

**MARKETING CONCEPTS AND ITS APPLICATION TO THE  
SERVICE BUSINESS OF GLOBACOM INDUSTRY  
( *PROBLEMS AND CHALLENGES* )**

**BY**

**EMEM DENIS UDOH  
(*MBA/MT/05/0121*)**

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## **CERTIFICATION**

This is to certify that this research work was carried out by  
EMEM DENIS UDOH (*MBA/MT/05/0121*) under the supervision of  
Ejika Sambo.

Emem Denis U.  
(Researcher)

Date.....

## APPROVAL PAGE

This thesis by *UDOH, Emem Denis* has met the requirements for the award of a Master Degree in Business Administration (MBA) of the Federal University of technology, Yola and is approved for its contributions to knowledge.

---

**Ahmed Umar Alkali**  
Supervisor

---

**Date**

---

**Ejika sambo**  
Internal Examiner

---

**Date**

---

**Ibrahim Danjuma**  
Head of Department/chairman

---

**Date**

---

**Prof. A. Nur**  
Dean, School of Postgraduate Studies

---

**Date**

---

**Dr.Murtala Sabo Sagagi**  
External Examiner

---

**Date**

## **DEDICATION**

This research is dedicated to my wife and children.

## **ACKNOWLEDGEMENTS**

The Glory of this work goes to the Almighty God for making my dream a reality.

My sincere thanks to my supervisor, Ejika Sambo who has never seized to amaze me with his humility and academic brilliance and who painstakingly went through every page, without whom, this work would have not been completed.

It has been a pleasure knowing my classmates, who made the experience in the class, worthwhile.

## **ABSTRACT**

The marketing concept, as a management philosophy, states that the most important duties of any organisation are identifying consumer needs and satisfying those needs. However, the marketing concept may be an inappropriate philosophy for certain organisations due to the unique attitudes of management or other structural constraints. This study therefore focuses on the concept of marketing in the service delivery of Globacom, specifically aimed at identifying the problems of Globacom in providing quality services. Examine if customers are given desired services and offer suggestions toward ways of enhancing better performance. The methodology used in the study consists mainly of questionnaire administered to users of Globacom, as well as oral interview from members of the public. The findings suggest amongst others that the establishment of call centres and improved infra-structural facilities may enhance the application of marketing concept in the service delivery by Globacom.

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## **CHAPTER ONE**

### **(INTRODUCTION)**

#### **1.1 BACKGROUND OF STUDY**

*Successful companies are not content with mere customer satisfaction. They aim to delight their customers. Marketing is how they do it.*

**Virgin Books, 2002**

One of the greatest needs of marketers of business today is to understand and develop marketing programs for their products and services. Business success is based on the ability to build a growing body of satisfied and loyal customers. Modern marketing programs are built around the marketing concept which directs the focus of organization efforts towards identifying and satisfying customers needs at a profit.

The marketing of services can be improved through a better understanding of customers. This approach usually is referred to as the marketing concept.

As the technology to produce goods and services became more and more sophisticated, the variety of products and services increased and the hand selling no longer could be relied upon to generate sales. With increased discretionary income, customers could afford to be selective and buy only those products that precisely met their changing needs, and these needs were not immediately obvious. The key questions became what do customers want?, and how can customers be satisfied? In response to these discerning customers, firms began to adopt the marketing concept which involve focusing on customer needs. Each organization has marketing objectives and a marketing plan to achieve them. And in the process of achieving it marketing objectives, an organization usually make the use of four (4) variable, popularly known together as the 4ps of marketing product, price, place and promotion.

When a firm introduces a product with say, premium price, the needs of the producers should be considered only with regards to meeting the needs of consumers. Therefore, it becomes imperative that most today's firms have structural themselves into marketing organizations having a company – wide customers focus. Since the entire organization exists to satisfy customer needs, no body can neglect a customer issue by declaring it a “marketing problem” every body must be concerned with customer satisfaction.

With the deregulation of the telecom sector by the Nigerian communication commission and the resultant influx of the various telecom companies, the need for such companies to gain their share of the market has become prominent. Such firms have, and are making extensive application of marketing concepts to highlight the quality, the reach and pricing of their products and services. Globacom have used various forms of these concepts to get into the consumer psyche, in order to enhance patronage towards their goods and services.

This research work is intended to gain a better understanding of service marketing as obtain in Globacom Company. How this company made use of marketing concepts to enhance customers satisfaction and competition? And how has this gone in achieving their goals of marketing? This research would try and find answers to these questions and more.

## **1.2 STATEMENT OF THE PROBLEM**

We are often faced with problems of busy network, error in connection, high tariffs etc, amongst GSM firms yet we are bombarded daily with marketing adverts that often convey to the audience the price, coverage and services provided by Globacom firm.

How has this enhanced customer satisfaction, and how much impact such has on our perception of the Globacom firm? And to what extent such perception influences our patronage of Globacom.

Attempt would be made on the issue of standardization of services. This requires the transformation of management perception into specific method of quality control to meet customers' requirement. The reason for this because it is often difficult to ensure consistency in quality of services rendered due to the degree of human element involved in the creation and delivery of services. Often heard from Globacom management are the problems of coverage, insecurity, high exchange rate etc.

Attempts would be made to help answer such questions in the course of the study.

## **1.3 OBJECTIVE OF THE STUDY**

The following are the purpose of the study

- 1) To examine the idea of marketing concept in Glomobile and how the technique helps in securing a competitive edge.
- 2) To examine the retention strategies used by Glomobile to build relationship and make the customers closer to the organization.
- 3) To examine the benefits of the application of marketing concepts that accrue to both the customers and Glomobile.
- 4) To examine the problem facing Glomobile in providing quality services and offer suggestions toward ways of enhancing better performance

#### **1.4 RESEARCH QUESTIONS**

The problems highlighted above came under a number of a question begging for solutions. To this end, this study intends to provide answers to the following questions.

- 1) Does improved marketing change the perception of customers and the good will they have about.
- 2) Does having good quality management team translate into good quality service delivery.
- 3) Do Telecom firms marketing strategies mislead the customers about the quality of their product packages and services.
- 4) To what extent, does the philosophy of marketing concepts contribute improvement to the customers perception of Globacom and their products.

#### **1.5 SIGNIFICANCE OF THE STUDY**

This study has great significance for the development of telecommunications.

Firstly, this study will enable the Nigerian Communication Commission to determine whether telecoms firms such as Globacom in the country engage in good and healthy utilization of marketing concepts to improve service marketing to the benefits of customers.

Secondly, it is hoped that the telecom firms in the country would use this research to enhance product quality and create goodwill through effective use of marketing concepts.

Thirdly, it is also hoped that this work would advance knowledge in the field of telecommunications and marketing and that it would serve as a resource material for future research in the field.

## **1.6 SCOPE OF THE STUDY**

This study seeks to see how Globacom is managed with regards to service delivery. What impact its marketing strategies has on the perception of people to want them to patronize its products. This study also concerns itself with the content of marketing by Globacom and sees if goodwill towards the firm can be built and sustained.

The study is limited to Mubi as the researcher is based here and is also bound by the time – cost – factor to carry out the study at a larger scale.

## **1.7 LIMITATIONS OF THE STUDY**

This work primarily intends to find out how the philosophy of marketing concepts are applied in Globacom industry. Therefore, it is limited to the use of and reliance on information and opinion of the people.

The study is also restricted to only one town and that is Mubi because of time constraint and the need for effective resource management and ease of data collection.

## **1.8 DEFINITION OF TERMS**

- 1)           **Marketing:** The process of managing a business, so that each critical decision is made with the prior and full knowledge of the impact of that decision on the customer (Jerome McCarthy).
- 2)           **Marketing Concept:** The marketing management orientation which holds that the customers' wants satisfaction is the economic and social justification of a firm's existence. The basic assumption behind the marketing concept is that customers' needs and wants should be the rallying point for all actions in the firm.
- 3)           **Marketing Mix:** This involves the blending of the marketing

activities of the 4ps elements for strategy formulation. The 4ps includes product, price, production and place (distribution).

- 4) **Service Sales Person:** The person that usually interacts with the customers before and after sales are made. He may as well undertake the job of delivery installation and other follow – up tasks.
- 5) **Quality Service:** The expected standard of service or perceived qualities from the product offering. One of the greatest problems facing service marketers is how to ensure consistency in quality of service.

## **1.9 HISTORY OF GLOMOBILE COMPANY**

The deregulation of the Telecoms market and the granting of G.S.M licences to firms that have met the necessary requirements have resulted in the flurry for consumer patronage, evident by the increase in application of marketing concepts by the marketing and public relations departments of the various telecom companies.

Glomobile launched its services on August 29, 2003 ([www.gloworld.com](http://www.gloworld.com)) and has been at the forefront of revolution changes in the GSM industry in Nigeria, offering both prepaid and contract services along with a range of Value Added and Data Services. Despite beginning operations two years after its competition, Glo Mobile has today become GSM network of repute in Nigeria.

Glo Mobile is committed to ensuring that Nigerians benefit from the advances made in telecommunications and information technology for the purpose of spurring economic and socio – political success. It is partnering with some of the world's leading technology companies (siemens) to ensure an unparalleled synthesis of local and international expertise delivery superior services quality.

## **Innovations**

Glo Mobile boasts a wide variety of innovation services and tariff plans designed to fulfill the needs of a broad spectrum of market segments in Nigeria.

Prominent among the innovations Glo Mobile introduced is “Pay be Second” billing which is regarded as an innovative landmark ([www.gloworld.com](http://www.gloworld.com)) in the communications industry since the introduction of GSM services in Nigeria 2001. Others are Glo premium, Txtzemail, Friends and Family, Take Now easy installment plan.

Yet another innovation service ([www.gloworld.com](http://www.gloworld.com)) launched by Glo Mobile in Niger is Magic Plus a unique service that gives subscribers access to a wide variety of information, commerce and entertainment applications.

Glo Mobile has also been the first to introduce the Multimedia Messaging Service (Daily Sun, October, 2004) where photographs taken by camera phones can be sent through the Glo network. In addition, Glo Mobile is also the first GSM service provider to provide access to the internet through their network.

In the first few months, of it launch, Glo Mobile succeeded in grasping a customer base of 700,000 making it the fastest growing network in the country. It is however worth noting that Glo’s expansion has been dependent on the lives that it’s network can carry and this has in most cases prevented the “network busy” syndrome. In addition, Glo ([www.gloworld.com](http://www.gloworld.com)) is soon going to introduce its land lines which as the second national carrier it has been allowed to do.



## **CHAPTER TWO**

### **(LITERATURE REVIEW)**

#### **2.1 INTRODUCTION**

This chapter is set to accomplish two things namely; to review the opinions and assertions of various authorities, which are relevant to this work. Those opinions and assertions will form the conceptual framework upon which this research work is based. Secondly, the opinions of research work carried on related project will also be examined. This will provide the basis for comparison.

#### **2.2 MEANING OF MARKETING**

Marketing is the set of human activities directed at satisfying needs and wants through the exchange process. That is making mutually satisfactory exchange with those who comprise the market. From this view point, it is pertinent to note therefore that any satisfactory exchange should always place the customer as the ultimate aim of production, this give rise to the modern marketing philosophy – marketing concept.

American Marketing Association, 2007, defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Danjuma (2003) also defined marketing as a set of activities that facilitate exchange transaction involving economic goods and services for the ultimate purpose of satisfying human needs.

All these definitions denote that marketing has its origin from the fact that human beings are creature of needs and wants. These needs and wants are resolved through acquiring products, since many products can satisfy a given need that lead to product choice which is guided by the concept of value at expected satisfaction.

## **2.3 SERVICE MARKETING**

According to the American Marketing Association definition, service are products that are intangible, they can not be transported or stored and are almost perishable. Service products are often difficult to identify since they come into existence at the same time they are brought and consumed. Services are composed of tangible elements that are inseparable, they usually involve customer participation in some important ways and can not be sold in the sense of ownership transfer and have no title.

In support of this all embracing definition, Kotler (2005), defined services as any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. For instance, medical service affects the physical well being of the patient, legal counselling affects the liability of the client, which a hotel service affects the traveller's comfort.

Thus, services are activity benefits or satisfaction that are offered for sale where there is no exchange of tangible goods involving transfer of title. It is pertinent to note the three important aspects of these definitions. First, a marketing exchange occurs in the process where each party is giving up something of value to gain something of value. Secondly, the something of value acquired by the purchases is an activity benefit or satisfaction. Finally, an exchange of title for tangible goods does not take place.

In spite of these broad definitions, there is no general agreement as to what constitute service marketing. Some schools of thought are of the opinion that there is no clear distinction between services and goods, consequently between service industries and manufacturing industries.

According to Koontz (2003), there is nothing as service industries. There are only industries whose service component is greater or less than those of other industries. Thus, what we call services are entities dominated sector of

the economy not only banking, launching and dry cleaning, airline and maintenance, it also includes the entire abundance of product related services supplied by the retailers.

Contributing to this, Kotler (2004) asserts that what a company offers to the market place usually include some services. Four category of offer can be distinguished from the total offer.

- 1) A pure tangible – offer constitute primarily of tangible goods such as soap, toothpaste etc.
- 2) A tangible good with accompanying services – here offer consists of tangible goods accompanied by one or more services to enhance customers satisfaction.
- 3) A major service with accompanying minor goods with services. Here the offer consists of a major service along with additional service and supporting goods.
- 4) A pure service. Here offer consists primarily of service.

From this approach, other school of thoughts argued that services have identifiable characteristics such as intangibility, inseparability, variability and perishability. These properties jointly work out a product as a service.

## **2.4 NATURE OF SERVICES AND THEIR MARKETING IMPLICATIONS**

There are many essential features of services, which probably differentiated their from goods, although this feature are not accepted by all and Sunday as peculiar only to services. Some argued these characteristics are not only pertaining to services, but that goods are noted to have these features. Kotler (2001), classified these characteristic intangibility, inseparability, variability and perishability.

Intangibility is perhaps the single most important factor in services that distinguished it from goods. Unlike physical products, they cannot be seen, tasted, felt, heard, or smelled before they are bought. Intangibility as a characteristic of service has two dimensions- the physical viability such as a physical and mental difficulty in accepting an idea.

It therefore entails that during the buying decision process for services, it may only be possible to elicit opinions from friends about a particular service (service organization) before a purchase is made. This has an important implication on marketing planning for evaluating service competitors as opposed to goods which customers can touch based on their tangible quality. To reduce the uncertainty posed to the buyer, service providers need add physical evidence to its abstract offers. This is because buyers will draw inferences about quality from the place, people, equipment, communication, material, symbols and price that they see. Therefore, the service providers task is to manage the evidence, to tangibilize the intangible; Kotler (2005)

The physical evidence could form environment, the personnel symbol, brand name etc. This probably necessitates the banker's idea of dressing formally instead of being clothed in blue jeans or other outfit that may lead to negative influences about services.

Another important feature of service is inseparability. This shows that there are simultaneous production and consumption of service. That is, services are produced and consumed at the same time. According to Michael (2001), unlike physical goods, which are manufactured, put into inventory, distributed through multiple resellers, and consumed later. Suggested that service firms should realize that customers discrimination of services is as a result of the "quality" of the services rendered. Kotler (2001), supported this notion when he stated that the worst effect of simultaneous production and consumption of service is that customers may not complain to service firm directly about the poor quality of service they received, but rather spread the

news around.

It therefore, means that service organizations should establish strategies that place emphasis on excellence and customer orientation. This could be ensured through effective service training and “investing in people”. Motivation of staff and managing them effectively in order to ensure quality and reliability in services rendered.

Heterogeneity is another feature of services. This is the inability of services rendered to be of uniform standard. Koontz (2001), explained heterogeneity in service when they stated that, it is often impossible to standardize offerings among sellers of the same service or even to standardize the service of a single seller.

The marketing implication is that the buyer usually knows what to expect on the purchases of tangible product, but it may be difficult to predict if a particular service firm will give the same level of quality services as their close competitor. As a way to overcome the problem imposed by heterogeneity of service, Michael (2001) suggested that to ensure a good quality of service, controlling or standardizing those part of service that can be organized should be effected before delivery.

Service marketing often times is performed in the field by distant and loosely supervised people working under highly variable and often volatile conditions. Manufacturing occurs in the factory under highly centralized, carefully organized, tightly controlled and elaborately engineered conditions. Some scholars and experts assumed and strongly held that these differences explain why products produced in the factory are generally uniform in features and quality that service produced in the field.

Another important feature of services is perishability, which means that services can not be taken inventory in the same way as physical product. The above statement is often applicable where the service is a “person centered”

such as tourism leisure.

## **2.5 EVOLUTION OF MARKETING CONCEPT**

Marketing started as the society moved from a subsistent one into a socio – economic system which involves division of labour, industrialization and urbanization. At the first stage of societal transformation, the society was largely agrarian where people were self sufficient. They grow their own food, build their own houses, make their clothes etc. There was little or no trade at that time. But as time passed, the concept of division of labour evolved, and that craftsmen concentrated on the production of items that they knew best. These resulted in each man producing more than he needed and less than the needs of others. Whenever a person makes more than he need or want more than he makes, then a basis is laid for trade – which is the heart of marketing.

The second stage of marketing evolution was the mercantilist era. Here, there were small producers who manufactured goods in large quantities in anticipation of future orders. But after World War II, the variety of products increased and hard setting no longer could be relied upon to generate sales. With increased discretionary income, customers could afford to be selective and buy only those products that precisely met their changing needs, and these needs were not immediately obvious. The key question became:

- 2      What do customers want?
- 3      Can we develop it while they still want it?
- 4      How can we keep our customers satisfied?

In response to these discerning customers, firms began to adopt the marketing concept, which involve:

- 5      Focusing on customer needs before developing the product.
- 6      Aligning all functions of the company to focus on those needs.
- 7      Realizing a profit by successfully satisfying customers needs over the long – term.

When firms first began to adopt the marketing concept they typically set up separate marketing departments whose objective it was to satisfy customer needs. Often these departments were sales departments with expanded responsibilities. While this expanded sales department structure, can be found in some companies today, many firms have structured themselves into marketing organizations having a company – wide customer focus. Since the entire organization exists to satisfy customer needs, no body can neglect a customer issue by declaring it a “marketing problem” – every body must be concerned with customer satisfaction.

## **2.6 CONCEPT OF MARKET RESEARCH**

The marketing concept relies more upon marketing research to define market segments, their size, and their needs. To satisfy those needs, the marketing team makes decisions about the controllable parameters of the marketing mix.

When an idea of marketing solicited for is gotten, the next step is simply to identify the segments of the markets it intends to serve (Chunuwalla et al, 1999). The conduct of a market research and the degree to which it is conducted determine the impact and the cusses of the application of marketing concepts.

According to koontz (2003), the term market is simply used to describe a geographical area or a population group where sales its opportunity exits. They see research as the study of the market. Where it is, what are its demographic profile, and what to expect of its demographics.

Rilwan Aderinto (2005) explains that the use of market research, amongst others, is to determine if there are other products in the market that may compete with yours. Once we know what our marketing objectives are and each organization has a marketing plan to achieving them. An organization

also identifies the segments in the market it intends to serve (Chunuwalla et al).

In the process of achieving its marketing objectives, the organization uses several marketing tools and in the study of marketing management, Chunuwalla et al have identified the four variables, commonly called the 4ps of the marketing mix, Place, Price, Product and Promotion. An ideal mix of these four variables is known as the ideal marketing mix used to realize the set objectives.

## **2.7 HOW SHOULD MARKETING CONCEPT BE APPLIED?**

Robert Craven observed in his book customer is king:

“if you are the same as your competitors then why will anyone want to buy from you? And, therefore, how do you separate your business from the rest? Virgin Books, 2002.

There are instances where service business fail in their customers satisfaction drive. Reasons are simple. One contributing factor may be when a service firm is created or a new business is open, it is tempting to focus attention exclusively on the product or service it will offer. But in a fiercely competitive market place, it is vital to identify a secret weapon that will drive the customers to the firm, rather than to competitors.

Putting the customer at the heart of the business planning. This principle is the cleverest and also the most startlingly logical strategy for keeping a business at the forefront of its market.

Making the customer a king, it sounds simple, doesn't it? More than a cliché, but it is true in every aspect of business. It is the job of everyone in business to please customers – or to enable someone else to please the customer.

You plan your business in such a way that customers can't help making profit by pleasing them. Without customers, there is no sale, without satisfied customers there is no profit. Without delighted customers, there is no repeat



business (Virgin Books, 2002).

Picking a position and strategizing the position would by no means encourage patronage. Before a marketer chases a position, you need to understand your surroundings. Positioning is how your potential customers tell you apart from your competitors – what is unique about you and what your target market believes will benefit them.

Marketing is a state of the mind, and that is why Batra et al 2004, goes further to say:

That every person is an expert in his own field – the field in which he or she is really an expert, and in marketing. (Batra et al, 2004).

Therefore, it would be wise to review what scientific research has revealed or suggested about how marketing concept really works. Researches can help in challenge and reasons the validity of many myths and pieces of conventional wisdom that populate the marketing business and guide us to better marketing decision making. Such research – based insights can change our very basic understanding of how customers can be satisfied.

