotheses. To test the demographic differences of the variables, Mann-Whitney rank sum test and Kruskal Wallis test were used. The normality condition on these groups was not provided. Thus, such a non-parametric test was thought to be convenient to test the demographic differences.

4. FINDINGS

In this section, findings of the study are given under the titles of descriptive analysis, Hypothesis Testing and Difference Tests. To describe the sample, the frequencies of demographics are taken. To test the hypotheses, a correlation analysis was firstly conducted. Then the analyses were followed by multiple regression analysis was followed. Lastly, demographic comparisons on the variables were made by difference tests.

It should be noticed that before starting the analyses the data were checked if it was normally distributed or not. It is known that usually in social sciences, the data obtained yields values of skewness and kurtosis that clearly deviate from those of the normal distribution (Micceri, 1989; Lei and Lomax, 2005; Bauer and Sterba, 2011; Blanca et al., 2013). Accordingly, the data of this study is not normally distributed as it was expected. For testing the normality Kolmogorov-Smirnov test was used. All the variables revealed $p=0.000<0.05$, which did not support H_0 that was assuming normal distribution of variables.

4.1 Factor Analyses and Internal Consistencies

To reduce number of the variables, explanatory factor analysis was conducted with the principal component analysis (PCA) and varimax rotation on factorial structure of the scales. Then the reliability analysis was made by looking at the Cronbach alpha whether it was greater than 0.5 or not, to check the internal consistency.

Table 4.1: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.332	59.517	59.517	8.332	59.517	59.517	5.912	42.228	42.228
2	1.437	10.262	69.779	1.437	10.262	69.779	3.857	27.551	69.779
3	.854	6.098	75.876						
4	.587	4.193	80.069						
5	.434	3.100	83.169						
6	.344	2.459	85.628						
7	.341	2.437	88.065						
8	.322	2.303	90.368						
9	.297	2.119	92.487						
10	.276	1.970	94.457						
11	.237	1.690	96.147						
12	.203	1.450	97.597						
13	.180	1.285	98.882						
14	.157	1.118	100.000						

Extraction Method: Principal Component Analysis.

Since the variables had maximum four items, a single factor analysis for each variable was not conducted. Instead, all the scales were imposed to the analysis at once. It was seen that the survey consisted of only two variables while four was being expected. Later, the factor analysis was forced to four factors. This time, the items were not as distributed as it was used in literature. Finally, the factor analysis was not found valid, so the factor loadings of the variables were calculated as it was determined in the survey.

By examining Cronbach alpha values, the reliabilities of variables were tested. α estimates the proportion of variance that is systematic or consistent in a set of survey responses (Vaske, Beaman & Sponarski, 2017). As it is seen in the table below, all the variables internal consistencies were found high to be used in further analyses. It is known that the limit for an acceptable level of self-consistency is 0.70. Thusly the Cronbach alpha values in this stud ranges between 0.8-0.9. The Cronbach alpha for Brand Awareness which has four items is $\alpha=0.861$; for Brand Loyalty with three items, it is $\alpha=0.914$; for Purchase Intention (four items), $\alpha=0.892$ and at last for Brand Association (three items), it is $\alpha=0.859$.

Table 4.2: Reliability Statistics of Variables

	Cronbach's Alpha	N of items
Brand Awareness	0.861	4
Brand Loyalty	0.914	3
Purchase Intention	0.892	4
Brand Association	0.859	3

4.2 Correlation Analysis

A bivariate correlation analysis has been done among the variables to see whether they are related or not. This analysis presents also the type and violence of the relationships among the variables. The correlation coefficient of Pearson is frequently used in this analysis. Barely the data of this study is not normally distributed.

4.2.1 Correlation Analysis (Glo)

Table 4.3: Correlations Glo

		Brand Awareness	Brand Loyalty	Purchase Intention	Brand Association
Brand Awareness	Pearson	1	.424**	.434**	.593**
	Correlation Sig.		.000	.000	.000
Brand Loyalty	Pearson	.424**	1	.616**	.537**
	Correlation Sig.	.000		.000	.000
Purchase Intention	Pearson	.434**	.616**	1	.485**
	Correlation Sig.	.000	.000		.000
Brand Association	Pearson	.593**	.537**	.485**	1
	Correlation Sig.	.000	.000	.000	

