



FACTORS AFFECTING BRAND LOYALTY OF CELLULAR NETWORK PROVIDER BRANDS IN SOUTH AFRICA

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**In fulfilment of the requirements of the degree Masters in Management Science:
Marketing**

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Declaration

I Karishma Ramlall, hereby declare that the work in this dissertation represents my own work and findings except where indicated, and that all references, to the best of my knowledge, are accurately reported.

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Date

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Abstract

Brand loyalty is the relationship customers have with the service provider from the usage of a cellular network provider's brand. There are many factors affecting brand loyalty of cellular network provider brands in South Africa. Brand loyalty is an effective tool in that it makes customers become emotionally attached to the brands they purchase. Thus, there is a need to explore the factors which affect brand loyalty of cellular network provider's brands. Cellular phones have become a basic communication aspect in both developed and developing countries. In South Africa, cellular phones at present are estimated to have about forty million sim cards in distribution and ninety percent individual users. Therefore, this study, seeks to reveal the factors that influence cellular network provider brand loyalty.

The aim of this study was to determine factors affecting brand loyalty of cellular network provider brands in South Africa. A quantitative, non-probability research approach was employed and convenience sampling was used to identify and select study participants consisting of three hundred and ninety-four (394) participants. From a literature study, it was determined that brand elements, identity, image, awareness, the information advertised on online media, reputation, customer needs, satisfaction and customer expectations influenced brand loyalty of cellular network provider's brands. Based on the findings, it was revealed there is a significant relationship between these factors affecting brand loyalty. Various recommendations are suggested and implications outlined to cellular network providers. The main elements which need attention is customer expectations and customer needs. The findings indicated that cellular network providers need to increase their network providers brand recall and develop marketing strategies to ensure customers can recognize cellular network brands amongst other network providers in the cellular network provider brand industry.

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GLOSSARY

Advertising

Advertising is a form of communication which communicates information which is intended to encourage and motivates customers to purchase products (Muhammad Hafiz and Saleh 2013:601). The success of any brand depends on advertising and promotion. Advertising a brand informs the audience of the brand attributes and benefits the brand offers (Pappu and Quester 2016: 28).

Brand

A brand is a name, term, design, symbol or other feature which identifies a sellers' product and differentiates them from competitors' products or service (Piehler, Hanisch, and Burmann 2016:52). To sellers, brands identify and differentiate a companies' products from competing products and help to introduce new products (Pappu and Quester 2016:2).

Brand associations

Brand associations are not the benefits, but the images and symbols which are associated with the benefit of a brand (Pride 2012: 88). Brand association can be explained as the degree to which specific products and services is recognized within a product, service, category and class (Petzer and De Meyer 2011:60).

Brand awareness

Brand awareness is the availability of customers having awareness of a brand or product in the market (Sharp 2012: 55). Brand awareness is the most effective method used to gain customers attention to a specific brand (Kotler and Armstrong 2012:15).

Brand equity

Brand equity is when customers can relate to the specific brand by just knowing the marketing of the specific brands. Brand equity is set of trademark liabilities and assets which are linked to a brand (Tulasi 2012:200). The development of brand equity can create associations which drive market positions and resist competitors from getting into the market (Chirani, Taleghani, and Moghadam 2012:101).

Brand identity

Brand identity is the internal desired image of brands of which companies use to promise customers (Sontakki 2010: 55). Brand equity is an idea which is designed to reflect the real value that a brand name holds for a product or service which it accompanies (De Oliveira Silveira and Luce 2015:256).

Brand image

Brand image is the overall impression in the minds of customers which are formed from marketing communications tools such as social media, newspaper and internet (Nielsen 2012:8). Brand image is the way in which consumers view brands, it can be defined as a unique package of associations within the minds of target customers (Asongu 2013:18) based on the brand identity. There is thus a strong link between brand identity and image.

Brand loyalty

Brand loyalty is when customers are in a position of making repeat purchases of a product or service in the same category selection. Brand loyalty is when consumers can keep pace with the purchase of goods and services (Crain 2012:12).

Brand reputation

Brand reputation is a public driven component of brands. The demand of brand reputation is on a human and emotional level and is acted out through user engagement (Munzel 2007:86). Brand reputation is the strongest asset which benefits from a high degree of loyalty and stability of future sales for companies (Jurisic and Azevedo 2011:342).

Consumer decision making process

The customer decision making process helps to show the manner which customers react to specific products and services (Gurau 2015:61). It is the various stages customers will go through before purchasing a cellphone with the correct cellular network provider agreed by the customer (Mowen 2011:25).

Customer expectation

Customer expectations is the total perceived benefits customers expects from a product or service. The process of ensuring customer satisfaction is measured (Jurisic and Azevedo 2011: 366). Organizations will frequently ask customers if the product and services customers are using exceed customers' expectations (Samaripa 2010:50).

Customer satisfaction

Customer satisfaction is a term used in marketing to measure how well products and services which are supplied by companies meet customer expectation (Anderson, Swaminathan, and Mehta 2013:18).

CHAPTER ONE

ORIENTATION AND OVERVIEW

1.1 INTRODUCTION

Motivated by the fast change in technological developments, the business environment can witness the increase in the use of mobile devices by consumers. The cellular network industry has grown drastically and is set to continue to do so (Laura 2012:15). Every mobile device needs a functional cellular network provider, which attracts the customer to purchase a cell phone. Not all customers view mobile devices as positive even if they have mixed feelings about these devices. This is because they often find cellular phones not user-friendly and complicated to understand (Jurisic and Azevedo 2011:349).

South Africa has an estimated thirty million cell phone users. There are five cellular service providers namely MTN, Vodacom, Cell C, 8ta and Virgin Mobile providing cellular services to these users (Gray 2013:1). The South African cell phone industry experienced huge growth in the past specifically with regards to the product offering of cellular network prepaid subscriptions (Maharaj 2012:95). The launch of cellular services by Vodacom and MTN has increased in sales and South Africa enjoys more than a hundred percent market penetration (African Telecoms News 2012:20). The cellular industry in South Africa, as well as the landlines can generate sixty percent of a total telecommunication industry (Malebo 2012:38).

Cellular phones form an important part of the South African customer's daily lifestyle. Samsung, Huawei, Sony, iPhone and Vodafone are the most popular cell phone brands which allows customers to access internet faster with these brand name phones (Writer 2015:10). In terms of usage behavior, South Africa is estimated to access the internet via their cellular phones rather than by personal computers and laptops (Daramola, Chiadika, and Joel 2013:154). According to Hasen (2012:15) cellular phone users in South Africa also prefer sending text messages rather than calling. For cellular service providers to establish competitive advantage in the cell phone industry, marketers need to build brand loyal relationship with customers (Maharaj 2012:98). This helps cellular network providers to retain customers in the competitive market in not allowing for customers to switch to different cellular network brands easily (Martin and Michael 2011:345). Although cell phones form an integral

part of the customer experience of cellular network providers, the focus of this study is on cellular network providers alone.

Brand loyalty is formed by continuously meeting and exceeding expectations with every consumer encounter. When consumers become loyal they buy the product offered and they become emotionally attached and loyal to the brand (Wilson, Welman, Kruger, and Mitchell 2012:41). Application of all methods to influence consumers, to believe new cellular network brands provide extra benefits, is needed to persuade consumers to purchase network providers (Martin and Michael 2011:344). Customers love attention from the brands they purchase all the time which assists in the customers becoming loyal. Thus, companies need to maintain their brand loyalty with customers so that, the brand can gain long-term success and trust with customers (Hasen 2012:25).

Scholars use the terms customer and consumer interchangeably. However, a customer and consumer are two different concepts although it may refer to the same person or entity. Consumers are individuals who use the products and services while customers purchase products and services (Kotler and Armstrong 2010:55). In this study both consumers and customers are applicable to the study and will be used interchangeably as in the case of this study, the population consists of adults who are both the customer and the consumer of the cellular service provider.

1.2 RESEARCH PROBLEM

The cellular network industry in South Africa is highly competitive with multiple players competing for market share in a completely penetrated market. Cellular network providers often experience failures in terms of its offering such as network coverage, unfriendly staff, difficulty in price comparisons and customers having to wait long hours before they are assisted by call centers, to mention a few (Gray 2013:1). According to Govender (2017:3) there are multiple factors which drive or wear out brand loyalty of customers. For example, if a customer is currently on cellular network provider X and is looking for a fast and stable internet. He /she might want to switch to network provider Y to use the internet. This such behavior of brand switching is significant for cellular network providers in South Africa. If a cellular network provider is losing out on potential future growth, hence the brand of the cellular network provider will be affected. Cellular network providers need to seek and develop strategies to

increase brand loyalty and encourage customers to satisfy all their needs (Keaveney and Parthasarathy 2001: 374). These problems often result in the consumer switching networks. The question is thus, what factors affect brand loyalty of cellular network provider brands in South Africa. Therefore, this study's main aim was to determine the factors affecting brand loyalty of cellular network provider brands in South Africa.

This study is valuable to marketers, brand owners and consumers as it hopes to provide insight as to the factors which affect brand loyalty of cellular network providers in South Africa.

1.3 RESEARCH AIM

The aim of this study was to determine the factors affecting brand loyalty of cellular network provider brands in South Africa.

1.4 RESEARCH QUESTIONS, OBJECTIVES AND HYPOTHESIS

The research questions that guided the study was:

1. What is the perceived influence of cellular network provider brands on its customers?
2. Are cellular network customers satisfied with their cellular network providers' brand in meeting customers' needs?
3. What are the perceived factors affecting brand loyalty of customers of cellular network provider brands in South Africa?

In light of the research questions posed, the research objectives of this study is:

1. To determine the perceived influence of the factors that affect cellular network provider brands on their customers.
2. To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.
3. To evaluate the perceived factors affecting brand loyalty of customers of the different cellular network provider brands.

The associated hypothesis statements related to each objective is outlined in the next table.