## **2.8 THE PRE G.S.M ERA**

Chunuwalla et al (1999) state that, it is necessary that we appreciate that we cannot have a constant market. Markets do change as do times. Consumer attitudes, competitive pressures and socio – economic changes all make it vital for each company to be on its toes. Often products are launched with a loud bang, but over time fizzle out, due to the fact that they did not adapt to changing times. Companies often forget the product life cycle of a product. Often a time's producers feel that their products are still in the "growth" stage whereas the product would actually be in decline because the company did not adapt to changes in the market. A very good example in telecommunications is the introduction of the Mobile Phone in Nigeria. When Mtel introduced its analogue 090 lines it became a status symbol. Due to its high tariffs, only the

rich could afford it. In those days, Mtel did not even bother to market its products as much as they should have and did not inject innovations into their products. Lines maintained their analogue status with Mtel maintaining the “high income” bracket. Even when other wireless operators came in with digital lines Mtel did not see the need to change its modus operandi. It was expected that, since they then, had the monopoly of coverage Mtel would survive. Marketing concepts were not almost non existent and apparently not part of their plans. Even wired lines were far and in between, with the Tele Density Standing at one phone line per 4000 people or 4.1% of the population. Even where there were services they were highly inefficient. Corruption was dissatisfaction with their phone services. Then came the BK BANG GSM.

## **2.9    MARKETING MIX DECISION**

Marketing mix decision in the service industry can be expressed as those decisions taken by firms from time to time on the operations of its marketing activities. It involves the systematic planning of service concepts, pricing, product, distributions and promotion to meet up with the changing customers needs, cost and increasing competition. The marketing mix is analysed in terms of its traditional components called the 4ps of marketing. They are the product, price, promotion and place (distribution) Danjuma 2003.

### **2.9.1    PRODUCT**

A product is anything that can be offered to a market for attention acquisition use or consumption and that might satisfy a want or need. Broadly defined, products include physical objects, services, persons, place, organisations, and ideas or mixed of these entities (Prince Omoregie, 2005).

In the cycles of marketing management, however, the term “new product” could refer to a product line that has been modified or improved, or which completely replaces a similar product. An imitation of a competing product can also be included in the meaning of the term “new products”. The concepts of market segmentation and product differentiation are also important in the achievement of better marketing results. In segmentation (Rilwan 2005) a product is modified in such a way that it fits the special need which exists among a group (segment) of potential buyers. In product differentiation, however, consumers have to adjust their demand to a product as it exists or to a changed existing product.

### **2.9.2 PACKAGING**

In developing marketing strategies for products, the seller has to confront the issue of Packaging. Packaging adds great value to product; it is therefore an intrinsic aspect of product strategy (Bashir 2005). “Packaging plays an important role in its saleability.” Packaging is no longer a mere outer covering for the protection of a product, it is very much a contributing factor to its increasing marketability. In case of similar products, the brand difference is only due to differences in the product. Good examples are the Glo Mobile’s classic and premium pre – paid packages. Both are the same brand but are contained in different packages. Good packaging covers an idea about a product; it has a value which is distinct from the value of a product. Attractive packaging is an effective point – of – purchase (PoP), and stimulates gift sales. Just as the old saying goes, “clothes make the man,” so does the packaging make a product. Though, packaging is primarily a means of protection during transportation and storage, our interest in it is basically for its use as marketing and promotional tool. The package is a vehicle for carrying the manufacturer’s name, the brand name, the trade mark, apart from the information it provides about the ingredients and direct advantages of product use.

The other marketing significance of packaging is that it helps in achieving product differentiation. Packaging is designed for convenience in the use of the product, and may be used to differentiate a brand from its competitors. Further, packages are designed to have a reuse value. The C.D. type packages of the GSM products are examples of this re-use value. Good packaging will gain for a product more shelf space or in the case of GSM Sim Packs better “hawking” value both as products on the shelves or in the “go – slows” as the laminated and sealed packaging, are immune to sweat and rough handling, thus greater visibility increases sales.

Packaging as a function has two separate dimensions – the physical aspects relate to science and technology and the behavioural aspect relates the art of product design associated with buyer behaviour and motivational research. It enhances the value of the contents and passes on the impression to the consumers directly or subtly. In case of consumers products, package serves as a silent sales man. It performs self selling tasks by attracting attention and telling the product story. It should build confidence and it should be convenient in handling and usage, as well as in storage. It should reflect good value.

### **2.9.3 PRICE**

Price is an important consideration in buying decisions. Every organisation - whether profit or non profit making, set prices on their products or services. In our every day transactions, price is all around us (Danjuma 2003).

Consumers in Nigeria, as in most developing countries, are by and large price conscious. However, some people may not be sometimes mindful about the price of some product, although at other times, the price for most of them is an important factor in their buying decisions.

Price may also indicate quality. Many people equate price with quality. The costlier the product, the better the quality, but the reverse is also true (Chunuwalla, 1999). If the product costs less, we immediately feel that it can not be of good quality. Pricing a product is an important and critical activity. If a lower price is fixed, it might affect the profitability of a business. If a higher price is fixed, the product might not be able to stand competition and may be price out of the market. For instance the major problem of GSM companies in Nigeria is often said to be lack of infrastructural development in the nation (lack of security, lack of stable power supply etc), thus, the need for charging higher prices becomes imperative. There are however, many pricing method at the disposal of companies, such as skimming and penetration pricing of new products, the cost pricing of existing products etc

#### **2.9.4 PLACE – CHANNELS OF DISTRIBUTION**

The concept of marketing and its application would not be complete without us looking at the channels of distribution as this is the third element in the marketing mix. Channels of distribution is the path which the product takes while moving to the ultimate consumers. The actual channel of distribution of distribution varies in its form and length from consumer goods to industrial and hi-tech goods. Even within one class of goods, it varies from product to product. The term channel of distribution refers to the route taken by the title to the product as it moves from the producer to the consumer or industrial user (Danjuma 2003).

Channel of distribution is also classified under the road name “Place” which is the marketing mix component, concerned with transportation, warehousing, inventory management channel management and transaction.

Often the choice of the right channel is a critical decision for a marketer and the channel selection is complicated by reason of several available alternatives as well as by the fact that segmented markets pose problems in reaching consumers only through the use of different trade channels. However, with proper identifications of these market segments, and with the required knowledge of the various channel members, the right selection can be made. The most common channel for telecoms the channel is: service provider – sole agent – consumer or service provider – customer care centre – customer. For the consumer goods, the channel is: Manufacturer – wholesaler – retailer – consumer.

Here in Nigeria, all GSM companies have Customer Care Centres that often act as the direct link between the GSM companies and their customers, without necessarily going through franchises dealerships, for sales and for “care after sales.” However, channel decisions involve the following considerations:

- a) Which is the market target a marketer wishes to reach?
- b) What is the mix of the other three Ps? Price and promo have a distinct bearing on the choice of an appropriate channel.
- c) An ideal channel may not be actual or a practical channel. What this means is that various categories of goods need the maximum exposure and wide spread distribution and exposure, shopping goods need adequate representation in all major shopping centres, whereas specially goods may have a limited availability. Even for equipment and accessories, varying distribution networks are called for. Basically, market exposure may vary from intensive to selective to exclusive for different groups.

### **2.9.5 PROMOTIONAL MIX**

As marketers of service, management should be interested in the right

combination of advertising, publicity, personal selling and sales promo. An appropriate mix of these four elements helps to achieve the overall marketing objectives. While advertising is a non personal communication through the mass media of ideas, goods and services, creating awareness; personal selling is personal presentation, it is face to face sale. Personal selling and publicity stimulate customers purchase and death effectiveness. Basically, the right dose of advertising, publicity, personal selling and sales tend to compliment marketing (Danjuma 2003).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 RESEARCH DESIGN**

The work would attempt to look at the identification of the source through which information were adopted in the course of the research study. The various methods of investigation employed and how the sample used were chosen.

#### **3.2 POPULATION OF THE STUDY**

Target populations were the customers patronizing Globacom or having exposure to the services of Globacom. The population was picked from within Mubi area (Mubi Town and Schools).

#### **3.3 SAMPLE SIZE**

A total sample size of one hundred and twenty (120) people were chosen at random from among businessmen, professionals, Academics, Students and others.

#### **3.4 SAMPLING TECHNIQUE**

The sampling method to be used in the selection of the study would be simple random sampling; with each of the Globacom customers in Mubi having an equal chance of being chosen.

#### **3.5 METHODS OF DATA COLLECTION**

Data for this research were collected from both primary and secondary



sources. The former were those generated for the purpose of research, refer to fact and figures relating to the population and enable the exact information needed to be obtained while the latter provided a background for the study, pointed out the problem areas and give insight to the derivation of relevant conclusion. The primary data collected for this study are personal interviews and questionnaires administered to the customers of Globacom while the secondary data were from general publications, textbooks, journals etc.

Efforts were made to derive the data from as many sources as possible in order to have exhaustive understanding of the researched problems and all the variable facts.

### **3.6 TECHNIQUES FOR DATA ANALYSIS**

Data would be analysed using simple percentage and the data would be pictorially represented by pie charts. The advantage that this system would have would be its simplicity in the interpretation of the data so analysed.

- 1) **Simple percentage:** Here, the data would be analysed and interpreted in terms of a 100%. The formula used would be:

$$\frac{n}{120} \times 100\%$$

where n = number of respondents

120 = total number of respondents.

- 2) **Pie Charts:** These are used when data is represented in terms of sectors of a circle ( $360^0$ ). The formula used would be:

$$\frac{n}{120} \times 360\%$$

where n = number of respondents

120 = total number of respondents

- 3) **Bar Charts:** These would be used when there is a lot of data, and

such cannot be effectively represented by the pie.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 DATA PRESENTATION**

A total of one hundred and twenty (120) questionnaires were distributed to six categories of respondents, and the respondents of each category were chosen at random.

The following were the categories and the number of questionnaires they returned.

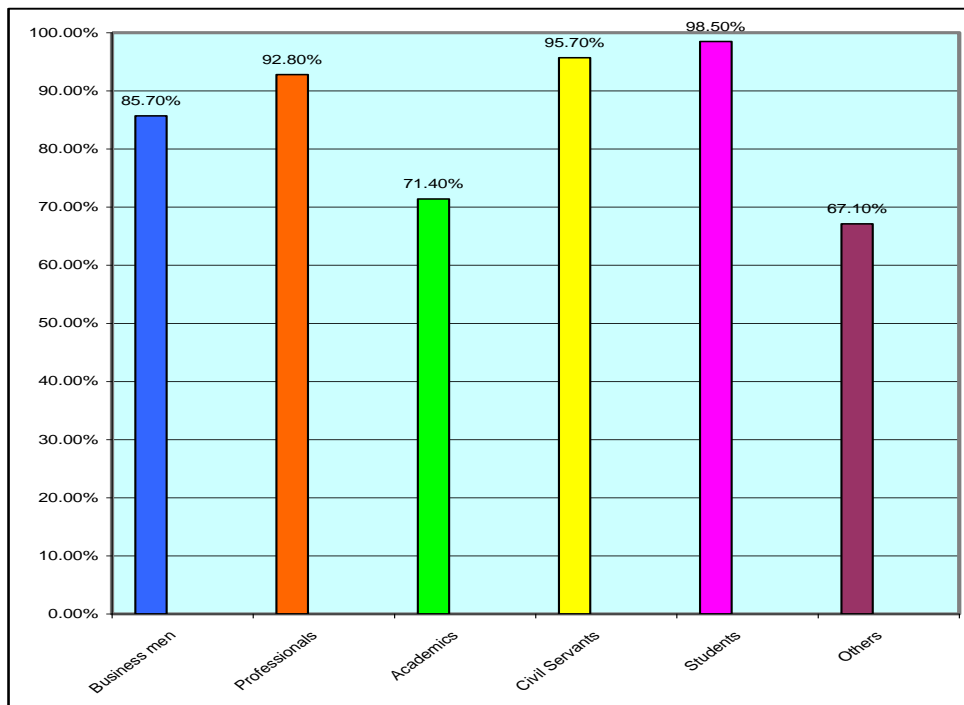
<b>Category</b>	<b>Questionnaires Given</b>	<b>Questionnaires Returned</b>	<b>Percentage Returned (%)</b>
Business men	20	11	55
Professionals	20	8	40
Academic	20	10	50
Civil servants	20	13	65
Students	20	19	95
Others	20	8	40

**Source:** Field survey, 2007

***Fig 1***

The following is a pictorial representation of the percentage that each category made up of the total questionnaire analyzed.

**Percentage of the each category analyzed**



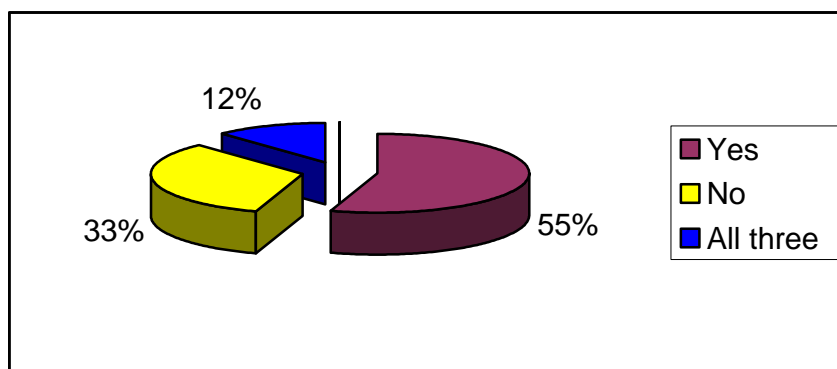
**Source:** Field survey, 2007

Each category of respondents were given a **questionnaire** (Appendix), containing thirteen (13) questions each

#### **4.1.1 BUSINESS MEN**

A total of twenty (20) questioners were distributed out of which eleven (11) or 55% were returned (*Fig 1*). The following were the questions asked and the data gotten is represented in the charts below:

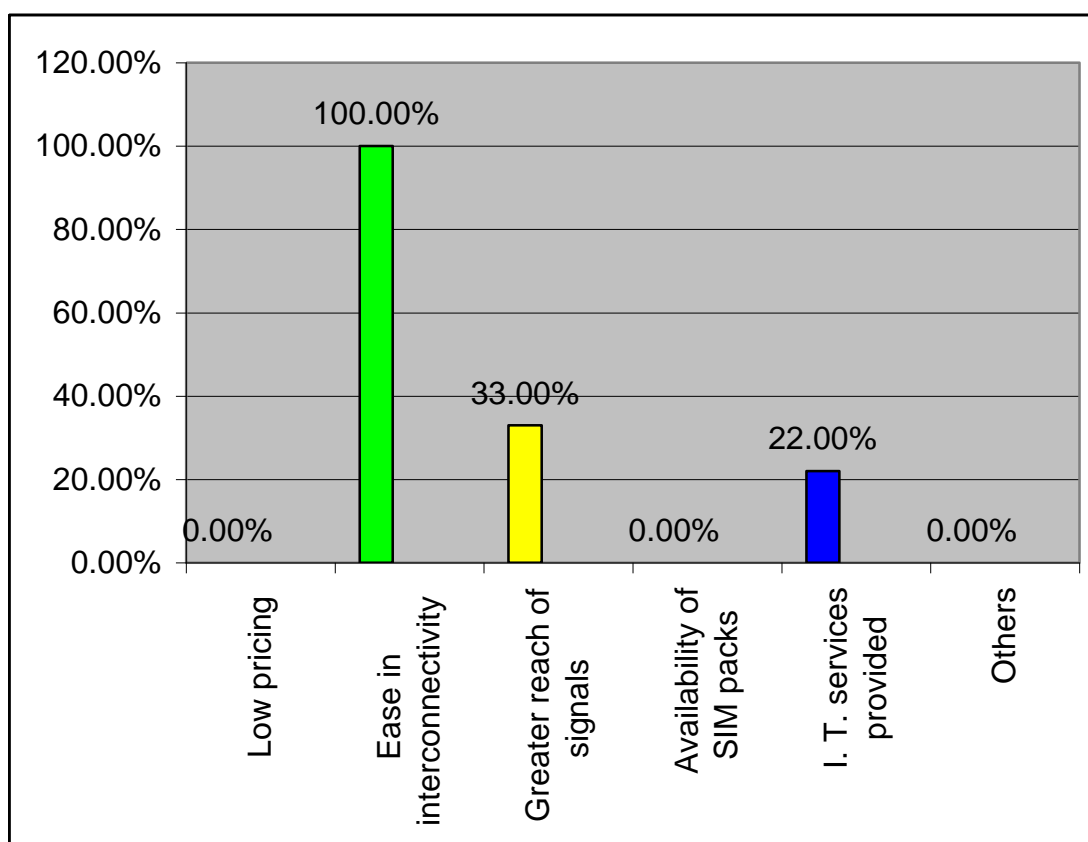
2. Is Globacom your preferred GSM network?



**Source:** Field survey, 2007

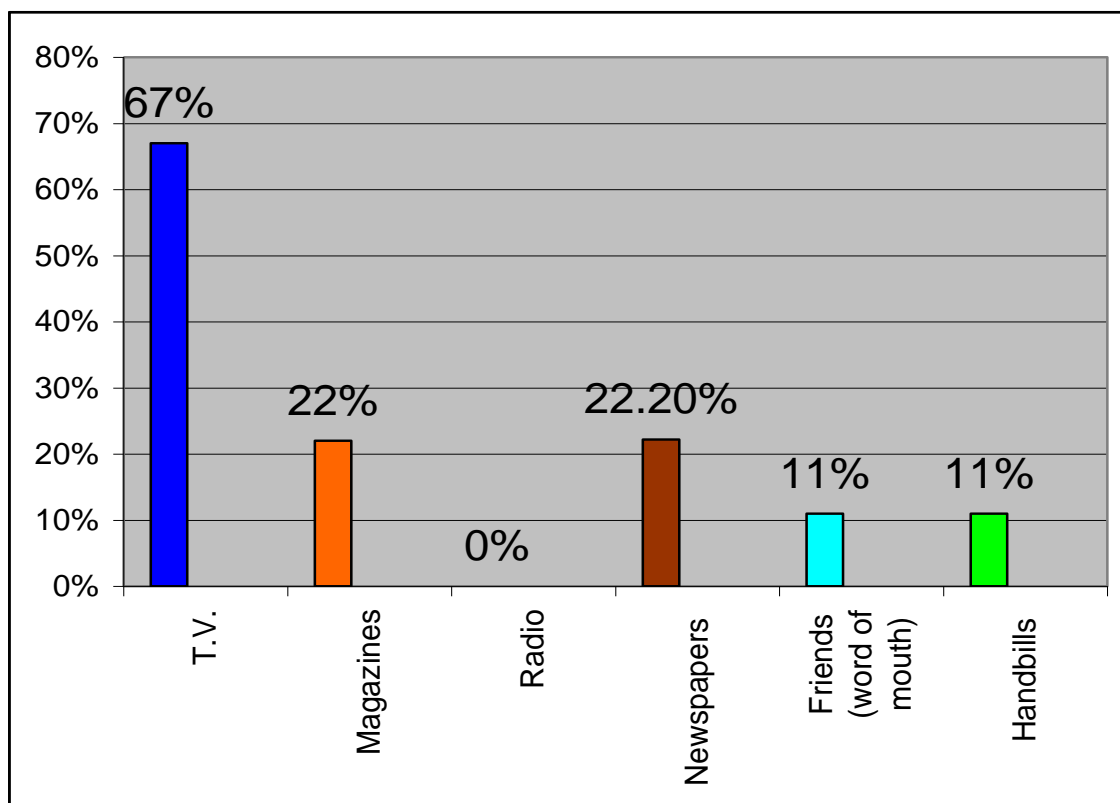
By the data above, the answer to the question was: Yes (55%). No (33%). All three (12%).

### 3. What determines your choice of network?



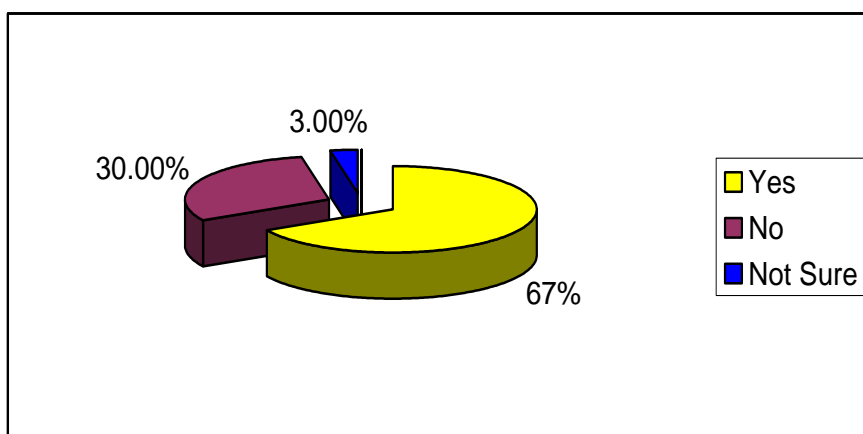
**Source:** Field survey, 2007

### 4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

5. Is it true that Globacom in your view has the most innovative products?

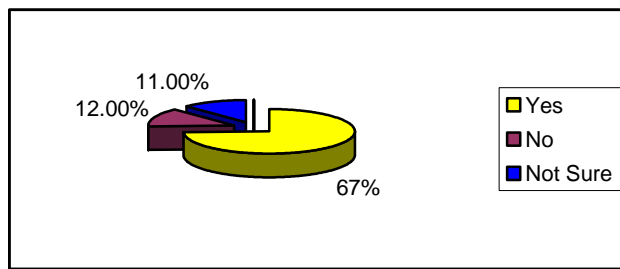


**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (67%). No (30%). Not sure (3%).

6. Is it the adverts that motivated you to patronize the products from such a

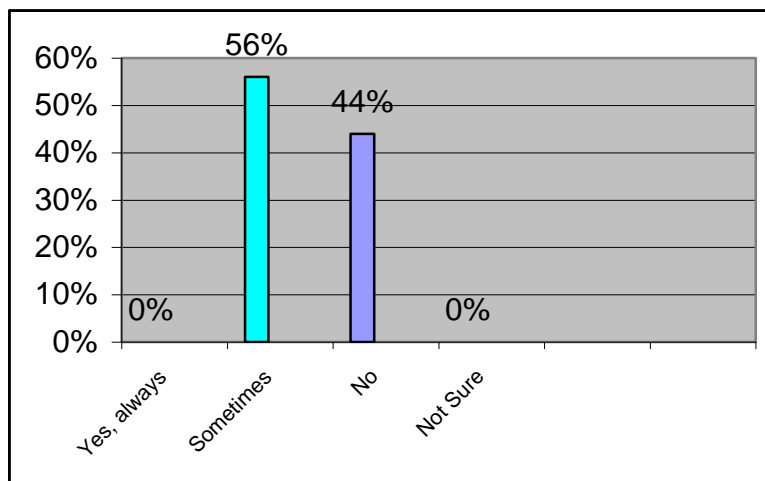
network?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (67%). No (12%). Not sure (11%).