Source: Author's compilation

The correlation report presented in table 4.3 shows the Pearson coefficient value of brand awareness and brand loyalty is 0.424 with sig value of 0.000, implying that brand awareness and brand loyalty has a positive and significant correlation between each other. Also, the Pearson coefficient value of brand awareness and purchase intention is 0.434 and sig value of 0.000, indicating that positive and significant correlation exist between brand awareness and purchase intention. Furthermore, the Pearson coefficient value of brand awareness and brand association is 0.593 with sig value of 0.000, connoting that brand awareness and brand association exhibit a positive and significant correlation during the study period. More so, brand loyalty and purchase intention exhibit a positive and significant relationship since the correlation value is 0.616 with a sig value of 0.000.

4.2.2 Correlation Analysis (MTN)

Table 4.4: Correlations MTN

		Brand Awareness	Brand Loyalty	Purchase Intention	Brand Association
Brand Awareness	Pearson	1	.490**	.475**	.511**
	Correlation Sig. (2-tailed)		.000	.000	.000
Brand Loyalty	Pearson	.490**	1	.636**	.561**
	Correlation Sig. (2-tailed)	.000		.000	.000
Purchase Intention	Pearson	.475**	.636**	1	.403**
	Correlation Sig. (2-tailed)	.000	.000		.000
Brand Association	Pearson	.511**	.561**	.403**	1
	Correlation Sig. (2-tailed)	.000	.000	.000	

Source: Author's compilation

The correlation report presented in table 4.4 shows that the Pearson coefficient value of brand awareness and brand loyalty is 0.490 with sig value of 0.000, implying that brand awareness and brand loyalty have a positive and significant correlation between each other. Also, the Pearson coefficient value of brand awareness and purchase intention is 0.475 and sig value of 0.000, indicating that positive and significant correlation exist between brand awareness and purchase intention. Furthermore, the Pearson coefficient value of brand awareness and brand association is 0.511 with sig value of 0.000, connoting that brand awareness and brand association exhibit a positive and significant correlation during the study period. More so, brand loyalty and purchase intention exhibit a positive and significant relationship since the correlation value is 0.636 with a sig value of 0.000.

4.3 Regression Analysis

To see how more than one variable in the study explain their effects on the dependent variable, multiple regression analysis was conducted. The regression in SPSS was made by stepwise. By this mode, for every model in regression, the significant values from the previous step are included in; so, the weakened variables are removed from the models. That is why the stepwise mode is the most frequently method used in regression analysis in SPSS (George & Mallery, 2005).

It was important to be sure that there was not any multicollinearity among variables; otherwise the data couldn't be suitable for conducting hierarchical regression analysis. To check this, all the tolerance scores for the variance inflation factor (VIF) were examined. It was seen that the tolerance scores were not high and the VIF was smaller than three; which meant that the any multicollinearity among variables was not in question. Thus, data was suitable for conducting regression analysis. Besides, to avoid multicollinearity, centered scores were standardized by subtracting the means from the raw scores.

The multiple regression analysis was done for two sample groups by splitting file into Glo and MTN users. Since one of the aims of the study is to see how independent variables affect dependent variable in these different customer groups, the regression was conducted to two different cases (Table 4.5).

Table 4.5: Results of Multiple Regression Analysis in Different Cases

GSM operator	Dependent Variable: Purchase Intention			
	Variables	Beta	t	p
Glo	Brand loyalty	0.403	6.888	0.000
	Brand association	0.295	4.466	
	Brand awareness	0.221	3.400	
R=0.852; R ² =0.726; F=182.009; p=0,000				
MTN	Brand loyalty	0.586	8.185	0.000
	Brand association	0.316	4.019	
R=0.784; R ² =0.614; F=164.929; p=0,000				

The independent variables of the study were included at the same time into regression, so all the hypotheses could be tested. As a result, while for Glo customers brand loyalty, association and awareness were explaining their purchase intention at the same time (R²=0.726, p=0.000<0.05). MTN customers' purchase

intention was only explained significantly by brand loyalty and association ($R^2=0.784$, $p=0.000<0.05$). For Glo case, brand loyalty explains purchase intention the most ($\beta_{\text{brand loyalty}}=0.403$). Brand association explains almost 30% ($\beta_{\text{brand association}}=0.295$). of purchase intention's variance and brand awareness, 22% ($\beta_{\text{brand awareness}}=0.221$). As for MTN case, brand loyalty explaining power ($\beta_{\text{brand loyalty}}=0.586$). seems higher than brand association ($\beta_{\text{brand association}}=0.316$). Finally, the β values for brand loyalty and association are higher for MTN customers than Glo ones. It means that Glo customers' brand loyalty and association are more powerful to affect their purchase intention than Glo customers.