TABLE 1.1: HYPOTHESIS LINKED TO RESEARCH OBJECTIVES

Research objectives	Hypothesis
1) To determine the perceived influence of the factors that affect cellular network provider brands on their customers.	H1: There is a significant relationship between brand identity and image of cellular network provider's brands and customer brand awareness (recognition and recall).
	H2: There is a significant relationship between brand reputation of cellular network provider and customer brand awareness (recognition and recall).
2) To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.	H3: There is a significant relationship between customer perception of cellular network provider and quality of service expectation.
	H4: There is a significant relationship between customer perception of cellular network provider and quality of service need.
	H5: There is a significant relationship between customer perception of quality of cellular network provider and quality service of satisfaction.
3) To evaluate the perceived factors affecting brand loyalty of customer of the different cellular network provider brands.	H6: There is a significant relationship between perceived quality of cellular network provider brands and brand loyalty.
	H7: There is a significant relationship between brand trust of cellular network provider brands and brand loyalty.
	H8: There is a significant relationship between customer satisfaction of cellular network provider brands and brand loyalty.

1.5 RATIONALE FOR THE STUDY

This study was important as it seeks to determine if customers are influenced by the different factors which impact cellular network provider loyalty in South Africa. It was envisioned that this study have gained an understanding of customer satisfaction and loyalty which in turn may assist cellular network providers in serving their customers in addressing the various factors affecting brand loyalty in this industry. Cellular network providers are then able to identify alternative forms of communication that can be utilized for marketing their brands and delivering a superior service. The study also aims to contribute to the literature in helping scholars understand brand loyalty in the context of competitive markets such as the cellular network industry in South Africa.

1.6 LITERATURE OVERVIEW

1.6. 1 BRAND LOYALTY

Brand loyalty is when customers are in a position of making repeat purchases of a product or service in the same category selection (Crain 2012:12). Customers can perform the repeat purchase of the same brand, and are able to speak highly of the brand values, features, advantages and benefits. Customers who are brand loyal have a strong belief in that their choice is better than other customers (Severi and Ling 2013:125). Thus, brand loyalty is not merely about repeat purchases, but also about the perceptions customers hold of a brand and how that influence their beliefs and ultimately behaviour towards a brand.

1.6.2 FACTORS INFLUENCING BRAND LOYALTY

This section outlines the elements which affect consumers in becoming brand loyal to a brand. These factors were selected from a literature review that was conducted to identify the most appropriate and common factors which are mostly related to influencing customers brand loyalty of selecting a product or service. These factors include, but are not limited to:

1.6.2.1 Connect with your customers

It's important to connect with ones customers on an emotional level - that way there is a long lasting relationship with the customers. It is important to constantly create *brand awareness*, influenced by *brand elements* and *identity* and in turn influencing brand image, amongst customers informing them of new products and providing value and motivation for purchase encouraging consumers loyalty towards the brand (Forbes 2011:2). Every brand should be able to connect with customers and be a positive influence on customers when purchasing specific brands (Sujata, Abhijit, and Yatin 2015:43).

1.6.2.2. Deliver on promises

According to Li and Green (2010:3) brand managers who keep promise's they make, and deliver happiness at all time, delivering and surpassing target customers' expectations by offering them more than what the average *consumer needs and expects* and showing consumers

that you really care about them will create long-term relationships with these customers (Chinomona and Sandada 2013:160). However, consumers are very particular when it comes to selecting brands even if managers deliver products as promised. Consumers will still find problems and faults with brands and move to another brand easily (Rao, Priyadarshini, and Vijayaratnam 2014:133).

1.6.2.3. Advertising and promotions

The success of any brand depends on advertising and promotion. Advertising a brand informs the audience of the brand attributes and benefits the brand offers (Muhammad, Hafiz, and Saleh 2013:601) and shapes the brand's identity, image and reputation and create an awareness of the brand among consumers. However, advertising can influence consumer's *perception* of the brand through celebrity endorsement amongst others. This is an important factor when it comes to achieving brand loyalty (Petzer 2014:457).

1.6.2.4 Publicity - Brand reputation

Currently, in the information age, consumers cannot only rely on their personal experience. They need the confirmation of a third party, where media institutions are the most credible third parties communicating with the masses (Shimp 2010:319). However, the aim of publicity is to get the brand into the minds of consumers and to encourage consumers to keep purchasing the brand. Still, publicity can be either positive or negative. Publicity of a brand can have a positive effect if the brand is providing excellent product offerings for all customers. If a brand is unable to provide a product offering for a customer, the *brand reputation* is tarnished negatively for all future customers wanting to purchase that specific brand label (Rao et al 2014:135).

1.6.2.5 Customer satisfaction

Customer satisfaction of the brand being purchased is relative to the performance of the brand and expectations. According to Loureiro et al. (2012:27) customer satisfaction is more related to an individual's own reasoning and view pertaining to the brand he/she have purchased. If the customer is not satisfied with the product then customers lose interest in making a purchase of the brand again. Excellent performance of brands builds excellent reputation and increases

the loyalty of customers to the brand (Kotler and Armstrong 2010:37). Customer satisfaction is most important if brands want to hold a positive reputation, and brands should always seek excellent customer satisfaction to have an excellent long term relationship with consumers (Tuttle 2010:20).

1.6.3 BRAND EQUITY

Brands with a strong reputation and power will have high brand equity. Brand equity is when customers can relate to the specific brand by just knowing the marketing of that specific brand (Muhammad, Hafiz, and Saleh 2013:617). Kruger and Mostert (2014:13) can support this discussion by stating that the ability to capture a customer's loyalty and liking is when these customers view brands as being positive and are able to react favorably to the brand. Disliking and showing no interest to marketing of brands, indicates poor brand equity to the brands being advertised. Thus, the most important factor of influence of brand loyalty is the reputation of a brand. Brand reputation is able to add value to this study and give understanding to brand loyalty of cellular network providers (Petzer, et al 2014:488).

1.6.4 THE SOUTH AFRICAN CELLULAR NETWORK PROVIDER MARKET

Vodacom is the largest of all cellular network provider in South Africa. It captures most the market and has more than 23 million subscribers and has a 57% market share. This is because of them being the first mobile network to be launched in South Africa (Joe 2012:11). MTN is the second largest mobile network operator, with over 10.2 million subscribers and it is still growing (Mava 2011:3). Cell C is the third largest introduced in 2001 and has around 4 million users, while Virgin mobile released in 2006 and 8ta released in 2010 having the lowest percentage of subscribers (Chinomona and Sandada 2013:712; Kruger and Mostert 2014:29). According to Tuttle (2010: 22) there is very little brand trust in Virgin Mobile and 8ta due to a lack of brand awareness.

The South African cell phone industry have experienced growth, especially due to cell phone network providers trying to provide the best service to customers and to gain brand loyalty (Sujata, et al 2015:48). Network providers in South Africa have a competitive market in the cell phone industry, where customers have a wide variety of brands to choose from depending on the services the network provider can provide (Rao, Priyadarshini, and Vijayaratnam 2014:138). It was found that the two main reasons for switching network operators was the cost of voice calls and customer service (Maharaj 2012:19). This is however not the only reasons for consumers switching cellular network providers. Reputation of brands, recognition of brands in the market industry, the trust of the network work provider, and the identity of the brand also influence the switching of network operators.

1.7 RESEARCH METHODOLOGY

Research methodology is composed of methods and procedures that can be employed to gather data to understand the factors affecting brand loyalty of cellular network providers in South Africa.

1.7.1 Research Design

To successfully accomplish the objectives of this study two sources of information were utilized: secondary and primary sources of data. The secondary source of data is represented by the literature to support the constructs of the study while the primary data is represented by questionnaires which were analyzed to determine the objectives of the study.

There are three types of research designs which include; descriptive, explanatory and experimental (Aaker, et al 2011:28). Descriptive research was conducted in this study. Descriptive research consists of questionnaires and all different types of fact-finding events. The purpose of descriptive research is to state or describe the current events and happenings. In descriptive research, there is no control over the variables (Sontakki 2010:15). Descriptive research usually involves converting raw data into diagrams, charts and graphs which makes it simple and easier for the reader to understand and interpret. It is the most common form of research and it is usually utilized to discover the cause of an issue (Trochim and Donnelly 2016:138).

Quantitative research was chosen for this study. Quantitative research involves collecting data usually numerical. Quantitative research has numerous advantages such as: 1) It is an excellent method for performing various statistical calculations such as hypothesis testing, chi-square, t test, etc. hence all the results can be expressed numerically; 2) The results can then be concluded after an analysis of the data has been performed, and 3) The results thereafter can be published (Christ 2012:20). Quantitative research was chosen for this study because results can be concluded after an analysis of data have been performed and it allows for the involvement of a larger group of people allowing for constructs to be tested.

There are two types of studies being cross sectional and longitudinal. This study made use of cross sectional hence it is conducted at one point in time. There was a given period to start and complete this study. A longitudinal study was conducted over a period hence this was not an appropriate method for this study as the time does not allow for this.

1.7.2 Target Population

A target population consists of all the people who are considered consumers /customers and those that possess the information that will answer the study's questions (Sontakki 2010:26). In this study, the population consisted of all possible cellular network users with an electronic mail account, specifically Yahoo and Gmail. The sample size of four hundred (400) individuals with electronic mail was emailed the questionnaire. Two hundred (200) questionnaires each were sent to Gmail and Yahoo account holders in South Africa respectively.

1.7.3 Sampling

There are two types of sampling techniques being: probability and non-probability. Non-probability sampling was chosen for this study because it helps to determine what elements to include in the sample. Non-probability sampling includes convenience sampling, snowball sampling, quota sampling and judgmental sampling (Aaker 2015:349). Convenience sampling was selected for this study as it allows for contacting sampling units that are convenient to reach such as the electronic mail users. Hence, a non-probability sampling technique was utilized as emails was sent to select electronic mail users from a dedicated Yahoo and Gmail account. Questionnaires was attached to individuals' email addresses whom filled and completed and returned via the use of electronic mail. This study was not selective to whom the electronic mail was sent. Questionnaires was sent to all contacts on Yahoo and Gmail accounts who are in South Africa.

The use of disseminating the questionnaires through email makes it cost effective and less time consuming to collect the data needed to answer the research question. The selection of respondents was based on whether they have cell phones and make use of cellular providers in South Africa. The size of the sample was four hundred (400) respondents. The greater number of respondents helps in obtaining more accurate results with the regard to the research (Christ 2012:5). This sample was split by selecting two hundred (200) users from the Gmail account and two hundred (200) from the Yahoo account. This was done over a period of two weeks and questionnaires was attached to respondents email addresses.