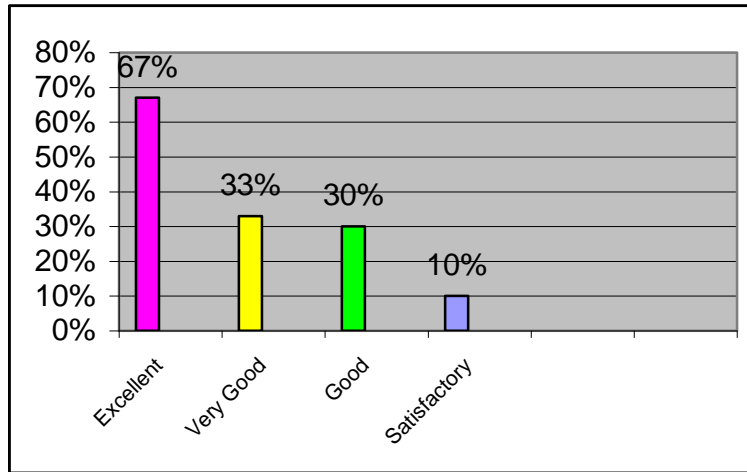
7. Do you think that the adverts by G.S.M networks give the correct impression of the services provided by the networks?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (0%). sometimes (56%). No (44%). Not sure (0%).

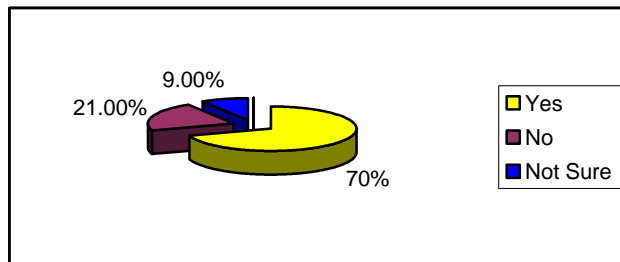
8. In your own opinion, how will you assess the quality of service rendered by Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (67%). Very good (33%). Good (30%). Satisfactory (10%)

9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?

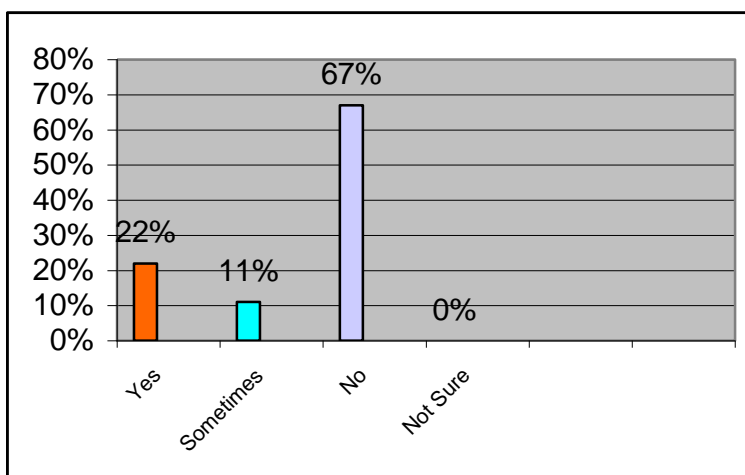


**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (70%). No (21%). Not sure (9%).

10. Do you believe that enough information is provided by management about the GSM services?

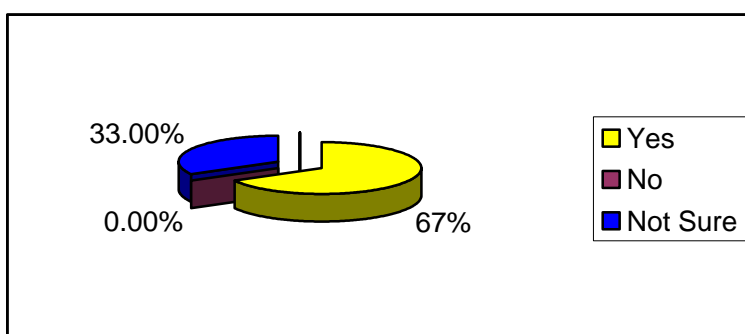




**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (22%). Sometimes (11%). No (67%). Not sure (0%).

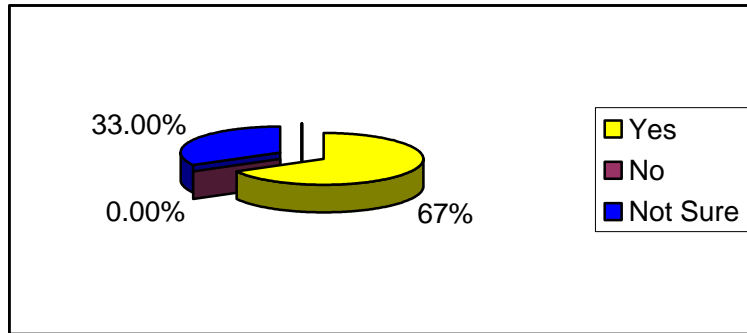
11. Do you think that having a *Customer Care or Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the service providers?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (67%). No (0%). Not sure (33%).

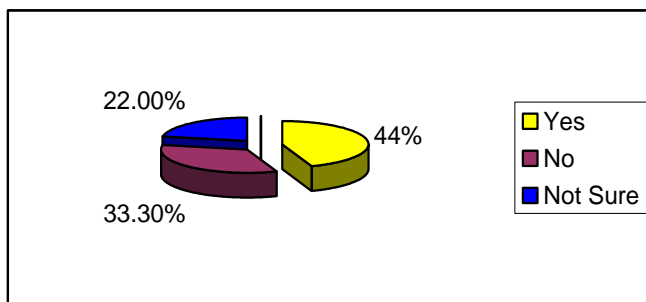
12. Do you think that having such a *Customer Care or Center* would help in easing the problems that GSM users are often faced with?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (67%). No (0%). Not sure (33%).

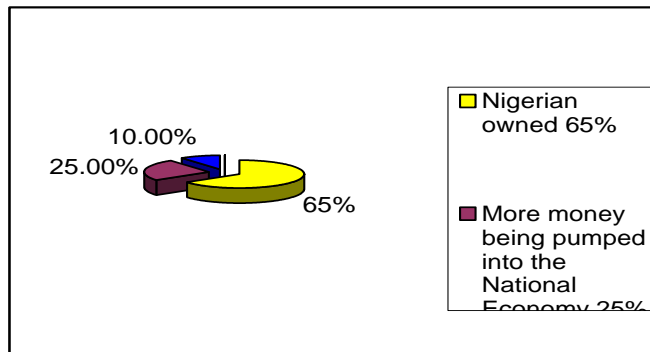
13. Assuming that all the GSM services were running effectively, would you patronize Globacom?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (44%). No (34%). Not sure (22%).

14. Why Globacom ?

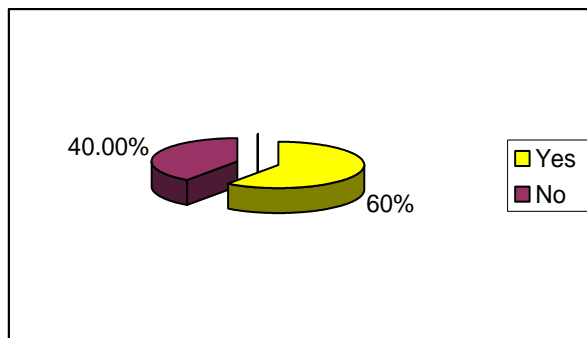


**Source:** Field survey, 2007

#### 4.1.2 PROFESSIONALS

A total of twenty (20) questioners were distributed out of which eight (8) or 40%, were returned (*Fig 1*). The following were the questions asked and the data gotten is represented in the charts below:

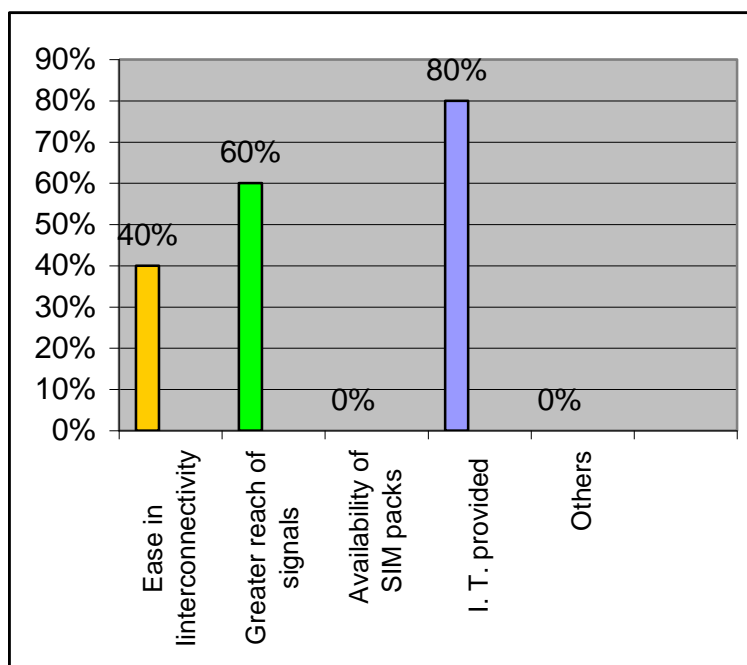
2. Is Globacom your preferred GSM network?



**Source:** Field survey, 2007

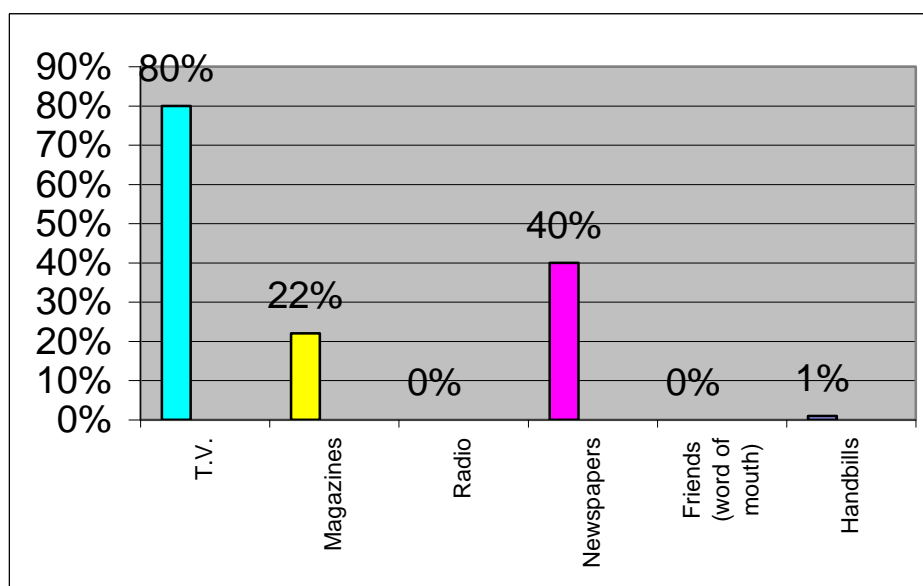
By the data tabulated above, the answer to the question by professionals was: Yes (60%). No (40%).

3. What determines your choice of network?



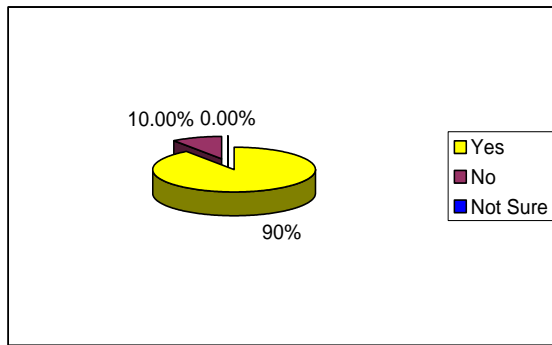
**Source:** Field survey, 2007

4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

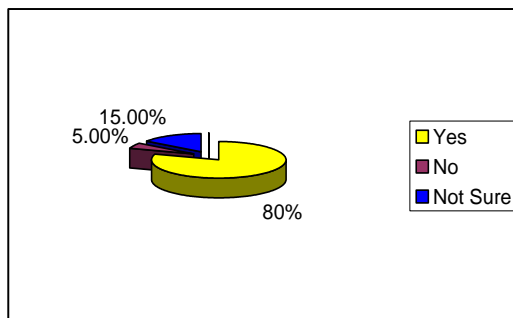
5. Is it true that Globacom in your view has the most innovative products?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (90%). No (10%). Not sure (0%).

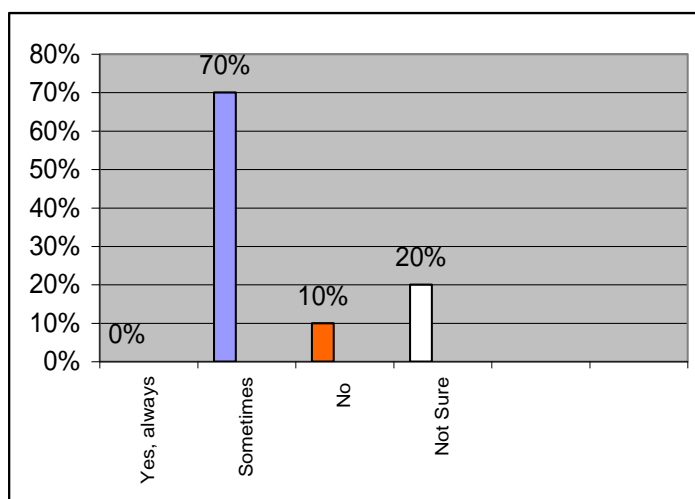
6. Is it the adverts that motivated you to patronize the products from such a network?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (80%). No (5%). Not sure (15%).

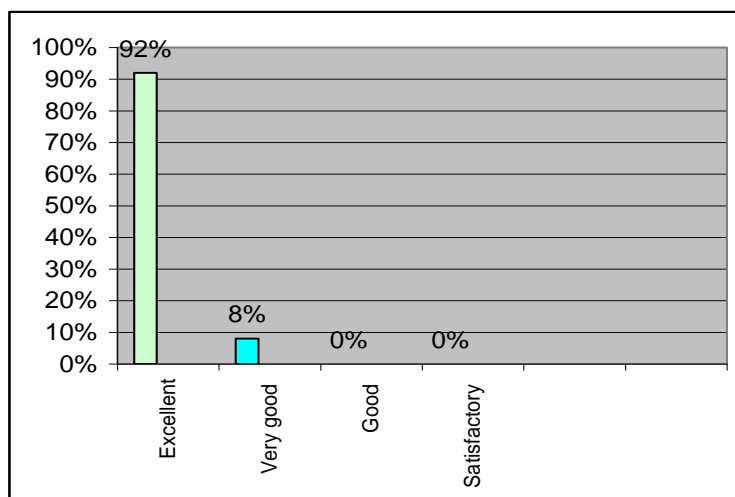
7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes always (0%). Sometimes (70%). No (10%). Not sure (20%).

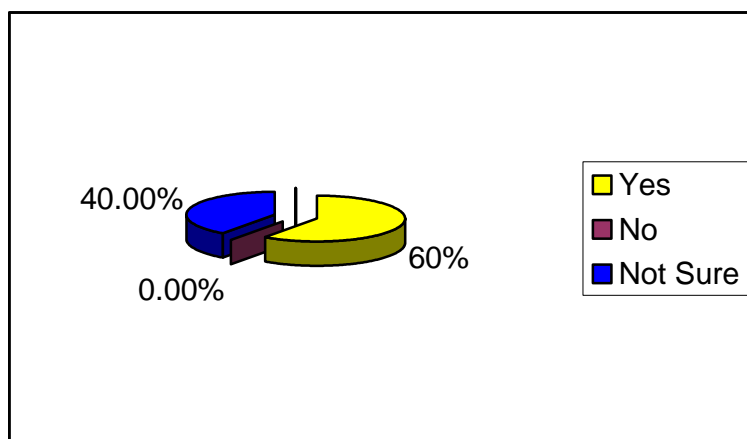
8. In your own opinion, how will you assess the quality of services rendered by Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (92%). Very good (8%). Good (0%). Satisfactory (0%).

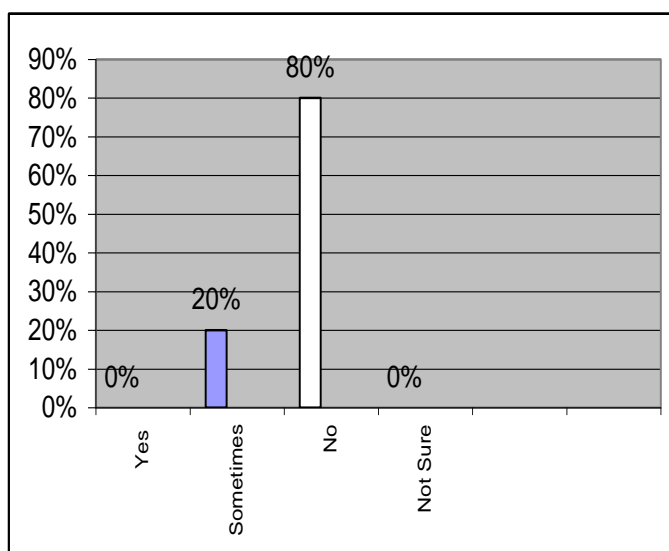
9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (60%). No (0%). Not sure (40%).

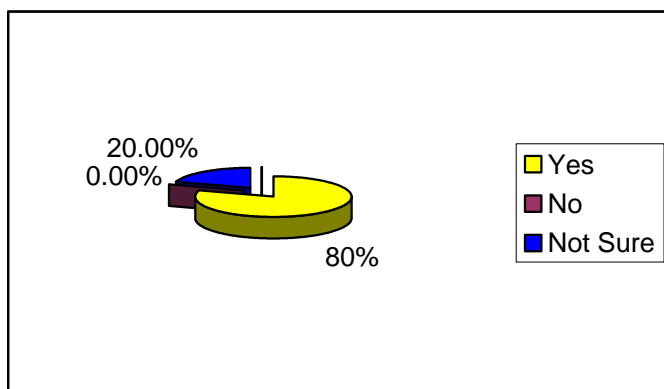
10. Do you believe that enough information is provided by management about the GSM services?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (0%). Sometimes (20%). No (80%). Not sure (0%).

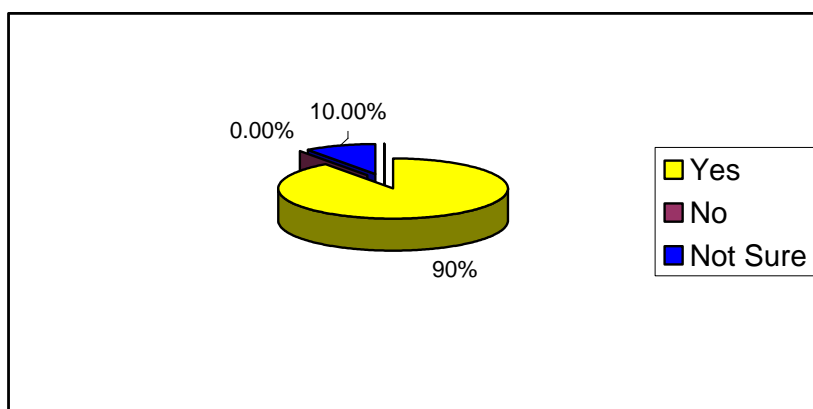
11. Do you think that having a *Customer Care* or *Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (80%). No (0%). Not sure (20%).

12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?

