

**UNIVERSITY OF EDUCATION, WINNEBA**  
**COLLEGE OF TECHNOLOGY EDUCATION-KUMASI**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**EFFECTS OF BRAND LOVE ON CONSUMERS' PURCHASING BEHAVIOUR:**  
**CASE STUDY OF VODAFONE GHANA LIMITED**



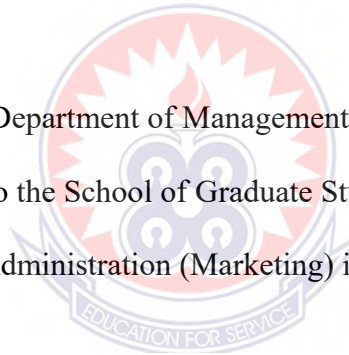
**AUGUST, 2017**

**UNIVERSITY OF EDUCATION, WINNEBA**

**EFFECTS OF BRAND LOVE ON CONSUMERS' PURCHASING BEHAVIOUR:  
CASE STUDY OF VODAFONE GHANA LIMITED**

ALBERT ESHUN

A Dissertation Presented to the Department of Management Studies Education, Faculty of Business Education, submitted to the School of Graduate Studies, in partial fulfilment for the award of Master's in Business Administration (Marketing) in the University of Education, Winneba



AUGUST 2017.

## DECLARATION

### STUDENT'S DECLARATION

I, ESHUN ALBERT declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE: .....

DATE: .....

### SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Project report as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: DR. BENJAMIN ANSU

SIGNATURE: .....

DATE: .....

## ACKNOWLEDGEMENT

What is it that man can do without the assistance of the Almighty? The life, the strength, the wisdom, the knowledge, understanding, the time, and the strength to survive the sleepless nights come from Him. God to you be the glory and Honour.

My next thanks go to my supervisor, Dr. Benjamin Ansu for painstakingly going through this document and providing useful suggestions to positively shape this work.

Further, I thank my friends and colleagues who supported me in various ways and throughout my study in this University.

My family deserve special commendation for their love and support especially my parents Mr. George Boateng and Margaret Boateng, my brother and sister Kingsley and Stella for being there for me.



## **DEDICATION**

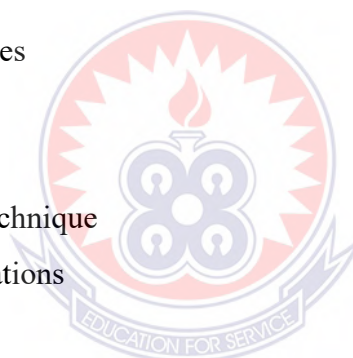
I dedicate this work to my sweet and adorable daughter Stella Adwoa Boateng.



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## ABSTRACT

Companies have noticed that the love for a brand is an important factor to maintain a good relationship with their consumers and improve profits. The concept of brand and its relationship with customer loyalty has been an issue of great concern in corporate management and marketing literature. In this regard, this study sought to investigate the effects of brand love on consumers' purchasing behaviour using Vodafone Ghana Limited as a case study. The objectives of the study were to identify the types of telecom products offered to consumers by Vodafone Ghana, to determine the effect of brand love on consumers' switching intentions, the effect of consumer brand love on consumer loyalty and whether consumers will recommend Vodafone's products to others. The study employed the descriptive survey approach collecting quantitative data for analysis. Questionnaire was the main instrument used in data collection with occasional interviews. The population consisted of all Vodafone customers in the Ashanti Region of Ghana out of which a sample of 100 was randomly selected. The study found that customers used mobile telephony most than all the services and products offered by Vodafone followed by mobile internet. It was further found that the brand love of customers positively influences their loyalty. The switching intentions of customers were found to be low which was influenced by their brand love. The willingness to recommend the brand to others was also high due to the love of consumers for the brand. The study recommends that, telecommunication firms must ensure their customer satisfaction as it is a good predictor of future purchase behaviour, an indication of behavioural loyalty of the customer. Satisfied loyal customers generate profits because they are responsible for large percentage of sales and are less costly to keep rather than attract new customers.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

In today's world of consumption where almost everything is branded, every consumer has a brand that they love, termed brand love. Nowadays, it takes more than just advertisements to make consumers stay committed to a brand. Consumers need to relate on a more personal level to a brand (Keller, 2007). Consequently, it is the consumers that decide where lies their brand love, and why they go back to repurchasing that brand over again. Consumer loyalty is every organization's desire for survival and to increase its profit margin and market share in this competitive world. Therefore, to survive in this competitive market, it is very vital for organizations to come out with strategies to retain their customers to prevent them from switching to competing brands.

Companies have noticed that the love for a brand is an important factor to maintain a good relationship with their consumers. Therefore, they do emotional branding and incorporate it in their marketing strategies (Roberts, 2006). It is the core values of a brand that initially attracts consumers but it is the continuous determination for brands to stay loyal to their core values that makes consumers come back (Till & Heckler, 2009).

Brand Love is a new concept that is being explored recently, as a driving force to provide loyalty and purchase behaviour. According to Medora *et al.*, (2002), the systematic study of love was initiated in 1944, when Llewellyn Gross published one of the first romantic evaluation scales, and, from then on, a series of questionnaires on love began to appear. According to Carroll and Ahuvia (2006), brand love is an

emotional and passionate relationship present between a satisfied consumer and a brand. These authors are stressing on both emotion and passion while defining brand love. Whang, Allen, Sahoury and Zhang's (2004) study revealed that a consumer can fall in passionate and emotional love with a brand which might lead to romantic love for the brand over a period of time. According to Sternberg (1986), romantic love consists of emotion or intimacy and passion. From these findings it can be inferred that brand love is romantic in nature. Love is closely linked to loyalty (Sternberg, 1986; Shimp and Madden, 1988; Keh *et al*, 2007). Brand love predicts brand loyalty (Carroll and Ahuvia, 2006).

According to Keh, Pang and Peng (2007) brand love includes intimacy, passion and commitment. If commitment is included in brand love, then it becomes difficult to distinguish between brand love and brand loyalty. Martins (1999), indicated that the purchase motivations of consumers are related to the needs, to the brand and to the individual's desires, but the preference for brand is aroused by images and feelings which are in the people's collective unconscious.

Such a scenario leads to an increasing search for bonds between the consumer and the brands which go beyond the existing products and services to be deeply internalized in the consumers' minds and hearts. In this sense, an instigating field of analysis emerges in the effort to understand how strong and lasting emotional bonds are structured in order to generate a superior brand value and brand preference (Roberts, 2006). The conceptions on love are of extreme importance for an organization of various cultures and societies because they implicitly define what is appropriate and desirable in the relationships between individuals (Beall and Sternberg, 1995).

Vodafone Ghana, formerly Ghana Telecom, is the national telecommunications company of Ghana. In 2006, it had around 400,000 customers for fixed and mobile

telephony and Internet services. On 3 August 2008 it was announced that Vodafone had agreed to acquire 70% of Ghana Telecom from the Ghanaian government at a cost of US\$900 million and a total enterprise value of approximately US\$1.3 billion while the Ghanaian government retained a 30% stake. On 16 April 2009, the company was rebranded as Vodafone Ghana. ([https://en.wikipedia.org/wiki/Vodafone\\_Ghana](https://en.wikipedia.org/wiki/Vodafone_Ghana)) Vodafone in Ghana is an operating company of Vodafone Group Plc., the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States. ([www.vodafone.com.gh/vodafoneghana/discover-vbs](http://www.vodafone.com.gh/vodafoneghana/discover-vbs)).

Vodafone is the only total communications solutions provider - mobile, fixed lines, internet, voice and data - and is currently unmatched in providing fixed line and internet services - the leader and the first choice for Ghanaians. They are second ranked operator in mobile with a huge potential to take over the market. As a corporate body, Vodafone value their customers and constantly build key relationships with the private sector and government. ([www.vodafone.com.gh/vodafone-ghana/discover-vbs](http://www.vodafone.com.gh/vodafone-ghana/discover-vbs)).

Vodafone aims to provide the kind of innovative and responsive service for which the Vodafone Group is recognised worldwide. Vodafone's brand is one of the strongest and most identifiable. In fact, painting the world red is their brand and is one of the most widely-known brands across the world. ([www.vodafone.com.gh/vodafone-ghana/discover-vbs/our-brand](http://www.vodafone.com.gh/vodafone-ghana/discover-vbs/our-brand)). From the general perspective, this study seeks to find out the effect of brand love on consumers' loyalty, switching intentions and recommendations in Ghana's telecom industry specifically Vodafone.

## **1.2 Statement of the Problem**

Brand Love is a new concept that is being explored recently, as a driving force to provide loyalty and purchase behaviour of customers. According to Myers and Shurts (2002), even though love has served as a source in numerous writings of different precedence (such as literature and philosophy), up till the 70s there was an absence of scientific validity in its study, considering that it would be all too mysterious and intangible for studies of scientific nature. The difficulty in observing it in a rigorous and systematic manner served for decades as the main reason for it to be named as non-scientific by the researchers (Feldman, 1985). For this reason, its introduction as a scientific object in the social and human sciences was relatively late.

No study to the best of the knowledge of the researcher has been done to examine brand love in Ghana's telecommunication industry. Therefore, this study endeavours to address this literature gap. Again, the study will give empirical evidence on the effects of brand love on consumer loyalty, switching intentions and recommendations in Ghana's telecommunication industry specifically, Vodafone Ghana.

## **1.3 Purpose of the Study**

The main purpose of this research is to determine the effect of consumer brand love on the purchasing behaviour of consumers within the telecom industry.

## **1.4 Objectives of the Study**

The objectives of the study are;

1. to identify the types of telecom products offered to consumers by Vodafone Ghana

2. to determine the effect of brand love on consumers' switching intentions
3. to determine the effect of consumer brand love on consumer loyalty
4. to determine whether consumers will recommend Vodafone's product or service to others.

### **1.5 Research Questions**

This research seeks to answer the following questions:

1. What types of telecom products offered by Vodafone do customers patronise most?
2. What is the effect of consumer brand love on consumer loyalty?
3. What is the effect of consumer brand love on switching intentions?
4. Will consumers recommend the brand to others based on their brand love?

### **1.6 Significance of the Study**

There is the need for organizations to develop their brands to be loved by customers.

In this regard, this study has two main significances.

