

Mobile Telecommunication Customer Loyalty In Nigeria

[#mobile telecom customer loyalty](#) [#nigeria customer retention](#) [#telecom churn reduction nigeria](#) [#mobile network loyalty africa](#) [#customer satisfaction nigeria telecom](#)

Customer loyalty in Nigeria's mobile telecommunication sector is a critical factor for sustained growth and profitability. Understanding the drivers of customer retention, challenges like churn, and effective strategies to build lasting relationships with mobile subscribers in Nigeria is essential. This research explores how telecommunication providers can enhance customer satisfaction and foster greater loyalty amidst intense market competition.

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Mobile Telecommunication Customer Loyalty in Nigeria: Determining Factors

With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes the high entry barriers the competitor faces when entering the market, and it contributes significantly to a reduction of marketing costs. To attract new customers, companies are required to invest a lot of time and money which can result in uncertainties and risks over longer periods of time. The number of loyal customers as a sign of market share is more significant than the total number of customers. More loyal customers translate to high profits. Loyal customers will continue to purchase or receive the product or service from the same enterprises, and they will be willing to pay higher prices for the quality products and first-class services, thereby increasing sales revenue. Consequently, the focus of many enterprise managers at this point is on marketing management aspects to improve customer loyalty in order to gain the competitive advantage in the face of fierce competition. The importance of customer loyalty has been identified by many researchers and academics in the past years. This importance is also predominant in the telecommunication industry and, consequently, the Nigerian telecom industry. This book attempts to assess and analyze the variables that influence a mobile phone subscriber's loyalty and how Nigerian service providers can enhance this loyalty. The study is based on a survey that uses the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire, constituting an 87% response rate, could be used for the analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers, while the generally low satisfaction with the present state of service delivery in the industry also plays a role. Therefore, the retention which the service

providers were able to enjoy can be described as circumstantial. The given recommendations include that the service providers embark upon drives that will reduce dropped calls to a bare minimum, that they improve call quality, and that they develop SMS delivery standards.

Customer Loyalty in Nigeria Mobile Telecommunication Industry

Master's Thesis from the year 2010 in the subject Communications - Miscellaneous, course: Master of Business Administration, language: English, abstract: ABSTRACT This Master's thesis sought to assess and analyze the variables capable of influencing loyalty of mobile phone subscribers as well as how service providers can enhance loyalty of their customers in Nigeria. The study was basically a survey that used the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire constituting 87% response rate were got for analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers while the generally low satisfaction with the present state of service delivery in the industry also plays a role in this direction. Therefore, the retention been enjoyed by the service providers can be described as circumstantial. Part of the recommendations given include the service providers embarking upon drives that will reduce to its barest minimum drop calls, improve call quality and SMS delivery which is likely to make subscribers perceive given quality as high among others

Is Loyalty Dead?

This book is for those who are interested to know more about the recent trend of service loyalty and service switching among mobile phone service users. This timely and important book is an essential guide for researchers, policy makers, managers, and marketers to develop an insight to better strategize and effectively implement loyalty programs and prevent their customers from switching. The term loyalty is acknowledged as an important indicator of the likely success of a service business, whereas switching costs a service firm the customers future revenue stream. However, recent research revealed that, in many industries, satisfied customers also tend to switch. This book discusses the role of switching cost and consumer innovativeness in explaining consumers switching tendency. Last but not the least, this book offers a richer explanation about loyalty and switching phenomena than past studies that mostly discussed these two constructs in isolation. Nowadays, divided loyalty as well as switching became a common issue, which made it difficult for the company managers to retain their customers for a long time. With no exception, the mobile phone service market is also filled with divided loyal ones as well as switchers. This book presents some depth and breadth strategies for the mobile phone network service providers in order to manage such promiscuous customers.

A Study on the Determinants of Customer Loyalty

Due to the more and more fierce competition in today's business, many companies are required to build long-term profitable relationship with customers and to achieve customer loyalty. Therefore, concept of customer loyalty has become more and more important since last decade of 20th century, especially in service industry. There are many different relationship marketing tactics implemented for retaining customer. However, some of those tactics did not affect customer loyalty effectively, and switching behaviors frequently occur among most of targeted customers. Therefore, this study is aimed to investigate the factors influence on customer loyalty in Sri Lankan telecommunication market.