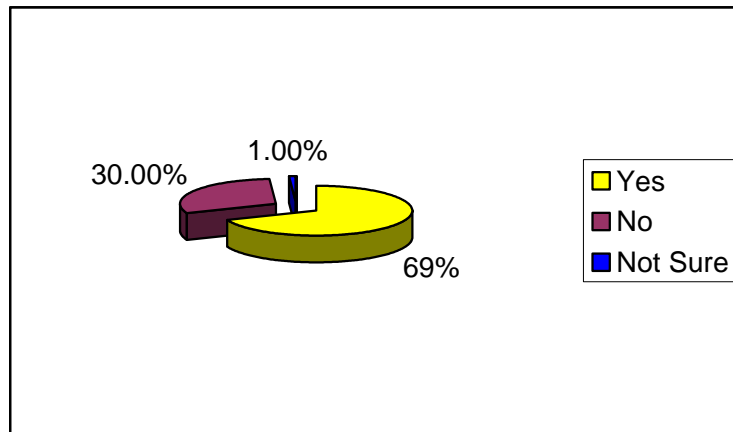


**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (90%). No (0%). Not sure (10%).

13. Assuming that all the GSM services were running effectively, would you patronize Globacom?

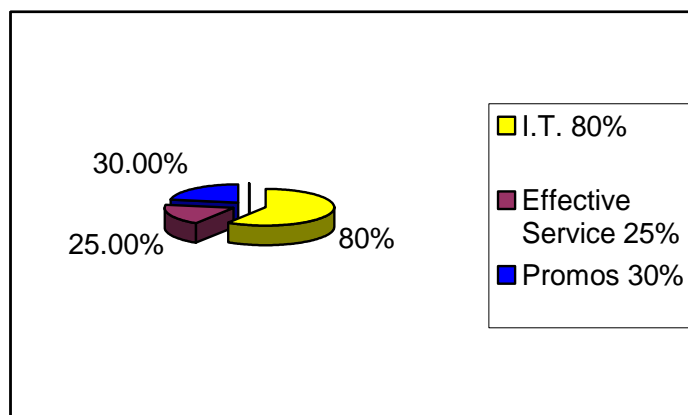




**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (69%). No (30%). Not sure (1%).

#### 14. Why Globacom ?



**Source:** Field survey, 2007

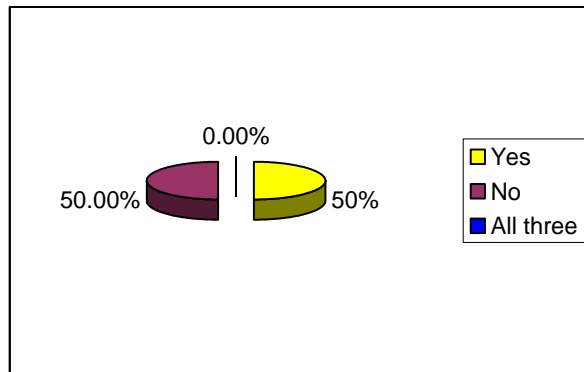
By the data tabulated above, the answer to the question was: I.T (80%). Promos (30%). Effective service (25%).

### 4.1.3 ACADEMICS

A total of twenty (20) questioners were distributed out of which ten (10) or 50% were returned (*Fig 1*). The following were the questions asked and the

data gotten is represented in the charts below:

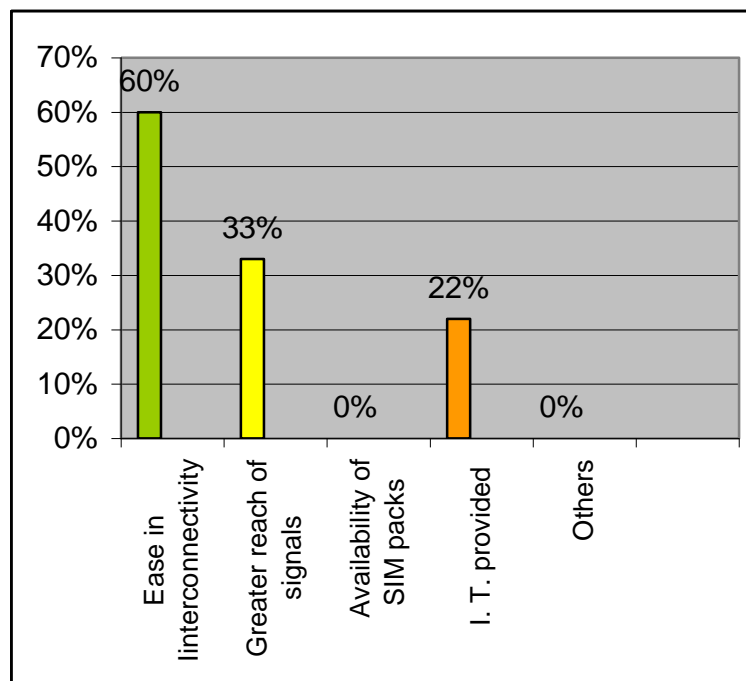
2. Is Globacom your preferred GSM network?



**Source:** Field survey, 2007

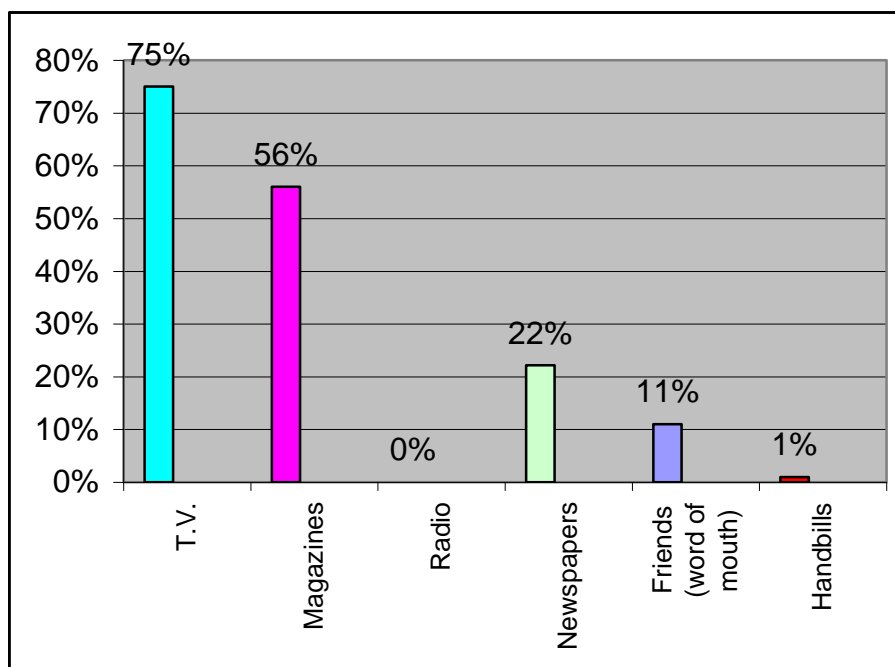
By the data tabulated above, the answer to the question was: Yes (50%). No (50%). All three (0%).

3. What determines your choice of network?



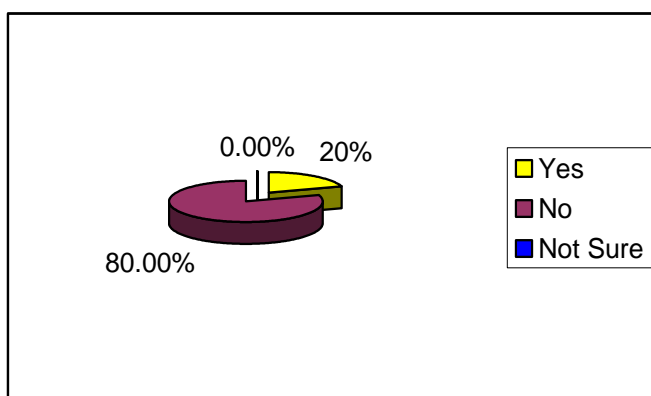
**Source:** Field survey, 2007

4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

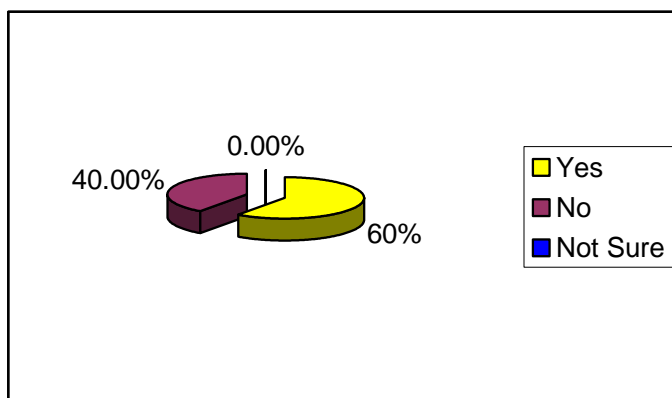
5. Is it true that Globacom in your view has the most innovative products?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (20%). No (80%). Not sure (0%).

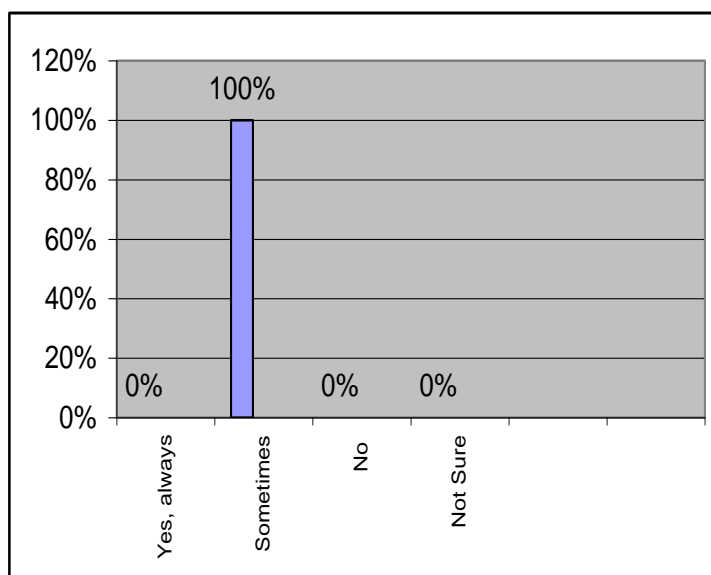
6. Is it the adverts that motivated you to patronize the products from such a network?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (60%). No (40%). Not sure (0%).

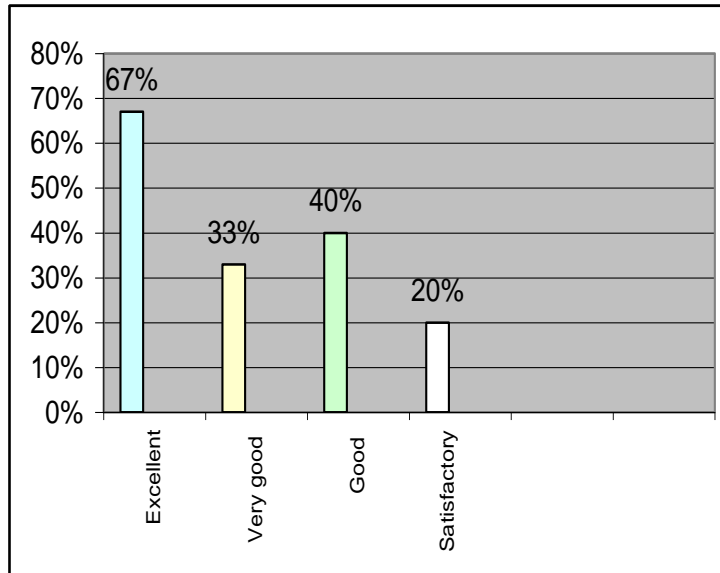
7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (0%). Sometimes (100%). No (0%). Not sure (0%).

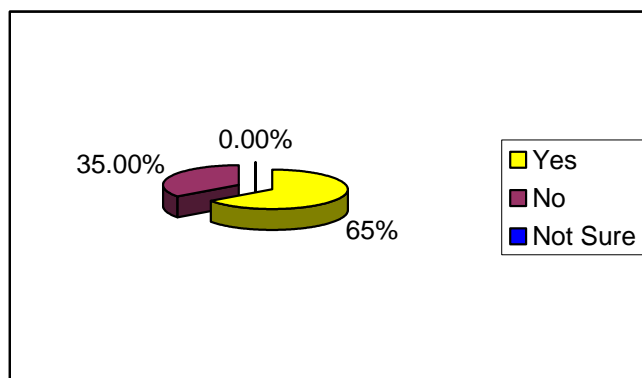
8. In your own opinion, how will you assess the quality of services rendered by Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (67%). Very good (33%). Good (40%). Satisfactory (20%).

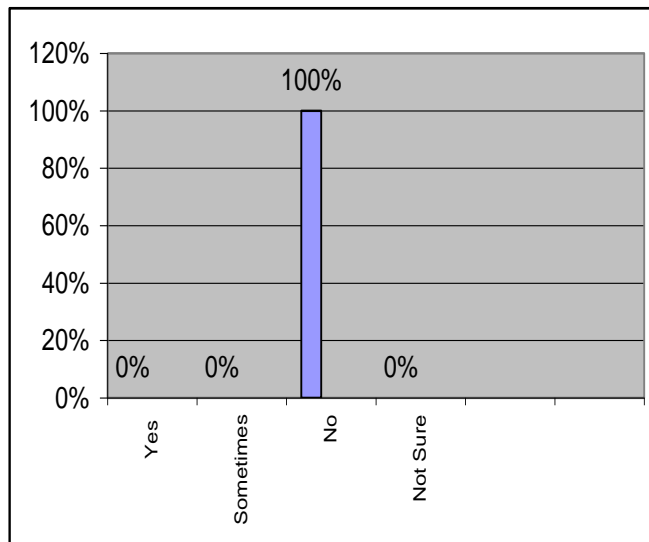
9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (65%). No (35%). Not sure (0%).

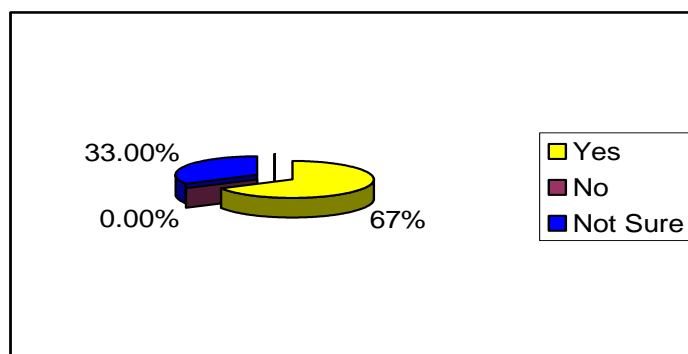
10. Do you believe that enough information is provided by management about the GSM services?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (0%). Sometimes (0%). No (100%). Not sure (0%)

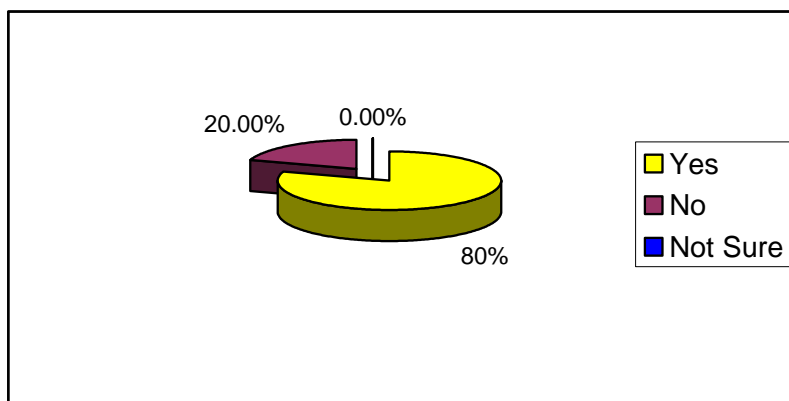
11. Do you think that having a *Customer Care* or *Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (67%). No (0%). Not sure (33%).

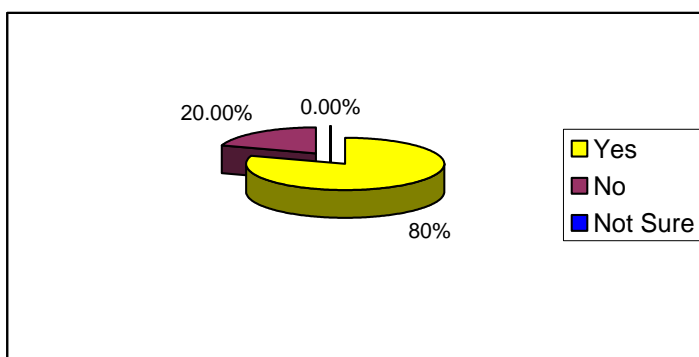
12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (80%). No (20%). Not sure (0%).

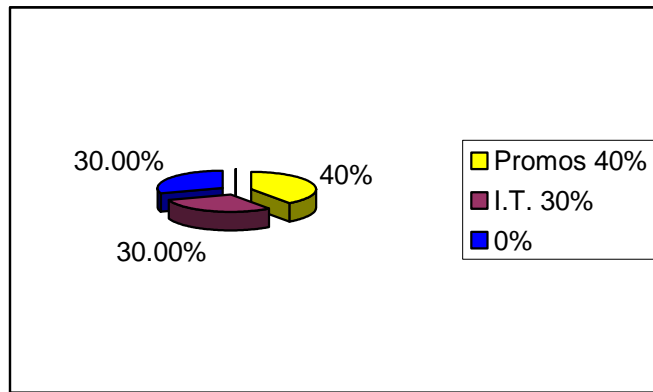
13. Assuming that all the GSM services were running effectively, would you patronize Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (80%). No (20%). Not sure (0%).

14. Why Globacom?



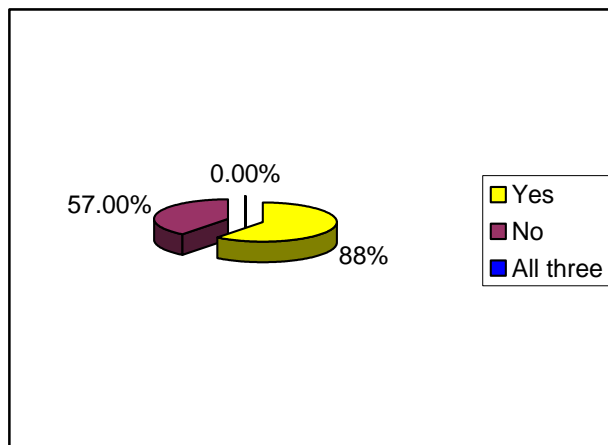
**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Promos (40%). I.T (30%). Not sure (0%).

#### 4.1.4 CIVIL SERVANTS

A total of twenty (20) questioners were distributed out of which sixty seven (13) or 65% were returned (*Fig 1*). The following were the questions asked and the data gotten is represented in the charts below:

2. Is Globacom your preferred GSM network?

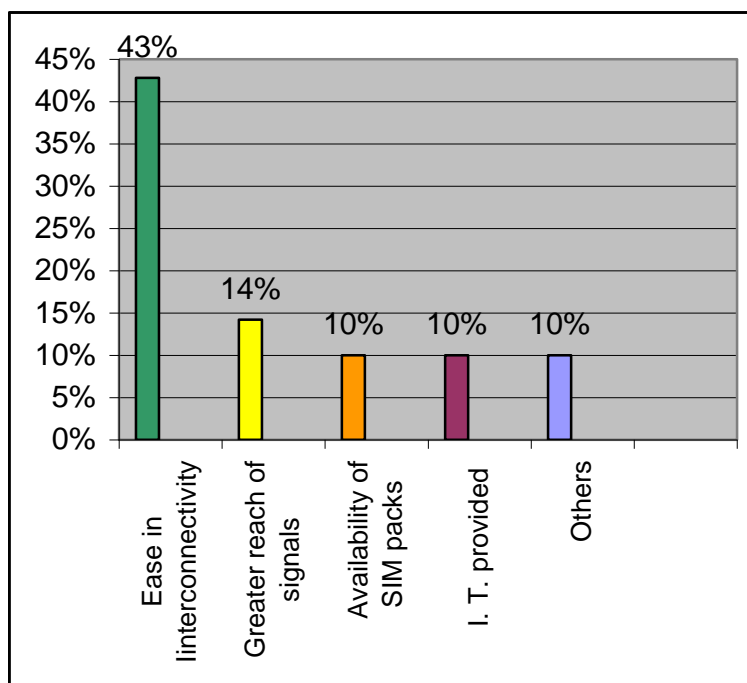


**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (88%). No (57%). All three (0%).

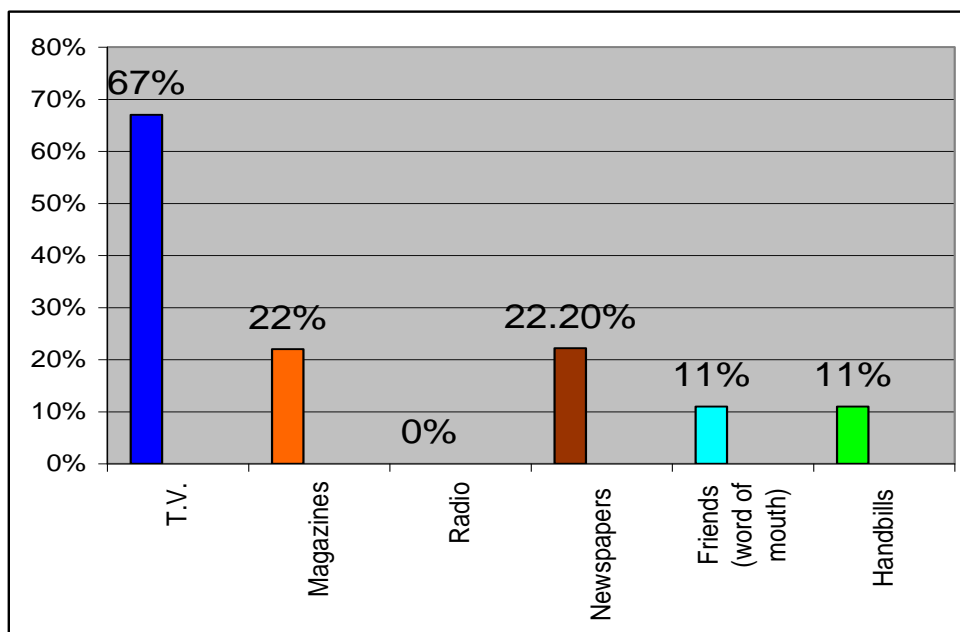
3. What determines your choice of network?