For overall sample, it is seen that customers' purchase intention can be statistically explained by their brand loyalty and association. In Table 4.4 coefficient table, these two variables significantly ($p=0.000 < 0.05$) take place in regression equation. This approves the validity of the model. Accordingly, the equation of the model is:

$$\text{Purchase intention} = -0.018 + (0.58 \times \text{BL}) + (0.357 \times \text{BAS})$$

This regression equation means that a unit change in the brand loyalty for a person makes a 0.58 unit change in his/her purchase intention and in brand association, 0.357 unit changes. The model explains only the 65% of variation in purchase intention.

Table 4.6: Results of Multiple Regression Analysis in Overall Sample

Dependent Variable: Purchase Intention			
Variables	Beta	t	p
Brand loyalty (BL)	0.580	11.655	0.000
Brand association (BAS)	0.357	6.485	
$R=0.807$; $R^2=0.652$; $F=390.293$; $p=0,000$			

4.4 Difference Tests

Difference tests on SPSS lead researchers to see how the variables of the research differ according to demographic variables. Difference tests consist of parametric and non-parametric tests. In this study, non-parametric tests were used because the normality condition for the variables weren't provided. As a non-parametric test, Mann-Whitney rank sum test was used in because the variables that were tested were consisting of two groups. For more than two groups, Kruskal Wallis test conducted. In this section, only the valid results are represented.

Table 4.7: Difference Test for GSM Operator

	GSM operator	N	Mean Rank	Sum of Ranks	Significance Level	Mann-Whitney U
Brand Loyalty	Glo	210	237.66	49909.5	0.00	16345.5
Purchase Intention	MTN	210	183.34	38500.5		
Brand Association	Glo	210	259.11	54413	0.00	11842
	MTN	210	161.89	33997		
	Glo	210	238.31	50045	0.00	16210
	MTN	210	182.69	38365		

Table 4.7 shows that there is a significant difference of brand loyalty, purchase intention and brand association on GSM operator membership. The difference seems significant ($p=0.000<0.05$) on these variables. Glo customers rank higher than MTN customers ($\mu\text{Rank}_{\text{Glo}}= 237.66$, $\mu\text{Rank}_{\text{MTN}}=183.34$) in terms of brand loyalty. It is the same for purchase intention ($\mu\text{Rank}_{\text{Glo}}= 259.11$, $\mu\text{Rank}_{\text{MTN}}=161.89$) and brand association ($\mu\text{Rank}_{\text{Glo}}= 238.31$, $\mu\text{Rank}_{\text{MTN}}=182.69$).

Table 4.8: Difference Test for Gender

	Gender	N	Mean Rank	Sum of Ranks	Significance Level	Mann-Whitney U
Brand Loyalty	Male	217	215.29	43704	0.00	21053
Purchase Intention	Female	420	206.02	44706		
Brand Association	Male	217	139.68	13967.5	0.00	20987
	Female	420	116.05	17407.5		
	Male	217	215.58	43762	0.00	20995
	Female	420	205.75	44648		

Table 4.8 shows that there is a significant difference of brand loyalty, purchase intention and brand association on gender. The difference seems significant ($p=0.000<0.05$) on these variables. Men rank higher than women ($\mu\text{Rank}_{\text{male}}= 215.29$, $\mu\text{Rank}_{\text{female}}=206.02$) in terms of brand loyalty. It is the same for purchase intention ($\mu\text{Rank}_{\text{male}}= 139.68$, $\mu\text{Rank}_{\text{female}}=116.05$) and brand association ($\mu\text{Rank}_{\text{male}}= 215.58$, $\mu\text{Rank}_{\text{female}}=205.75$).