Customer Loyalty

The Mobile telecommunication industry of Pakistan is very highly competitive with five major players and a teledensity of 58%. Due to this intense competition it becoming increasingly important for cellular companies to make their customer loyal and retain them for longer time. The aim of this dissertation is to gauge the level of satisfaction and loyalty in the Mobile telecommunication industry of Pakistan and to investigate the driving factors which are responsible for making customers loyal. This research study is carried out by collecting both primary and secondary data. Primary data is collected through Questionnaire which was aimed to investigate the satisfaction level of customers and the

most influencing driver of customer loyalty in Mobile telecommunication industry of Pakistan. The data obtained through this Questionnaire was analyzed through frequency distribution analysis (FDA). The Analysis of Data obtained revealed that customers are very satisfied and loyal to their Network operators in Pakistan. It was further revealed that Price, Network coverage and service quality are the most important loyalty drivers in this industry.

Evaluating the Effect of Switching Barriers in the Ghanaian Mobile Telecommunication Industry

Master's Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, Ghana Telecom University College, language: English, abstract: Issues of retention have become a very complex and multi-faced challenge for mobile operators. On one hand, intensifying competition and growing customer expectations have made it increasingly difficult in recent years for mobile operators to keep their subscribers and do it profitably. On the other hand, the availability and multiplicity of operators in the market, coupled with the multiplicity and variety of products and services, drive subscribers to shopping around looking for the best deals. In order to survive and even thrive in today's challenging environment, mobile operators have taken a fresh look at their strategies and methods for retaining their subscribers. This research contributes towards a better understanding of the nature, dimensions and effects of switching barriers on subscriber retention by focusing on the Ghanaian mobile telecommunication industry. Switching barriers refers to any factors that make it costly or difficult for a subscriber to change his/her service provider. Two switching barriers were studied namely: switching costs, and attractiveness of alternatives. Regarding the perceived switching costs, three factors were identified. These were: Learning cost, search and evaluation costs, and uncertainty cost. Data was collected through self-administered questionnaires from over 385 subscribers. A 5-point Likert scale was used for each question. Descriptive statistics and relative importance index were used to analyse the collected data. The findings of the research reveal that switching from one mobile network to another in the Ghanaian mobile telecommunication industry is relatively easy. First, switching costs have little to no influence on subscriber retention. Second, subscribers perceive competitors as attractive. In other words,

Building Customer Loyalty through Value Added Services

Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: Management/Business Studies, language: English, abstract: The Indian cellular services market is growing at a rapid pace and the competition has also increased many folds. It has become imperative for the service providers to adopt such technologies and strategies which ensure their success in such a dynamic situation. As a result, the service providers are trying to develop an understanding about the customers in terms of enriching their experience by providing quality services resulting into a higher satisfaction and ultimately loyalty. With constantly decreasing Average Revenue Per User (ARPU) per month in a low tariff regime, the cellular operators in India are looking towards value added offerings for their customers in order to increase their ARPUs and survive in the coming tough times as they are unable to rely solely on the conventional voice services. The fact that the majority of cell-phone users are prepaid customers indicates towards a tendency for higher customer churn rate and thin profit margins to the mobile service providers despite a phenomenal increase in subscriber base. However, the situation has further been complicated with the instigation of mobile number portability, as it is going to enhance the customer churn rate due to the intense competition being faced by the operators in this market on the one hand and on the other very demanding customers. In such a scenario, the challenge for Indian cellular operators is to understand the preferences of their customers better and then to successfully offer the services that foster greater customer retention, as the entry of new global players in telecom market has further resulted in mounting customer acquisition and retention costs. Thus, all these facts highlight the relevance of value added services in an ever growing telecom market as a key strategic tool, not only for differentiation of services but also as a factor responsible for developing satisfaction and loyalty among the customers. Therefore, the present research study attempts to study the effects of Value Added Services (VAS) on Service Quality vis-à-vis Customer Satisfaction and Customer Loyalty in wireless telecommunication market. The findings of the present study convey that the service providers must concentrate their efforts not only on improving the core services but also the quality of Value Added Service (VAS) offered, as they have a potential to act as a strategic tool in order to enhance the customers' satisfaction which will ultimately result in higher customer loyalty.