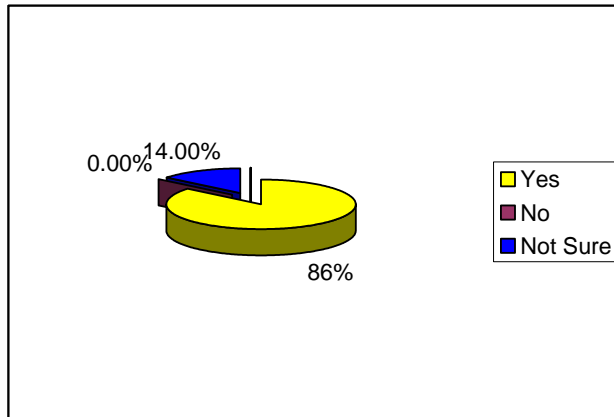
**Source:** Field survey, 2007

4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

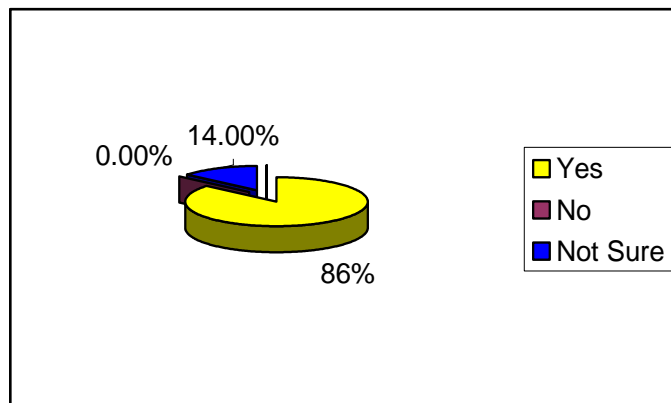
5. Is it true that Globacom in your view has the most innovative products?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (86%). No (0%). Not sure (14%).

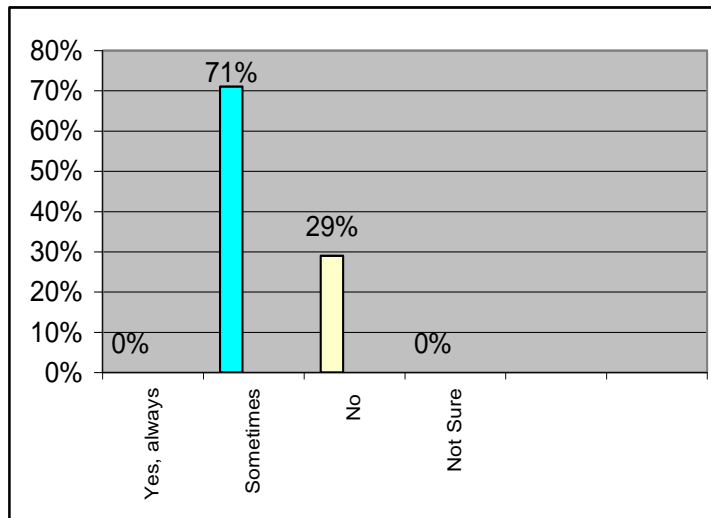
6. Is it the adverts that motivated you to patronize the products from such a network?



**Source:** Field survey, 2007

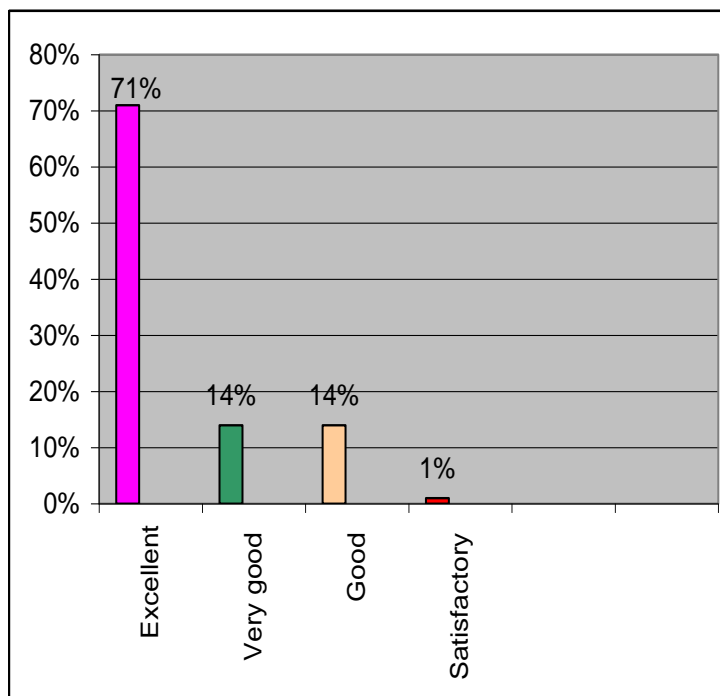
By the data above, the answer to the question was: Yes (86%). No (0%). Not sure (14%).

7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?



**Source:** Field survey, 2007

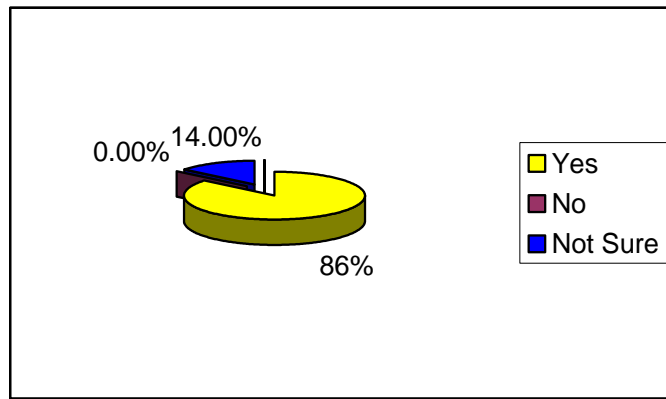
8. In your own opinion, how will you assess the quality of services rendered by Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (71%). Very good (14%). Good (14%). Satisfactory (1%).

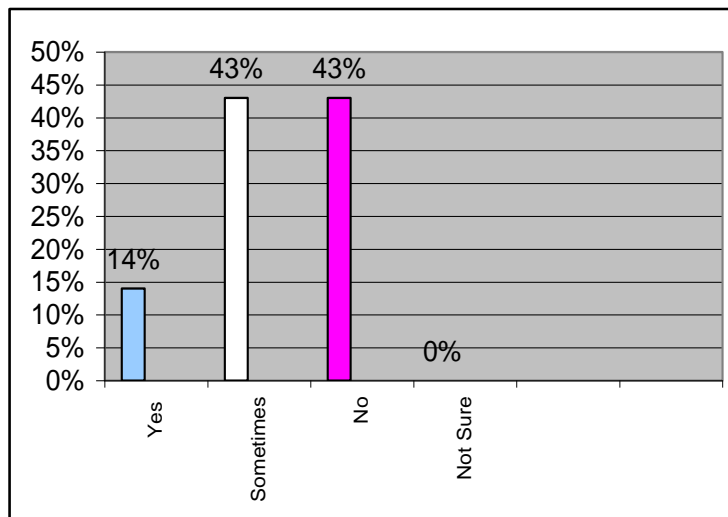
9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (88%). No (0%). Not sure (14%).

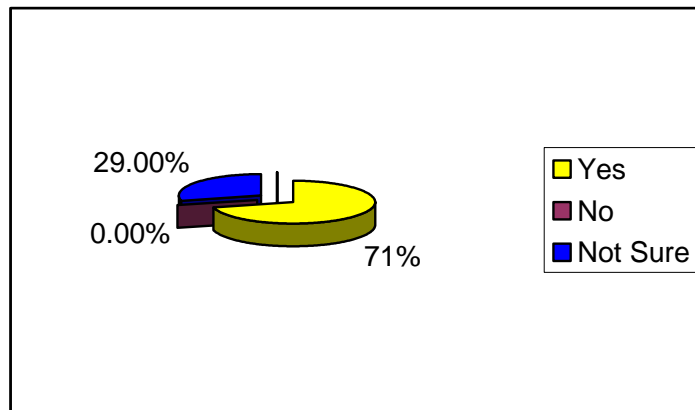
10. Do you believe that enough information is provided by management about the GSM services?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (14%). Sometimes (43%). No (43%). Not sure (0%).

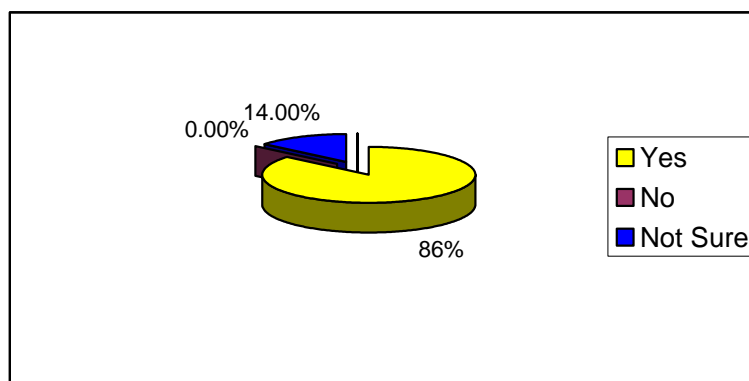
11. Do you think that having a *Customer Care* or *Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (71%). No (0%). Not sure (29%).

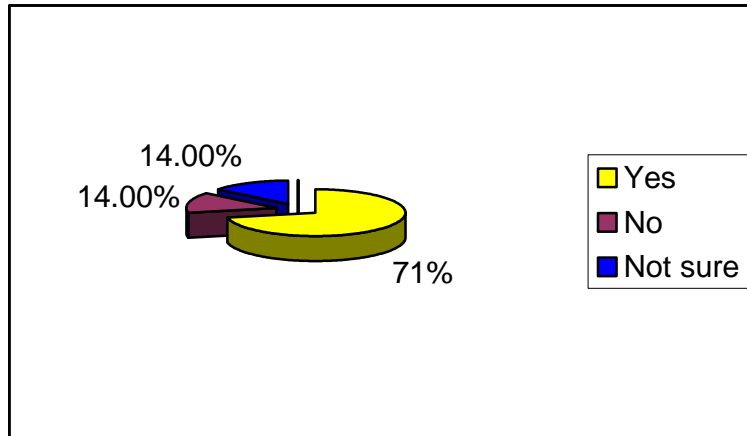
12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (86%). No (0%). Not sure (14%).

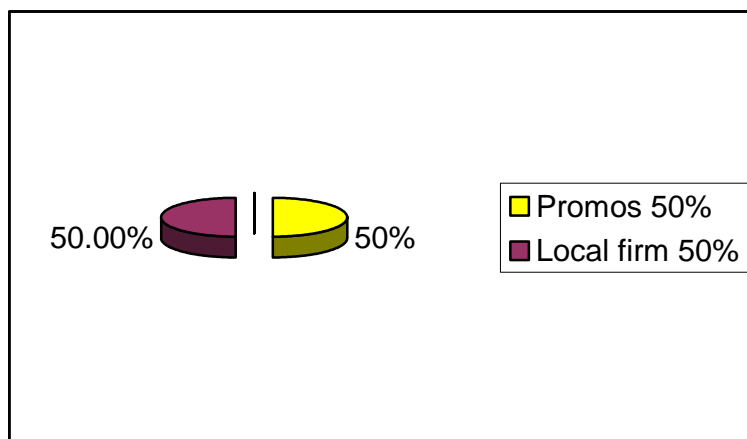
13. Assuming that all the GSM services were running effectively, would you patronize Globacom?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (71%). No (14%). Not sure (14%).

#### 14. Why Globacom?



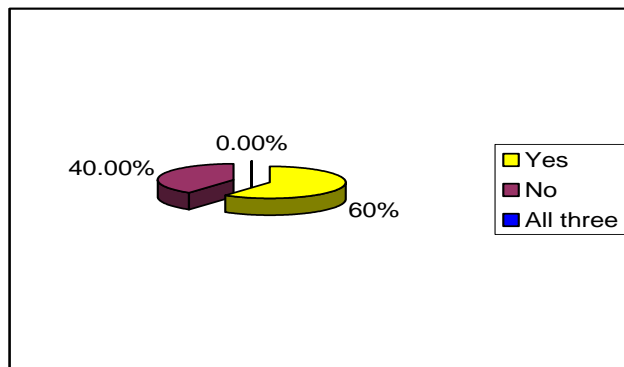
**Source:** Field survey, 2007

By the data above, the answer to the question was: Promos (50%). Local firm (50%).

#### 4.1.4 STUDENTS

A total of twenty (20) questioners were distributed out of which nineteen (19) or 95% were returned (*Fig 1*). The following were the questions asked and the data gotten is represented in the charts below:

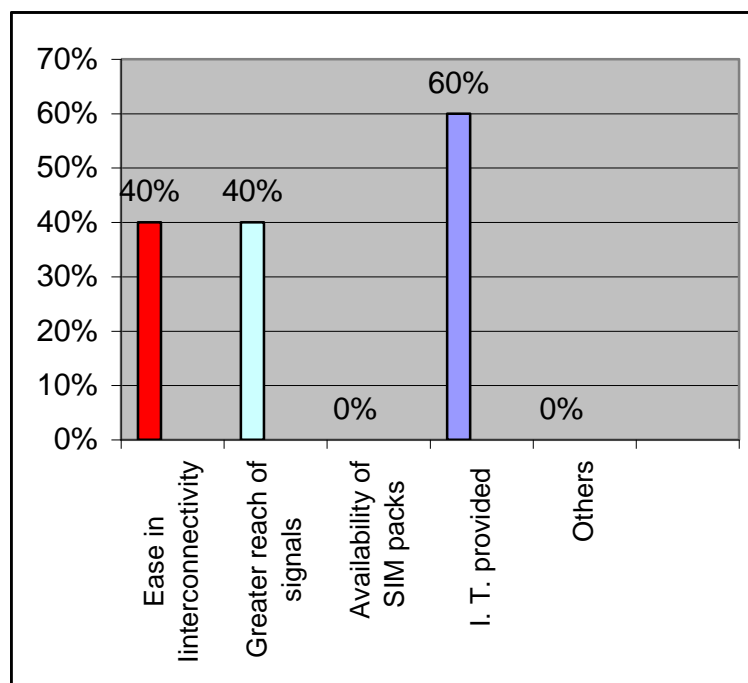
2. Is Globacom your preferred GSM network?



**Source:** Field survey, 2007

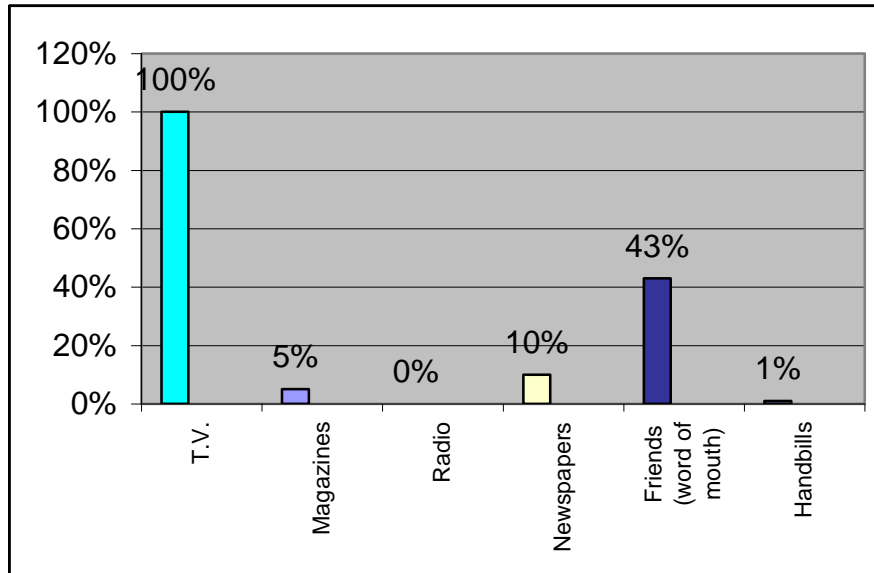
By the data above, the answer to the question was: Yes (60%). No (40%). All three (0%).

3. What determines your choice of network?



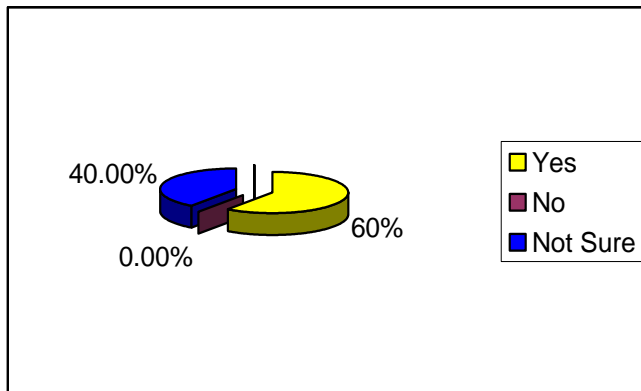
**Source:** Field survey, 2007

4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

5. Is it true that Globacom in your view has the most innovative products?

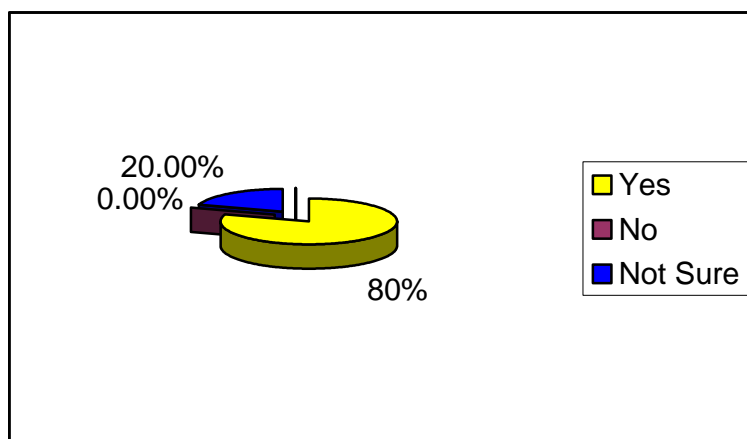


**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (60%). No (0%). Not sure (40%).

6. Is it the adverts that motivated you to patronize the products from such a network?

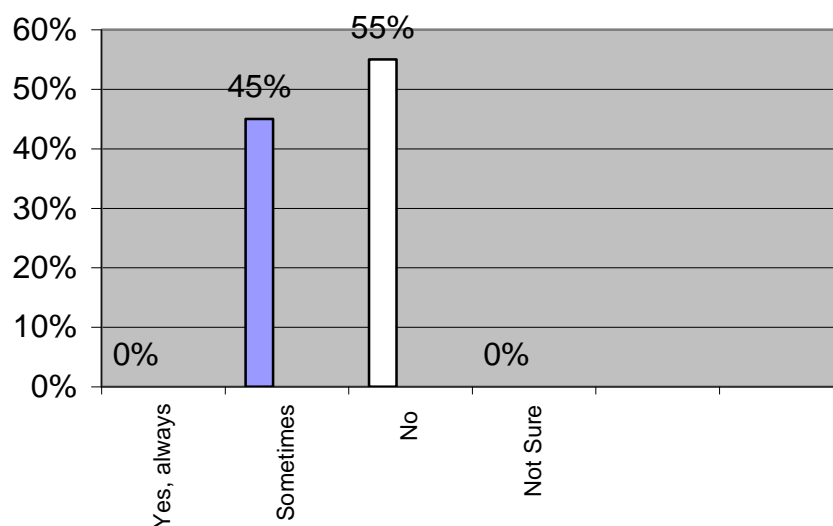




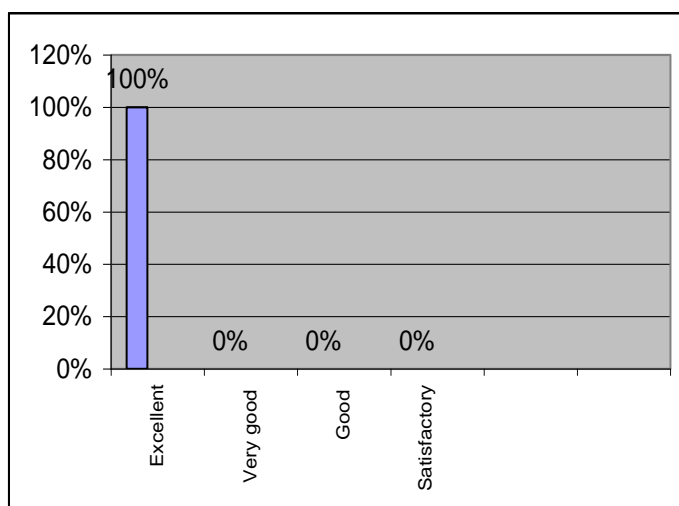
**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (80%). No (0%). Not sure (20%).

