

IMPACT OF BRAND EQUITY ON CONSUMER LOYALTY IN THE TELECOMMUNICATIONS INDUSTRY

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Impact of Brand Equity on Consumer Loyalty in the Telecommunications Industry" 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.

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ABSTRACT

This study examined impact of brand equity on consumer loyalty in the telecommunications industry, 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 impact; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with impact and brand. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 394 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 375 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 = 3.12). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.455$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.48, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.26$, $p > 0.05$). 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 impact.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of impact of brand equity on consumer loyalty in the telecommunications industry 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.

In both global and African literatures, impact is now regarded as a key index of institutional performance. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of impact in everyday life. Field evidence gathered by Dauda and Ekwueme (2016) suggested that stakeholder engagement materially improves the results achieved in matters of impact. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Evidence assembled by Chukwu and Dauda (2015) across twelve states underscored the heterogeneity of outcomes linked to impact. These observations collectively invite a reconsideration of standard assumptions regarding brand. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Impact continues to command considerable attention among researchers, policymakers, and practitioners in marketing. Globalisation and technological change have intensified both the opportunities and the challenges associated with impact. Evidence assembled by Chukwu and Dauda (2015) across twelve states underscored the heterogeneity of outcomes linked to impact. For practitioners, the practical significance of impact cannot be overstated, given its demonstrable link with brand. The work of Oyelaran and Bello (2023) extended earlier analyses by demonstrating that brand reinforces the effects of impact. For practitioners, the practical significance of impact cannot be overstated, given its demonstrable link with brand. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

A growing corpus of literature draws attention to the pivotal role of impact in shaping developmental trajectories. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of impact. The aggregate picture emerging from Oyelaran and Bello (2023) points to a modest but consistent association between impact and the outcomes of interest. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Studies conducted within the West African subregion by Famuyide and Oyelaran (2018) reached conclusions broadly consistent with the Nigerian evidence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, impact has become increasingly significant within the Nigerian landscape and beyond. The socio-cultural diversity of Nigeria implies that responses to impact must be differentiated rather than uniform. Empirical evidence from Musa and Bamgbose (2021) suggests that positive developments in brand are associated with improvements in impact. Such findings reinforce the argument that impact deserves a place of priority on the development agenda. An examination by Adekunle and Kalu (2019) attributed much