Mobile Commerce: Concepts, Methodologies, Tools, and Applications

In the era of digital technology, business transactions and partnerships across borders have become easier than ever. As part of this shift in the corporate sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business. *Mobile Commerce: Concepts, Methodologies, Tools, and Applications* provides a comprehensive source of advanced academic examinations on the latest innovations and technologies for businesses. Including innovative studies on marketing, mobile commerce security, and wireless handheld devices, this multi-volume book is an ideal source for researchers, scholars, business executives, professionals, and graduate-level students.

Who is Better

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CUSTOMER LOYALTY IN HONG KONGS

This dissertation, "Customer Loyalty in Hong Kong's Cellular Market: an Integrated Framework and Empirical Study" by Ching-gee, Wan, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. Abstract: Abstract of thesis entitled Customer Loyalty in Hong Kong's Cellular Market: An Integrated Framework and Empirical Study Submitted by Wan Ching Gee for the degree of Doctor of Philosophy at the University of Hong Kong in April 2003 In the highly competitive mobile communications market of Hong Kong, customer loyalty has become the top priority for companies that wish to maintain market share and profitability. This paper aims to identify the potential determinants of customer loyalty in the mobile telecommunications industry. Based on the research literature on customer satisfaction, switching costs and service loyalty, an integrated framework which encompasses the constructs of overall satisfaction, relative satisfaction, price, switching costs as well as demographics and usage variables is developed. With the use of survey research method, an empirical study has been carried out in the mobile communications market of Hong Kong to examine the usefulness and the predictive ability of the framework. The research results support the framework posited in this paper and contribute to the understanding of customer loyalty in several ways. First of all, this study not only confirms previous research findings on positive satisfaction-loyalty linkage, but also complements previous research by providing a more comprehensive view on the relationship between satisfaction and switching intention. This research has found that the satisfaction-retention relationship is positive but asymmetrical, and the intensity of customer satisfaction has an impact on the satisfaction-retention linkage. Second, the statistical significance of the new construct of relative satisfaction is confirmed by the empirical results of the study, and its inclusion is hence justified. It is found that satisfaction towards a current operator relative to previous operator(s) that have been used significantly impacts on loyalty towards the current operator. Customers who are less satisfied with the present operator are less loyal than those who are equally satisfied or more satisfied with the current operator. Furthermore, empirical results from this study reveal that customers were more loyal if they considered the price they were paying for the mobile services was equitable. Sensitivity to price differential, defined as the percentage of price difference offered by another operator that will induce the customer to switch is also positively, though less strongly, correlated with switching intention. Regarding the impact of switching costs on the intention to switch, the presence of high switching costs deter customers from switching and its impact is more pronounced among dissatisfied customers. Last but not least, age and usage characteristics including the monthly minutes of use, the number of years using mobile phones and staying with the current network operator have significant impact on switching intention. The research findings not only enrich our understanding of customer loyalty in the cellular market, but also generate useful managerial implications for the practitioners in the industry on churn management and retention strategies. An evaluation of the existing loyalty programs is made, it suggests that network operators should make use of innovative value-added services, handset trade-in programs and group calling plans to enhance c

Customer Loyalty in Mobile Telecom Sector of Pakistan

In today's business world customers have much more choices and alternatives as they had in past, this exposes the fact that if a customer is not happy or satisfied with a service, product or brand he

has plenty of preferences, substitutes and replacements to source it elsewhere. The book in your hand explores all the dimensions of customer loyalty in telecom sector of Pakistan and discusses all its major players. Mobilink Pakistan being first GSM service provider of mobile telecom business in Pakistan since 1994 and offering a wide range of products and services to its 30 million customers. Company is operating with two brand names Mobilink "Jazz" for pre-paid customers and Mobilink "Indigo" for its post paid or monthly line rental customers. This book evaluate all the possible factors that affect customer loyalty of all major players in the telecom industry including, mobilink, Ufone, telenor, warid and Zong. Mobilink enjoyed its monopoly from 1994-2001, with the arrival of Ufone monopoly turns to competition and all the big giants are trying to win in today, s business antagonism. In this book all market players are discussed in detail with their portfolios.