Table 4.9: Difference Test for Marital Status

	Gender	N	Mean Rank	Sum of Ranks	Significance Level	Mann-Whitney U
Brand Awareness	Single	276	201.35	55573.50	0.031	17347.50
	Married	144	228.03	32836.50		
Brand Loyalty	Single	276	190.02	190.02	0.00	14219.5
	Married	144	249.75	249.75		
Purchase Intention	Single	276	190.29	190.29	0.00	14293
	Married	144	249.24	249.24		
Brand Association	Single	276	196.19	196.19	0.001	15921.5
	Married	144	237.93	237.93		

In Table 4.9 it is seen that in all variables married people rank significantly higher than single ones. It means brand awareness, association and loyalty are higher in married customers, as same their purchase intention.

Table 4.10: Difference Test for Age

	Age	N	Mean	Significance Level	Chi-square
Brand Awareness	18-25	169	190.10	0.002	14.815
	26-39	165	210.16		
	40-49	68	252.27		
	50+	18	247.39		
Brand Loyalty	18-25	169	180.60	0.000	26.883
	26-39	165	214.06		
	40-49	68	264.93		
	50+	18	252.97		
Purchase Intention	18-25	169	178.84	0.000	29.193
	26-39	165	215.93		
	40-49	68	270.18		
	50+	18	232.53		

The Kruskal–Wallis test by ranks or one-way ANOVA on ranks is a non-parametric method for testing whether samples originate from the same distribution (Weaver et al., 2017) In Table 4.10, the Kruskal–Wallis test is given for age groups. It demonstrates that there is significant difference among age groups in terms of brand loyalty, purchase intention and brand association. As the age becomes higher up to 50 the metrics increase. After the age of 50 these variables seem to drop significantly.

Table 4.11: Difference Test for Service Duration

	Duration	N	Mean	Significance Level	Chi-square
Brand	A year ago	58	212.81	0.002	15.395
Loyalty	Less than four years	75	173.95		
	Less than six years	89	247.07		
	More than six years	198	207.23		
Purchase	A year ago	58	207.66	0.000	17.845
Intention	Less than four years	75	185.51		
	Less than six years	89	256.79		
	More than six years	198	199.99		
Brand	A year ago	58	220.78	0.002	15.119
Association	Less than four years	75	174.43		
	Less than six years	89	245.04		
	More than six years	198	205.63		

The table demonstrates that there is significant difference among GSM service duration in terms of brand loyalty, purchase intention and brand association. Apparently, the lowest rank score for all variables is seen in customers who are members of their GSM operator for less than four years. The highest score belongs to the ones who are users of the operator for less than six years. Finally, it can be said that brand metrics such as association and loyalty and purchase intention go higher up to six years of membership. After six years, it shows a drop.

All the findings that are acquired at the end of the research are discussed in the following section. Lastly, the study reaches to a conclusion with its limitations and recommendations being discussed.

5. DISCUSSION AND STUDY CONCLUSION

From the analyses conducted in this study, the results reported that female participants are more than the male participants where single (unmarried) mostly partake in the survey. However, age group within 18-25years has the highest frequency, followed by 26-39years, 40-49years and 50years above, most of the participants own HND/BSc, followed by master's degree, others degree and doctoral degree and many of the partakers have more than six years' experience with these service providers.

5.1 Comparative Result Discussion Between Glo and MTN

The frequency analysis for the Glo participants showed that most of the participants using Glo can recommend this brand to other members of their family, they do want to patronize this service provider and the services rendered by Glo keep many of the customers faithful to the brand. Some of the Glo users will choose to subscribe to this service provider always though the Glo cost of maintaining is moderately cheap and most people go for this Glo due to weekly bonus.

It was revealed that many of the participants concur that the likelihood that they opt for this service provider whenever they want to buy a sim is high because Glo logo is mostly recognized and most of the features of services make it the best among other brands. Meanwhile, they opined that most people get to know Glo service through regular advertisement and believe that the brand name of Glo service provider is unique and many of the participants are pleased to use Glo service provider. It was found that the Glo brand is mostly pronounced in the market according to the participants and they mostly have some features of this brand in mind often.

The correlation result reported that brand awareness and brand loyalty have a positive and significant correlation between each other. Also, the Pearson coefficient value of brand awareness and purchase intention have a positive and

significant correlation exist between each other. Furthermore, the Pearson coefficient showed that brand awareness and brand association exhibit a positive and significant correlation during the study period. More so, brand loyalty and purchase intention exhibit a positive and significant relationship.