1.7.4 Measuring instrument

A questionnaire was utilized in this study to collect data. A questionnaire design is a simple and convenient method of primary data collection as it is an inexpensive and less time-consuming method to utilize. Hence it will not take respondents a lot of time to answer the questionnaire. Likert scale questions was used. The internet was used to send out the questionnaires via electronic mail to the respondents.

1.7.5 Data collection method

According to Kent (2007:569) primary data collection refers to data specifically for the research at hand. The questionnaires was mail to two email account within two weeks. Questionnaires was distributed to respondents who was over 18 years old and those who make use of South African cellular network providers. These questionnaires were emailed to the respondents and it was anticipated to receive responses within six weeks. Notification and weekly reminders were sent to email users as to the deadline of when questionnaires needed to be filled and completed. This was to ensure a high and accurate response rate was achieved.

1.7.6 Data analysis

After the raw data have been collected and thereafter processed, the data was then ready for analysis. Data analysis is when the data is computed by using various statistical software to measure the data and search for patterns and relationships that may exist (Sontakki 2010:187). The data obtained after the questionnaires have been administered via email was analyzed using a computer and computer software. Statistical Package for Social Sciences version 24.0.

The latest version of the Statistical Package for Social Sciences (SPSS) will be employed in conducting the analyses which reflects the gathered data as graphical representations. SPSS has been viewed as very user-friendly (Zikmund and Babin 2007:515). Frequency tables was utilized as descriptive statistics to complement the accuracy and efficiency of data processing. In this research, the findings are presented using tables, mean, charts and descriptive statistics such as percentages and frequencies of responses. Graphs were used in this study to depict results obtained. Descriptive statistics were used to summarize the results of the variables of the study. The chi-square test was used to statistically assess significance of the relationship

between two variables. The Pearson's correlation was used to measure the degree of linear association of two categories.

1.7.7 Validity

There are various types of validity which include content or face validity, predictive validity, concurrent validity, construct validity, and convergent validity. Validity deals with the accuracy of measurement. Validity is also affected by the questionnaire design hence it is about asking questions that measure what it is supposed to measure. Any research must have content or face validity whereby the questions directly relate to the topic one is researching. Interval validity refers to whether the questions the study asks can explain the outcome the study wants to reach, to discover relationships between independent variables (Mora 2011:3). This study utilized face and content validity whereby the constructs testing the questionnaire was derived from a literature review and was scrutinized by an academic in this field. This was done by the supervisor for vetting and possible modification of all aspects of the questionnaire. The questionnaire was designed in a manner that addressed each objective hence the measuring instrument managed to measure what had to be addressed. The questionnaire was also pre-tested.

1.7.8 Reliability

According to Christ (2012:1) reliability is not as important in comparison to validity. Reliability is however easier to measure. Reliability can be established by determining whether the measurements of results are stable over a period. This refers to whether a test will have the same results when conducted again or on numerous accounts using the same measuring instrument. Hence it determines whether the results will be consistent over time. When data is gathered again and if the results obtained are like the previous gathering of results then the results are reliable (Sontakki 2010:187). Cronbach's alpha testing was used to measure consistency and 0.7 was used as a limit because Field (2005:668) argues that a reliability coefficient of 0.70 or more is acceptable.

1.8. OUTLINE OF THE STUDY

The following outlines the structure of the study:

Chapter One: Orientation and overview

The purpose of this chapter was to provide an overview of the study. This chapter starts by giving background to the research, which is followed by the research problem. The aims and objectives of the study are also given, along with an outline of the research methodology, research design, target population, sampling method, measuring instrument, data collection, data analysis, validity, and reliability.

Chapter Two: Literature review

Chapter Two provides detailed information pertaining to the constructs under study. This literature review takes the reader into discovering the meaning of brand loyalty, factors used to influence brand loyalty. The model of the brand awareness pyramid is illustrated to show the progression of how brand loyalty is developed. Customer's satisfaction of cellular network providers is understood by analysing the different cellular network providers in South Africa.

Chapter Three: Research methodology

This chapter outlines the selected research design and justifies the research design, population, sampling method of data collection as well as the reliability and validity of the research study. Statistical techniques that are used to analyze the data are also highlighted.

Chapter Four: Empirical study

The presentation of results gathered from the questionnaires is done in this chapter, for interpretation of results to take place. Results of the study using tables and graphs are presented. Significant findings are also discussed considering the literature review and objectives of the study.

Chapter Five: Conclusions and recommendations

This chapter provides the main conclusions of this research study; recommendations are made towards cellular network provider companies in South Africa. Lastly suggestions are made for further research concluding this study.

1.9 CONCLUSION

This chapter outlines the introduction, background of the study, aim and objectives, research problem and rationale of the study. Furthermore, the chapter provides a summary of literature and the research method used in the study. Chapter two will present the review of the literature used to support this study.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Cellular devices play an important role in the daily lives of individuals. Cellular devices cannot fulfil its main purpose of making and receiving calls without the cellular network providers. People in South Africa utilize cellular phones daily and they cannot do without them. Cellular phones in South Africa can only be functional with the cellular network providers; such as MTN, Vodacom, Cell C, 8ta and Virgin Mobile. Most of the cellular network providers in South Africa are managed by three cellular phone operators which are Vodacom, MTN, and Cell C (Chinomona and Sandada 2013:163). These network providers are available for the South African market and to serve as a crucial foundation for cellular network subscribers. More than ninety percent of the subscribers are monitored by the cellular network providers. These network providers form the driving force for their branding in the South African Market (Writer 2015:10).

This literature review takes the reader into discovering consumer's intention to purchase cellular network providers by analyzing the different cellular network providers in South Africa. The meaning of brands, fundamentals of branding, methods that can be utilized to gain brand loyalty are outlined. A model of the brand awareness pyramid is illustrated to show the progression of how brand loyalty is developed. The consumer decision making process based on cellular network providers is discussed in detail. The reader should take note that parts of the literature review contains information that has been adapted from studies that have been conducted in other countries, however the information can be utilized as it relates to the study currently undertaken.

2.2 SCOPE FOR ANALYSING FACTORS OF CELLULAR NETWORK PROVIDERS BRANDS IN SOUTH AFRICA

Customer's intention to purchase shows the intention to buy the cell phone with the proper cellular network provider. Their intentions are to purchase the cellular network provider

because customers believe that the marketing based on this network provider satisfies customers need and want (Nguyen, Miller, and Kenneth 2011:222). According to Kruger and Mostert (2012:55) suggests that marketers need to find effective methods to appeal to customers to satisfy a positive perception of cellular network provider

Motivated by the fast change in technology developments, the business environment can witness the increase in the use of mobile devices by customers. This industry has grown drastically and is set to continue (Laura 2012:15). Mobile devices make use of both the customer and marketer. Every mobile device needs the correct network provider which attracts the customer to purchase a cell phone. Not all customers view mobile devices as being a positive aspect. Most of them have mixed feelings, because some consumers find cellular phones not user friendly and complicated to understand (Jurisic and Azevedo 2011:349). However, no individual can function daily without the excellent network provider to socialize with friends, sending out emails, and communicating with co-workers if not functional properly.

Marketers are regularly interested in analysing customer behaviour in the cellular network provider industry. This knowledge provides the marketer to understand the different cellular network provider's brands in South Africa. This includes how customers think, feel and choose from many like brands and so on as well as how the different factors of cellular network provider's brands influence the brand loyalty of a specific network provider's brand Brosekhan and Velayutham 2014:8).

2.3. BRANDS AND BRANDING

Brands are very beneficial to both buyers and sellers. Buyers are consumers who purchase products and services and sellers are people who sell to the buyers (Durmaz, and Hatice 2016:48). Brands can help speed up customer purchases by identifying specific preferred products to buyers. In providing a form of self-expression and status for buyers, brands help consumers evaluate product quality to reduce risk of purchase dissonance by customers (Conrad, Thompson and Books 2016:26).

To sellers, brands help identify and differentiate a seller's products from competing products and help to introduce new products (Pappu and Quester 2016:2). There are typically three types of brands being brands of manufacturers, private distributors and generic brands. The brands of manufacturers are brands which are initiated by producers, the private distributor brands are brands which are owned by resellers and the generic brands are brands which do not include the company name or other identifying terms (Muniz and O'Guinn 2001:30). When selecting a brand name, it should not be difficult to say, recall and spell. The brand should indicate the products' major benefits and special characteristics. It should be compatible with all products in line and designed for use in all types of media and have a perceived and emotional corporate image which is used as a label to identify a product or service (Durmaz, and Hatice 2016:48). It is important in this study to understand brand elements, brand awareness, brand image, brand association, brand equity, and brand loyalty. In the telecommunications industry, the purpose of brands and branding are used differently in the marketing of cellular network providers to consumers (Klimchuk 2012: 9). Having knowledge of these marketing aspects helps to understand the different cellular network provider's better.

2.4 What is a brand?

A brand is a name, term, design, symbol or other feature which identifies a seller's product and differentiates them from competitors' products or services (Sichtmann and Diamantopoulos 2013:567). A brand name is part of the trademark which can be spoken and includes letters, words, and numbers. A brand mark is not composed of words, it includes symbols and designs. A trade mark is the legal designation which forms the exclusive use of a brand and a trade mark is the full legal name of the organization (Muniz and O'Guinn 2001:27).

2.4.1 Branding defined

According to Klimchuk (2012:10) branding is creating a distinct identity for a business and requires a well-organised effort at every touch point that a company has with its customers. Branding a successful company is providing quality products or having excellent customer service which helps exceed customer's expectation (Daw 1998:8).

2.4.2 Brand elements

The various aspects of different brands are hereby designated as the brand elements. The elements classify a specific product and differentiate the brand amongst other products in the market. Elements in a brand can also be called the uniqueness of a brand used to attract customers differently, for example a new Samsung cell phone in the market having different colour shades or different sizes made according to customer preference, the customer will find this to be unique as it meets with customers' expectation of the brand (Rao, Priyadarshini, and Vijaya 2014:135). Explained below are the elements of a brand which are used in companies; brand names, symbols, logos, slogans, identity and packaging (Schultz and Block 2015:16). The brand mark can be defined as a graphic symbol or sign which cannot be expressed verbally. It is the visual brand identity that consists of design and symbols (Petzer, et al 2014:457).