1. To the management of Vodafone Ghana, the findings and results that will be reported in this study will provide a more reliable scientific measure and perspective for describing and evaluating the affection customers have for their brand. It will also serve as an invaluable source of information to bringing to lime light the switching intentions of their respective customers, as well as customer's loyalty to the brand and the company as a whole.

2. To academics and researchers, this thesis will provide a point of reference and very useful contribution to discussions of brand love and its effect on customer loyalty and switching intentions.

### **1.7 Methodology**

The nature of the research is descriptive, which can be explained as describing something or any particular phenomenon. Descriptive research describes the situation instead of interpreting and deciding decision (Creswell, 1994). Non- probability sampling method was used for selecting the sample; specifically, purposive sampling technique was used. The research provides information about the current study of brand love on consumer loyalty, switching intentions and recommendations.

### **1.8 Delimitation of the study**

The study made its findings from information it had from Vodafone Ghana –Kumasi. Moreover ‘Customers’ in this study is limited to only Vodafone subscribers’ resident in the Kumasi Metropolis of the Ashanti Region of Ghana.

### **1.9 Limitations of the study**

It could have been a comparative study between all the telecommunication networks in Ghana, but the limited time did not permit that. Therefore, Vodafone Ghana-Kumasi branch was however used as a case study. The same constraint made the study to go by a small number of respondents of Vodafone subscribers. However, this could not distort the veracity and the reliability of the study.



### **1.10 Organization of study**

The study will be organized in five chapters. Chapter one is the introductory chapter, it briefly illustrates background, problem statement, objectives, research questions, significance, limitations, scope and organization of the study. Chapter Two reviews the various theories and work done on brand love, customer loyalty and switching intentions of customers pertaining to brand love. Chapter Three is the methodology; it explains the various ways and strategies data on customers were gathered. That is research designs, sampling and data collection techniques, instruments and data analysis methods. Chapter Four demonstrates the data analysis, findings and discussion of results. Chapter Five summarizes results, draws conclusions and make recommendations.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter will focus on relevant literature relating to all pertinent aspects of the study. It covers the types of information needed for the research, in terms of theoretical review, industry review and conceptual framework for the study.

Though a detailed literature review will be done, it is desirable to present a precise literature review on three important areas to put this study in theoretical perspective. These are reviewed in the sub headings below.

#### 2.2 Brand Love

In order to appreciate the concept of brand love, it is prudent to understand the modern meaning of what a brand entails which is essential to understand the different aspects of brands. Brand is associated with a product or service which has certain qualities or characteristics that make it special or unique (Mallik, 2009). In the book *Principles of Marketing*, it is described as a name, term, sign symbol or a combination of these that identifies the maker or seller of the product (Kotler & Armstrong & Wong, 2010). David Ogilvy describes brand as follows (in Keller, 2007, p. 18):

*Brand is a complex symbol. It is the intangible sum of a product's attributes, its name, packaging and price, its history, reputation, and the way it's advertised. A brand is also defined by consumer's impression of people who use it, as well as their own experience.*

Another way of saying that is that in the factory Revlon makes cosmetics, but in the stores, Revlon sells hope (Keller, 2007). This means that a brand makes specific promises of value, and helps consumers to recognize the brand much easier than a non-branded product (Kotler, Armstrong & Wong, 2010). Nevertheless, the brand is

not the product, but it gives the product meaning and defines its identity, and that is why every brand has its own unique identity, image, equity, history and set of core values. With building a brand, manager's ultimate goal is to gain brand loyalty from their consumers, not price loyalty or bargain loyalty. From a business point of view, brand loyalty means profitability, and that is why companies in today's market try to brand themselves (Kapferer, 2008). To better understand consumer behaviour regarding brand and the love that the consumers have for that brand, it is important to understand the various aspects of a brand that influence the end users.

*Brand identity* is defined as consumers' perception of a brand and reflects a set of associations the consumers hold in their minds when thinking of a brand (Didier & Cindy, 2010). The brand identity answers questions: What features would the brand have as if it was a person? What is the brand culture, physical features, values and personality? For example, Chanel's identity is portrayed as being sophisticated and elegant (Gautier, 2011), and those are a set of *core values* that are consistent with Chanel's brand identity, which Chanel's consumers relate to (Bott, 2007).

The conceptions on love are of extreme importance for an organization of various cultures and societies because they implicitly define what is appropriate and desirable in the relationships between individuals (Beall and Sternberg, 1995).

Many studies have been conducted on the concept of brand love, and definitions of brand love differ between different researchers. One of the first studies on brand love incorporated the concept of love that can exist between people into the relation between a person and an object (Shimp & Madden, 1988, p. 163). When doing so,

they adopted the Sternberg's Triangular theory of Love (Sternberg, 1986; Shimp & Madden, 1988).

This theory states that love is made up of three components: intimacy, passion and decision/commitment (Sternberg, 1986, p. 119). Intimacy refers to the closeness and warmth that can be felt within a relationship (Sternberg, 1986, p. 119). The component of passion refers to the physical drives that lead to arousal (Sternberg, 1986, p. 119). The third component, decision/commitment, refers to the decision to be committed to a loving relationship (Sternberg, 1986, p. 119). Based on Sternberg's Triangular theory of Love, Shimp & Madden (1988, pp. 165-166) developed a conceptual framework explaining the object-person relationship and they derived eight different kinds of love, ranging from non-liking to loyalty.

According to Myers and Shurts (2002), even though love has served as a source of in numerous writings of different precedence (such as literature and philosophy), up to the 70s there was an absence of scientific validity in its study, considering that it would be all too mysterious and intangible for studies of scientific nature. The difficulty in observing it in a rigorous and systematic manner served for decades as the main reason for it to be named as non-scientific by the researchers (Feldman, 1985). For this reason, its introduction as a scientific object in the social and human sciences was relatively late.

According to Medora *et al.* (2002), the systematic study of love was initiated in 1944, when Llewellyn Gross published one of the first romantic evaluation scales, and, from then on, a series of questionnaires on love began to appear. For Hunt (1963), the Greeks were the ones who created the word love; they were the first to create a form

of explaining this feeling, separating love between flesh and spirit. In Classical Greece, love was considered to be a purpose of life, a simple distraction.

Today, there has been a great change in the concept of love, propitiated by the separation of the Church's and the State's power, where love becomes a base structure for the conception of family. In a market context, the definition of the concept of love has been going beyond the sphere of interpersonal relationships in order to explain the way people relate to brands and consumption objects. In this point, the characteristics traditionally attributed to love, such as its impetuous desire, elevated emotional load and repressed rational action may be translated into the forms in which some consumers react facing their favourite brands.

In this sense, psychology emerges as the source to understand the different phenomena and events related to brand Love, seeking basis especially for that which is named Love Psychology.

Bowlby (1969) suggests that the degree of emotional relationship in relation to an object, foresees the nature of an individual's interaction with this object. For example, the individuals who have strong bonds towards a person are more inclined to make sacrifices in favour of this person. Making an analogy, the emotional relationships of the consumers with a brand may generate a higher commitment in relation to the brand (loyalty, for example), as well as generating an inclination towards making financial sacrifices to obtain a product.

In a first moment, the expression "Brand Love" may seem like an exaggeration. However, the new consumption society has been more and more attached to material goods in order to justify its attitudes and behaviours.

Psychology studies demonstrate the importance of intensity in the influence of interpersonal love (Lee, 1977, 1988; Sternberg, 1996, Hendrick and Hendrick, 1989; Hatfield and Rapson, 1996).

These authors suggest that the nature of a consumer's relationship with an object (a brand, for example) is based on three components: liking, desire and decision/compromise. The presence or absence of a crossing between these three dimensions led Shrimp and Thomas (1988) to identify eight possible consumer's relationships: not liking, liking, passion, functionalism, inhibited desire, utilitarianism, succumbed desire and loyalty. In this context, brand love is defined as the degree of attachment which the emotional love of a satisfied consumer has towards a product, establishment or brand (Ahuvia, 2005). Carroll and Ahuvia (2006) have defined brand love as a combination of emotion and passion. According to Keh et al (2007) brand love includes long term commitment to the brand in addition to emotion and passion. Then loving a brand (and not mere satisfaction) is a step towards loyalty.

Researchers have found that only satisfaction is not enough to keep the customers loyal (Jones and Sasser, 1995). Many satisfied customers switch to competitor's brand after some time (Reichheld, 1996). Hence, satisfaction results in loyalty when the satisfaction is sustained for a longer period of time and gets deeper. A percentage of the satisfied customers tend to love a brand (Carroll and Ahuvia, 2006). They found that brand love is an antecedent to brand loyalty and satisfaction is an antecedent to brand love. Therefore, brand love mediates the relationship between customer satisfaction and brand loyalty. Over a longer period of time, if an individual remains satisfied with a brand then it is likely that the satisfaction will get transformed into an

emotional and passionate bonding with the brand. The nature of this bonding is very similar to the interpersonal love and attachment.

### **2.2.1 Conceptualisation of Brand Love**

Shimp and Madden (1988) have conceptualized eight kinds of consumer-object relationship based on the tripartite conceptualization of interpersonal love stated by Sternberg (1986). The components of consumer-object (the object can be a brand) relationship as stated by Shimp and Madden are – liking, yearning and decision/commitment - which are the counterparts to intimacy, passion and decision/commitment components of interpersonal love relationship respectively as described by Sternberg.

According to Carroll and Ahuvia (2006), brand love is an emotional and passionate relationship present between a satisfied consumer and a brand. These authors are stressing on both emotion and passion while defining brand love. Whang, Allen, Sahoury and Zhang's (2004) study has revealed that a consumer can fall in passionate and emotional love with a brand which might lead to romantic love for the brand over a period of time. According to Sternberg (1986), romantic love consists of emotion or intimacy and passion. From these findings it can be inferred that brand love is romantic in nature. Love is closely linked to loyalty (Sternberg, 1986; Shimp and Madden, 1988; Keh et al, 2007). Brand love predicts brand loyalty (Carroll and Ahuvia, 2006). According to Keh, Pang and Peng (2007) brand love includes intimacy, passion and commitment. If commitment is included in brand love, then it becomes difficult to distinguish between brand love and brand loyalty.

## **2.2.2 Antecedents of Brand Love**

### ***Satisfaction and brand love***

Satisfaction is a post-consumption evaluative judgment (Mano and Oliver, 1993). But it is not entirely cognitive. As Thomson, MacInnis and Park (2005) has stated that post-consumption satisfaction is likely to lead to emotional attachment with a brand over time with multiple interactions with the brand. It implies that cumulative satisfaction over a period tends to lead to an emotional bonding between consumer and brand. This means that, satisfaction with the brand positively influences the feeling of love towards the brand.