Global Branding: Breakthroughs in Research and Practice

To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Customer Relationship Management Strategies in the Digital Era

In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

Telecom Reform

Analiza: El propósito y la experiencia de la regulación; Nuevas tecnologías, redes y mercados; Gestión de recursos públicos; Eficiencia, equidad y protección del consumidor; Herramientas básicas de regulación; Aspectos especiales que afectan a los países en vías de desarrollo; Cuestiones futuras sobre redes inteligentes y comercio electrónico.

Managing Customer Trust, Satisfaction, and Loyalty through Information Communication Technologies

Due to the growth of internet and mobile applications, relationship marketing continues to evolve as technology offers more collaborative and social communication opportunities. Managing Customer Trust, Satisfaction, and Loyalty through Information Communication highlights technology's involvement with business processes in different sectors and industries while identifying marketing activities that are affected by its usage. This reference is a vital source for organizational managers, executives, and professionals, as well as academics and students interested in this constantly changing field.

Contribution of Business Combinations

TOPICS IN THE BOOK Investment Risk Management and Financial Performance of Rwanda Social Security Board (RSSB) The Contribution of the Horizontal Business Combination on the Financial Performance of I&M Bank Influence of Point-Based Program on Financial Performance of Selected Firms in the Service Industry in Kenya Effect of Non-Monetary Programs on Financial Performance of Selected Firms in the Service Industry in Kenya Volatility Modelling of Stock Returns in the Petroleum Marketing Sector of the Nigerian Stock Exchange

Technology-Driven Business Innovation

This book reflects the tremendous changes in the telecommunications industry in the course of the past few decades – shorter innovation cycles, stiffer competition and new communication products. It analyzes the transformation of processes, applications and network technologies that are now expected to take place under enormous time pressure. The International Telecommunication Union (ITU) and the TM Forum have provided reference solutions that are broadly recognized and used throughout the value chain of the telecommunications industry, and which can be considered the de facto standard. The book describes how these reference solutions can be used in a practical context: it presents the latest insights into their development, highlights lessons learned from numerous international projects and combines them with well-founded research results in enterprise architecture management and reference modeling. The complete architectural transformation is explained, from the planning and set-up stage to the implementation. Featuring a wealth of examples and illustrations, the book offers a valuable resource for telecommunication professionals, enterprise architects and project managers alike.

Reference Architecture for the Telecommunications Industry

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. *Advertising and Branding: Concepts, Methodologies, Tools, and Applications* is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Advertising and Branding: Concepts, Methodologies, Tools, and Applications

In this competitive telecommunication world, offering value and upper hand service with respect to the existing demand in target market, and need for customer satisfaction seems to be essential in the Iranian mobile telecommunication field. This study is carried out to find the appropriate strategic marketing model with implementation of electronic Customer Relationship Management (eCRM) system to gain loyal and retained customers for Iranian mobile telecom operators. It enables the managers of these operators to implement the impressive and consistent eCRM system and match it with the Iranian culture to create more loyalty to get the best results in order to gain more retained customers.

The Impact of ECRM on Loyalty and Retention of Customers

This book examines how disruptive technologies and innovation underpin the attainment of a broader development agenda in Africa. Contributors show how distinctive forms of technological innovation can impact critical development processes. For example, disruptive technologies can deepen the ongoing democratic and governance waves in Africa, specifically in the area of contested elections. Similarly, innovations in agriculture, the environment and energy promote changes in value chain agriculture, and the use of sensors to manage e-waste and sustainable energy conservation are also transforming established practices. Furthermore, the role of disruptive technologies and innovation in education, health, financial services and the nature of paid work cannot be ignored. Individually and collectively, the authors discuss and highlight the mechanisms and initiatives that can contribute to the realization of the development goals of African countries, especially in a period where disruptive technologies are rapidly changing how things are done. As a result, this book, which represents one of the most recent systematic efforts to bring together dialogue on disruptive technologies in Africa, will be of particular use and benefit to a wide and an eclectic audience.