Logos

Logos help customer identify an organisation in its simplest form with the use of an icon or mark. A logo is not a brand and is not an identity of a product or service (Ming, Machado, and Iglesias 2015:2). Logo identity, and brands all have different roles, which together form a perceived image for a product or service (Thawani, Singh, and Thakur 2015:2). A logo may consist of a signature, symbol, mark or flag. A logo is not able to sell a company or describe a business. It is available to companies for identity purposes. Logos do not literally describe what a business does, but rather identify the business in a memorable and recognizable way for consumers to remember (De oliveira, Silveira and Luce 2015:256).

Slogans

Slogans are catchy phrases or series of words which are used to help customers to remember a company's brand or product (Nielsen 2012:3). When customers' need a product or service offered by variety of companies, the slogan helps the customers to choose the product or service which comes to customers mind first. Slogans must be memorable, and must give customers an idea of what the company's product or service does (Jedidi and Gupta 1999:1).

Although slogans consist of few words and letters, slogans take hours to write, each word must be perfect. The slogan must be able to match the logo because most of the time companies like to display the slogan and logo together (Hyllegard, et al 2012:225)

Characters

There are many characteristics of brands. The key is for businesses to create brands which consumers want. It is important that the brand to be is unique and to be managed closely to have a longer existence in the market place (Jurisic and Azevedo 2011:355). Brand character is human traits associated with specific brands (Pappu, and Quester 2016:30). Generic brand characteristics include uniqueness and sophistication of brands. The uniqueness and sophistication of the brand helps to establish brand identity, which requires the product of the brand to have something distinctive (De oliveira, Silveira and Luce 2015:252). The character of a trademark gives consumers something with which they can relate effectively to increase brand awareness and popularity.

Jingles

Brand jingles is the creative force behind corporate jingles of several international brands. Jingles is the supreme way to reach out and capture attention of customers with striking lyrics, catchy melodies, and music (Crain 2012:10). These jingles can be used for radio, television and online marketing to create a memory for a commercial audience and to have customers identify the jingle of that specific brand. All companies' jingles are custom from scratch to suit customer's needs (Shimp 2010:75).

URLs

URL are "shortens" which are utilized to shrink web links to smaller sizes (Stocchi, Driesener and Nnycz 2015:301). Having URL with brands, serves to build trust, personality and familiarity with brands. A custom link helps companies build a brand following which becomes a specific topic (Ming, Machado, and Iglesias 2015:1). There are other URL services which let you set up a custom short URL, but some are very expensive and only function with their own applications.

Packaging

According to Ferreira and Coelho (2015:349) packaging of a brand involves the development of a container and graphic design for a product. Packaging has many functions which include to protect the product from damaging, offering convenience to consumers, to prevent waste and make storage easier, and promote the product by communicating its features, advantages,

and benefits to customers (Maginier and Crie 2015:116). There are major packaging considerations which include cost, verbal and non-verbal symbols, size, shape, texture, colour, and graphics. Packaging also consists of labelling which helps identify the product, supports promotional efforts for the product and provides information on product origin (Mohebbi 2014:92).

According to Klimchuk (2012:6) branding and packaging are the two important aspects of marketing. Brands are used to describe the name of a business and the product being sold. Branding helps to distinguish a company's brand from other company's brands. Packaging is a marketing aspect used to reveal a brand's image. Companies make use of packaging to sell the product. The image, color, and description on the packaging is used to encourage and influence customers to purchase a brand or product (Daw 1998:8).

Packaging communicates meaning about a brand in various aspects which include colours, design, shape size and information labelling. These aspects are put together to form the packaging structure. These structural elements must interact together to alert buyers of the set of meanings intended by the brand marketer (Meyer 2011:5). Colours, shape and size bring out attractiveness towards any brand and without a proper packaging structure there is no meaning to the brand. This therefore leads to consumers being confused about purchasing the correct brand due to poor packaging structure (Mohebbi 2014:100).

Brand colours can communicate eliciting various emotions towards customers making purchases of specific brands. The use of colours in brands is useful because colours influence customer's sensitivity and psychology (Shimp 2010:82). Colours bring encouragement and liking to brand when viewed by customers, it forms brand appeal and attractiveness (Ethan, et al 2015:564).

2.4.3 Brand awareness

Brand awareness is the availability of customers having awareness of a brand or product in the market (Crain 2012:12). Brand awareness includes both brand recognition and brand recall. Brand recognition is the ability of the customer being able to recognize a brand amongst the various brands in the market. While brand recall is the potential for a customer to remember brands from memory when given the product categories.

2.4.4 Brand image

According to Ihaddad (2015:135) brand image can either be evaluated as positive or negative by customers. These evaluations both come together to form part of the brand image. A strong brand image makes customers feel confident of their brand choice. It makes customers feel more satisfied with their purchase (Muniz and O'Guinn 2001:21). Brand image is the way in which consumers view brands, it can be defined as a unique package of associations within the minds of target customers (Asongu 2013:18). It indicates what the brand stands for and the way specific brands are positioned in the market (Pappu, and Quester 2016:28). According to Ihaddad (2015:137) brand image is not just a mental image it is able to convey the emotional value. It can highlight company's mission and vision to all. The main elements of positive brand image are its unique logo which is the reflection of companies' image, slogan which describes a company's business and the brand identity which supports key values (Stocchi, Driesener and Nnycz 2015:317). Quality perceptions make the customer feel happier than if the product is purchased from an unknown supplier (Maharaj and Parumasur 2011:126). According to Anantha and Abdullah (2013:2) the following are some of the benefits of a positive brand image:

- A brand image helps to decrease pressure of selling products at low prices or to offer discounts.
- Competitive brands in the market is rejected because the brand image of the product is strong enough to act as a barrier to competitive brands in the market.
- Communications in the market environment will be readily accepted. The positive feelings of the product will result in customers being able to accept the new claims of product performance in the market and will be able to persuade customers to purchase more.
- Customer satisfaction will be improved - a positive image will give customers enhanced satisfaction when they use the product and they will be encouraged to purchase the product.

According to Ming, Machado, and Iglesias (2015:2) identity is the visual aspect which forms part of the overall brand identity image, forming part of the brand and corporate image. Identity

design is based around the visual device used within a company. This is usually set around important guidelines, these guidelines which make up an identity is usually managed on how the identity will be applied throughout a variety of colours, mediums, layouts, and fonts (Conrad, Thompson and Books 2016 :29). The guidelines ensure that the identity of the company is kept clear and is linked to the brand to be recognized. Identity image is made of many visual aspects such as the logo, products and packaging, design, signage, and any visual design associated with the company. These aspects make up the identity image and support the brand. The logo is the corporate identity and makes the brand into an identifiable mark (Muniz and O'Guinn 2001:27)

2.4.5 Integration of brand identity and brand image

According to Schultz and Block (2015:16) brand identity is the internal desired image of brands which companies use to make promises to customers. Strong brands have a clear, specified brand identity which helps it to be different from their competitors (Sichtmann and Diamantopoulos 2013:567). According to Aaker et al (2011:35) for brand identity to be effective, brand identity needs to reflect what the brand symbolizes and can communicate the brand to customers. Communicating the brand identity of the brand is established by brand image, while brand image is the set of beliefs about a specific brand within minds of target customers (Conrad, Thompson and Books 2016:30). Marketers work hard to strengthen the connection between brand image and brand identity, mainly to convey accurate messages about the brand image and brand identity to customers. According to Le Pla and Parker (2002:10) for brands to grow strong in the market industry brand identity and brand image need to be integrated, to build a long-lasting bond between the brand and the customer. Aaker (2015:35) agrees that a brand should work hard to make the brand image reflect with the brand identity. Figure 2.1, below shows the brand derby matrix. Which shows how brand image and brand identity works together and can be analysed as one (Roy and Banerjee 2007:10).

FIGURE 2.1: BRAND DERBY MATRIX

Brand Derby Matrix

Brand Identity	Strong	Blind Horse	Jackpot
	Weak	Lame Horse	Dark Horse
		Poor	Excellent

Brand Image

Roy and Banerjee (2007:10).

According to Roy and Banerjee (2007:15) the following explanations can be depicted from the Figure 2.1:

- If a brand suffers from poor brand image and weak brand identity it is “Lame horse”, hence the brand will meet failure in the market place.
- If the brand image is excellent and have a weak brand identity this results in a “Dark horse”. The dark horse is when a brand has acceptance, but needs to communicate widely with customers to exploit excellent brand image to get rid of the weak brand identity.
- A strong brand identity and poor brand image results in “Blind horse”. This is not a good position for long term success and survival of brand.
- When a brand has excellent brand image and brand identity it is a “Jackpot”.

Brand image and brand identity work together in bringing out a global brand and is crucial for brand extension. Focus of brand identity and brand image must be placed on brands to strengthen the brand position. (Martinez and De Chernatony 20:2004). The above elaboration on brand identity and brand image links each element to one element. Therefore, the researcher can choose to test each elements or one of the elements when performing this study.

2.4.6. Brand associations

According to Tabaku and Zerellari (2015:86) brand associations are not the benefits, but the images and symbols which are associated with the benefit of a brand. Brand association is an aspect which is portrayed deeply into the customer's mind about the specific brand. All brands should be associated with positive aspect for customers to relate the brand of positive images (Shimp 2012:32). According to Petzer and De Meyer (2011:60) brand association can be explained as the degree to which specific products and services is recognized within a product, service, category and class. Positive brand association helps companies to gain customer goodwill and blocks competitors from entering the market. According to Czerniawski (2012:10) brand associations are based on the following factors: Word of mouth publicity, advertisements, quality of the product, pricing of brand and products category to which the brand belongs.

2.4.7 Brand reputation

According to Jurisic and Azevedo (2011:342) brand reputation is the strongest asset which benefits from a high degree of loyalty and stability of future sales for companies. The reputation of the trademark is a source of demand and lasting attractiveness. The image of the superior quality and added value helps price the brand. The value of the company's overall reputation can be easily seen in the company's revenue, increase in reputation increase in sales (Conradie and Van Niekerk 2015:111). Reputation is one of the key aspects to perceive quality. Customers often purchase brands which are reputable because they are comfortable with the reputation, and because of the reasonable quality of the brand (Tulasi 2012:201). Brand reputation is important in this study because the brand must first enter the cellular network market and customers must take the brand into consideration. One of the cellular network providers must be evaluated.