### ***Individual romanticism and brand love***

According to Holbrook and Olney (1995), the romantic individual is highly emotional and seeks pleasure. As brand love refers to a strong emotional bonding of an individual with a brand, it is expected that a high romantic person is more likely to fall in love with a brand compared to a low romantic person. This implies that individual romanticism positively influences love for a brand.

### ***Brand experience and brand love***

According to Lee (1977) love is an attitude. So, brand love is also an attitude towards the brand. According to Carroll and Ahuvia (2006) brand love is highly affective in nature. Hence, it is expected that favourable brand experience might lead to love towards a brand over a period of time. This leads to the formation of the statement that favourable brand experience positively influences brand love.

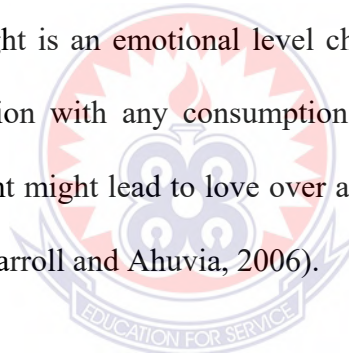


### ***Individual Romanticism and Brand Experience***

According to Holbrook (1997), romanticism enriches the experience-seeking process surrounding any consumption act through subjective personal introspection. Subjective personal introspection refers to the examination of one's own psychic world. Hence, it is assumed that individual romanticism enriches the experiences in the context of brand consumption. This indicates that individual romanticism is positively associated with brand experience.

### ***Customer delight and brand love***

Almeida and Nique (2005) showed that when a customer is delighted with a brand then he/she tends to develop an emotional bonding with the brand. Kumar (1996) also state that customer delight is an emotional level characterized by high levels of joy and surprise in connection with any consumption. Hence, it is proposed that this affective customer delight might lead to love over a period of time, as brand love has strong affective focus (Carroll and Ahuvia, 2006).



### ***Satisfaction and Customer Delight***

Satisfaction has both cognitive and affective dimensions. Affect is one dimension of customer delight also (Almeida and Nique, 2005). As satisfaction itself is a dimension of customer delight and both are post-consumption experiences, satisfaction is likely to influence customer delight positively. This means that satisfaction positively influences customer delight.

### ***Individual materialism and brand love***

Satisfaction with a brand for a considerable period of time is the pre-requisite for falling in love with the brand (Carroll and Ahuvia, 2006). Hence, it is expected that

materialistic individuals tend not to fall in deep emotional love with a brand, as they are not easily satisfied with a brand. Thus, the following can be said to be true; *individual materialism negatively influences brand love.*

### ***Individual materialism and brand experience***

According to Holt (1995), a materialistic individual tends not to engage in consumption through experiencing and a non-materialist tends to engage in consumption through experiencing. Materialistic individual tends to perceive that the object has the terminal value. They purchase products to show off and enhance social status. Materialism has significant positive association with status consumption (Heaney, 2005).

### **2.3 Consumer Brand Loyalty**

Customer loyalty is both an attitudinal and behavioural tendency to favor one brand over all others, whether due to satisfaction with the product or service, its convenience or performance, or simply familiarity and comfort with the brand. Customer loyalty encourages consumers to shop more consistently, spend a greater share of wallet, and feel positive about a shopping experience, helping attract consumers to familiar brands in the face of a competitive environment.

To understand customer loyalty one must recognize there are different types and degrees of loyalty. There is monogamous loyalty and there is polygamous. There are also behavioural and attitudinal aspects. A look at these concepts will clarify what “customer loyalty” really is, and this is important because having a solid understanding of the concept is critical if one hopes to design a reward program where loyalty enhancement is the primary objective.

It has long been studied how to create brand loyalty among customers and there is a great amount of research performed in the area (Amine, 1998; Kumar & Shah, 2004; Liu-Thompkins & Tam, 2013). Most managers today view profitability as the utmost significant factor in the survival of their business (Reichheld et al., 2000, p. 135). According to research conducted by Reichheld et al. (2000, p, 135) the importance of loyalty in retailing cannot be highlighted enough as it has been discovered that a five percentage point increase in customer retention (i.e. loyalty) can lead to an increase in company profit by up to 25-100% (Reichheld, 2000, p. 135). Loyalty also leads to growing revenues and market share as the top customers repeatedly purchase products and give recommendations (Reichheld et al., 2000, p. 135). By having loyal customers and not having to replace old ones, reduces the cost of acquiring and serving new customers (Ndubisi, 2004, cited in Ndubisi, 2006, p. 48; Reichheld, 2000, p. 135). To be able to improve and increase the number of loyal customers it is important that customers and retailers learn how to interact with one another (Brosdahl, 2013, p. 110).

A good interaction will also lead to decreased costs for both parties (Brosdahl, 2013, p. 110; Ndubisi, 2006, p. 49). Previous research shows upon antecedents contributing to loyalty (Amine, 1998; Brosdahl, 2013; Li & Petrick, 2008). There are several factors that contribute to customer loyalty and developing trusted relationships between retailers and their customers have always been assumed to be essential in developing loyalty (Brosdahl, 2013, p. 111). This notion is supported by research conducted by Ndubisi (2006, p. 56).

showing that before retailers can expect loyalty to be exhibited by customers, trustworthiness such as giving and keeping promises, showing respect and fulfilling obligations must be developed. Another variable that has been found to be important in developing brand loyalty is consumer satisfaction (Li & Petrick, 2008, p. 26, Amine, 1998, p. 311). Amine (1998, p. 311) stated that antecedents of brand loyalty can be separated into two different types: indirect and direct sources. Achieving brand loyalty through mediating variables such as involvement and satisfaction are seen as caused by indirect antecedents, whilst perceived risk, brand attachment and perceived differences among alternatives are seen as direct sources which thoroughly affect brand loyalty (Amine, 1998, p. 311). Based on previous research we believe that customer loyalty and brand loyalty are interchangeable terms based on how they both refer to customer attachments to products.

Research conducted by Singh & Pattanayak (2014, p. 49) on the impact of brand loyalty on consumers' sportswear brand purchase, showed that factors such as brand name, product quality, price and store environment are relevant factors contributing to brand loyalty. There are so many different brands available in the marketplace and this often leads to confusion for the customers (Singh & Pattanayak, 2014, p. 42). Hence, to avoid confusion consumers prefer to trust brands whose names are well known (Singh & Pattanayak, 2014, p. 42). Many consumers buy a specific brand because of the quality of the product offered (Singh & Pattanayak, 2014, p. 42; Yuen & Chan, 2010, p. 227). The noticeable quality of a sold product leads either to repeat purchase of the brand or to a change of brand (Singh & Pattanayak, 2014, p. 42). Product quality is also believed to be the starting point for the creation of customer loyalty (Yuen & Chan, 2010, p. 227). Price may be the most central factor for average

consumers concern (Singh & Pattanayak, 2014, p. 42). If consumers have built and are experiencing loyalty towards a brand their purchase intention is less likely to be affected by its price (Singh & Pattanayak, 2014, p. 42; Vázquez Casielles & Álvarez Álvarez, 2007, p. 124). A positive store location, interior design and stimulus effects such as noise, temperature and product displays in store are part of the store environment that affects brand loyalty (Singh & Pattanayak, 2014, p. 43).

According to Rundle-Thiele & Bennett (2001, p. 29) measuring brand loyalty is different for distinctive markets such as consumable, durable and service markets. This because of differences in market characteristics such as purchase frequency, involvement, brand switching and habit (Rundle-Thiele & Bennett, 2001, p. 29). Characteristics of loyalty being divided, is exhibited by the consumable markets and often referred to as multi-brand purchasing (Rundle-Thiele & Bennett, 2001, p. 29). Switching brands in search of variety, lack of availability (Rundle-Thiele & Bennett, 2001, p. 29-30), sales promotions (Chandon, 1995, p. 424) are various reasons for multi-brand purchase in consumable goods. When purchasing durable goods such as furniture and motor vehicles consumers do not repeatedly switch back and forth between brands (Rundle-Thiele & Bennett, 2001, p. 30), this due to being loyal to a brand for a given time period because of long replacement cycles (Che & Seetharaman, 2009, p. 494).

In a service market, consumers could be considered completely loyal due to typically having 100 per cent share of category with a certain brand (Rundle-Thiele & Bennett, 2001, p. 31). Risks are also perceived higher in services than in goods and consumers are therefore less likely to switch brands (Rundle-Thiele & Bennett, 2001, p. 31).

Previous research shows that brand loyalty can be measured and defined as either behavioural or attitudinal (Amine, 1998, p. 306; Liu-Thompkins & Tam, 2013, p. 21; Rundle-Thiele & Bennett, 2001, p. 26). According to the behavioural approach, consumer loyalty is being expressed through the repeat purchasing of a specific brand (Amine, 1998, p. 306). The attitudinal approach on the other hand regards the regular buying of a brand as necessary but not sufficient in achieving true brand loyalty (Amine, 1998, p. 306). A positive attitude must also be added according to the attitudinal perspective for the behaviour to be pursued regularly (Amine, 1998, p. 306; Liu-Thompkins & Tam, 2013, p. 23). However, even though the behavioural approach of loyalty is useful and easy to measure through scanning data, this view of brand loyalty is less explanatory and predictable (Amine, 1998, p. 307). This due to, not enabling researchers to differentiate the various buying situations and individual motives, which may influence consumers to purchase the same brand (Amine, 1998, p. 307; Liu-Thompkins & Tam, 2013, p. 21). To distinguish true brand loyalty from false loyalty, measurements of brand loyalty therefore advanced to include some attitudinal measurements instruments besides the behavioural indicators (Amine, 1998, p. 307).

The upstream approach, that is the attitudinal approach, to brand loyalty is based on identifying the motives that consumers have behind developing true brand loyalty (Amine, 1998, p. 309). Behavioural loyalty is important for companies in generating profitability whilst attitudinal loyalty assist companies in building an undetectable exit barrier for their customers (Kumar & Shah, 2004, p. 322). The attitudinal approach will be the basis for our investigation on consumers' brand loyalty in this thesis since

we believe it to be relevant in our study to investigate the feelings behind the loyalty as experienced by the consumers.