Disruptive Technologies, Innovation and Development in Africa

This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management, crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This approach has been trialled in a number of organizations and here the authors demonstrate how improving reputation, merely by learning more about what a company

is already doing, is worth some five per cent sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior management. Highly illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field.

Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty

I3CAC provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss not only the most recent innovations, trends, and concerns but also practical challenges encountered and solutions adopted in the fields of computing, communication and control systems. Participation of three renowned speakers and oral presentations of the 128 authors were presented in our conference. We strongly believe that the I3CAC 2021 conference provides a good forum for all researchers, developers and practitioners to discuss.

Corporate Reputation and Competitiveness

The 2nd International Conference of Business, Accounting, and Economics (ICBAE) 2020 continued the agenda to bring together researcher, academics, experts and professionals in examining selected theme by applying multidisciplinary approaches. This conference is the second intentional conference held by Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto and it is a bi-annual agenda of this faculty. In 2020, this event will be held in 5-6 August at Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto. The theme of the 2nd ICBAE UMP 2020 is "Economics Strength, Entrepreneurship, and Hospitality for Infinite Creativity Towards Sustainable Development Goals (SDGs)". It is expected that this event may offer contribution for both academics and practitioners to conduct researches related with Business, Accounting, and Economics Related Studies. Each contributed paper was refereed before being accepted for publication. The double-blind peer reviewed was used in the paper selection.

Branding and Brand Equity

Research Paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, Maastricht School of Management, course: MBA, language: English, abstract: Nepalese mobile phone market is one of the fast growing businesses with the penetration rate of at least 67.92% for GSM mobile services. Mobile phone providers have also been competing to offer dynamic services to customers. By doing this research, it is expected to offer inputs to enhance customer satisfaction with mobile services in Nepal. The term 'customer satisfaction' has become an emerging issue for academic research as business organizations recognize that customer satisfaction is the only way to win in the given tough competitive business world. The aim of this paper is to measure the antecedents and consequences of overall customer satisfaction with mobile services in Nepal. This study is probably the first of its kind in Nepal, which uses standard customer satisfaction measures (American customer satisfaction index model, (ACSIM) to examine the customer satisfaction with mobile services. It uses a structured questionnaire to collect the data from 242 young mobile users from two colleges in Nepal. Based on the observation, it is found that the influencing antecedents of customer satisfaction are customer expectation, perceived quality and perceived value. Similarly, it is also found that highly satisfied customers are more likely to repurchase and higher price tolerance to price increases by current mobile services provider or price decreases by rival. The result of this study is more applicable to young adult mobile services market in Nepal rather than to entire mobile subscriber population. The study reveals that mobile services provider must focus on improving mobile services quality to increase customer satisfaction and customer loyalty. The value of this study is that it uses well known research model to measure customer satisfaction with mobile services in Nepal.

I3CAC 2021

This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics, scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers to move forward in providing value for companies, consumers, and society. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory,

research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

ICBAE 2020

This book presents papers from the 9th Applied Research Conference in Africa (ARCA), showcasing the latest research on sustainable education and development. The conference is focused on applied research discussion and its dissemination, developing understanding about the role of research and researchers in the development of the continent. ARCA gathers papers which explain how key education is to transforming lives, eradicating poverty and driving sustainable development in Africa. Presenting high quality research about developing economies, construction, education and sustainability, this proceedings will be of interest to academics, postgraduate students, and industry professionals.

An application of the American Customer Satisfaction Index Model (ACSIM) in the Nepalese Mobile Phone Sector

Case study research conducted in 1981 in nine US companies and seven Japanese companies.