Continuously, the findings from the analysis conducted on the information gathered from MTN users revealed that most of the participants agreed that the logo of MTN is mostly recognized, that people get to know MTN services through regular advertisement. Hence, MTN brand name as a service provider is unique and many of the partakers agreed that they always patronize MTN service because the services rendered keep them faithful to the brand. Most of the partakers supported that they can recommend the brand MTN to other members of their family and whenever many of the participants have to subscribe to a service provider, they will choose MTN brand.

It was showed that the cost of maintaining MTN service is moderately cheap, not that most people go for this MTN service due to weekly bonus but they like the brand and the likelihood that the many of the participants opt for this MTN service is high. Also, MTN brand is mostly pronounced in the market, most of the participants are pleased to use MTN service provider.

The report of the regression coefficients presented revealed that when the brand awareness, purchase intention, and brand association are constant, brand loyalty will be positive and significant. Hence, brand awareness revealed a positive impact on brand loyalty but insignificantly at 5% alpha level which also implies that a unit increase in brand awareness will increase the brand loyalty. Purchase intention contributes positively and significantly to brand loyalty, that is, a unit increase in purchase intention will increase brand loyalty. More so, brand association has positive and significant impact on brand loyalty.

The correlation reported that brand awareness and brand loyalty have a positive and significant correlation between each other, the Pearson coefficient that positive and significant correlation exist between brand awareness and purchase intention. Furthermore, brand awareness and brand association exhibit a positive and significant correlation during the study period. More so, brand loyalty and purchase intention exhibit a positive and significant relationship.

5.2 Conclusion

This study had investigated brand equity perceptions of two telecommunication rivals in Nigeria (MTN & Glo) where the perceptions of brand are being separated in the subobjectives of the study. However, the subobjectives are: to examine the effect of brand association on consumer purchase decision of MTN and Glo in Nigeria; to evaluate the effect of brand awareness on the purchase decision of the consumer of MTN and Glo in Nigeria; to investigate the effect of brand quality on the purchasing decision of MTN and Glo in Nigeria; and to determine the effect of brand loyalty on consumer purchase decision of MTN and Glo in Nigeria. Meanwhile, the hypotheses were subjected to 5percent level of significance.

Based on the findings of the study, it was concluded that the strategies of brand equity (brand awareness, brand loyalty, purchase intention and brand association) are similar between the two communication rivals (MTN and Glo). More so, the users of both MTN and Glo are very satisfied with the services received.

The study further concluded that brand awareness of the two communication rivals revealed a positive and significant impact on brand loyalty that is, a unit increase in brand awareness will increase the brand loyalty significantly, purchase intention contributed positively and significantly to brand loyalty while brand association had a positive and significant impact on brand loyalty.

Finally, it was concluded that brand awareness and brand loyalty have a positive and significant correlation between each other, positive and significant correlation exist between brand awareness and purchase intention, brand awareness and brand association exhibited a positive and significant correlation while brand loyalty and purchase intention exhibited a positive and significant relationship during the study period.

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APPENDICES

Appendices I: Frequency Table

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	203	48.3	48.3	48.3
Female	217	51.7	51.7	100.0
Total	420	100.0	100.0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	276	65.7	65.7	65.7
Married	144	34.3	34.3	100.0
Total	420	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	169	40.2	40.2	40.2
26-39	165	39.3	39.3	79.5
40-49	68	16.2	16.2	95.7
50+	18	4.3	4.3	100.0
Total	420	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
HND/BSC	220	52.4	52.4	52.4
Master	95	22.6	22.6	75.0
Valid PhD	38	9.0	9.0	84.0
Other	67	16.0	16.0	100.0
Total	420	100.0	100.0	

Service Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A year ago	58	13.8	13.8	13.8
	Less than four years	75	17.9	17.9	31.7
	Less than six years	89	21.2	21.2	52.9
	More than six years	198	47.1	47.1	100.0
	Total	420	100.0	100.0	

Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Glo	210	50.0	50.0	50.0
	MTN	210	50.0	50.0	100.0
	Total	420	100.0	100.0	

Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.332	59.517	59.517	8.332	59.517	59.517	5.912	42.228	42.228
2	1.437	10.262	69.779	1.437	10.262	69.779	3.857	27.551	69.779
3	.854	6.098	75.876						
4	.587	4.193	80.069						
5	.434	3.100	83.169						
6	.344	2.459	85.628						
7	.341	2.437	88.065						
8	.322	2.303	90.368						
9	.297	2.119	92.487						
10	.276	1.970	94.457						
11	.237	1.690	96.147						
12	.203	1.450	97.597						
13	.180	1.285	98.882						
14	.157	1.118	100.000						

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.861	4

Reliability Statistics

Cronbach's Alpha	N of Items
.914	3

Nonparametric Correlations

Correlations

			Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Kendall's tau_b	Brand_awareness	Correlation Coefficient	1.000	.475**	.418**	.468**
		Sig. (2-tailed)	.	.000	.000	.000
		N	420	420	420	420
	Brand_loyalty	Correlation Coefficient	.475**	1.000	.659**	.647**
		Sig. (2-tailed)	.000	.	.000	.000
		N	420	420	420	420
	Purchase_intention	Correlation Coefficient	.418**	.659**	1.000	.608**
		Sig. (2-tailed)	.000	.000	.	.000
		N	420	420	420	420
	Brand_association	Correlation Coefficient	.468**	.647**	.608**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	420	420	420	420
Spearman's rho	Brand_awareness	Correlation Coefficient	1.000	.594**	.532**	.568**
		Sig. (2-tailed)	.	.000	.000	.000
		N	420	420	420	420
	Brand_loyalty	Correlation Coefficient	.594**	1.000	.784**	.756**
		Sig. (2-tailed)	.000	.	.000	.000
		N	420	420	420	420
	Purchase_intention	Correlation Coefficient	.532**	.784**	1.000	.727**
		Sig. (2-tailed)	.000	.000	.	.000
		N	420	420	420	420
	Brand_association	Correlation Coefficient	.568**	.756**	.727**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	420	420	420	420

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

Regression

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.616	.63069
2	.807 ^b	.652	.650	.60183

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	267.493	1	267.493	672.479	.000 ^b
1 Residual	166.269	418	.398		
Total	433.762	419			
2 Regression	282.726	2	141.363	390.293	.000 ^c
2 Residual	151.036	417	.362		
Total	433.762	419			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.407	.121		3.361	.001		
1 Brand_loyalty	.834	.032	.785	25.932	.000	1.000	1.000
2 (Constant)	-.018	.133		-.135	.892		
2 Brand_loyalty	.580	.050	.546	11.655	.000	.380	2.629
2 Brand_association	.357	.055	.304	6.485	.000	.380	2.629

a. Dependent Variable: Purchase_intention

Regression

Model Summary^d

Company	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Glo	1	.810 ^a	.656	.655	.47170
	2	.843 ^b	.711	.708	.43383
	3	.852 ^c	.726	.722	.42317
MTN	1	.764 ^a	.584	.582	.68423
	2	.784 ^b	.614	.611	.66059

ANOVA^a

Company Model		Sum of Squares	df	Mean Square	F	Sig.	
Glo	1	Regression	88.387	1	88.387	397.243	.000 ^b
		Residual	46.280	208	.223		
		Total	134.667	209			
	2	Regression	95.708	2	47.854	254.264	.000 ^c
		Residual	38.959	207	.188		
		Total	134.667	209			
	3	Regression	97.778	3	32.593	182.009	.000 ^d
		Residual	36.889	206	.179		
		Total	134.667	209			
MTN	1	Regression	136.894	1	136.894	292.401	.000 ^b
		Residual	97.380	208	.468		
		Total	234.274	209			
	2	Regression	143.943	2	71.972	164.929	.000 ^c
		Residual	90.330	207	.436		
		Total	234.274	209			

Coefficients^a

Company Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
		B	Std. Error	Beta			Tolerance	VIF	
Glo	1	(Constant)	.958	.148		6.480	.000		
		Brand_loyalty	.749	.038	.810	19.931	.000	1.000	1.000
	2	(Constant)	.500	.155		3.238	.001		
		Brand_loyalty	.472	.056	.510	8.366	.000	.376	2.658
		Brand_association	.387	.062	.380	6.237	.000	.376	2.658
	3	(Constant)	.208	.174		1.197	.233		
		Brand_loyalty	.403	.059	.436	6.888	.000	.332	3.013
		Brand_association	.295	.066	.290	4.466	.000	.314	3.182
		Brand_awareness	.221	.065	.198	3.400	.001	.391	2.560
MTN	1	(Constant)	.273	.169		1.617	.107		
		Brand_loyalty	.808	.047	.764	17.100	.000	1.000	1.000
	2	(Constant)	-.109	.189		-.579	.563		
		Brand_loyalty	.586	.072	.555	8.185	.000	.406	2.464
	Brand_association	.316	.079	.272	4.019	.000	.406	2.464	