7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?



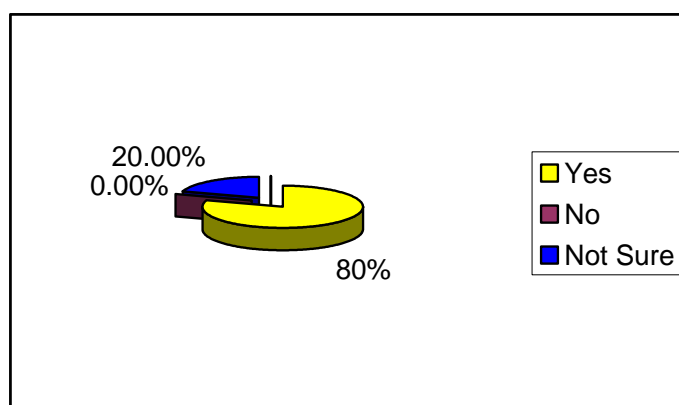
8. In your own opinion, how will you assess the quality of services rendered by Globacom?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (100%). Very good (0%). Good (0%). Satisfactory (0%).

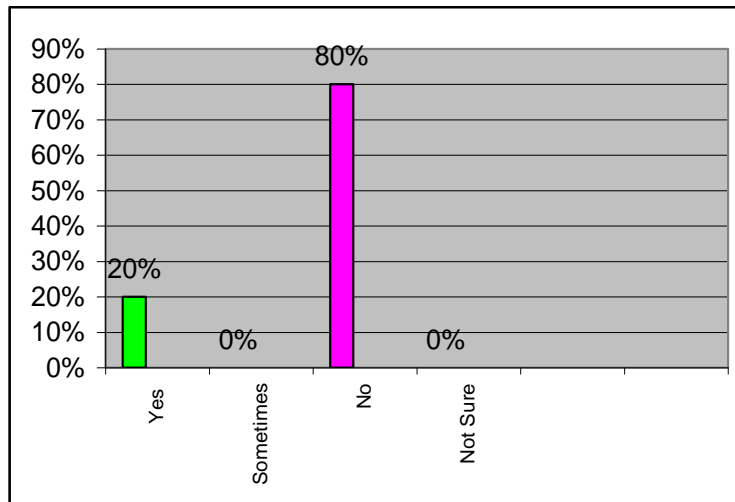
9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (80%). No (0%). Not sure (20%).

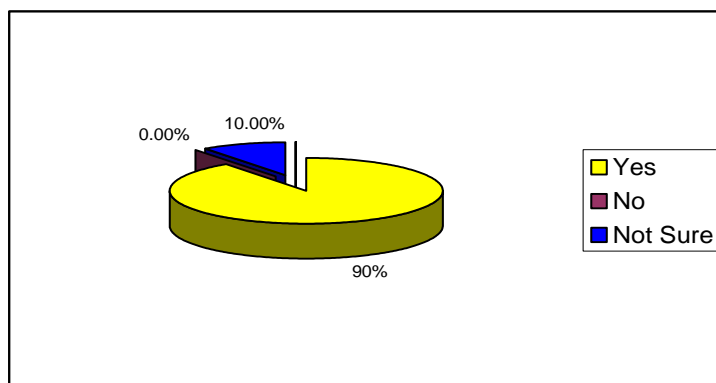
10. Do you believe that enough information is provided by management about the GSM services?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (20%). Sometimes (0%). No (80%). Not sure (0%).

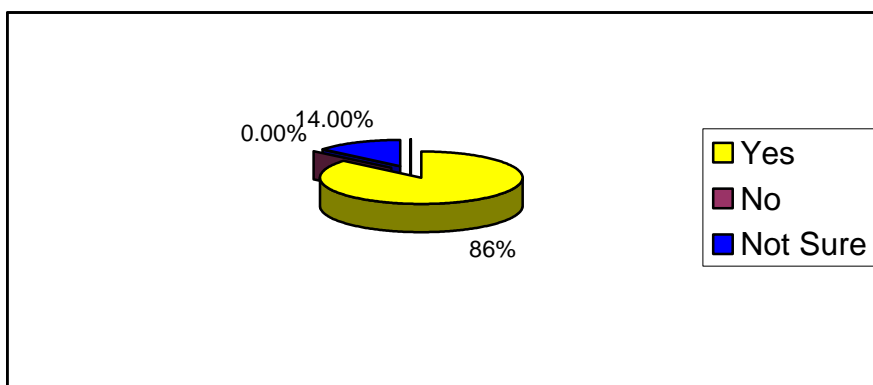
11. Do you think that having a *Customer Care* or *Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (90%). No (0%). Not sure (10%).

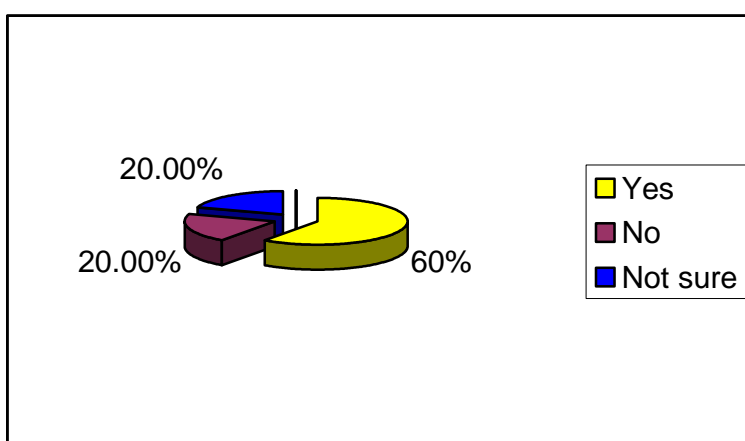
12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (86%). No (0%). Not sure (14%).

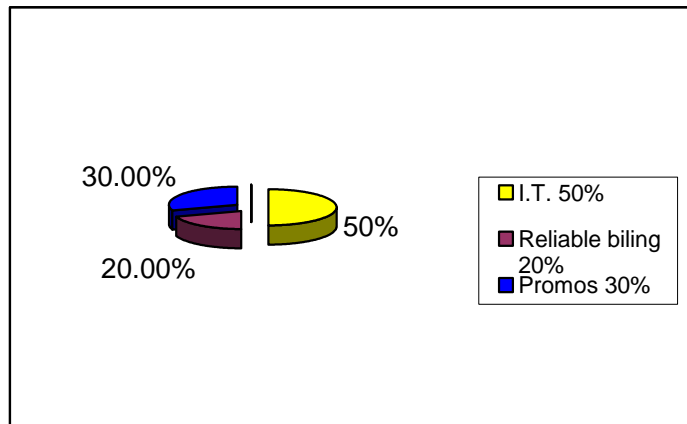
13. Assuming that all the GSM services were running effectively, would you patronize Globacom?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (60%). No (20%). Not sure (20%).

14. Why Globacom?



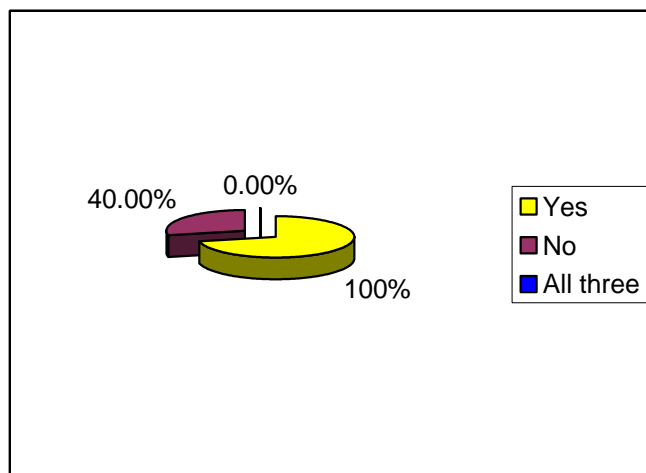
**Source:** Field survey, 2007

By the data above, the answer to the question was: I.T (50%). Promos (30%). Reliable billing (20%).

#### 4.1.4 OTHERS

A total of twenty (20) questioners were distributed out of which eight (8) or 40% were returned (*Fig 1*). The following were the questions asked and the data gotten is represented in the charts below:

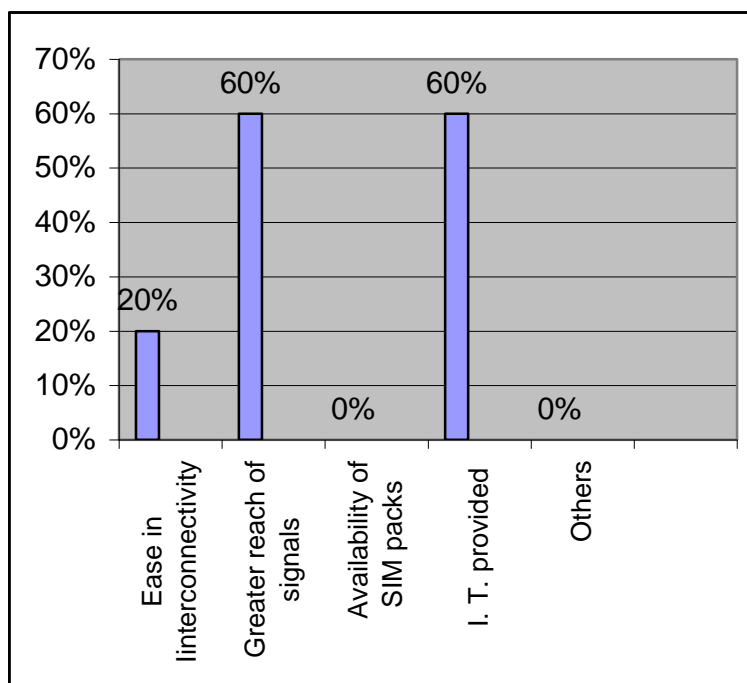
2. Is Globacom your preferred GSM network?



**Source:** Field survey, 2007

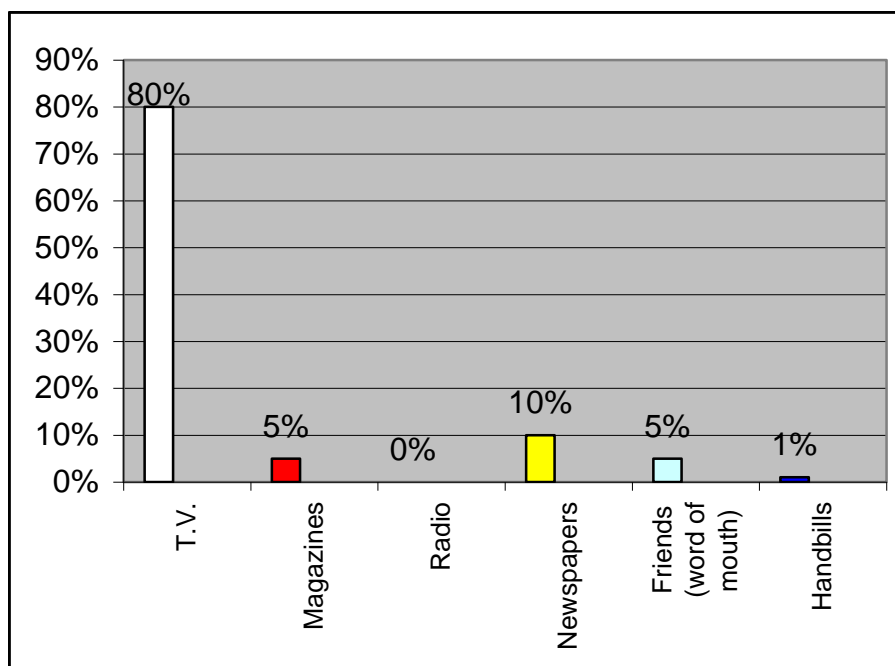
By the data tabulated above, the answer to the question was: Yes (100%). No (40%). All three (0%).

3. What determines your choice of network?



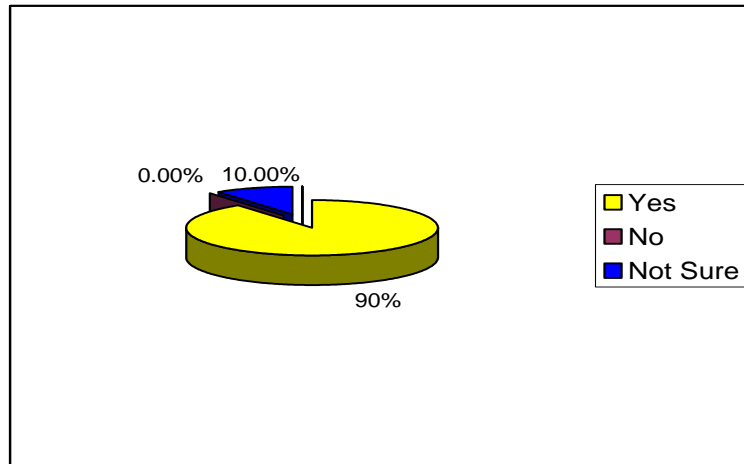
**Source:** Field survey, 2007

4. From what medium did you first develop interest in your mobile network of choice?



**Source:** Field survey, 2007

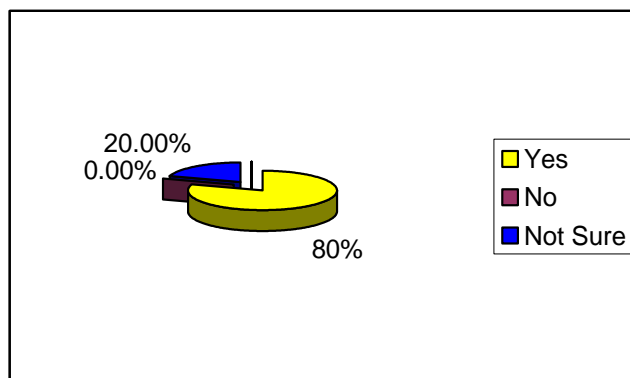
5. Is it true that Globacom in your view has the most innovative products?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (90%). No (0%). Not sure (10%).

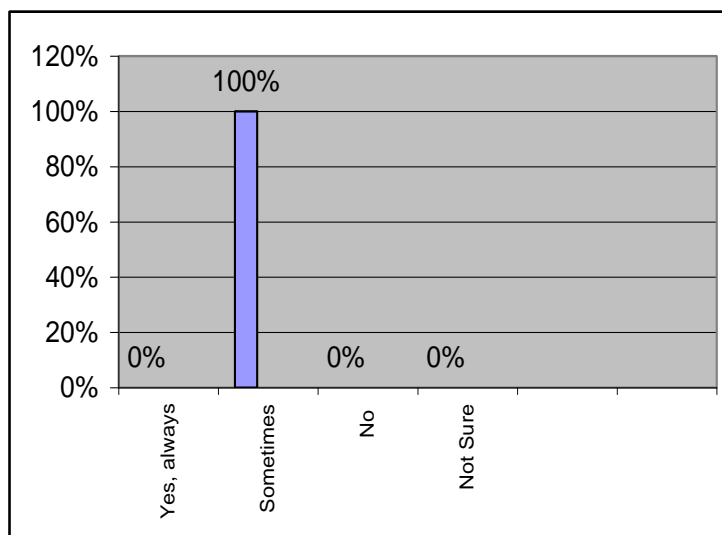
6. Is it the adverts that motivated you to patronize the products from such a network?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (80%). No (0%). Not sure (20%).

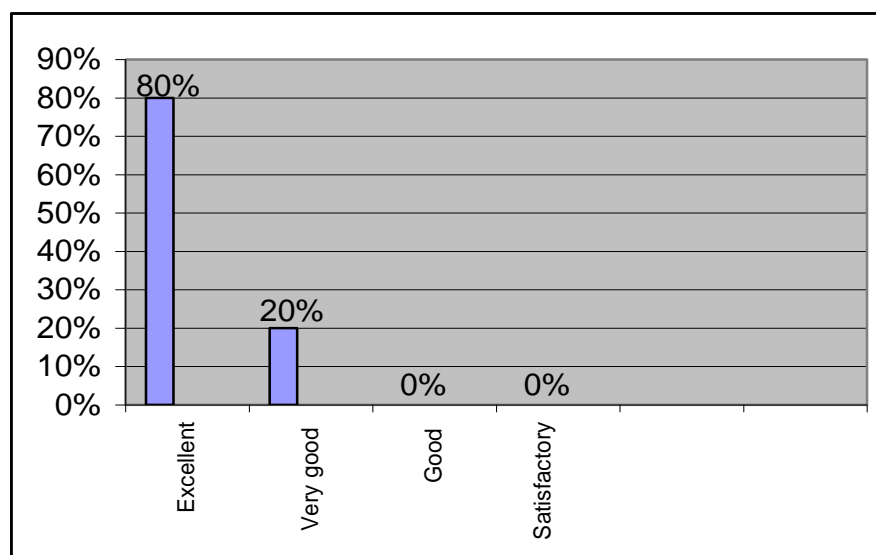
7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes always (0%). Sometimes (100%). No (0%). Not sure (0%).

8. In your own opinion, how will you assess the quality of services rendered by Globacom?

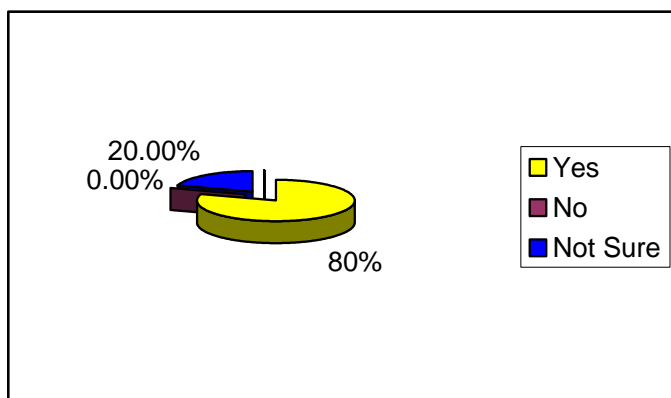


**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Excellent (80%). Very good (20%). Good (0%). Satisfactory (0%).

9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?

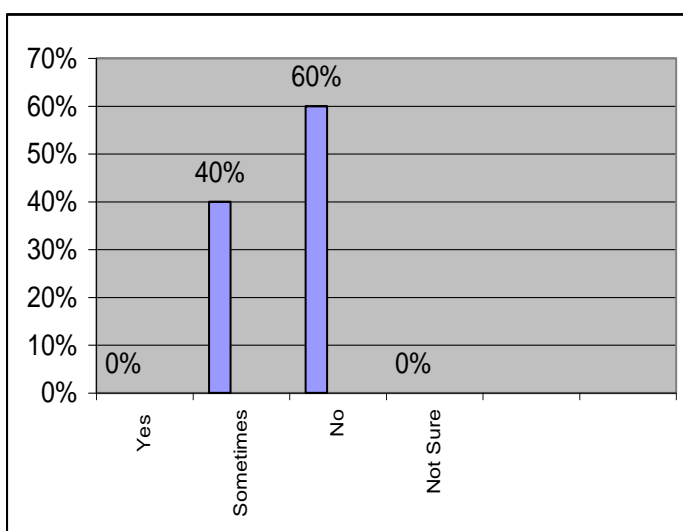




**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (80%). No (0%). Not sure (20%).

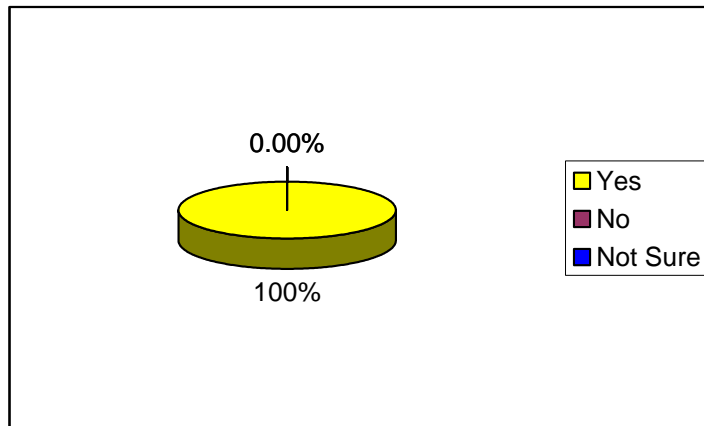
10. Do you believe that enough information is provided by management about the GSM services?



**Source:** Field survey, 2007

By the data tabulated above, the answer to the question was: Yes (0%). Sometimes (40%). No (60%). Not sure (0%).

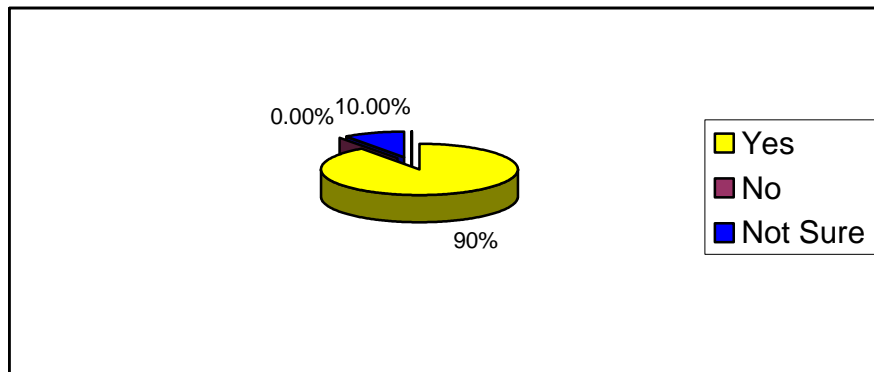
11. Do you think that having a *Customer Care* or *Help Center* by the GSM firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (100%).