### **2.3.1 Monogamous Vs. Polygamous Loyalty**

We live in a world of polygamous, not monogamous loyalty. For example, a person might shop at Safeway, Thrifty Foods and Save-on-Foods and unfailingly shop at all three. The person is then loyal to them, but not to others, and yet 100% loyal to none. In their book *Loyalty Myths*, Keiningham et al. (2005) suggest that “loyalty can in part be thought of as the probability a customer will purchase a brand on any particular purchase occasion. For example, a customer may tend to purchase Brand A 70 percent of the time, Brand B 20 percent, and Brand C 10 percent of the time”. The point here is that, in the real world, 100% loyal customers are rare. In the majority of cases, attempting to make customers completely loyal is unrealistic. A more realistic goal for businesses is to make customers as loyal as possible – to maximize customer share of wallet, frequency of purchase and overall profitability. The objective of businesses, and therefore loyalty programs as well, should be to make the organization’s share of customer loyalty as high as possible.

According to Dowling and Uncles (1997) from Australia, “‘polygamous loyalty’ is a better description of actual consumer behaviour than either brand switching (a conscious once-and-for-all change of allegiance to another brand) ... or promiscuity (the butterfly tendency to flit from brand to brand without any fixed allegiance).”



### 2.3.2 Behavioural and Attitudinal Loyalty

In the past, many scholars defined loyalty in behavioural terms. If a person made most purchases in a given product category from one supplier, regardless of the reason, the person was defined as loyal. As Kumar and Shah from the University of Connecticut's School of Business (2004) point out, "a majority of existing loyalty programs follow these measures to reward behavioural loyalty. That is, the more you spend with the company, the more rewards you earn".

A second element of loyalty is attitudinal loyalty. Like behavioural loyalty, attitudinal definitions have existed for a long time. This second element of loyalty focuses on how strong the psychological commitment or attachment is to the brand. By itself, it too has limitations. For example, how loyal are people who rave about a product and promote it to their friends, but then for whatever reason fail to buy it regularly themselves?

In the opinion of many scholars, as a minimum, an adequate definition of customer loyalty includes the history of actions plus feelings and intentions toward the brand or commercial relationship. Loyalty action and talk (i.e., promotion to others) are both valuable to businesses, but in different ways.

Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and their repeat patronage. Kotler and Keller (2005) indicated that "based on a 20-80 principle, the top 20% of customers may create 80% of profit for a company." Thus, the longer relationship between a company and its customers may create more profit and benefit for the company. Studies have shown that small reductions in customer defections can produce significant increase in profits because:

- Loyal customers buy more products.



- Loyal customers are less-price sensitive and pay less attention to competitors' advertising

## **2.4 Brand Switching**

As there is positive impact of customer loyalty on sustainability of brand (Howell, 2004), on the other hand, brand switching occurs due to the decrease and increase in the brand loyalty and the willingness of the customer to purchase other brand is some time decrease and increase. Ehrenberg (1988) posits that brand loyalty is not committed as a valid concept hence not exists. Also supported by Trivedi and Morgan (1996) as well as Klein (2001) stated many examples where many loyal customers switched towards other.

Motivation through Extrinsic and intrinsic factors may affect the brand switching. The major roles in intrinsic motivation are through choices and varieties (McAlister and Pessemier, 1982) or attribute satiation (Zuckermann, 1979). Also, consequential behaviour can also be the effect by curiosity (Sheth and Raju, 1974). If the goal of purchasing not achieved many consumers shift towards other brand (Van Trijp et al., 1996). Young adults easily switched towards other brand if they have limited income (Ness et al., 2002; Dick et al., 1996). Researches trigger out many crucial factors affecting the behaviour such as price, variety and packaging (Ness et al., 2002; Dick et al., 1996; Veloutosou et al., 2004) involvement (Baltas, 1997; Shukla, 2004), and dissatisfaction (Abendoth, 2001; Shukla, 2004).

## 2.5 Relationship between brand love and customer loyalty

It has been established that brand identity has significant positive relationship with customer loyalty. This is evidenced in the works of; (Ismeril, and Spinelhi, 2012; Alire, 2007; Beerli, Martins and Quintana, 2004; Behabadi, 2009; Gee, Coates and Nicholson, 2008; Richards and Jones, 2008; McCormack and Cogan, 2004). Similarly, Sweeney and Swait (2008) in their study found negative relationship between brand credibility and customer loyalty. However, contrary to this finding, the studies conducted by Tajzadeh, Abolfazi, Taizadeh and Ayadin, (2010) found no significant relationship between brand commitment and customer loyalty. In the studies carried out by Jahl, Vand, Reza and Neda (2012) and Erik, (2008); it was found that a negative relationship exists between satisfaction and commitment. On the contrary, the studies by Sweeney and Swait (2008); and Jaizadeh, *et. al.*, (2010) revealed that customer's satisfaction has positive relationship with loyalty, which consequently influences profitability. Eris, *et. al.* (2012) in their study found evidence that there is a significant relationship between emotional commitment and re-purchase intention and loyalty; while Taylor, *et. al.*, (2011) on their part investigated the effects of brand experiences, trust and satisfaction on brand loyalty and came to the conclusion that brand experience, satisfaction and trust were significant determinants of brand loyalty. Therefore, it could be inferred from all these studies that the stronger the brands are perceived by customers in the market, the better the image of the brand, because stronger brands would lead to customer satisfaction which in turn would lead to customer commitment and eventual sustainable loyalty behaviour. In developing economies like Ghana and the telecommunication industry in particular, there is difficulty of establishing customer satisfaction. Telecommunication companies may have to increase or improve their corporate identity which is a form of brand in order

to attract and retain their committed customers and keep them loyal. This may be one of the reasons why Taylor, *et. al.*, (2004) stresses the importance of brand equity to customer loyalty. As much as possible, customers' inertia should not be allowed because it may lead to retention problems which may also lead to the total collapse of the business. Therefore, in businesses where customers' retention is not treated importantly, there is possibility of having defected customers which will eventually have negative effect on sustainable marketing programmes.

## **2.6 Industry Review**

The Ministry of Communication and National Communications Authority (NCA) in Ghana, is the main regulator of the telecommunication industry, namely MTN of Scancom Ghana Ltd, Tigo of Millicom Ghana Ltd, Expresso Telecom, Airtel, Glo and Vodafone Ghana Ltd. Though competition has been keen in the industry, each of the mobile networks has been growing in their respective customer base.

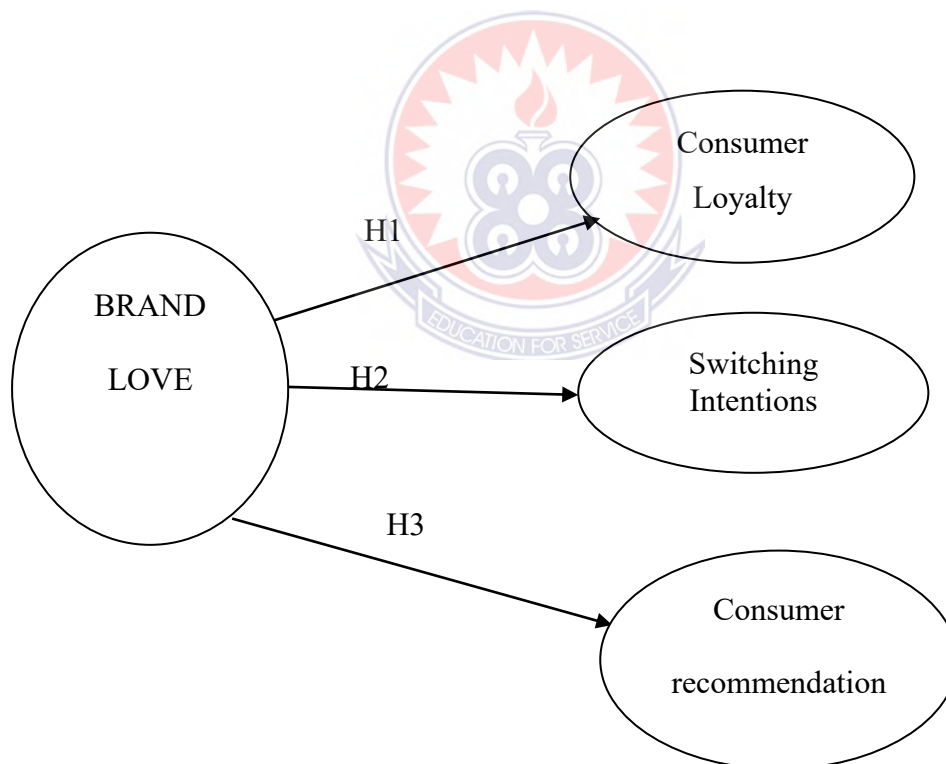
Ghana's Mobile Voice subscriber base increased from May's 2015 figure of 31,961,602 to end June 2015 with 32,363,111. The penetration rate for the month under review was 119.41% according to NCA (2016).

MTN's subscriber base increased from 14,642,806 at the end of the previous month to end June with 14,886,291. Their market share at the end of the review period was 46.00%. Vodafone's subscriber base increased to 7,296,394 at the end of June as compared to May's figure of 7,276,938. Vodafone's market share decreased from 22.77% in May 2015 to 22.55% at the end of June, 2015. Tigo's subscriber base increased from 4,446,059 at the end of the previous month to end June with 4,490,078. Their market share was 13.87%.

Airtel's subscriber base increased to 4,111,766 at the end of the month under review from the May 2015 figure of 4,061,799. Airtel's market share was 12.71% at the end of June 2015.

Expresso ended the month of June 2015, with a subscriber base of 132,855 indicating an increase from the previous month's figure of 132,698. Their market share as at close of June 2015 was 0.41%.

Glo's subscriber base recorded an increase from the May 2015 figure of 1,401,302 to end June with a figure of 1,445,727. This translated into a market share of 4.47%, a decrease from the previous month's share of 4.38%.



**Figure 1. Conceptual framework from the researcher**

## 2.7 Hypotheses

On the basis of above literature review on the topic, the effect of brand love on consumer behaviour such as loyalty, switching intentions and recommendations in Ghana's telecommunication industry; the current study tests the following hypotheses:

H1. Brand love will affect customer loyalty.

H2. Brand love will affect switching intentions.

H3: Brand love will affect consumer recommendations.