Residuals Statistics^a

Company		Minimum	Maximum	Mean	Std. Deviation	N
Glo	Predicted Value	1.3965	4.8070	3.8333	.68399	210
	Residual	-1.88712	1.39820	.00000	.42012	210
	Std. Predicted Value	-3.563	1.423	.000	1.000	210
	Std. Residual	-4.460	3.304	.000	.993	210
MTN	Predicted Value	.7923	4.3993	3.0476	.82989	210
	Residual	-2.14925	1.28373	.00000	.65742	210
	Std. Predicted Value	-2.718	1.629	.000	1.000	210
	Std. Residual	-3.254	1.943	.000	.995	210

Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Brand_awareness	Male	203	221.72	45009.50
	Female	217	200.00	43400.50
	Total	420		
Brand_loyalty	Male	203	215.29	43704.00
	Female	217	206.02	44706.00
	Total	420		
Purchase_intention	Male	203	215.62	43770.00
	Female	217	205.71	44640.00
	Total	420		
Brand_association	Male	203	215.58	43762.00
	Female	217	205.75	44648.00
	Total	420		

Ranks

	Marital_status	N	Mean Rank	Sum of Ranks
Brand_awareness	Single	276	201.35	55573.50
	Married	144	228.03	32836.50
	Total	420		
Brand_loyalty	Single	276	190.02	52445.50
	Married	144	249.75	35964.50
	Total	420		
Purchase_intention	Single	276	190.29	52519.00
	Married	144	249.24	35891.00
	Total	420		
Brand_association	Single	276	196.19	54147.50
	Married	144	237.93	34262.50
	Total	420		

Test Statistics^a

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Mann-Whitney U	19747.500	21053.000	20987.000	20995.000
Wilcoxon W	43400.500	44706.000	44640.000	44648.000
Z	-1.853	-.791	-.840	-.845
Asymp. Sig. (2-tailed)	.064	.429	.401	.398

a. Grouping Variable: Gender

Mann-Whitney Test

Test Statistics^a

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Mann-Whitney U	17347.500	14219.500	14293.000	15921.500
Wilcoxon W	55573.500	52445.500	52519.000	54147.500
Z	-2.162	-4.843	-4.752	-3.409
Asymp. Sig. (2-tailed)	.031	.000	.000	.001

a. Grouping Variable: Marital_status

Kruskal-Wallis Test

Ranks

	Age	N	Mean Rank
Brand_awareness	18-25	169	190.10
	26-39	165	210.16
	40-49	68	252.27
	50+	18	247.39
	Total	420	
Brand_loyalty	18-25	169	180.60
	26-39	165	214.06
	40-49	68	264.93
	50+	18	252.97
	Total	420	
Purchase_intention	18-25	169	178.84
	26-39	165	215.93
	40-49	68	270.18
	50+	18	232.53
	Total	420	
Brand_association	18-25	169	196.17
	26-39	165	211.12
	40-49	68	234.12
	50+	18	250.14
	Total	420	

Test Statistics^{a,b}

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Chi-Square	14.815	26.883	29.193	7.115
df	3	3	3	3
Asymp. Sig.	.002	.000	.000	.068

a. Kruskal Wallis Test

b. Grouping Variable: Age

Kruskal-Wallis Test

Test Statistics^{a,b}

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Chi-Square	14.856	22.442	29.410	5.436
df	3	3	3	3
Asymp. Sig.	.002	.000	.000	.143

Kruskal-Wallis Test

Ranks

	Service_duration	N	Mean Rank
Brand_awareness	A year ago	58	208.72
	Less than four years	75	182.46
	Less than six years	89	232.67
	More than six years	198	211.68
	Total	420	
Brand_loyalty	A year ago	58	212.81
	Less than four years	75	173.95
	Less than six years	89	247.07
	More than six years	198	207.23
	Total	420	
Purchase_intention	A year ago	58	207.66
	Less than four years	75	185.51
	Less than six years	89	256.79
	More than six years	198	199.99
	Total	420	
Brand_association	A year ago	58	220.78
	Less than four years	75	174.43
	Less than six years	89	245.04
	More than six years	198	205.63
	Total	420	