2.4.8 Brand equity

According to Chirani, Taleghani, and Moghadam (2012:101) brand equity is set of trademark liabilities and assets which are linked to a brand. The development of brand equity can create associations which drive market positions and resist competitors from getting into the market.

The concept for building brand equity is brand loyalty. Strong brand equity creates value for both customer and the company. According to Lin (2015:245) positive brand equity can help a company financially. Which helps to enable the company to charge premium prices on different brands. A company with strong brand equity is positioned for long term success. Because consumers most likely forget the negativity of the brand when consumers are emotionally attached to the brand. According to Torres and Tribo (2011:101) brand equity is the tangible and intangible value that a brand provides either negatively or positively to a company.

2.4.9. Brands and their functions

Marketers have numerous options to choose from when creating a brand and for customers to recognize the specific brand and product (Nielsen 2012:8). Making a brand requires decisions of choosing the correct packaging, logo, and design to identify the correct brand in the competitive market industry (Anantha and Abdullah 2013:1). The aim of discussing the different brands and logos in this study is to depict the different marketing methods used by cellular network providers with the use of their eye-catching logos to gain brand loyalty from customers.

According to Petzer and De Meyer (2011:61) Cell C changed identity to add a new developed look of their branding and try to increase their market share. Due to less information on Virgin Mobile the researcher is unable to elaborate studies based on this cellular network provider. Brands can perform many purposes in the advertising, and promotion process. Brand roles can add value to consumers and companies, benefits of brands are important as it is vital for consumers to know what the benefits of purchasing a product or service are (Sasmita and Norazah 2015:92).

Brands help consumers to identify their best products, but most of the time new brands in the market try to confuse customers in their purchasing decisions. Brands confuse customers by making use of similar colours, shapes, and designs of successful brands (Anantha and Abdullah 2013:5). Customers reduce the risk of purchasing a brand in purchasing well-known brands (Conradie and Van Niekerk 2015:117). Consumers can associate brands with functional benefits. Consumers are also able to show others the brand they purchase. For example, a

customer purchases a Samsung branded cell phone which can create symbolic meaning to the customer. An identical brand maybe viewed differently by a client, depending on the product and identification (Chirani, Taleghani, and Moghadam 2012:100).

2.5 CUSTOMER NEEDS AND EXPECTATIONS

According to Mowen (2011:16) measuring customer expectation is when organizations frequently ask customers if the product and services customers are using exceed customers' expectations. When customers have high expectations of a product or service and when delivery of service from the product is poor, customers are most likely to rate their experience less satisfying. Customers' expectations set the standard for customers' expectations which affect the decision making towards repeat purchasing (Samaripa 2010:50). According to Anderson, Fornell and Mazvancheryl (2004:170) to meet customer expectations is the most valuable aspect of customer satisfaction. A satisfied customer is one that has had their expectation met. To perform this company must ensure consistent delivery of service is met always.

According to Samaripa (2010:49) there is a perceived expectation that every customer has when purchasing a product or service. For example, a hotel customer will think that if they pay more they will expect more in service delivery and quality of hotel. Customer's expectation lets the companies know what levels of service is expected to keep customers happy and to achieve higher customer satisfaction. It enables workers to focus and fulfill customer's expectation (Vardeman and Place 2015:52).

Customer satisfaction

Customer satisfaction is a term used in marketing to measure how well products and services which are supplied by companies meet customer expectation (Anderson, Swaminathan, and Mehta 2013:18). It is important to have customer satisfaction as it provides companies with information, which can be used to improve and manage companies business (Samaripa 2010:58). There are many reasons why customer satisfaction is important: customer satisfaction is a leading indicator to customer repurchasing a product or service, it helps to increase customer lifetime value towards product and services, and it reduces negative word of mouth when the product or service meets customer expectation (Biedenbach, Bengtsson, and Marell 2015:178).

Customer satisfaction is an important factor of customer performance and attitude. Every customer, when purchasing a product or service, want the features, advantages and benefits of the product being communicated to them (Mowen 2011:18). Customers want to be satisfied with the brand they have purchased always (Sharp 2011:2). Companies must be able to retain this aspect in ensuring that the standards of the brand are well adopted by the customer (Khan 2013:168). According to Pappu and Quester (2016:2) negative customer satisfaction leads to negative brand loyalty from customers as they tend to lose interest and switch to another brand easily if they are not satisfied.

Customer satisfaction is linked to the income the company is generating and repeat purchases. Most of the time it is forgotten how customer satisfaction negatively impacts on a business. Therefore, it is important for customers to rate their brands and products so companies can check customer satisfaction on the brand (Liu, et al 2015:577). According to Goldstein (2010:20) losing one customer in a business because the customer is unhappy does not show a big difference, having to lose twenty customers at once because of negative word of mouth results in a decrease in revenue for the company. It is important for business to eliminate bad word of mouth by ensuring customer satisfaction is measured daily. This will help business identify if customers are happy with their product or service (Evenson 2012:10).

2.6. FACTORS WHICH AFFECT BRAND LOYALTY

The following are factors which affect brand loyalty and are discussed being consumer's decision making process, two –dimensional approach, connecting with customers, advertising, promotions, public relations, customer satisfaction and brand equity

2.6.1 Brand loyalty

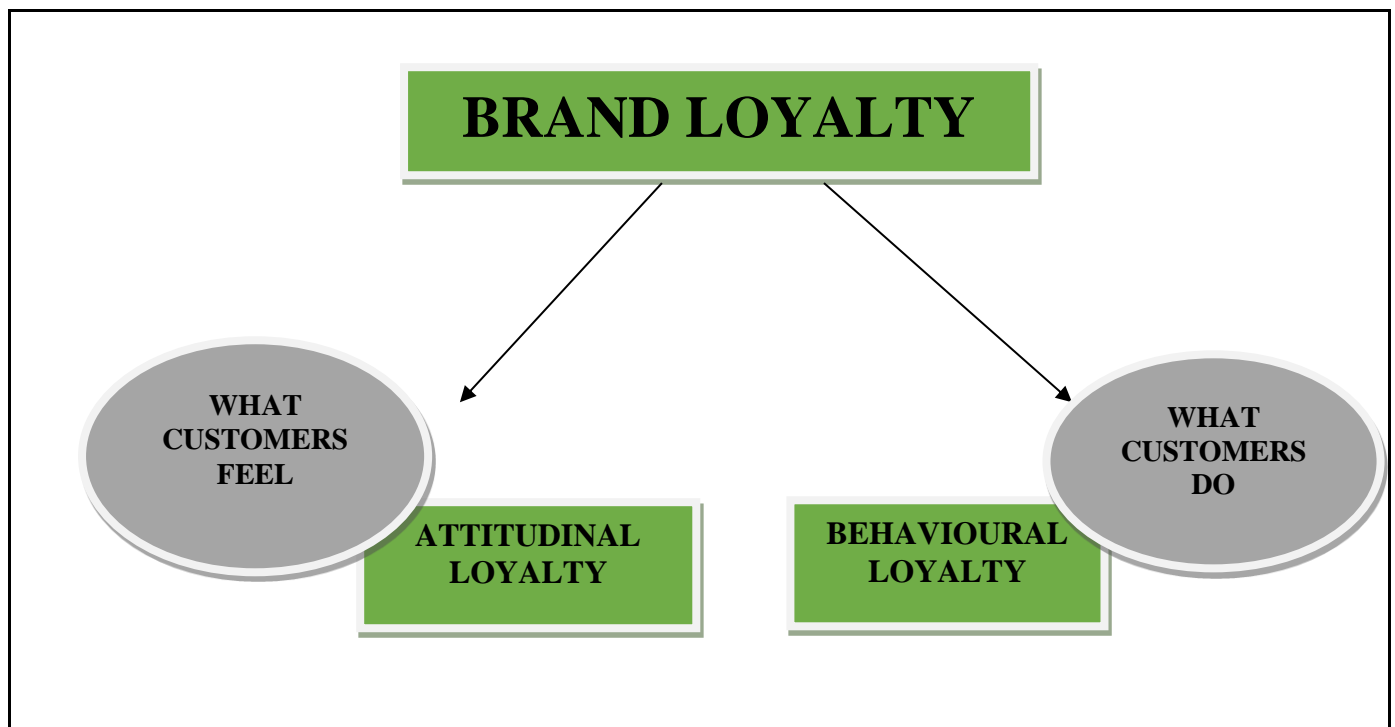
Brand loyalty is when consumers can keep pace with the purchase of goods and services (Crain 2012:12). Customers can perform the repeat purchase of the same brand, and are able to speak highly about the brand values, features, advantages and benefits. Customers who are brand loyal have a strong belief in that their choice is better than other customers (Severi and Ling 2013:125). Customers do not only purchase the brand as parents, friends, or families purchase this brand. In the long run, customers will purchase the brand once they earn favorable trust and product offerings (Asongu 2013:17). Reference groups will influence brand loyalty, but

everything depends on the brand and the offerings given to clients when purchased (Kotler and Armstrong 2012:15).

2.6.2 Two –dimensional brand loyalty

According to Cunningham (1956: 28), there are many approaches to brand loyalty. Many theories of brand loyalty was dominated in the 1970 seeing loyalty as the share of total purchases. The buying frequency, buying probability, or buying pattern are approaches looked at brand loyalty in terms of repeat purchase, until Day (1969:20) introduced the two-dimensional concept of brand loyalty, it stated that brand loyalty should be evaluated with both attitudinal and behavioral criteria. According to Traylor (1981:55) suggested that loyalty has an attitudinal construct and evolved the proposition further by suggesting brand commitment represents an emotional attachment to a brand. There are many explanation to brand loyalty according to this literature. According to (Jacoby and Kyner 1973: 8) there is two basic approaches to brand loyalty concept, the behavioral approach and attitude –based approach. These two concepts are brands that believe what a customer feels –this is the reflection of the emotional attachment. The characteristics of a two –dimensional loyalty is shown in Figure 2.2

FIGURE 2.2: TWO – DIMENSIONAL BRAND LOYALTY



Khan (2009:45)

According to Mascarenhas, Kesavan and Bernacchi (2006:200), behavioral loyalty is revealed through purchases and usage behavior. In this theory it is presumed that the preferences of the customers are revealed in the customer's behavior (Khan 2009:40). The advantage of behavioral approach is that there is an objective measurement of brand loyalty towards customers (Hallowell 1996:42).