## CHAPTER THREE

### METHODOLOGY

#### 3.1. Introduction

This chapter deals with the general research design. It covers the objectives of the study, research design, method and data collection population, research instrument, sample technique, sample and size, survey and data analysis technique.

#### 3.2 Objectives of the Research

The objectives of this research are first of all, to identify the types of telecom products patronised most by Vodafone customers, to determine the effect of brand love on consumers' switching intentions, consumer loyalty, and consumer recommendations on Vodafone products.

#### 3.3 Research Design

Burns and Grove (2003) defined research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. For the purpose of an in-depth knowledge and understanding of the effect of brand love on consumer's loyalty, switching intentions and recommendations, a descriptive survey was used.

This research employed quantitative methods of data collection and analysis. According to Aliaga and Gunderson (2000), quantitative research is ‘explaining phenomena by collecting numerical data that are analysed using mathematically based methods. Quantitative research generates statistics through the use of methods such as structured questionnaires and interviews. Also, this type of research reaches people in a much quicker way than qualitative research.

### **3.4 Method and Data collection**

Data collection methods are grouped into two categories, quantitative (collecting data in the form of numbers) and qualitative (collecting data in the form of words or pictures). This study is conducted using quantitative method. Quantitative data consists of first hand responses emanating from questionnaires administered (Neuman, 2000).

### **3.5 Research Instrument**

For the purpose of this study, the researcher made use of methods that helped in the collection of data for the study. The research instrument used by the researcher was a questionnaire. The research calls for gathering both primary and secondary data. The technique of primary questionnaires, structured and unstructured or close-ended questions and open –ended question was used to make respondents select responses from a limited range of option as a way of obtaining specific kinds of response. Open-ended type of question was used to give an opportunity to the respondents to express their own subject views on specific question or issue related to the research objectives.

Respondents were mostly expected to rank their opinions on given statements on a 5-Point Likert Scale with 1. Very little extent 2. Little extent 3. Neutral 4. Large extent 5. Very large extent and Strongly Disagree = 1, Disagree = 2 Neutral = 3, Agree = 4, Strongly Agree = 5. The administration of questionnaires was done personally by the researcher without any assistants. Some of the questions were dichotomous with only two answers being Yes or No to determine respondents' opinion on statements provided by the researcher.

### **3.6 Population**

The population for this study consists of all Vodafone customers or subscribers who actively use the products or services from Vodafone Ghana in the Ashanti Region of Ghana. The population is estimated at 4,000,000 since Vodafone has a lot of customers hooked on to its services and products.

### **3.7 Sampling techniques**

Sampling technique is a means of selecting convenient sample or selecting part of the population to represent the whole population and to determine the distinct Characteristics of the overall population. The researcher adopted the non-probability sampling method by means of establishing criterion devoid of randomness for selecting the sample, specifically purposive sampling technique was used. Thus, the researcher identifies characteristics of the population of interest and selected the elements with those characteristics, specifically Vodafone subscribers was used.

### **3.8 Survey**

Survey technique was used for the purpose of data collection. Letters were sent to these institutions that were selected for the study work. The objective was based on personal contacts, soliciting their assistance and consent in conducting the research on their premises.

The survey research was used to help gather adequate data by asking the respondents questions about their knowledge, attitudes, preferences and buying behaviour. This was also done by asking the respondents direct questions. The structured and unstructured questions were applied. The survey research design, theoretically, was intended to collect samples from a particular population for the purpose of analysing



the behaviour and interaction of the variables that are relevant to a specific study (Linus, 2003). According Kumeckpor (2002) survey is defined as the methods, procedures and techniques used in an attempt to discover what we want to know.

### **3.9 Sample size**

A sample can simply mean a subset of individuals, objects, entities and elements within a population. The targeted sample population of the research was made up of customers in the telecommunication industry in Ghana, specifically Vodafone subscribers in Kwadaso constituency- Kumasi. To achieve this, convenience sampling techniques was used to choose the sample size. The choice of using convenience sampling was backed by the very large nature of customers of Vodafone in the Kwadaso Constituency. Due to lack of readily available comprehensive statistical data on customers of Vodafone, it was deemed convenient for the researcher to select a sample of 100 customers. The selection is based on available customers at the time of the survey (i e during administration of questionnaires).

### **3.10 Data Analysis Technique**

After collecting the data, the researcher examined them carefully and edited to check contraction and ensure consistency. The gathered data would be analysed using descriptive and inferential statistics. Descriptive aspect involves the use of mean scores, relative importance index and percentages to present results. Inferential statistics stem from the use of Pearson Correlation Matrix to establish relationships between variables. All these would be grounded based on items presented mostly on the Likert scale. To make results of this study meaningful and easy to communicate,

graphs, charts and tables would be employed to present the findings. A statistical package for social sciences (SPSS) would be used in the process.

### **3.11 Ethical Considerations**

Ethical issues are of a great relevant in any credible research. According to Saunders *et al.*, (2011), ethics imply demonstrating critical sense of respect in behaviour in relation to the rights of individuals who become the subject of your work or on the other hand are affected by it. In view of this, this research was conducted in a moral and responsible manner so as to protect all those who provided data for the study. The researcher ensured that the information provided was used only for the purposes of the study. The anonymity of the study participants was protected. No names were mentioned in the study. There was nothing that could give anybody the slightest idea as to who gave what information. This was deliberately done to protect the identity of the individuals who contributed to the study. Finally, plagiarism has become a very hot issue in research these days. As a result, the researcher made references to works that are not the original work of the researcher. Such works were acknowledged for easy reference and also to make the study more credible.

### **3.12 Summary**

This chapter outlines and discusses the methodology that was used in the conduct of this study. The chapter discussed the population, the sample, research instruments, and the data analysis methods used. A description of data collection procedures and ethical techniques is also provided under this section. The research design used was the descriptive survey technique based on the quantitative approach. This was due to the nature of the study and relatively large number of respondents. The researcher

analyzed the responses from the respondents using SPSS version 20. The SPSS software was used for the data analysis because it was user friendly and did most of the analysis of the quantitative data for the researcher. Data was cleaned before running any analysis. The findings obtained from the application of these methods are discussed in Chapter Four.



## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION

#### 4.1 Introduction

This study was conducted to assess the effect of consumer brand love on the purchasing behaviour of consumers within the telecom industry using Vodafone Ghana as the case study. This section of the study presents the results emanating from the data collected from the field survey which also served as a basis for discussion. The researcher used descriptive statistics such as frequencies, percentages and means for the analysis of the data. The analyses and discussions were guided by the research objectives.

This chapter is organised into five parts. The first part contains presents the demographic characteristics of the respondents whilst the second deals with the telecom products patronised by Vodafone Ghana customers. The third and fourth parts talks about the effect of brand love on consumers' switching intentions and consumer loyalty whilst the last part presents customers' willingness to recommend the Vodafone brand to others.

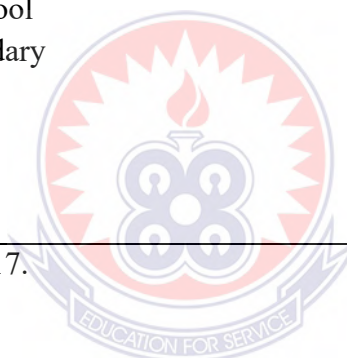
#### 4.2 Demography of Respondents

As a means of understanding the demographic dynamics of the respondents selected for the study, the researcher collected such information as gender, age and educational qualification. This was done in order to establish the suitability of the participants and provide a basis for further discussion and inferences. This data is presented in Table 4.1.

Table 4.1 Demographic data of Respondents

<b>Variables</b>	<b>Frequency (<i>f</i>)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	40	40%
Female	60	60%
Total	100	100%
<b>Age</b>		
Below 20 years	26	26%
21 – 29 years	14	14%
30 – 39 years	10	10%
40 – 49 years	22	22%
50 – 59 years	17	17%
60 years and above	11	11%
Total	100	100%
<b>Educational Level</b>		
No formal education	14	14%
Basic school	14	14%
Senior Secondary School	28	28%
Technical/Post-Secondary	22	22%
Diploma/HND	6	6%
Bachelor's Degree	6	6%
Post Graduate	10	10%
Total	100	100%

Source: Field survey, 2017.



The data in Table 4.1 shows that majority of respondents for the study were females i.e 60% whilst the remaining 40% were males. This characteristic is a reflection of the general population dynamics in the nation. According to the Ghana Statistical Service (2010), the female population to male population in the country is 59:41.

From the age categorisation of respondents, 26% of respondents were below 20 years and 13% in the age of 21-29years. In the same vein, 10% of respondents were aged between 30 – 39years, and 22% in the age group of 40 – 49years. Similarly, 17% and 12% were aged 50 – 59 years and 60years and above respectively. The results indicate that majority of respondents fall within the youth bracket i.e. 39years and below. According to Kibeh, (2013) ages 18-29 are youth whose communication needs are

very high as they struggle to make ends meet. Secondly, being a youthful age, they find it a life style that they should adapt to, while ages 30-39 are very active and responsible members of society of the working class and thus they regard mobile phone communication as the easiest, cheaper and modern way of reaching out to different stakeholders in their day to day economic and social dealings.

The educational level of respondents was also collected and presented in Table 4.1. From the data, 14% of respondents had no formal education whilst another 14% had basic education qualification. It was seen that 28% were senior secondary school leavers, 22% had Technical and post-secondary school education with 6% each having Diploma/HND and Bachelor's degree education. The last education group, which is post-graduate was 10% of respondents.

### **4.3 Types of Telecom Products Vodafone Customers Patronise**

To assess the brand love of customers and how it impacts their loyalty and switching intentions, it is imperative that the researcher finds out the products and services of the brand which are used most by customers. In this regard, the products most patronised by customers of Vodafone was solicited through questionnaire administration and the result is presented in Table 4.2.

For the purpose of easy analysis, the scaling values for the data as presented in Table 4.2 is given as, Never (N) = 1, Rarely (R) = 2, Sometimes (S) = 3, and Always (A) = 4. Based on the four-point Likert scale used, a computed mid-point mean value of 2.5 was used (Cohen, Manion & Morrison, 2007). The mean values range from 1.0 to 4.0. Any variable whose responses record a mean value less than 2.5 ( $\bar{x} < 2.5$ ) is considered rejected or disagreed to whilst a mean value above 2.5 ( $\bar{x} > 2.5$ ) signifies

general agreement or acceptance of the statement and a mean value of 2.5 indicate neutrality.



