

INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY IN THE TELECOMMUNICATION INDUSTRY

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Customer Relationship Management on Customer Loyalty in the Telecommunication 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 influence of customer relationship management on customer loyalty in the telecommunication 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and customer. 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 401 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 379 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 = 3.17). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.594$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.65, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.2$, $p > 0.05$). 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 influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of customer relationship management on customer loyalty in the telecommunication 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, influence is now regarded as a key index of institutional performance. The socio-cultural diversity of Nigeria implies that responses to influence must be differentiated rather than uniform. Evidence assembled by Ibrahim and Bello (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Famuyide and Ibrahim (2023) extended earlier analyses by demonstrating that customer reinforces the effects of influence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The phenomenon of influence, while not new, has acquired fresh analytical urgency in Nigeria. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Findings reported by Ogunlana and Obiora (2018) observed that respondents with greater exposure to influence recorded markedly different results. Accordingly, there is a growing consensus that deliberate policy action is required. Comparative work by Famuyide and Adebayo (2022) across several states uncovered a consistent pattern linking influence with customer. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

influence occupies a prominent position in contemporary debates about customer and national development. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. A notable study by Famuyide and Adebayo (2017) argued that the impact of influence is substantially mediated by the quality of institutions. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Studies conducted within the West African subregion by Aderemi and Bello (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Scholars have long recognised influence as a critical determinant of outcomes in business administration. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Studies by Musa and Salami (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The weight of evidence therefore points toward a