The attitudinal brand loyalty is when customers are psychologically attached to a selected brand or company and these customers have a long term relationship with the brand (Mascarenhas et al 2006: 85). The attitudinal factor of brand loyalty is customers attitudes towards the brand and it is measured with an objective to engage in repurchase. Emotional loyalty is long lasting than behavioral loyalty, it's a need to maintain a long term relationship, which is important to customers (Reichheld 2003:48). These two approaches helps this study to separate customers and find out if customers are behaviorally or emotionally brand loyal towards cellular network providers in South Africa (Jones and Sasser 1995:89).

2.6.3 Types of brand loyalty

According to Crain (2012:13) there are four types of brand loyalty consumers portray. They are committed, contented, captive, and convenience seekers. Customers that are committed are those who are both active in behavior and the attitude towards the brand they purchase. They are loyal in purchasing the brands, but each time reacts differently to a new product or service the brand has launched (Czerniawski 2012:15). Contented brand loyalty is when customers have a negative attitude to the brand and they will not spend extra money on the good or service they are going to purchase. Repeat purchasers represent captive customers, because these customers have a lack of opportunity to replace buying the same brand. Convenience seekers will view the convenience aspect of buying a good or service, and these customers do not respect the brand identity. They would purchase any brand at any time (Mao 2012:213) Gaining customer brand loyalty is an important aspect as it helps to determine methods in which customers gain brand loyalty.

2.6.4 Ways to build brand loyalty

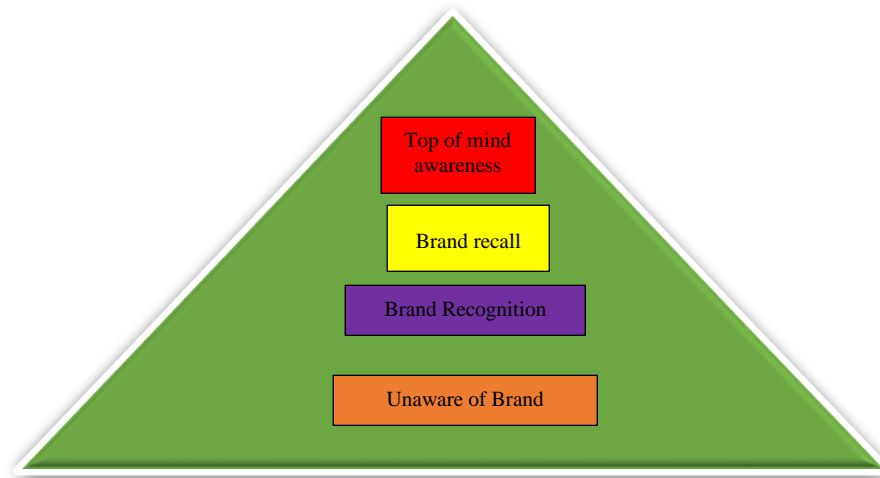
The methods used to gain brand loyalty are ways in which customers can speak positive about the brand using these methods, such as brand awareness, brand image, brand reputation, and internal branding (Jurisic and Azevedo 2011:350).

Brand awareness

Customers being aware of a product to make it easier for them to purchase brands relating to their needs and wants. Brand awareness can develop availability, and recognition from customers to brands (Kotler and Armstrong 2012:15). According to Tabaku and Zerellari (2015:87) brand awareness is the most effective method used to gain customers attention to a specific brand. Through brand awareness customers are enticed to make a purchase of products easily, not having a long thinking process to purchase a brand. Brand awareness has improved to the extent to which brand names are selected to be easy and simple for customers to remember (Rossiter 2014:540). There are two types of brand awareness which are aided awareness which means customers are able to recognize your brand amongst list of other brands shown to the consumer and top of mind awareness is immediate recall of brand, the first brand that comes to mind of customers when it is mentioned (Tulasi 2012:215).

Figure: 2.3 below shows the brand awareness pyramid (Shimp 2012:36). Each level of the pyramid makes emphasis on how customers remember a specific brand before purchasing. The customer will first be unaware of the brand until the customer reads about the brand via marketing communication tools. The customer will be able to recognize the brand when seen in retail stores. The customer will then be able to recall the brand after seeing the specific brand in the retail shop. Lastly the brand will enhance the mind of the customer in top of mind awareness and customer will be aware of the brand. The brand awareness pyramid can add value in this study as it shows how customers will react to adverts of cellular network providers to the different cellular network brands (Shimp 2012:36).

FIGURE 2.3: BRAND AWARENESS PYRAMID



Source: Shimp (2012: 36)

Brand image

The image of the brand plays a key role in building loyalty towards brands. From brand image, customers can develop their own perceptions of the company and the company's relationships to society as positive or negative. In gaining information on the brand image, customers can retain confidence, action and attitude towards the purchase of a brand. Customer loyalty increases faster through favorable brand image (Nguyen, Miller, and Kenneth 2011:222).

Brand Reputation

Brand reputation is distinct from traditional marketing campaigns. Brand reputation can recognize valuable information which is able to help customers with the different products in the competitive market industry (Lekhanya 2014:2). The reputation of the brand plays an important role in gaining brand loyal customers and increasing profit margins for the company. Recent brands in the market industry have been considered intangible concepts (Veloutsou Cleopatra and Moutinho 2009:314). Brand reputation is the key element of any business. It can help customers to identify their brands on a personal level (Conrad Thompson and Books 2016:19).

Brand reputation is a public driven component of brands. The demand of brand reputation is on a human and emotional level and is acted out through user engagement. It is greatly enriched by the communications of public communicating to each other about different brands in the market (Khan 2013:165). Brand reputation optimization have both internal and external

components. The strongest brands grow freely and start with a focus on growing internal relationships. After establishing internal buying, the potential for growing a strong brand is reduced only by the degree of external commitment a firm will build into its online existence, consumer relationship marketing and marketing efforts (Rindell and Iglesias 2014:768).

Companies should pay greater attention to the relationship of brand loyalty and brand reputation. To push brand loyalty, brand reputation can be used. Therefore, companies should have an effective brand reputation for better customer brand loyalty (Kotler and Armstrong 2012:67). Having a positive reputation results in customer's reaction towards the product based on the attitude, hence customers will take measures in purchasing the product. Brand reputation is created when there is a positive image about a brand made. Brand reputation helps consumers to make better purchasing decisions (Khan 2013:19).

Internal branding

Internal branding is a cultured shift within companies, where the employees become more customer focused and more business focused (Saleem and Iglesias 2016:43). This is done by an organized communication and driven company. Effective internal branding can bring huge benefits to the company. Stronger employees will bring stronger performance for the company and higher customer satisfaction. The success of internal branding helps to lift brand equity, increase customer focus and eventually increase shareholder value (Piehler, Hanisch, and Burmann 2015:52).

Internal branding follows a serial process through which employees achieve internal brand success (Muniz and O'Guinn 2001:31). The benefits of internal branding are that it helps to nurture companies to identity by reinforcing what the company is and they do in the industry. They serve in communicating to buyers by getting the message out to buyers in driving company's clarity and sharpening brand focus to customers (Nielsen 2012:9). According to (Saleem and Iglesias 2016:57) the most powerful means of delivering a brand experiences are through the intermediation of companies with employees and by effectively delivering the brand promise. The use of internal branding is vital to the loyalty of customers towards a brand. The use of internal branding will help the study to determine if customer loyalty and the brand are recognised always in the internal marketing departments. It will also determine if branding affects employee recognition towards a brand (Ihaddad 2015:139).

Consumers' decision making processes

Consumer decision making process helps to show the manner which customers react to cellular network providers. It is the various stages customers will go through before purchasing a cellphone with the correct cellular network provider agreed by the customer (Mowen 2011:25).

According to Rani and Baranidharann (2013:305) there are five decision making process steps:

1. Need Recognition
2. Information search
3. Evaluations of alternatives
4. Purchase behavior
5. Post purchase behavior

According to Dumitru (2015:780) customers' needs can be divided into two groups; internal need and external need. The internal need is when the immediate impulse of customers need occurs, such as getting hungry. External need occurs when customers are affected by outside influences, such as obtaining a discount from purchasing a specific cellular network provider (Mowen 2011:15).

In the cellular network industry customers can gain access to valuable information regarding their subscribed cellular network provider (Isiklar and Buyukozkan 2007:265). According to Wu, and Wang (2005:719) most of the time customers do not receive marketing information relating to their cellular network provider having a promotional discount, hence service delivery from cellular network provider towards customers is viewed poorly. If cellular network providers value customers in saving time, money, and effort, consumers can perform repeat purchase with the network provider (Kim, Ferrin, and Rao 2015:544).

Cellular phones allow marketers to connect with customers anytime and anywhere. In addition to this, cell phone technology can offer customers the best deal when it comes to customer's needs (Wu, and Wang 2005:729). According to Bettman, Johnson, and Payne (2012:50) customers' needs with regards to cellular network providers are having the best network service, excellent internet connection when surfing the Internet, and mostly importantly being able to make phone calls daily.

According to Grewal, Cline, and Davies (2011:187) after a customer develops a need or want towards a cellular network provider. The customer will move onto the information search need. The customer will look at internal and external information pertaining to cellular network providers. The time and effort put into the information search depends on several aspects of the customer. Such as past experiences, perceived risk, and level of interest. External influences pertain to public resources, family and friends, and social media (Lee and Lee 2013:147). Cellular network providers try their best to share information to customers via the Internet. Therefore, it is important for customer's Internet network to be excellent (Haubl and Trifts 2010:4).

Once customers have recognized their needs, and conducted the information search on cellular network providers (Dumitru 2015:786). Evaluation of alternatives is in process, customers will take into consideration the different quality, service, price and benefit of purchasing the cellular network provider. Physical evaluations of customers going to the cellular store takes place, customers will want the best customer service from the store and will evaluate all aspects when making purchase (Rani and Baranidharann 2013:306). The purchase decision stage is affected by previous decision making. This is the most critical stage for cell phone industries as it impacts on the customer purchasing the cell phone with the cellular network provider (Isiklar and Buyukozkan 2007:266).