Test Statistics^{a,b}

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Chi-Square	7.158	15.395	17.845	15.119
df	3	3	3	3
Asymp. Sig.	.067	.002	.000	.002

a. Kruskal Wallis Test

b. Grouping Variable: Service_duration

Descriptive

Descriptive Statistics

	N	Mean	Std. Deviation
Brand_awareness	420	4.0798	.83919
Brand_loyalty	420	3.6357	.95751
Purchase_intention	420	3.4405	1.01746
Brand_association	420	3.7825	.86710
Valid N (listwise)	420		

Mann-Whitney Test

Ranks

	Company	N	Mean Rank	Sum of Ranks
Brand_awareness	Glo	210	212.92	44714.00
	MTN	210	208.08	43696.00
	Total	420		
Brand_loyalty	Glo	210	237.66	49909.50
	MTN	210	183.34	38500.50
	Total	420		
Purchase_intention	Glo	210	259.11	54413.00
	MTN	210	161.89	33997.00
	Total	420		
Brand_association	Glo	210	238.31	50045.00
	MTN	210	182.69	38365.00
	Total	420		

Test Statistics^a

	Brand_awareness	Brand_loyalty	Purchase_intention	Brand_association
Mann-Whitney U	21541.000	16345.500	11842.000	16210.000
Wilcoxon W	43696.000	38500.500	33997.000	38365.000
Z	-.414	-4.640	-8.255	-4.784
Asymp. Sig. (2-tailed)	.679	.000	.000	.000

a. Grouping Variable: Company

Appendices II

Research Questionnaire

Section A:

1. Gender (a) Male () (b) Female ()
2. Marital Status: (a) Single () (b) Married () (c) Divorce
3. Age (a) 18-25years () (b) 26-39years () (c) 40-49years () (d) 50years and above ()
4. Educational qualification (a) HND/BSC Degree () (b) Masters Degree () (c) Doctoral Degree () (d) Other ()
5. How long you been using this service provider? (a) A year ago () (b) Less than four years () (c) Less than six years () (d) More than six years ()
6. Which of these service providers do you use (a) Glo () (b) MTN ()

Kindly choose the appropriate option in the below questions that best explain the service provider you select in question 6.

Brand Awareness

The logo of this service provider is mostly recognized
The features of services make it the best among other brands
People get to know this service through regular advertisement
The brand name of the service provider is unique

Brand Loyalty

I will always patronize this service provider
The service rendered keeps me faithful to this brand
I can recommend this brand to other members of my family

Purchase Intention

Whenever I have to subscribe to a service provider, I will choose this brand
The cost of maintaining this service provider is moderately cheap
Most people go for this service provider due to weekly bonus
The likelihood that I opt for this service provider whenever I am out to buy a sim is high

Brand Association

The brand is mostly pronounced in the market
I am pleased to use this service provider
Some features of this brand come to my mind often

RESUME

WORK EXPERIENCE

KEY ACCOUNTS EXECUTIVE

NIGERIAN BREWERIES PLC [11/04/2014 – 22/09/2018]

City: LAGOS

Country: Nigeria

Playing an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients.

Responsible for the development and achievement of sales through the direct sales channel.

Focusing on growing and developing existing clients, together with generating new business.

Write business plans for all current and opportunity tender business. The key interface between the customer and all relevant divisions.

EDUCATION AND TRAINING

B.sc Accounting

UNIVERSITY OF ILORIN [15/09/2008 – 19/07/2012]

Address: ILORIN, TANKE., 240211 ILORIN (Nigeria)

WWW.UNILORIN.EDU.NG

LANGUAGE SKILLS

Mother tongue(s):

English

Other language(s): Turkish

DIGITAL SKILLS

Microsoft Office / Microsoft Word / Social Media / Zoom / Skype / Google Docs / Microsoft Powerpoint / Instagram / Microsoft Excel / Facebook / Outlook / LinkedIn / Organizational and planning skills / Written and Verbal skills / Internet user / Good listener and communicator / Team- work oriented / Presenting / Power Point / Strategic Planning