Table 4.2 Vodafone Products customers use most

Vodafone Services	N		R		S		A		Mean ( $\bar{x}$ )	Rank
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%		
Fixed telephony (landline)	33	33%	43	43%	18	18%	6	6%	1.97	4 <sup>th</sup>
Mobile telephony	-	-	-	-	22	22%	78	78%	3.87	1 <sup>st</sup>
Fixed broadband internet	27	27%	38	38%	33	33%	12	12%	2.30	3 <sup>rd</sup>
Mobile internet	6	6%	4	4%	40	40%	50	50%	3.48	2 <sup>nd</sup>
Vodafone Cash (money transfer)	29	29%	47	47%	24	24%	-	-	1.95	5 <sup>th</sup>

Source: Field survey, 2017.

From the data presented in Table 4.2, it is observed that a combined percentage of 76% respondents indicated that they either rarely or not at all used fixed telephony services of Vodafone whilst only 24% indicated otherwise. With a mean value of 1.97, which is way below the accepted mean value of 2.5, this suggests that customers of Vodafone Ghana mostly did not patronise the service of fixed telephony or the landline. This result is due to the fact that, the fixed telephony service is mostly used in homes and offices, serving as a dedicated line to the place in which it is fixed. This usually comes at an additional cost to the user who will most likely have a mobile telephony subscription too. This is especially so for residential fixed lines. Ercis (2012) provides a similar explanation which goes to support the result found in this study. He maintains that in developing countries where fixed telephony is seen as an added cost, customers always prefer hooking up to the mobile telephony service. They always give reasons like, “after all, with mobile telephony, I can be reached wherever I am at any time”.



Another look at the table shows that with a mean value of 3.87 and combined percentage value of 100%, respondents indicated that they sometimes or always used mobile telephony from their service provider, Vodafone. An indication of the fact that mobile telephony is the most used service by customer of the service operator. This is in line with Ercis (2012) and Frempong (2013) who point out that, overall, around the world and in developing countries, the mobile telephony service of telephone service operators is the most subscribed to by customers.

A further look at the table reveals that fixed broadband internet received a mean value of 2.30, a little below the accepted mean value of 2.50. The percentage values indicate that a combined percentage of 45% sometimes or always use the fixed broadband internet of Vodafone whilst the remaining 55% never or rarely used the service.

On the other hand, mobile internet recorded a mean value of 3.50 which corresponds with a combined percentage of 98% respondents who either sometimes used or always used the mobile internet service provided by Vodafone. However, 4% of respondents said they rarely used the service whilst 6% never used it.

In ranking the services of Vodafone Ghana according to patronage by customers as presented in Table 4.2, mobile telephony came first with a mean value of 3.87. This is undoubted and justified because of the obvious ubiquity of mobile telephony among the populace of Ghana and also in the study area. Mobile internet came next at second position with a mean value of 3.48 whilst fixed broadband internet and fixed telephony registered third and fourth places respectively with means of 2.30 and 1.97. Vodafone cash, the money transfer service of the company came last with a mean value of 1.95. This is attributable to the fact that Vodafone Ghana did not enter into the money transfer service race early as the service was pioneered by a rival Telecom

company, MTN which has so far dominated the money transfer market with its flagship service ‘Mobile Money’.

#### 4.4 Level of Brand Love by Vodafone Customers

To efficiently predict the effect of brand love on consumer behaviour, it is imperative to establish the level or extent of brand love exhibited by customers of the Vodafone brand. This was adequately solicited through questionnaire and analysed as presented below in Table 4.3.

Table 4.3 Level of brand love shown by Vodafone customers

Variables	Frequency ( <i>f</i> )	Percentage (%)
<b>Period of being a customer of Vodafone Ghana</b>		
Approximately a year	18	18%
2 – 5 years	43	43%
6 – 10 years	24	24%
11 years and above	15	15%
Total	100	100%
<b>Switched to Vodafone from another Telco</b>		
Yes	31	31%
No	69	69%
Total	100	100%
<b>Used other Telco in addition to Vodafone</b>		
Yes	26	26%
No	26	26%
Yes, but Vodafone is my main line	48	48%
Total	100	100%
<b>Considered future switching</b>		
Yes	8	8%
No	92	92%
Total	100	100%

Source: Author’s field survey, 2017

The results in the table above indicate that majority, 43% of the respondents had been with their networks for a period of between 2 – 5 years. Those who had been with their networks for a period of 6-10 years came in next at 24%. Similarly, 18% had been

with their networks for a period of approximately 1 year while 15% said they had been with their networks for 11 years and above. In consonance with Annie (2013), this is a good indication that the customers have been dealing with the Vodafone network for a relatively long period and as such have high levels of love for the brand. When respondents were asked whether they switched to Vodafone from a different Telco, 69% of respondents responded in the negative indicating that Vodafone was their first telecom company. On the other hand, 31% of respondents affirmed that they had switched to Vodafone from a different telecom company. This proves the love of customers for the Vodafone brand in the sense that in this era of heightened competition, they have stuck to the Vodafone brand.

Again, from the data in Table 4.3 the researcher sought to know from respondents whether they used another telephone network in addition to Vodafone, 26% said 'Yes' with another 26% saying 'No'. The remaining 48% of respondents intimated that they used a different network in addition to Vodafone, but had Vodafone as their main network.

To further investigate the love customers had for the Vodafone brand, they were asked whether they considered future switching to a different network to which 92% responded in the negative whilst only 8% indicated that they would. This is a general indication that customers of the Vodafone brand loved the brand as such they did not consider future switching. Mungai (2008) in her study presented a similar point of view stating that switching intention is a determinant of consumer brand love towards a product or brand.

Table 4.4 Customer satisfaction with Vodafone Services

Variables	SD		D		N		A		SA		Mean ( $\bar{x}$ )
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
Vodafone offers personalized services to meet my needs.	4	4%	4	4%	24	24%	29	29%	39	39%	3.95
The company provides timely information on their services	4	4%	22	22%	25	25%	28	28%	21	21%	3.40
The pricing policy of Vodafone services are attractive	6	6%	4	4%	6	6%	52	52%	32	32%	3.82
The company follows up timely on customer complaints and requests	-	-	12	12%	27	27%	47	47%	14	14%	3.63
I am satisfied by the services I receive from Vodafone	6	6%	6	6%	16	16%	35	35%	37	37%	3.91
Grand Mean ( $\bar{x}$ )	-	-	-	-	-	-	-	-	-	-	3.74

Source: Author's field survey, 2017

According to Hougaard and Bjerre (2009), Tseng, (2007) and Wulf *et al.*, (2008) customer satisfaction is an antecedent of brand love and subsequent loyalty. Satisfaction is a post-consumption evaluative judgement which is likely to lead to emotional attachment with a brand over time. In this regard, the researcher surveyed from respondents how satisfied they were relative to the services provided by Vodafone which is presented in Table 4.4.

The scaling values for the data in Table 4.4 below given as, Strongly Disagree = SD, Disagree = D, Neutral = N, Agree = A, Strongly Agree = SA. For the purposes of analysis, the researcher condensed the strongly agree and agree categories to mean Agree; and Disagree=strongly disagree + Disagree. Based on the five-point Likert scale used, a computed mid-point mean value of 3.0 and above ( $\bar{x} \geq 3.0$ ) signifies general agreement with the statement whilst a mean score of 2.9 and below ( $\bar{x} \leq 2.9$ )

indicates that respondents generally disagreed with the statement. According to Cohen, Manion & Morrison (2007) the use of a 5-point scale category has a midpoint of 3 while on a 7-point scale category a midpoint of 4 is used.

From the data in Table 4.4, a combined percentage of 68% respondents agreed that Vodafone offers personalised services to meet their needs whilst 8% disagreed. Also, 24% of respondents however were not sure and hence remained neutral. Overall, the variable received a mean value of 3.95 which is above the accepted mean value of 3.0 indicating general acceptance or agreement with the variable. This indicates that customers were satisfied with the provision of personalised services to meet their needs.

Again, on the issue of the company providing timely information on their services, 26% of respondents disagreed whilst 49% respondents agreed with 25% remaining neutral.

Further, with a mean value of 3.82, 84% of respondents were satisfied with the pricing policy of Vodafone Ghana, agreeing that the pricing policy of Vodafone services are attractive. Meanwhile, 10% of respondents disagreed with 6% remaining neutral. This is an indication of customers' satisfaction with the pricing packages of Vodafone services which undoubtedly will lead to brand love and affection.

To further investigate the satisfaction levels of customers towards the brand, respondents were asked whether the brand follows up in a timely fashion on the complaints and requests of customers. To this, 61% agreed whilst 12% disagreed with the remaining 27% choosing to remain neutral. The large number of neutral responses can be attributable to the fact that a good number of the customers of Vodafone have

not had complaints and requests to make from the brand and as such wouldn't know how timely customer complaints are attended to.

The last item in the table; 'I am satisfied by the services I receive from Vodafone' which is to measure the explicit satisfaction received a mean rating of 3.91 indicating high acceptance. The raw percentage values also corroborate as 72% of respondents agreed that they are satisfied by the brand with only 12% being dissatisfied while 16% opted for neutrality.

As a means of obtaining the overall general satisfaction level of Vodafone customers towards the brand, a grand mean was computed for all the satisfaction variables which yielded a mean value of 3.74. This is actually higher than the accepted mean value of 3.0 which indicates general satisfaction of Vodafone customers.

#### 4.4 Effect of Brand Love on Switching Intentions of Vodafone Customers

According to Aaker (1996), brand loyalty is closely linked to switching intentions of customers such that consumers have confidence in the brand. This confidence translates into consumers' loyalty and their willingness to pay a premium price for the brand. In this regard, the researcher sought to find out the switching intentions of customers of the Vodafone brand and how it is affected by brand love.

Table 4.5 Switching Intentions of Vodafone Customers

Variables	SA		A		N		D		SD		Mean ( $\bar{x}$ )
	<i>F</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
I intend to continue using mobile services from Vodafone for a long time	45	45%	32	32%	13	13%	10	10%	-	-	1.92
Even if another network's price is lower, I will go on using Vodafone for their quality	27	27%	26	26%	20	20%	19	19%	8	8%	2.45
I trust Vodafone brand	34	34%	50	50%	8	8%	4	4%	4	4%	1.06

I resist negative information from dissuaders	88	88%	8	8%	4	4%	-	-	-	-	1.94
Grand Mean ( $\bar{x}$ )	-	-	-	-	-	-	-	-	-	-	2.84

Source: Author's field survey, 2017

As it has been seen from Tables 4.3 and 4.4, brand love of consumers towards the Vodafone brand is high emanating from the satisfaction customers derive from using the services of Vodafone Ghana. The data in Table 4.5 is presented on the switching intentions of customers whether they would want to continue patronising the products of the brand they claim they love or are willing to switch to a competitor at the least opportunity. In the reverse order, a mid-point mean value of 3 was used. All mean values below 3 are considered accepted whilst those above 3 are rejected.