The cell phone industry will have to look at the customer needs and consider their needs, such as improving customer shopping experience by making the payment and purchasing more convenient. According to Wu, and Wang (2005:720) customers want to see all their needs and benefits at this stage, as it forms a relationship of customer purchasing the phone with the included network provider or not.

After the customer has purchased the product he/she wants to be satisfied with the cellphone purchased, but most importantly from the cellular network provider (Mowen 2011:16). If the cell phone together with the cellular network provider does not meet customer satisfaction of delivering proper service; excellent network coverage, able to connect to internet, send sms, mms, videos, and make daily calls, etc. Dissatisfaction of purchasing the cellphone together with the network provider will occur (Grewal, Cline, and Davies 2011:188).

Advertising

Advertising forms part of the promotional mix, but is often considered the overall marketing mix design (Nielsen 2012:10). Advertising is a form of communication which communicates information which is intended to encourage and motivates customers to purchase products. Advertising is a mass communication which reaches out to large groups of customers, it helps to make mass production possible, and it is an identified communication of which the advertiser signs his name to the advertisement for publishing his identity (Jedidi and Gupta 1999:10). According Hyllegard et al (2012:225) advertising messages can communicate by newspapers, magazines, radio, television, shop signs, social media, internet, and motion pictures used for advertising.

Advertising objectives are to ensure specific communications are effective to target markets, not just one customer reading an advertisement and purchasing but many target buyers (Jedidi and Gupta 1999:20). This simply means each advertiser set advertisement campaign to ensure their specific objectives are met. According to Empen, Loy, and Weiss (2015:759) objectives of advertising was traditionally stated in terms of direct selling. Now it is to see advertising as having communication objectives, which persuade, inform and remind potential customers of products. The main aim of advertising is for customers to have a positive reaction to the promotional message. Advertising objectives serve as guidelines for implementation and planning of advertising programs for products, services and brands (Gibson 2013:64).

Promotions

Promotion is the co-ordination of selling efforts which are used to set up channels of information and motivation to ensure a sale of a product or service takes place (Clow and Baack 2012:55). Promotion supports the components in the marketing mix, which is integrated with the rest of the marketing mix components, mainly product and brand decisions to effectively support the entire marketing mix strategy (Hackley 2010:35).

According to Gurau (2015:48) the promotional mix consist of four basic aspects:

- Advertising – is the distribution of information by non-personal means through paid media.
- Personal selling – is the distribution of information by non-personal methods.
Example: Direct selling of a product to a customer.

- Sales promotion – Information which is passed through a wide variety of activities. Besides publicity, advertising, or personal selling, which encourages consumer purchasing.
- Publicity – Information which is by personal or non-personal means.

Public relations

Public relations and branding go hand in hand, branding a product is all about promoting a term, product name and symbol while public relation pertains to the marketing and advertising of the product (Thompson 2016:4) Having an excellent branding mix and having an excellent public relation agent will result in higher customer loyalty and higher sales for a product or service (Vardeman and Place 2015:334). Branding and public relation is linked to developing customer interest in advertising a product, which results in the goal of promoting a brand and press release. The result of both branding and public relation methods is linked to the overall success in selling products and services (Hill 2013:92).

Public relations make use of various methods to attract media interest in a product or service to develop positive expectations in the mind of the public. Public relation will make use of press release or social media to create positive expectations of a product or service, so customers' minds are adjusted to the positivity of the product or service, this method in turn creates brand loyalty with public relation methods (Spehnjak 2015:107). According to Thompson (2016:20) when customers are asked to identify a product or service the success of an excellent public relation campaign can be depicted, when customers are able to identify the brands correctly.

Connecting with your customers

In any organisation and business, customers are important, companies must connect to customers to form and maintain a relationship (Anderson, Fornell and Mazvancheryl 2004:172). There are many ways to connect to customers. Making use of customer relationships management helps build client relationship, when you have a lot of clients maintaining relationships with these clients can be time consuming but customer relationship management makes it easier to offer personalized communications to each client (Liu, et al 2015:576). This helps to develop business ideas which customers want. Making use of Facebook which has not made it easier for organisations to connect with customers, but since Facebook has so many users, having Facebook at present for companies is often necessary as

it helps customers to keep in contact with the companies updates and posts being posted on the companies Facebook wall (Torres and Tribo 2011:108).

Using predictive dynamic content in emails when companies communicate to customers via electronic mail personalizing the content helps to increase the likelihood of the customer clicking the advertisement and reading about the companies deals and specials (Anderson, Swaminathan, and Mehta 2013:13). It is not just your existing customers that companies should be building relationships with. Making use of lead nurturing is a vital part of gaining and connecting with new customers (Samaripa 2010:50). New leads of customers can take place by using public speaking to reach out to customers and build relationships, with new leads nurturing companies not just generate a new customer but also connect with their current customers (Daramola and Adekunle 2013:136).

Social media is the most effective and easier way to connect with customers daily (Vardeman and Place 2015:53). Social media can be defined as the media in which a collective of online communications channels are dedicated to communicating, and interact with society (Chiu, et al 2013:552). This includes websites and applications such as Facebook, Twitter, WhatsApp and other online content. For companies to connect with customers via social media, companies need to constantly post useful information which customers want to know and have information about, such as specials and deals (Liu, et al 2015:590).

Brand equity

Brand equity is an idea which is designed to reflect the real value that a brand name holds for a product or service which it accompanies (De Oliveira Silveira and Luce 2015:256). Measuring of brand equity is vital because brands are believed to be strong influences of the success of business, such as the market share and sales in a business. Brand equity is very beneficial to companies, it helps to perceive products differently and produce different interpretations of products performance, helps to increase marketing communication effectiveness and support brand extensions (Torres and Tribo 2011:109). Brand equity started in the late 1980s, have become the focus point in the marketing department (Gelb and Deva 2016: 95). The increase focus point on long term relationships from consumers have reflected in the concepts of brand equity which drives the management of marketing (Lin 2015:255). Brand equity pertains to how consumers see the brand, above its objective significance. The

key aspects are brand awareness, customer attitudes, and brand ethics (Chirani, Taleghani, and Moghadam 2012:103).

2.7 CELLULAR NETWORK PROVIDERS IN SOUTH AFRICA

Cellular network providers in South Africa are the fastest growing industries in the country. South Africa has the most developed telecommunication network in Africa making it one of the fastest mobile markets worldwide (Chinomona, and Sandada 2013:81). In South Africa, there are five cellular network providers: MTN, Vodacom, Cell C, 8ta and Virgin Mobile. A cellular network is a service of creating opportunities of ability which is fast, and directly linked to millions of consumers that are using cellular phones in South Africa (Mao 2012:211). Cellular networks will grow in the market as new cellular phones and technology continue to grow in the cell phone industry (Asongu 2013:7).

The number of cellular phones in South Africa exceeds the amount of people living together in South Africa. The average of 51 million people living in South Africa have cellular phones (Kurien, et al 2012:17). The use of cellular network providers in South Africa has increased extremely during one decade from 17% of adults in 2000 to 76% in 2010 (Mava 2011:5). South Africa represents one of the largest cellular industry communication markets in the continent. South Africans can make use of their cellular phones with the use of their chosen cellular network providers for making calls, send text messages, access social media sites, chat with friends on instant messaging services such as WhatsApp, browse the internet and most importantly make calls (Maharaj and Parumasur 2011:129).

According to Andreev, et al (2014:20) a mobile consumer usage in South African survey showed cellular network usage in South Africa had a shift between 2012 and 2013, on calls dropping from 73% cellular budget to 65% and data spending increasing from 12% to 16%. This shows customers of cellular network providers want to save cost and therefore find communicating via data a better method of communication than making calls. According to Alamro and Rowley (2011:329) about three quarters of low-income South Africans in rural and urban areas have a cellphone. Cellular phones are the dominant communication tool amongst all individuals in South Africa and therefore requires excellent cellular network providers to function. Individuals in SA are enticed by choosing cellular network providers with the type of phone (Writer 2015:10).

An increase in prices of cellphone packages which mainly include data, and free Wi-Fi hot spots are strong considerations in encouraging individuals to purchase a smart phone with a specific network provider (Chinomona and Sandada 2013:163). According to Petzer and De Meyer (2014:74) in 2014 the ICASA (Independent Communications Authority of SA) stated the quantity of cellular network companies can charge competitors to practice their network, and it will be halved with future cutbacks in two years. These discounts are part of the plan to help reduce costs for consumers by permitting other cellular network providers who have less than 20% market share like Cell C and Telkom mobile, to compete with their competitors such as Vodacom and MTN. A detail explanation of the different cellular network providers in South Africa is explained below.

2.7.1 MTN (Mobile Telephone Network)

MTN is one of the largest cellular providers with the head-office based in Johannesburg. MTN has more than 152 million subscribers, which operate throughout the Middle East and Africa. MTN'S coverage is by 3G technology, which can accelerate to 42Mbps (Severi and Ling 2013:125). MTN was the first-time cellular network provider to launch MTN Zone. Based on the MTN Zone MTN could produce 17 million users by consumers subscribing to MTN zone with their cellular phones (Laura 2012:2). MTN has broadband capabilities and several key events. They can offer consumers a variety of contract packages, free delivery and connection, and free SIM cards to customers (Jurisic and Azevedo 2011:350).

2.7.2 Vodacom

According to Vodacom Value and Vision (2016:2) Vodacom is the leading African mobile communication cellular network provider. Vodacom can provide a wide range of communication services such as data coverage services, and mobile voice. Vodacom cellular network provider can serve over 61 million customers (Vodacom group 2016:8). From developing in South Africa, Vodacom has grown to other operations in Lesotho, Mozambique and Tanzania. This cellular network provider can cover an estimated total population of 200 people (Vodacom group 2016:4).

Vodacom can provide GSM (Global system for mobile communications) services to over 35 million users in South Africa. Vodacom has the largest choice of phone options and contracts compared to other cellular network providers. Currently Vodacom is adapting its coverage to

introduce newer technologies in South Africa (Laura 2012:10). Vodacom also offer business managed services to enterprises in over 40 countries across the continent (Vodacom SA 2012:125). Vodacom is owned by Vodafone which is 65% holding of the world's largest communication companies by income (Vodacom group 2016:8).

