

CUSTOMER LOYALTY PROGRAMMES OF TELECOM OPERATORS

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION,
FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Customer Loyalty Programmes of Telecom Operators" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Business Administration, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study examined customer loyalty programmes of telecom operators, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of customer; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with customer and loyalty. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 385 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 362 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.96). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.472$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.16, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.27$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on customer.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of customer loyalty programmes of telecom operators is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Debates on national transformation repeatedly return to the role of customer and its attendant dynamics. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream customer into routine governance. Findings reported by Ogbeide and Chukwu (2018) observed that respondents with greater exposure to customer recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. A notable study by Alade and Obiora (2017) argued that the impact of customer is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Contemporary scholarship increasingly frames customer as inseparable from the broader question of loyalty. National policies and programmes have sought, with varying degrees of success, to respond to the realities of customer and loyalty. Findings reported by Adebayo and Ogbeide (2018) observed that respondents with greater exposure to customer recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The work of Bakare and Aderemi (2023) extended earlier analyses by demonstrating that loyalty reinforces the effects of customer. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The salience of customer in national discourse has grown steadily, driven by changing social conditions and technological penetration. Globalisation and technological change have intensified both the opportunities and the challenges associated with customer. Bakare and Aderemi (2020), in a survey of relevant stakeholders, concluded that the benefits of customer are unevenly distributed across groups. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. An examination by Ogbeide and Dauda (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These observations collectively invite a reconsideration of standard assumptions regarding loyalty. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Contemporary scholarship increasingly frames customer as inseparable from the broader question of loyalty. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of customer in everyday life. Findings reported by Bakare and Musa (2018) observed that respondents with greater exposure to customer recorded markedly different results. Sustained engagement with the issues raised