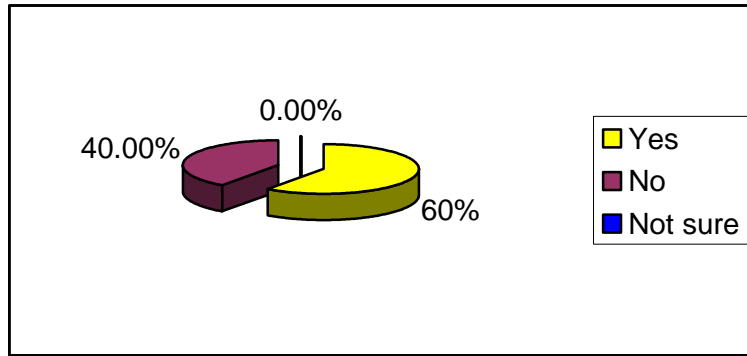
12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (90%). No (0%). Not sure (10%).

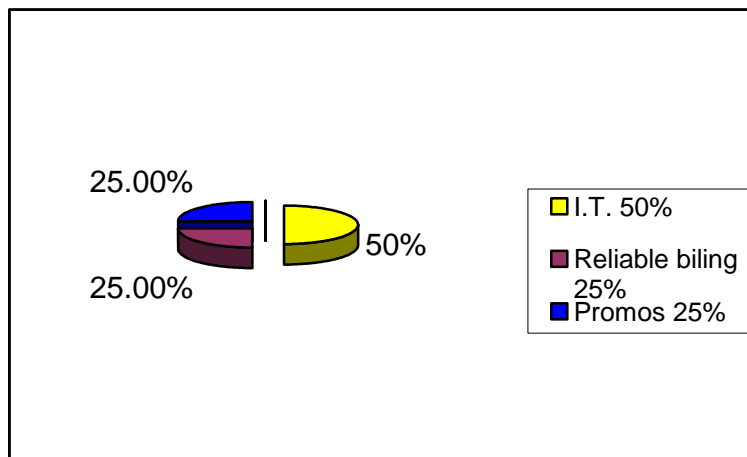
13. Assuming that all the GSM services were running effectively, would you patronize Globacom?



**Source:** Field survey, 2007

By the data above, the answer to the question was: Yes (60%). No (40%). Not sure (0%).

#### 14. Why Globacom?



**Source:** Field survey, 2007

By the data above, the answer to the question was: I.T (50%). Promos (25%). Reliable billing (25%).

## **4.2 TESTING THE RESEARCH QUESTIONS**

These studies are, amongst others, based on the following *research questions*

(page 4) and were found to be testable as recorded below:

- 1) Does improved marketing change the perception of customers and the good will they have about Globacom?
- 2) Does having good quality management team translate into good quality service delivery?
- 3) Do Telecom firms marketing strategies mislead the customers about the quality of their product packages and services?
- 4) To what extent, does the philosophy of marketing concepts contribute improvement to the customer's perception of Globacom and their products?

Let's take the first research question:

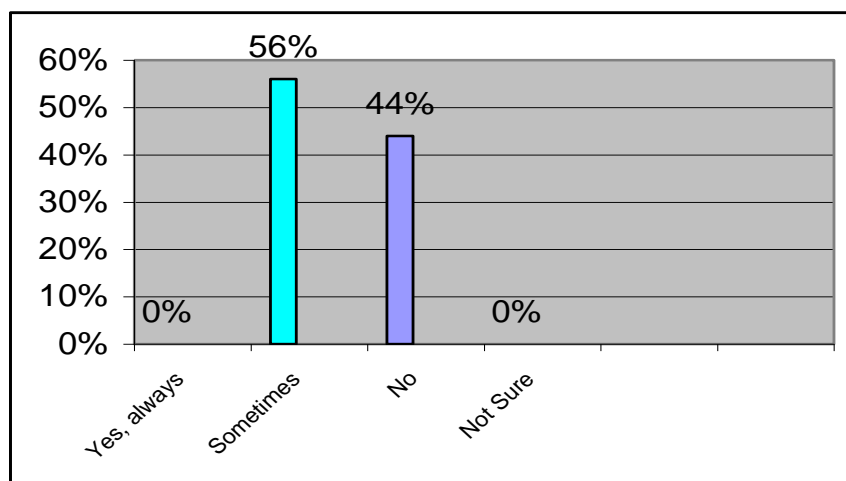
*Does improved marketing change the perception of customers and the good will they have about Globacom?*

The following was the data tabulated for the answers to the above question.

The data is presented, category-by-category.

1. Business men

Referring to question 7 of the questioner, the following was the response:

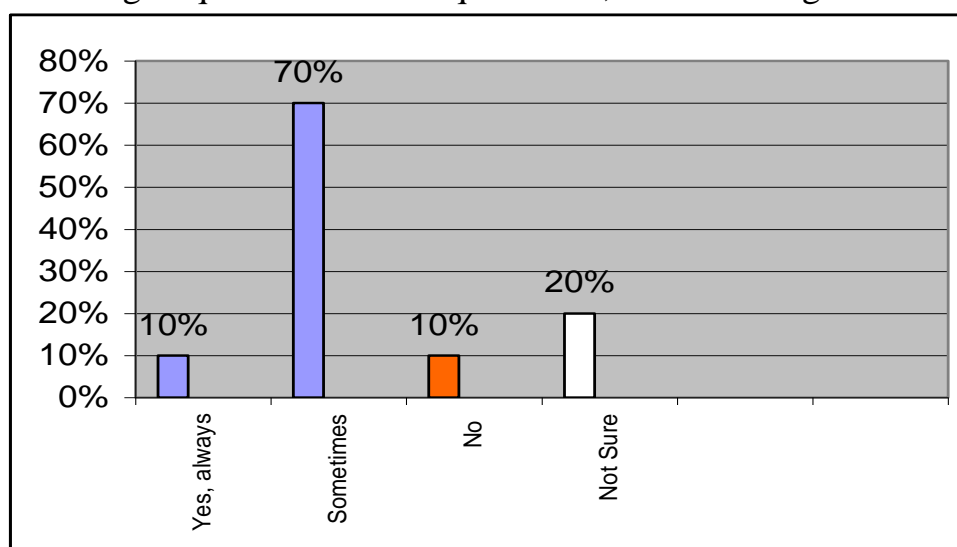


**Source:** Field survey, 2007

By the data tabulated above, the answer to the first research question, by the business men was; Yes (0%). Sometimes (56%). No (44%). Not sure (0%).

## 2. Professionals

Referring to question 7 of the questioner, the following was the response:

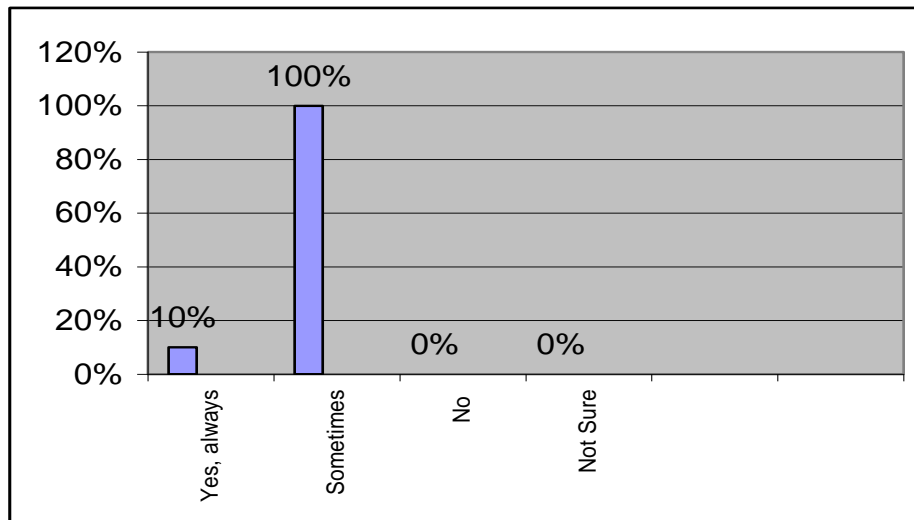


**Source:** Field survey, 2007

By the data tabulated above, the answer to the first research question, by the *professionals* was; Yes (10%). Sometimes (70%). No (10%). Not sure (20%).

## 3. Academics

Referring to question 7 of the questioner, the following was the response:

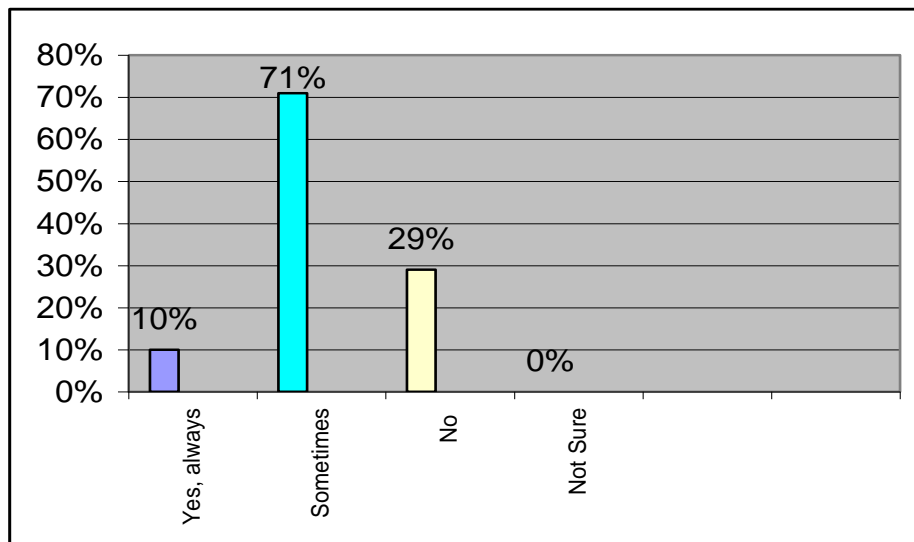


**Source:** Field survey, 2007

By the data tabulated above, the answer to the first research question, by the *Academics* was; Yes (10%). Sometimes (100%). No (0%). Not sure (0%).

#### 4. Civil servants

Referring to question 7 of the questioner, the following was the response:

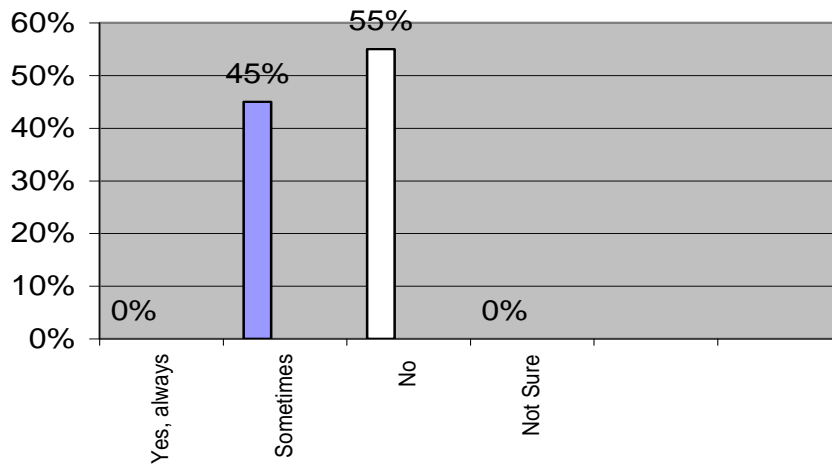


**Source:** Field survey, 2007

By the data tabulated above, the answer to the first research question, by the *Civil servants* was; Yes (10%). Sometimes (71%). No (29%). Not sure (0%).

#### 5. Students

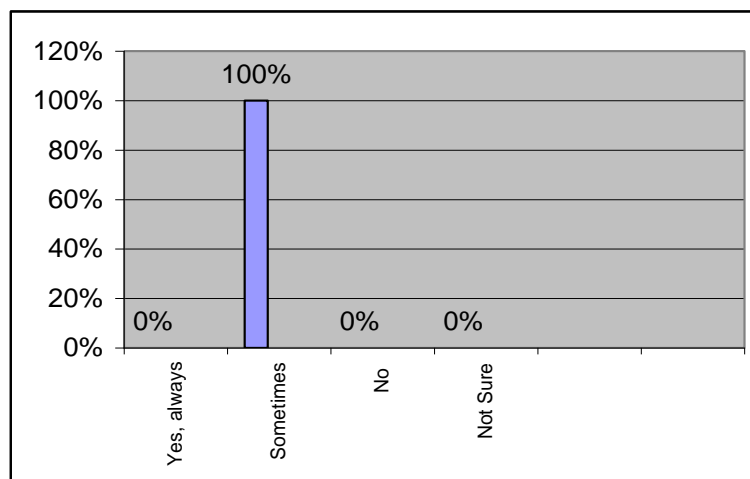
Referring to question 7 of the questioner, the following was the response:



By the data tabulated above, the answer to the first research question, by the *Students* was; Yes (0%). Sometimes (45%). No (55%). Not sure (0%).

#### 6. Others

Referring to question 7 of the questioner, the following was the response:



**Source:** Field survey, 2007

By the data tabulated above, the answer to the first research question, by the *others* was; Yes (0%). Sometimes (100%). No (0%). Not sure (0%).

From the above data one can easily deduce that **Sometime**, improved marketing can change the perception of customers and the good will they have about Globacom.

The second research question:

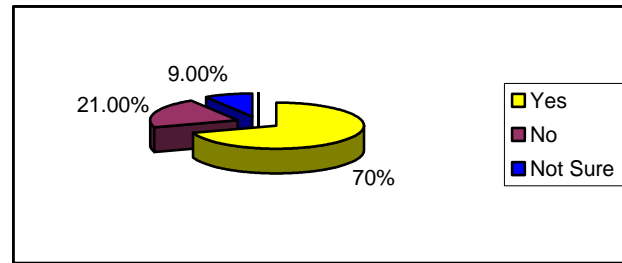
*Does having good quality management team translate into good quality service delivery?*

The following was the data tabulated for the answers to the above question.

The data is presented, category-by-category.

1. Business men

Referring to question 9 of the questioner, the following was the response:

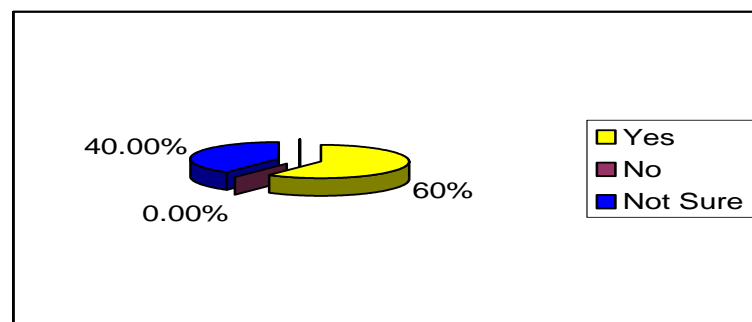


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Business men* was; Yes (70%). No (21%). Not sure (9%).

2. Professionals

Referring to question 9 of the questioner, the following was the response:



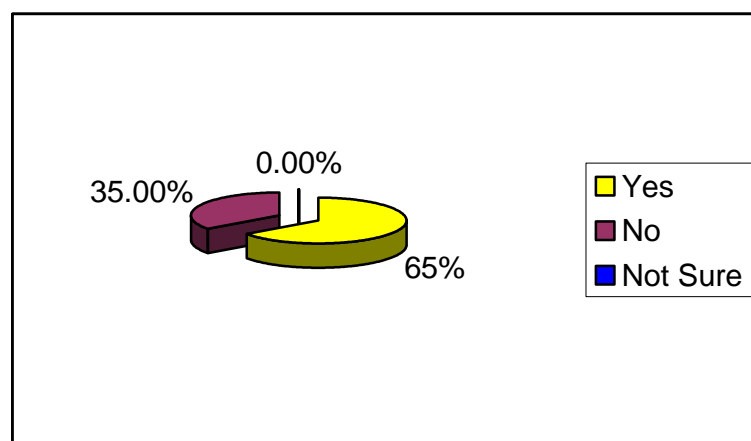
**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Professionals* was; Yes (60%). No (0%). Not sure (40%).

3. Academics

Referring to question 9 of the questioner, the following was the response:



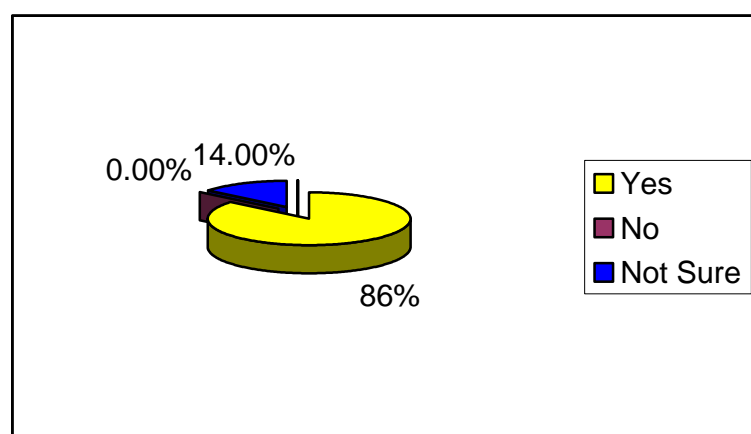


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Academics* was; Yes (65%). No (35%). Not sure (0%).

#### 4. Civil Servants

Referring to question 9 of the questioner, the following was the response:

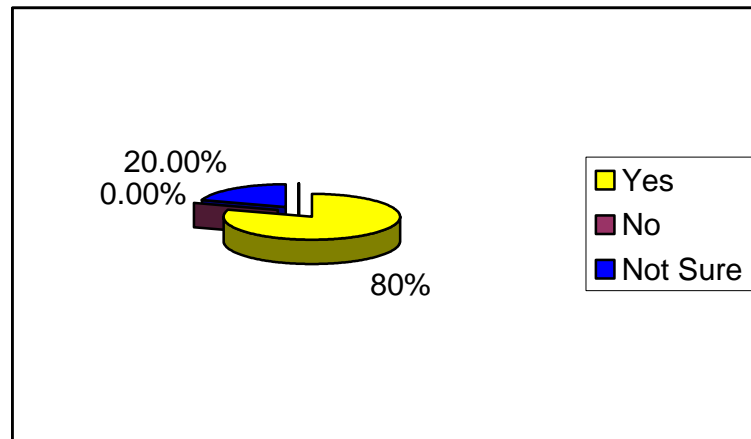


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Civil servants* was; Yes (86%). No (0%). Not sure (14%).

#### 5. Students

Referring to question 9 of the questioner, the following was the response:

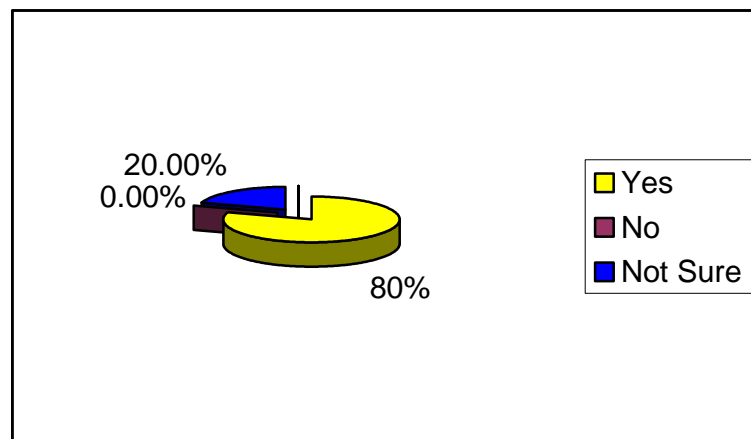


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Students* was; Yes (80%). No (0%). Not sure (20%).

#### 6. Others

Referring to question 9 of the questioner, the following was the response:



**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Others* was; Yes (80%). No (0%). Not sure (20%).

From the above data one can see that, good quality management team (professionalism and creativity) can translate into good quality service delivery.

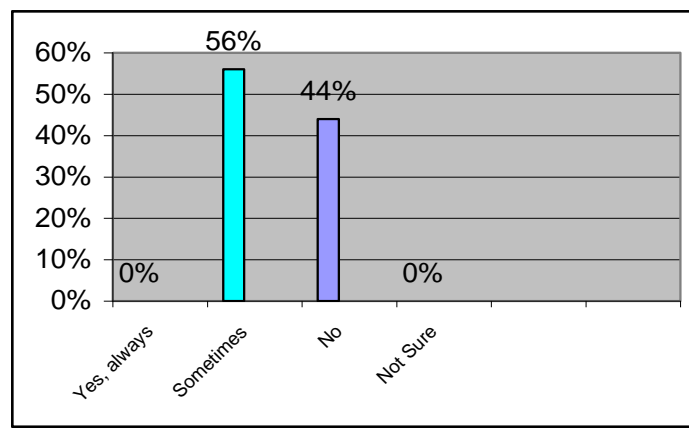
The third research question is:

*Do telecom firms marketing strategies mislead the customers about the quality of their products packages and services?*

The following was the data tabulated for the answers to the above question. The data is presented, category-by-category.