An overall grand mean of 1.84 was derived from the variables presented in this section which indicates that consumers do not want to switch to competing brands.

A close look at the table shows that, with a mean of 1.92, customers strongly accepted that they intend to continue using the mobile services from Vodafone for a long time which is supported by the corresponding raw percentages.

On the other hand, with a mean value of 2.45 consumers were not too sure as to staying with the brand even if they discover that a competing brand has lower tariffs. From the data, only 53% of respondents agreed that they would continue to use Vodafone brand for their quality of service even if another network's price is lower. However, 27% disagreed with yet another 20% remaining unsure and hence sitting on the fence.

When customers were asked to explicitly rate their love for the brand, 84% accepted that they loved the brand whilst 8% did not with another 8% being unsure. The explicit declaration of affection towards a brand is a strong indication that consumers are affectionately inclined towards the brand. This is corroborated by Batra, Ahuvia

and Bagozzi (2012) who suggested that an outcome of brand love is open profession of affection for the brand.

Also, Bauer, Heinrich and Albrecht (2009) are of the view that forgiveness of brand failures, conscious attempt to resist dissuasion from using a loved brand are all outcomes of brand love. As such, the last item from Table 4.5 sought to know whether customers of Vodafone brand resist negative information from dissuaders. To this, 96% of respondents agreed with only 4% being unsure. This received a mean rating of 1.94 which indicates strong acceptance.

The effect of brand love on switching intentions among Vodafone customers was calculated using correlations, specifically the Pearson Product Moment correlation coefficient. The Pearson Product Moment correlation coefficient ( $r$ ) was used because it was the most appropriate for the variables under consideration since the variables under consideration were a mix of ordinal and categorical variables (Cohen & Holliday, 1996 as cited in Cohen, Manion & Morrison, 2007).

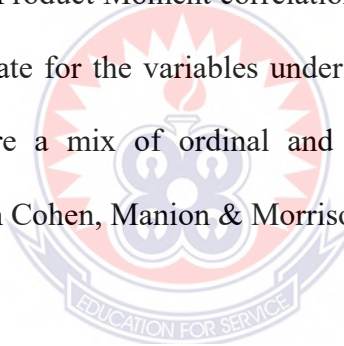




Table 4.6 Effect of brand love on switching intentions of Vodafone Customers.

	9	10	11	12	13	19	20	21	22
9	1	.435**	-.223*	-.267**	-.126	-.616**	-.755	-.611**	-.705**
10		1	-.293**	-.072	.482**	-.521*	-.350**	-.586**	-.602*
11			1	.087	.258**	-.608	-.313**	-.702	-.803*
12				1	.618	-.863	-.269	-.562	-.481**
13					1	-.687**	-.757	-.786**	-.836**
19						1	-.768	-.635**	-.821**
20							1	-.357**	-.434
21								1	-.394**
22									1

Source: Author's field survey, 2017

N =100; \* = Correlation is significant at the 0.05 level (2-tailed); \*\* = Correlation is significant at the 0.01 level (2-tailed).

### Variables

#### Brand Love variables

9. Vodafone offers personalised services to meet my needs
10. The company provides timely information on their services
11. The pricing policy of Vodafone services are attractive
12. The company follows up timely on customer complaints and requests
13. I am satisfied by the services I receive from Vodafone

#### Switching Intentions variables

19. I intend to continue using mobile services from Vodafone for a long time
20. Even if another network's price is lower, I will go on using Vodafone for their quality
21. I trust Vodafone brand
22. I resist negative information from dissuaders

From the correlation values presented in Table 4.6, the effect of brand love on the switching intentions of consumers is negative which means that as the brand love of Vodafone customers go up, their switching intentions rather go down. For instance, it is seen that the correlation value for variable 9, which is ‘Vodafone offers personalised services to meet my needs’ against variable 19, ‘I intend to continue using mobile services from Vodafone for a long time’ is -0.616. This is a high negative correlation indicating that as customers see that the company offers personalised services to meet their needs, their likelihood to stop using mobile services from Vodafone to other network also decreases.

A similar trend is observed across the brand love variables correlated against the switching intention variables of Vodafone customers. The correlation values of variable ten against the switching intention variables are ( $r=-.482$ ,  $-.521$ ,  $-.350$ ,  $-.586$  and  $-.602$ ). These correlation values also indicate that the more consumers acknowledge that Vodafone provides timely information on their services, their switching intentions decreases in a negative manner.

Likewise, variable eleven plotted against switching intention variables of consumers yielded correlation values of ( $r=-.608$ ,  $r=-.513$ ,  $r=-.702$  and  $r=-.803$ ). From the data, it presupposes that as consumers see the pricing policy of Vodafone as being attractive, they will commensurately continue using mobile services from the company, stay on using the brand for their quality even if another network’s prices are lower, trust the Vodafone brand and resist negative information from dissuaders. Variables twelve and thirteen also produced similar correlation values which go to strengthen the point that, the brand love of customers has a negative impact on their switching intentions. In other words, the scale of love consumers feel towards a brand reflects negatively in their switching intentions for that brand. According to Almeida and Nique, (2005),

satisfaction has both cognitive and affective dimensions which are both post-consumption experiences. Similarly, switching intention is also an outcome of brand love or post-consumption experience and as such if customers are satisfied or love a brand, they will not consider switching to a rival or competing brand.

When consumers have strong love for the brand, they tend to stick to the brand and are not easily dissuaded to leave and vice versa. It has been seen that the brand love of Vodafone customers is high and so is their switching intentions, that is to stay with the brand.

#### 4.5 Effect of Brand Love on Loyalty of Vodafone Customers

To ascertain the effect of brand love on loyalty of customers, it is imperative to find out the level of loyalty exhibited by customers towards the brand. The data on brand loyalty is presented in Table 4.7.

Table 4.7 Consumer loyalty among Vodafone customers

Variables	Never		Occasionally		Neutral		Sometimes		Always		Mean ( $\bar{x}$ )
	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%	<i>f</i>	%	<i>f</i>	%	
I often purchase Vodafone brand	-	-	4	4%	4	4%	32	32%	60	60%	4.48
I say positive things about Vodafone brand	-	-	-	-	6	6%	33	33%	61	61%	4.55
Overall, I am a loyal customer to Vodafone brand	-	-	-	-	-	-	27	27%	73	73%	4.73
I encourage my friends to buy Vodafone brand	-	-	-	-	4	4%	47	47%	49	49%	4.45
I promote Vodafone brand to my family and loved ones	-	-	33	33%	20	20%	27	27%	20	20%	3.34
Grand Mean ( $\bar{x}$ )	-	-	-	-	-	-	-	-	-	-	4.31

Source: Author's field survey, 2017

From the data presented in Table 4.7, it can be deduced that the customer loyalty among Vodafone customers was high. This is derived from the relatively high overall grand mean value which was computed to be 4.31.

A look at the individual variables in the table tells a similar story. It is seen that only 4% of respondents said they occasionally purchase Vodafone brand whilst 32% said they sometimes purchase the brand with majority 60% indicating that they always purchase the brand. This is symptomatic of the fact that customers are loyal to the brand of Vodafone. In support of this, Ucheugwu (2015), indicates that repeat purchasing of customers is a mark of loyalty towards a brand.

According to Carroll and Ahuvia (2006), one characteristic or behaviour of customers that indicate loyalty is the spreading of positive word of mouth about a brand. The data from the table corroborates this as 61% of customers intimated that they always say positive things about Vodafone brand with another 33% responding that they sometimes say positive thing about the brand. However, only a few 6% of respondents were neutral on the matter.

On the issue of whether customers see themselves as loyal to the brand, 73% responded that they are always loyal whilst 27% intimated that they are sometimes loyal. This is an explicit declaration of loyalty towards the Vodafone brand by consumers.

Similarly, with a mean value of 4.45, consumers responded that they encourage their friends to buy Vodafone brand which is further testament of brand loyalty. To this statement, 49% said they always do whilst 47% said they sometimes do.

On the other hand, only 20% said they always promote the Vodafone brand to family and loved ones whilst 27% did so sometimes. 20% were however neutral and 33% did so occasionally. According to Pang and Peng (2007), brand love is an emotional

attachment which predicts brand loyalty. It can be deduced from the foregoing that the loyalty level of customers towards the Vodafone brand is high owing to the relatively high mean values derived.



As noted by many authors, brand love predicts brand loyalty and as such, brand love if properly derived, brand loyalty will follow (Carroll and Ahuvia, 2006; Keh *et al.*, 2007). The data presented in Table 4.8 sought to know the effect of brand love on consumer loyalty.

Table 4.8 Effect of brand love on consumer loyalty among Vodafone customers

	9	10	11	12	13	14	15	16	17	18
9	1	.435**	-.223*	-.267**	-.126	.640*	.542	.735	.847**	.554
10		1	-.293**	-.072	.482**	.847	.628**	.618*	.472**	.502**
11			1	.087	.258**	.757	.909*	.561	.747*	.630
12				1	.118	.703	.859**	.885**	.450**	.045
13					1	.617*	.705**	.805**	.590**	.293**
14						1	.774	.719**	.310**	.490**
15							1	.606	.495	.587**
16								1	.724	.634**
17									1	.673**
18										1

Source: Author's field survey, 2017

N =100; \* = Correlation is significant at the 0.05 level (2-tailed); \*\* = Correlation is significant at the 0.01 level (2-tailed).

#### Variables

##### Brand Love variables

9. Vodafone offers personalised services to meet my needs
10. The company provides timely information on their services
11. The pricing policy of Vodafone services are attractive
12. The company follows up timely on customer complaints and requests
13. I am satisfied by the services I receive from Vodafone

##### Consumer Loyalty variables

14. I often purchase Vodafone brand
15. I say positive things about Vodafone brand
16. Overall I am a loyal customer to Vodafone
17. I encourage my friends to buy/purchase Vodafone brand
18. I promote Vodafone brand to my family and loved ones

The data presented in Table 4.8 shows the relationship or effect of brand love on consumer loyalty among Vodafone customers. In the table, the brand love variables were correlated against the consumer loyalty variables. A close look at the table indicates that the correlation coefficients or r-values showed positive and strong correlations between the brand love and brand loyalty variables.

