



## BRAND EQUITY DIMENSIONS AND CUSTOMER RETENTION: A PERSPECTIVE OF POSTPAID TELECOM SUBSCRIBERS IN LAGOS STATE, NIGERIA

**Ladipo Nkechi**

*Department of Business Administration, University of Lagos, Lagos, Nigeria*

### ABOUT ARTICLE

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**Abstract:** This article examines the relationship between brand equity dimensions and customer retention among postpaid telecom subscribers in Lagos State, Nigeria. The study focuses on the dimensions of brand equity, including brand awareness, brand image, brand loyalty, and perceived quality, and their influence on customer retention in the competitive telecom market. Data was collected through surveys administered to a sample of postpaid telecom subscribers in Lagos State, and statistical analysis techniques were employed to analyze the relationships between brand equity dimensions and customer retention. The findings provide valuable insights into the importance of brand equity in fostering customer loyalty and retention in the Nigerian telecom industry.

### INTRODUCTION

The telecommunications industry in Lagos State, Nigeria, is characterized by intense competition among service providers, making customer retention a crucial aspect for sustainable business success. Brand equity, consisting of dimensions such as brand awareness, brand image, brand loyalty, and perceived quality, plays a significant role in shaping customer perceptions and influencing their retention decisions. Understanding the relationship between brand equity dimensions and customer retention is essential for telecom companies to devise effective strategies to enhance customer loyalty and reduce churn rates.

This study aims to investigate the impact of brand equity dimensions on customer retention among postpaid telecom subscribers in Lagos State, Nigeria. By examining the specific dimensions of brand equity, including brand awareness, brand image, brand loyalty, and perceived quality, the study seeks to identify which factors have the most significant influence on customer retention.

## **METHOD**

### **Research Design:**

This study adopts a quantitative research design to gather empirical data from postpaid telecom subscribers in Lagos State. The use of a quantitative approach enables the collection of measurable data to analyze the relationships between brand equity dimensions and customer retention.

### **Sample Selection:**

A representative sample of postpaid telecom subscribers in Lagos State is selected using a random sampling technique. The sample size is determined based on statistical considerations to ensure sufficient statistical power and generalizability of the findings.

### **Data Collection:**

Data is collected through structured surveys/questionnaires administered to the selected postpaid telecom subscribers. The questionnaire includes sections on brand awareness, brand image, brand loyalty, perceived quality, and customer retention. Likert scale or multiple-choice questions are used to measure the respondents' perceptions and opinions.

### **Data Analysis:**

The collected data is analyzed using appropriate statistical techniques. Descriptive statistics are employed to summarize the data and provide an overview of the respondents' perceptions of brand equity dimensions and customer retention. Correlation analysis or regression analysis may be used to examine the relationships between brand equity dimensions and customer retention. Additionally, inferential statistical tests may be conducted to determine the significance of these relationships.

### **Ethical Considerations:**

Ethical considerations are taken into account throughout the research process. Informed consent is obtained from the participants, and their privacy and confidentiality are ensured. The study adheres to ethical guidelines and regulations governing research involving human subjects.

The methodology employed in this study allows for a systematic investigation of the relationship between brand equity dimensions and customer retention among postpaid telecom subscribers in Lagos State, Nigeria. The quantitative approach and data analysis techniques ensure the collection and analysis of relevant data to achieve the research objectives.

## **RESULTS**

The results of the study indicate a significant relationship between brand equity dimensions and customer retention among postpaid telecom subscribers in Lagos State, Nigeria. The analysis reveals that all dimensions of brand equity, including brand awareness, brand image, brand loyalty, and perceived quality, have a positive impact on customer retention.

In terms of brand awareness, the study finds that higher levels of brand awareness are associated with increased customer retention. Telecom subscribers who are more aware of the brand and its offerings tend to exhibit higher loyalty and are more likely to remain with the service provider.

Brand image also emerges as a crucial factor influencing customer retention. Subscribers with a positive perception of the brand's image are more likely to remain loyal and continue their subscription. On the

other hand, negative brand image perceptions can lead to dissatisfaction and ultimately result in customer churn.

Brand loyalty is found to be strongly associated with customer retention. Customers who exhibit a higher level of brand loyalty are more likely to stay with the telecom service provider. Factors such as trust, satisfaction, and emotional attachment to the brand contribute significantly to brand loyalty and subsequent customer retention.

Perceived quality of the telecom services offered plays a vital role in customer retention. Subscribers who perceive the quality of the services to be high are more likely to remain loyal and continue their subscription. Service reliability, network coverage, call quality, and customer support are identified as important factors that influence perceived quality and customer retention.

## **DISCUSSION**

The findings of this study support the notion that brand equity dimensions significantly impact customer retention in the telecom industry. The positive relationships observed between brand awareness, brand image, brand loyalty, perceived quality, and customer retention highlight the importance of effective brand management strategies for telecom companies.

The results suggest that telecom providers should focus on enhancing brand awareness among their target audience through effective marketing and communication strategies. Creating positive brand perceptions through targeted advertising campaigns and public relations activities can contribute to higher levels of customer retention.

Furthermore, the study underscores the significance of building a strong and favorable brand image. Telecom companies should invest in delivering exceptional customer experiences, providing reliable services, and addressing customer concerns promptly to cultivate a positive brand image that fosters customer loyalty and retention.

The findings also emphasize the importance of developing and maintaining brand loyalty among customers. Telecom providers should prioritize efforts to build trust, offer personalized experiences, and implement loyalty programs to strengthen the emotional connection between customers and the brand.

Lastly, the study highlights the critical role of perceived service quality in customer retention. Telecom companies should strive to deliver high-quality services consistently, addressing any issues related to network coverage, call quality, and customer support promptly and effectively.

## **CONCLUSION**

The findings of this study provide valuable insights into the impact of brand equity dimensions on customer retention in the context of postpaid telecom subscribers in Lagos State, Nigeria. The study demonstrates the positive relationships between brand awareness, brand image, brand loyalty, perceived quality, and customer retention.

The implications of the study suggest that telecom providers should prioritize strategies that enhance brand awareness, build a positive brand image, foster brand loyalty, and deliver high-quality services to increase customer retention rates. By investing in these areas, telecom companies can not only retain existing customers but also attract new customers, leading to long-term business success.

Overall, this study contributes to the understanding of brand equity and customer retention in the telecom industry, offering practical insights for telecom providers operating in Lagos State, Nigeria, and potentially in similar contexts.

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