1. Business men

Referring to question 7 of the questioner, the following was the response:

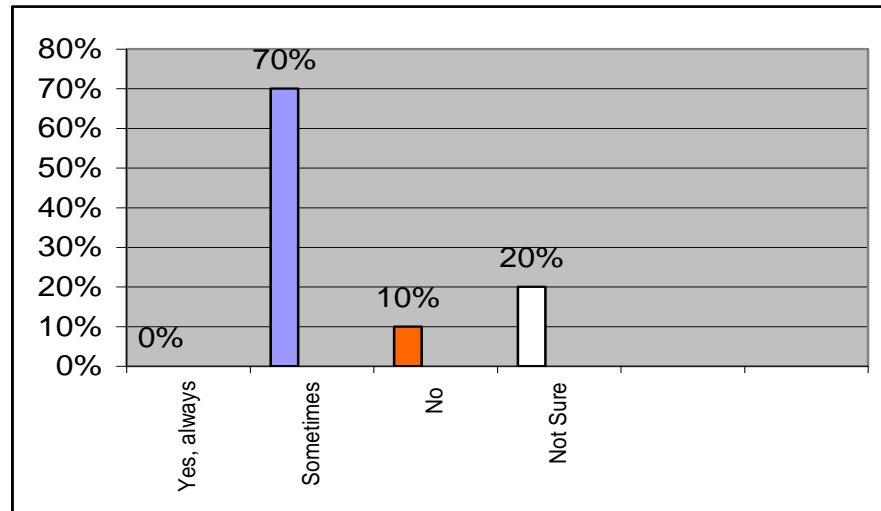


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Business men* was; Yes (0%). Sometime (56%). No (44%). Not sure (0%).

2. Professionals

Referring to question 7 of the questioner, the following was the response:

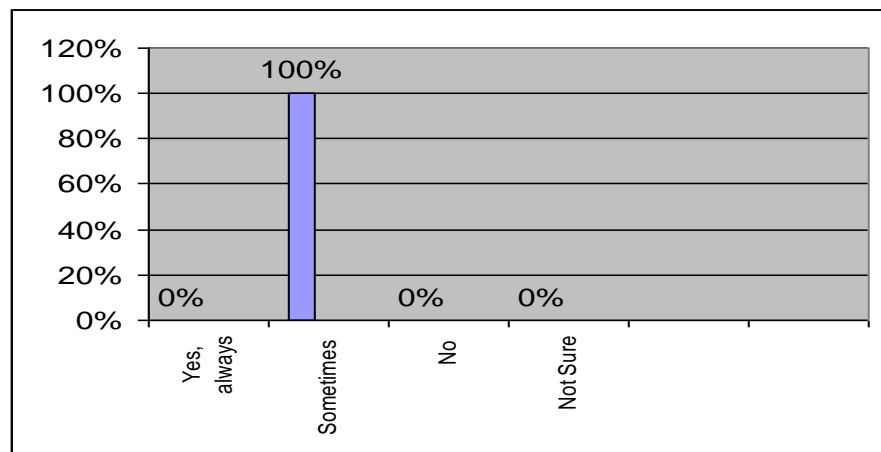


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Professionals* was; Yes (0%). Sometime (70%). No (10%). Not sure (20%).

### 3. Academics

Referring to question 7 of the questioner, the following was the response:

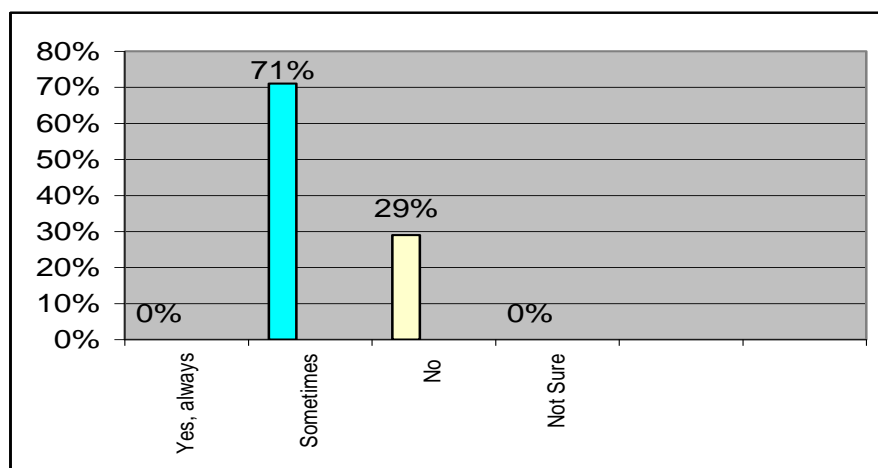


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Academics* was; Yes (0%). Sometime (100%). No (0%). Not sure (0%).

### 4. Civil Servants

Referring to question 7 of the questioner, the following was the response:

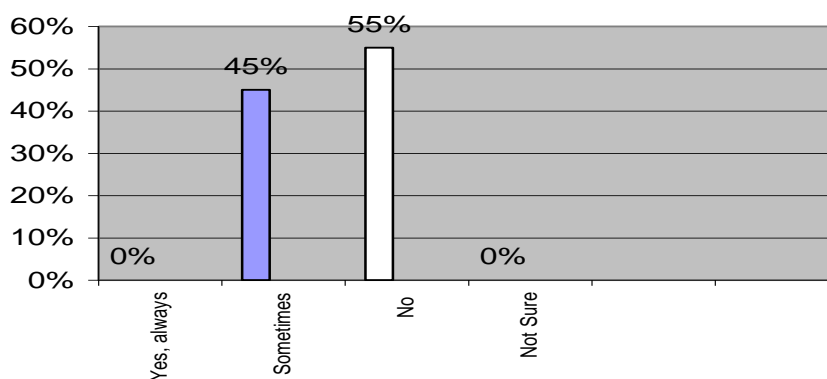


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Civil servants* was; Yes (0%). Sometime (71%). No (29%). Not sure (0%).

## 5. Students

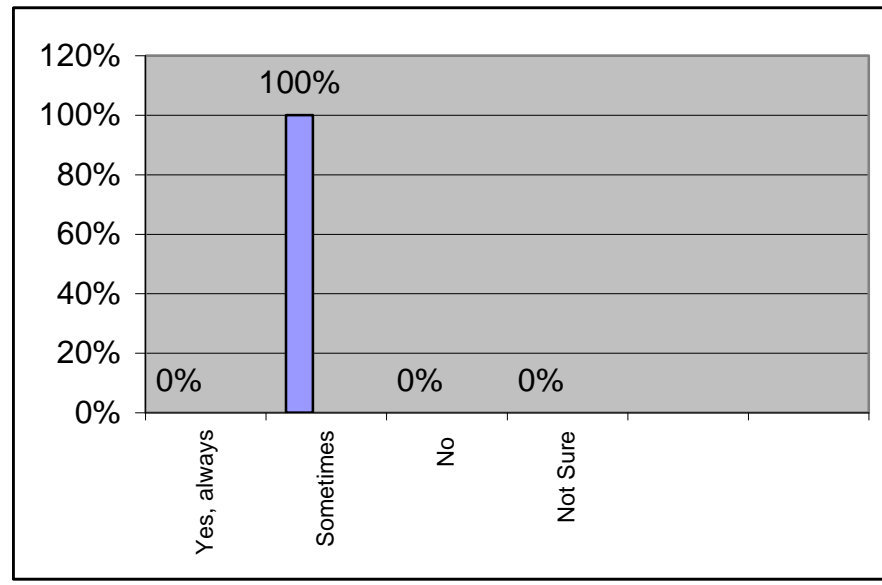
Referring to question 7 of the questioner, the following was the response:



By the data tabulated above, the answer to the second research question, by the *Students* was; Yes (0%). Sometime (45%). No (55%). Not sure (0%).

## 6. Others

Referring to question 7 of the questioner, the following was the response:



**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Others* was; Yes (0%). Sometime (100%). No (0%). Not sure (0%).

From the above data one can conclude that sometimes telecom marketing strategies can mislead the customers about the quality of their product packages and service.

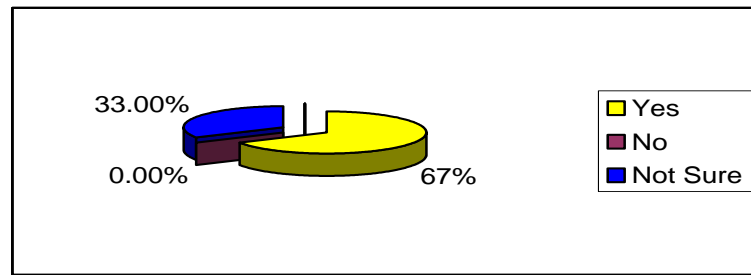
The fourth research question is:

*To what extent, does the philosophy of marketing concepts contribute improvement to the customer's perception of Globacom and their products?*

The following was the data tabulated for the answers to the above question. The data is presented, category-by-category.

#### 1. Business men

Referring to question 11 of the questioner, the following was the response:

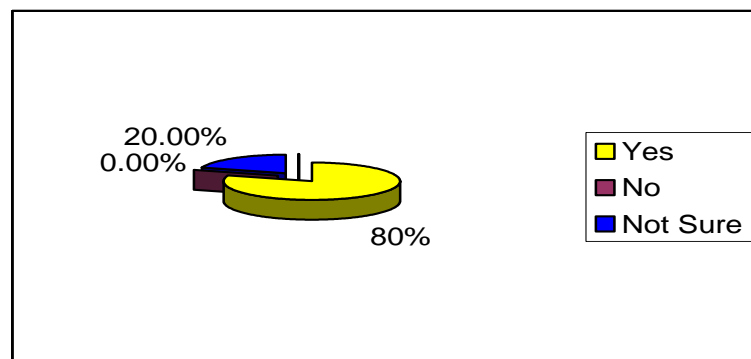


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Business men* was; Yes (67%). No (0%). Not sure (33%).

## 2. Professionals

Referring to question 11 of the questioner, the following was the response:

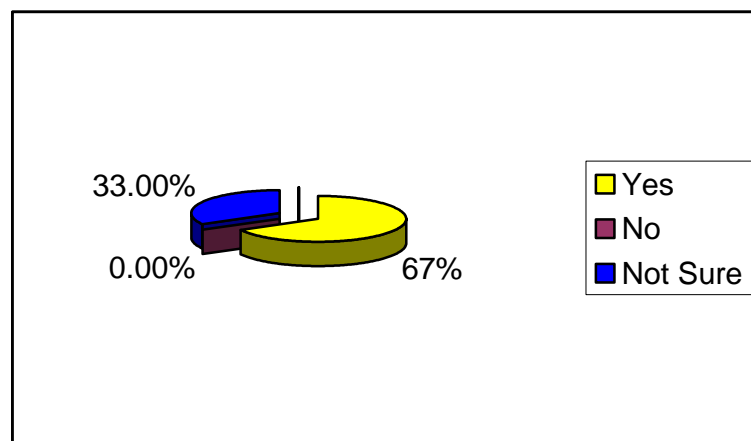


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Professionals* was; Yes (80%). No (0%). Not sure (20%).

## 3. Academics

Referring to question 11 of the questioner, the following was the response:

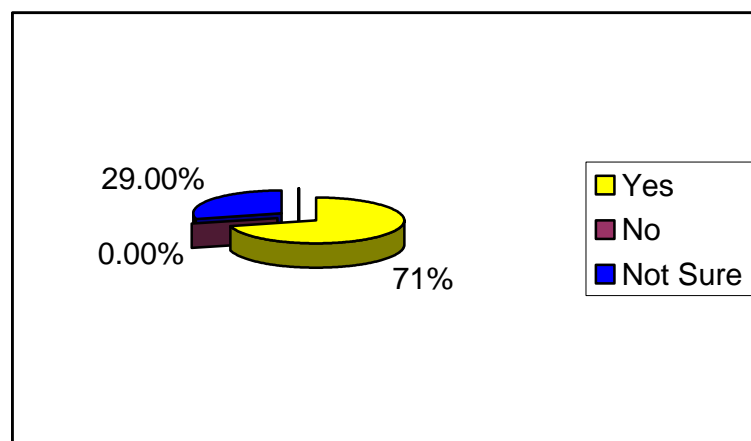


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Academics* was; Yes (67%). No (0%). Not sure (33%).

#### 4. Civil Servants

Referring to question 11 of the questioner, the following was the response:



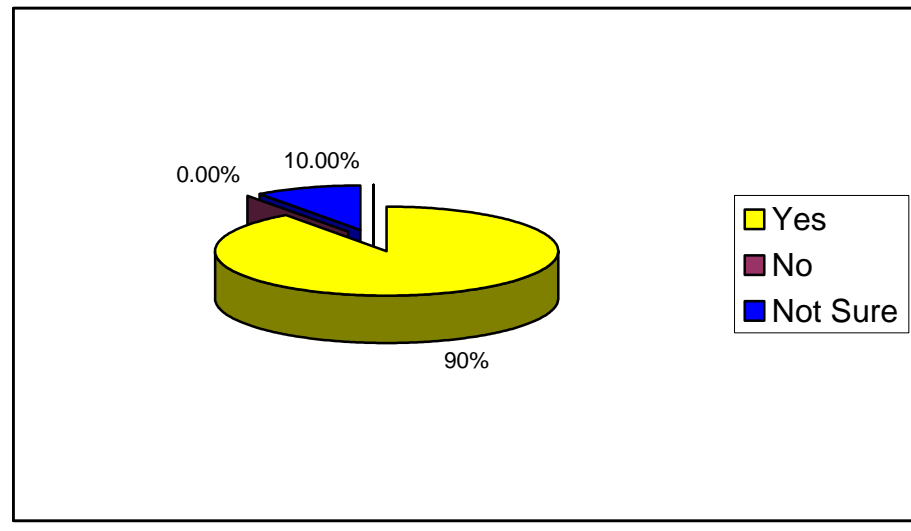
**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Civil servants* was; Yes (71%). No (0%). Not sure (29%).

#### 5. Students

Referring to question 11 of the questioner, the following was the response:



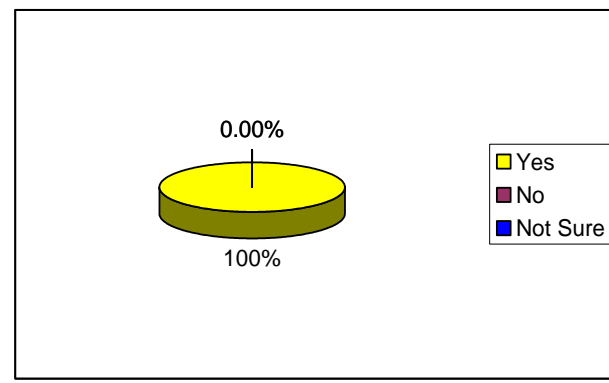


**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Students* was; Yes (90%). No (0%). Not sure (10%).

#### 6. Others

Referring to question 11 of the questioner, the following was the response:



**Source:** Field survey, 2007

By the data tabulated above, the answer to the second research question, by the *Others* was; Yes (100%). No (0%). Not sure (0%).

From the above data one can conclude that Yes, having customer care or help centre can help correct the perceptions of customers about the company. As most customers with problems and questions can easily be attended to.

## **4.2 OBSERVATION**

From the research, this researcher was also able to observe the following:

1. That marketing plays a very important role in creating awareness of glo – products to the customers. Majority of the respondents were made aware of the various products largely through the various forms of marketing. It was also seen as the GSM network that has the most interesting adverts, often had the most patronage.
2. Though, it did not form part of the questionnaire, it's also worth mentioning that most women respondents were drawn and the color of glo mobile (neon green), which they felt, did catch their fancy.
3. Some people expressed the opinion at the ease in which recharge cards can be scratched is a big plus for glo mobile and having user friendly scratch cards.
4. Customers also expressed frustration at the network for their inability to fix “the number you are calling is not available in the glo network” syndrome. Some wondered if such were to happen in an emergency situation what would become of them.
5. It should be noted that only on marketing did adverts provide complete information.
6. Almost all the respondents spoken to frowned at the poor services in the area in recent times and lack of glo services in nearby localities.
7. From the results was clear that the network that most people want to have is glo mobile. Glo mobile was wanted because IT and also it being local owned, endeared it to people. In addition, its marketing concepts of allowing free SMS, raffles branded shops etc were a big hit.
8. The disposition of people towards the network with interesting or catching marketing adverts was favourable as evident in the questions

contained in the questionnaire. However, it must be observed that marketing adverts through the various media does not completely answer the customer's questions.

## **CHAPTER FIVE**

### **(SUMMARY, CONCLUSION AND RECOMMENDATIONS)**

#### **5.1 SUMMARY OF THE FINDINGS**

This research was carried out to evaluate marketing concepts and its application in glo mobile industries.

Various questions related to peoples perception of the network and the services were asked.

Six categories of respondents answered the questions. These include the Businessmen, professionals, academic, civil servants, students and others.

Innovative products were applauded but this did not translate to necessarily having satisfied customers.

Promotional, adverts were often seen as given more attention by management to providing quality services.

#### **5.2 CONCLUSION**

The research study was a study on how marketing concepts are applied in glo mobile firm. It was found out that the existence of any service provider like glo mobile company is to satisfy customer's needs. This is so because amidst increased discretionary income, customers could afford to be selective and patronize only those firms that precisely met their changing needs.

Research questions of what do customers want? And how can customer's satisfaction be retained? Were postulated, tested and analysed.

Observations outside the scope of the questionnaire were also made by the respondents and these were recorded in the proceeding chapter.

#### **5.3 RECOMMENDATIONS**

The following recommendations were made from the results obtained.

- 1) Goodwill towards a firm can be sustained through sound and credible application of marketing concepts.
- 2) The establishment of customer care or help centres is vital, as close to all the respondents (question 11 of the questionnaire) expressed that having this in Mubi would enlighten them further about the products, promo and services being offered by the network, through some did express that not all the problems facing the customers would be solved by the help centres.
- 3) Good quality services have endeared people to patronizing glo mobile products (question 9 of the questionnaire) and the network should make sure that marketing concepts application is applied at profession at as possible.
- 4) Most respondents believes that not enough information was provided by the management of glo mobile (question 10 of the questionnaire). Therefore, glo mobile firm should be mindful that one of the major duties of marketing firm is to inform people by way of advertising. Marketing adverts should answer questions on call costs within and outside the network, access days etc.

The issue of providing information only on promotional packages amounts to being insensitive to customer plight.

- 5) There is need for further study on this topic as every day there is a change in products and services on offer by the GSM firm.

It is also expected that the National Communications Commission (NCC) and the government provide basic infrastructure and security that would encourage the growth of indigenous firms.

The unstable power supply and feeder roads have made GSM firms spend more on alternative sources of energy and infrastructure that the customer pays for through high tariffs.

Facility vandalisation are the cries of GSM firms due to security on the

part of the government. Such insensitivity on the part of government scares indigenous firms from investing in this sector. As a result lost of indigenous firms are restricted to cosmopolitan areas where some degree of infrastructure and security is available no matter how low.

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## APPENDIX



# QUESTIONNAIRE

*(Please tick the appropriate box (s))*

1. What is the profession that best describes you?
  - \* Business Man
  - \* Professional (Banker, Lawyer, Medical doctor etc)
  - \* Academic
  - \* Civil servant
  - \* Student
  - \* Others
  
2. Is Globacom your preferred GSM network?
  - \* Yes
  - \* No
  
3. What determines your choice of network?
  - \* Low pricing
  - \* Ease in interconnectivity
  - \* Greater reach of signals
  - \* Availability of SIM packs
  - \* I.T services provided
  - \* Others
  
4. From what medium did you first develop interest in your mobile network of choice?
  - \* TV
  - \* Magazines
  - \* Radio

- \* Newspapers
- \* Friends (word of mouth)
- \* Handbills

5. Is it true that Globacom in your view has the most innovative products?

- \* Yes
- \* No
- \* Not sure

6. Is it the adverts that motivated you to patronize the products from such a network?

- \* Yes, always
- \* Sometimes
- \* No
- \* Not sure

7. Do you think that the adverts by G.S.M networks often give the wrong impression of the services provided by the networks?

- \* Yes, always
- \* Sometimes
- \* No
- \* Not sure

8. In your own opinion, how will you assess the quality of services rendered by Globacom?
- \* Excellent
  - \* Very good
  - \* Good
  - \* Satisfactory
9. Do you think that the quality of service have encouraged or even endeared you to patronize a specific GSM network?
- \* Yes
  - \* No
  - \* Not sure
10. Do you believe that enough information is provided by management about the GSM services?
- \* Yes
  - \* Sometimes
  - \* No
  - \* Not sure
11. Do you think that having a *Customer Care* or *Help Center* by the GSM

firm, here in Mubi would help in providing you with greater information about the product packages and services offered by the services providers?

- \* Yes
- \* Maybe
- \* No
- \* Not sure

12. Do you think that having such a *Customer Care* or *Help Center* would help in easing the problems that GSM users are faced with?

- \* Yes
- \* Maybe
- \* No
- \* Not sure

13. Assuming that all the GSM services were running effectively, would you patronize Globacom?

- \* Yes
- \* Maybe
- \* No
- \* Not sure

14. Why Globacom?

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