Item by item analysis of the data in the table shows that, variable nine correlated against the loyalty variables yielded ( $r=.640$ ,  $r=.542$ ,  $r=.735$ ,  $r=.847$  and  $r=.554$ ). These values indicate that the brand love of customers positively influence their loyalty. The same trend is observed across all the brand love variables on the loyalty variables. This is supported by literature as Back (2005), Tepeci (1999), Bhattacharya & Sen (2003) contend that when satisfaction and brand love exist, consumer loyalty is inevitable. Consumers develop romantic affection towards a brand that has delivered up to their expectation and continue to do so.

#### **4.6 Consumers' Willingness to Recommend Vodafone Brand to Others**

Research asserts that, recommendations and positive word of mouth is a general outcome of brand love as satisfaction is an antecedent of brand love (Holt, 1995; Heaney, 2005). This section of the study seeks to find out from respondents whether they are willing to recommend the Vodafone brand to others as they claim to love the brand. The result is presented in Table 4.9.

Table 4.9 Willingness of customers to recommend Vodafone brand to others

Variables	SD		D		N		A		SA		Mean ( $\bar{x}$ )
	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%	<i>f</i>	%	<i>f</i>	%	
I am willing to say positive things about Vodafone to other people	-	-	-	-	4	4%	8	8%	88	88%	4.84
Overall, I recommend Vodafone brand to others	4	4%	4	4%	8	8%	54	54%	30	30%	4.02
I want people to also enjoy the quality service I get from Vodafone	-	-	5	5%	4	4%	36	36%	55	55%	4.41
I am willing to accept a position to be brand ambassador for Vodafone	-	-	-	-	-	-	4	4%	96	96%	4.96
Grand Mean ( $\bar{x}$ )	-	-	-	-	-	-	-	-	-	-	4.56

Source: Author's field survey, 2017

From Table 4.9, it is evident and quite obvious that respondents are more than willing to recommend the Vodafone brand to others. This probably emanates from the satisfaction and quality of service that customers derive from the brand of Vodafone. This is evident from the high mean values recorded from the variables presented to customers to respond to.

For instance, an overall or grand mean of 4.56 was recorded which is pretty high considering the fact that the highest value is 5. Also, the individual mean values recorded were all above 4.0, another indication of how enthusiastic or willing customers are to recommend Vodafone brand to others. The respective mean values for the variables are; 4.84, 4.02, 4.41 and 4.96 corresponding to 'I am willing to say positive things about Vodafone to other people', 'Overall, I recommend Vodafone brand to others', 'I want people to also enjoy the quality service I get from Vodafone' and 'I am willing to accept a position to be brand ambassador for Vodafone'.



## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter of the study which is the concluding part presents the summary of findings, the conclusion, summary, recommendations and suggestions for further studies. The key findings are summarised in accordance with the research objectives.

#### 5.2 Summary of Key Findings

In a fiercely competitive business environment such as the mobile services industry, it is a marketplace reality that the ability of firms to attract and retain customers ultimately determines their growth and survival prospects. This study therefore sought the effects of brand love on consumers' purchasing behaviour using Vodafone Ghana as a case study. The following are the findings emanating from the study:

##### 5.2.1 Types of Telecom Products Offered by Vodafone to Consumers

From the data analysis, it came to the fore that Vodafone Ghana offers several products tailored to meet the needs of their customers. The service or product that customers used most was ranked according to the responses. The responses showed that customers used mobile telephony most than all the services and products offered by Vodafone. Next in rank was mobile internet followed by fixed broadband internet. Fixed telephony came in 4<sup>th</sup> place whilst Vodafone cash (money transfer) came in last place.

### **5.2.2 Effect of Brand Love on Consumers' Loyalty**

The brand love of consumers after investigation was found to be very high. Similarly, the effect of brand love on consumer loyalty was investigated. With a grand mean of 4.31, Vodafone brand consumer loyalty was found to be very high. It was found that the brand love of customers positively influences their loyalty. This translates as when customers' brand love goes up, there is a commensurate increase in their loyalty and vice versa. Again, the findings pointed to very high level of customer loyalty towards the Vodafone brand.

### **5.2.3 Effect of Consumer Brand Love on Switching Intentions**

Consumer brand love was found to have an effect on the switching intentions of customers. The study found that the switching intentions of customers was low, meaning customers were unwilling to switch to other brands but rather remain loyal to the services of Vodafone Ghana. When the correlations were plotted, the correlation coefficients indicated that switching intentions was influenced by consumer brand love in a negative fashion. This showed that as consumer brand love goes up, their switching intentions go down.

### **5.2.4 Willingness of Consumers to Recommend Vodafone brand to Others**

The study found that customers of Vodafone were more than willing to recommend the brand to others. This was as a result of the expressed satisfaction that customers claim they get from using the brand's products. This is obviously a mark of brand love and loyalty.

### **5.3 Conclusion**

In conclusion, the study was able to establish that there is a strong and positive relationship between brand love and consumer's switching intentions, brand love and consumer loyalty and also recommendations. The implication of the findings in this study is that, it has helped to strengthen the argument that customer loyalty in the telecommunication industry is also influenced by their satisfaction. Thus, mere incentives being offered by almost all the telecommunication companies in the country may not lead to loyalty behaviours unless customers are convinced about the benefits of becoming loyal and committed customers.

### **5.4 Recommendations**

The study recommends that, telecommunication firms must ensure their customer satisfaction as it is a good predictor of future purchase behaviour, an indication of behavioural loyalty of the customer. Satisfied loyal customers generate profits because they are responsible for large percentage of sales and are less costly to keep rather than attract new customers.

Further, the study recommends that telecom companies must focus on the attributes of trust which consumers use to judge the trustworthiness of the services offered. They must emphasize on building positive brand image to meet customers' expectations and offer more benefits to customers. When customers realise that they get value for their money, they are likely to remain loyal.

### **5.5 Suggestions for Further Studies**

In this study, the sample used was selected from Vodafone customers in Kumasi due to resource constraints. Further studies could expand the sample size and the telecom

companies to include other telecom service providers and other major cities in the nation to gain a better representation of mobile phone users.

It is also suggested that, future research should be conducted to examine the implementation of customer relationship management by telecom companies in Ghana.



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## APPENDIX

### QUESTIONNAIRE TO CUSTOMERS

Dear Sir/Madam, I am a student from the graduate school of University of Education, Winneba, Kumasi (UEW K). This questionnaire is designed to collect information from you regarding the effect of brand love on consumer purchasing behaviour. Please you are assured of the confidentiality of your responses and your identity will not be disclosed in anyway. The information you give will be used for only academic purpose. Please, this questionnaire will take approximately 10minutes for its completion.

#### **SECTION A: Bio Data of Respondents**

Please tick [  ] the appropriate box where necessary.

1. Gender:

Male [  ]      Female [  ]

2. Which of the age categories do you belong to?

20yrs and below      [  ]

21 – 29yrs      [  ]

30 – 39yrs      [  ]

40 – 49yrs      [  ]

50 – 59yrs      [  ]

60yrs and above      [  ]

3. What is your educational qualification?

No formal education      [  ]

Basic school      [  ]

WASSCE/SSSCE      [  ]

Technical/Post secondary      [  ]

Diploma/HND      [  ]

Bachelor's degree      [  ]

Post-graduate / masters      [  ]



**SECTION B: Level of Brand Love by Vodafone Customers**

4. For how long have you been a customer of Vodafone Ghana?  
 Approximately a year [  ]  
 2 – 5 years [  ]  
 6 – 10 years [  ]  
 11years and above [  ]
5. Were you a customer of any other network before switching to Vodafone?  
 Yes [  ] No [  ]
6. Have you ever used any other network after joining Vodafone?  
 Yes [  ]  
 Yes, but Vodafone is my main network [  ]  
 No [  ]
7. Do you see yourself switching to a different network in the near future?  
 Yes [  ] No [  ]
8. Which of Vodafone’s services do you use most?

Services	Never	Rarely	Sometimes	Always
Fixed Telephony (landline)				
Mobile Telephony				
Fixed broadband internet				
Mobile internet				
Vodafone Cash				

**Brand satisfaction of Vodafone Customers**

Please answer the following using the scale below based on how strongly or otherwise you agree to the statements presented.

Strongly disagree = 1, Disagree = 2 Neutral = 3, Agree = 4, Strongly Agree = 5

No.	Statements	SD	D	N	A	SA
9	Vodafone offers personalized services to meet my needs.					
10	The company provides timely information on their services					
11	The pricing policy of Vodafone services are attractive					
12	The company follows up timely on customer complaints and requests					
13	I am satisfied by the services I receive from Vodafone					

**SECTION C: Brand Loyalty of Vodafone Customers**

Please indicate how often you buy / purchase Vodafone brand. Please use this scale and tick [√] appropriate box where necessary.

1.Never 2. Occasionally 3. Neutral 4. Sometimes 5. Always

No.	Statements	1	2	3	4	5
14	I often purchase Vodafone brand					
15	I say positive things about Vodafone brand					
16	Overall, I am a loyal customer to Vodafone					
17	I encourage my friends to buy / purchase Vodafone brand					
18	I promote Vodafone brand to my family and loved ones					

**SECTION D: Switching Intentions of Vodafone Customers**

Please answer the following questions based on how strongly you agree or disagree to the following statements. The scale is provided as below:

Strongly disagree = 1, Disagree = 2 Neutral = 3, Agree = 4, Strongly Agree = 5

No.	Statements	1	2	3	4	5
19	I intend to continue using mobile services from Vodafone for a long time.					
20	Even if another network's price is lower, I will go on using Vodafone for their quality					
21	I trust Vodafone brand					
22	I resist negative information from dissuaders					

**SECTION E: Willingness of customers to recommend brand to others**

No.	Statements	1	2	3	4	5
23	I am willing to say positive things about Vodafone to other people					
24	Overall, I recommend Vodafone brand to others.					
25	I want people to also enjoy the quality service I get from Vodafone					
26	I am willing to accept a position to be a brand ambassador for Vodafone.					