Marketing at the Confluence between Entertainment and Analytics

Social marketing is being adopted by a growing number of government and nonprofit organizations around the world because of its power to bring about important social changes. An array of commercial marketing concepts and techniques has been applied to problems ranging from child abuse to teen smoking to environmental neglect. However, in crafting these programs, agencies face complex ethical challenges. For example, is it acceptable to exaggerate risk and heighten fear if doing so saves more lives? What if improving the lives of one group has negative effects on another? How does a marketing campaign respect a group's culture while calling for fundamental change within it? In *Ethics in Social Marketing*, ten contributors draw on their professional experience and the literature of ethics to set forth a range of problems and offer frameworks for their resolution. They introduce philosophical rules and practical models to guide decision making, and they focus on such complex issues as unintended consequences, ethical marketing alliances, and professional ethical codes. The book not only introduces students to the special moral and ethical burdens of social marketing but also challenges practitioners to address difficult issues that are easily minimized or avoided.

Sustainable Education and Development

Customer satisfaction and loyalty are becoming increasingly important to most organizations since the financial benefits from improving them have been well documented. This book presents a thorough examination of how to use research to understand customer satisfaction and loyalty. It takes the reader step-by-step through the process of designing and conducting a survey to generate accurate measures of customer satisfaction and loyalty. The research process is explained in detail, including questionnaire design, analysis and reporting, but the book also covers other elements of an effective customer satisfaction process. These include project planning, communicating with customers before, during and after the survey, as well as providing internal feedback and taking effective action to address issues raised by the survey. There is also comprehensive coverage of loyalty measurement methodologies as well as the satisfaction-profit chain and associated modelling and forecasting techniques.

Managing Quality

This book presents high-quality, original contributions (both theoretical and experimental) on Information Security, Machine Learning, Data Mining and Internet of Things (IoT). It gathers papers presented at ICETIT 2019, the 1st International Conference on Emerging Trends in Information Technology, which was held in Delhi, India, in June 2019. This conference series represents a targeted response to the growing need for research that reports on and assesses the practical implications of IoT and network technologies, AI and machine learning, data analytics and cloud computing, security and privacy, and next generation computing technologies.

Ethics in Social Marketing

The two volumes IFIP AICT 551 and 552 constitute the refereed proceedings of the 15th IFIP WG 9.4 International Conference on Social Implications of Computers in Developing Countries, ICT4D 2019, held in Dar es Salaam, Tanzania, in May 2019. The 97 revised full papers and 2 short papers presented were carefully reviewed and selected from 185 submissions. The papers present a wide range of perspectives and disciplines including (but not limited to) public administration, entrepreneurship, business administration, information technology for development, information management systems, organization studies, philosophy, and management. They are organized in the following topical sections: communities, ICT-enabled networks, and development; digital platforms for development; ICT for displaced population and refugees. How it helps? How it hurts?; ICT4D for the indigenous, by the indigenous and of the indigenous; local technical papers; pushing the boundaries - new research methods, theory and philosophy in ICT4D; southern-driven human-computer interaction; sustainable ICT, informatics, education and learning in a turbulent world - "doing the safari way".

The Handbook of Customer Satisfaction and Loyalty Measurement

In "The Relationship Marketer\

Evaluating the Effect of Switching Barriers in the Ghanaian Mobile Telecommunication Industry

This in-depth guide provides managers with a solid understanding of data and data trends, the opportunities that it can offer to businesses, and the dangers of these technologies. Written in an accessible style, Steven Finlay provides a contextual roadmap for developing solutions that deliver benefits to organizations.

Proceedings of ICETIT 2019

Sage Advice on Going Global Root's perspective is extremely insightful, and clearly the work of one who knows his topics from personal experience. It encapsulates what some of us have taken decades to learn through trial and error. --Larry D. Bouts, president, International Division, Toys-R-Us, Inc. The North American Free Trade Agreement, the new European common market, and the opening of Eastern Europe--among other recent geopolitical developments--have created unprecedented opportunities for American companies seeking to enter foreign markets. This guide offers executives practical advice, recently updated and expanded, on deciding which markets to enter, choosing a product for international distribution, designing an entry strategy, and developing an effective international marketing plan.

Information and Communication Technologies for Development. Strengthening Southern-Driven Co-operation as a Catalyst for ICT4D

Customer Loyalty Toward Internet Banking in Nigeria