According to Vodacom Value and Vision (2016:1) delivering the best customer experience, ensuring to grow data enterprise, creating new services and growing internationally, ensuring Vodacom business are more efficient, building a diverse and talented team and changing the society to develop a stakeholder trust are the strategies which Vodacom ensure takes place with their cellular network providers.

2.7.3 Cell C

Cell C launched its operations in the year 2001, Cell C could grow its cellular network provider to 9 million in 2012 and over 20 million by July 2015 (Cell C 2016:4). The success of Cell C pricing strategy towards core customer's transparency, simplicity, and honesty has successfully gained Cell C in having positive feedback from customers (Cell C 2015:8).

According to Chinomona, and Sandada (2013:85) Cell C is the third largest cellular network provider in South Africa. It took the lead in operating on dual band GSM (Global system for mobile communications). Cell C has over 8 million users, and a unique selling point which offers consumers 10 minutes' free talk time for every R10 accumulation when recharging airtime. This offer is available for all prepared clients. They also make the availability of contracts based on use and cell phone needs (Jurisic and Azevedo 2011:365).

Cell C can offer a wide range of products and services for the use of their cellular network provider. Cell C has developed the way contracts are offered giving customers more flexible contract terms to suit customers budget such as the smart chats package and chats more product (Chinomona, and Sandada 2013:85). Cell C prides itself to innovative ideas such as the free Whatsapp. Cell C can support its cellular network product delivery by having an internet protocol network, which Cell C is able to expand through its continued investment (Jurisic and Azevedo 2011:368). This protocol is designed to deliver excellent customer service to Cell C clients. The aim of Cell C is to provide broadband to all South Africans which are part of the vision of the 2020 strategy implemented by the department of Communications (Cell C 2015:10).

2.7.4. 8ta and Virgin mobile

The smallest of providers is 8ta and Virgin Mobile in South Africa. Both these network providers have less than 2 million users (Chinomona and Sandada 2013:88). 8ta was started in the year 2010 and are powered by Telkom. 8ta can provide the cheapest contracts for cellular phones and have a combined network of 2G/3G (Hasen 2012:92). Virgin Mobile is a cellular network service which focuses on the drop-down rate system; this means that after five minutes of a call cost rates drop. They offer SMS bundles on prepaid options and SMS is right on a fixed rate of 60c. Cellular network providers in South Africa can offer numerous options for prepaid and contract and customers can choose these network providers amongst the competitive cellular network provider market (Laura 2012:11). Table 2.1. Below can show the network quality amongst the different cellular network providers in South Africa.

The cellular market in South Africa brand elements plays vital roles. Indicated in the figures below figures 2.3, 2.4.and 2.5 can represent their logo branding to the South African market. Each of the cellular network provides need to be able to represent the company. Unique colors of the cellular network providers need to be able to attract and encourage customers. Vodacom brand phrase “South African leading cellular network” is to classify Vodacom image and connect the brand to South African marketplace (Petzer and De Meyer 2013:382). MTN makes use of “Pay as you go” this represents the visual brand. In year 2009 communication of visual brand extension in MTN was communicated towards MTN sponsorship of the FIFA world cup (Maharaj and Parumasur 2011:127).

MTN, CELL C, and Vodacom brand name and brand logo are represented in figure 2.4, 2.5, and 2.6.

FIGURE: 2.4 MTN BRAND NAME AND LOGO



everywhere you go

MTN logo resources (2016: 1)

FIGURE: 2.5. CELL C LOGO AND BRAND



Cell C brand and logos (2015:1)

FIGURE: 2.6. VODACOM BRAND AND LOGO



Vodacom brand and logo (2011:1).

TABLE 2.1: MEASUREMENT OF CELLULAR NETWORK PROVIDER'S NETWORK QUALITY

Voice network quality			
Rank	Call setup success (97% – 99%)	Least dropped calls (0.6% – 2%)	Overall voice quality rank
1	Vodacom	Vodacom	Vodacom

Voice network quality			
Rank	Call setup success (97% – 99%)	Least dropped calls (0.6% – 2%)	Overall voice quality rank
2	Telkom	Telkom	Telkom
3	MTN	MTN	MTN
4	Cell C	Cell C	Cell C

Mobile data network quality				
Rank	Data download (3-9Mbps)	Data upload (1-5Mbps)	Latency (60-160ms)	Overall data quality rank
1	Vodacom	Vodacom	Vodacom	Vodacom
2	MTN	MTN	MTN	MTN
3	Telkom	Telkom	Cell C	Telkom
4	Cell C	Cell C	Telkom	Cell C

Lana (1:2014)

According to Kruger and Mostert (2012:55) Vodacom is currently the best call and data network in South Africa, with MTN in second place, Telkom in third and Cell C fourth. Table 2.1, reveals measurements of cellular network providers by dividing South Africa into nine regions and thousands of data usage points per region was gathered every month over the past four months (Asongu 2013:18). Table 2 gives information to the measurement of cellular network providers over the past four months towards voice network quality and data network quality in South Africa with the different cellular network providers (Petzer and De Meyer 2013:390).

The conclusion of Petzer and De Meyer (2013:390) study is that call setup success and dropped call rates of all four mobile networks fall within prescribed service regulations. In both study measures Vodacom, MTN, Telkom, and Cell C was received the same ranking towards voice quality and data quality.

2.8. CONCLUSION

South African cell phone networks have been coming up with new features, advantages, and benefits every day. Innovations of new and approved cellular network providers are developing everyday technology. Consider this study, consumers are interested in the cost and excellent network coverage with cellular network providers. Consumers want to know about new promotions and marketing taking place with the cellular providers they are using. The cellular network provider can benefit the consumer's needs if external factors around the respondents are not playing major roles of influencing customers in brand switching.

For consumers to be brand loyal to cellular network services, cellular providers need to provide excellent quality of the network, and introduce new promotions which can be the best in relation to other cellular network providers. This study has shown the research conducted by various companies. The discussion of brand loyalty with cellular network providers continues and everyone has his/her opinions in brand loyalty with cellular network providers. The next chapter will discuss the research methodology utilized in this study. After having a strong theoretical foundation based on the literature review. This study have developed a model for measuring brand loyalty. Brand identity and image, brand recall, brand recognition, brand reputation, customer satisfaction, customer expectations, customer needs, perceived quality, loyalty and brand trust are influencing power on factors affecting brand loyalty. These factors are portrayed in this study to determine the brand loyalty of cellular network providers in South Africa.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Having the relevant literature as the main source of information to complete a conceptual framework for the research in the second chapter, it is now fitting to focus on the thinking that guided the research methodology, research methods and research techniques that have been used in this study. The different approaches had to be critically considered before an informed decision could be made about suitability for the study, bearing in mind the purpose and the objectives of the research, as well as the broad issues to be explored, as described in the first chapter.

According to Kumar (2008:1) research methodology must comprise of the following: a research design, target population, sampling technique, measuring instrument, a pre-test, data collection, data analysis, and validity of instrument, reliability of instrument, and ethics. This chapter entails the research methodology used in this study. It will describe how the research was designed, data collection techniques, the type of sampling method, pre-testing study and analysing the data collection techniques that were utilized to analyse the data obtained from the questionnaires.

3.2 RESEARCH OBJECTIVES

The aim of this study was to ensure that each objective was attained and the intentions were to identify factors that affect brand loyalty of cellular network provider brands in South Africa.

In support of the aim of this study, the following underlying objectives were addressed:

1. To determine the perceived influence of the factors that affect cellular network providers brands on their customers
2. To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.
3. To evaluate the perceived factors affecting brand loyalty of customers of the different cellular network provider brands.

3.3 RESEARCH DESIGN

According to Trochim and Donnelly (2016:138) research design explains the structure or framework of the study in a way that will address research questions and objectives. According to Leary (2017:89) descriptive research usually purports to create an imagery description of a set of consumers, a market, or a set of experiences this study made use of descriptive research. Results were summarised using tables, charts, and descriptive statistics to describe central positions. Descriptive statistics was used in this study to visualize what the data was interpreting. Descriptive statistics presented the data in a more meaningful way, to set the interpretation of results.

Quantitative research involves collecting usually numeric data, quantitative research has numerous advantages such as it is an excellent method for performing various statistical calculations such as hypothesis testing, chi-square, t-test, etc (Nassaji 2015:129). Quantitative research is the link and involvement of more than two phenomena (Leedy and Ormrod 2015:28). Quantitative research method was used to address the research objectives by collecting quantitative data. This study used quantitative and a questionnaire was sent via electronic mail in making use of Yahoo and Gmail to obtain primary data. For this study, only two data sources were used, literature and questionnaires. Secondary data had been collected and gathered in the past by someone other than this study for various other reasons or purposes. Secondary data was discussed in chapter two in the literature review whereby the study looked at various sources of information such as books, journals, etc. to gain information of factors which affect brand loyalty of cellular network provider brands in South Africa.

This study used a cross-sectional approach because it supports the objectives of the study. According to Muratovski (2016:90) cross-sectional is when data is gathered from a sample at almost the same time.

3.4. TARGET POPULATION

The target population was electronic mail users. The respondents were emailed from the researcher's electronic mail. According to Saied (2013:185) individuals check their electronic

mail on their cellular phones more than using their laptops or computers. Therefore, electronic mail users will be able to relate to the topic based on experience of using their cell phone and the network provider subscribed to. The researcher emailed four hundred (400) questionnaires to four hundred (400) electronic mail users. Two hundred (200) questionnaires each was sent to Gmail and Yahoo account holders respectively in South Africa. The list of participants from both email accounts was from the contact list of the researcher. The researcher separated the two hundred (200) into the two accounts as it made it easier for the researcher to manage data collection from two email accounts than one. There were no questionnaires duplicated and sent to both email accounts, as the researcher checked each mail address for duplication before sending out the questionnaires. When duplication occurred, the mail address was removed from contact list of the researcher. The process of emailing individuals on both these electronic mail accounts took a total of two weeks and a follow up from respondents was every two weeks.

3.5 SAMPLING

There are two types of sampling techniques probability and non-probability. Non-probability sampling technique was used for this research. Non-probability sampling is where the study determines what elements to include in the sample. Non-probability sampling includes convenience sampling, snowball sampling, quota sampling and judgmental sampling (Aaker, Kumar, Day and Leone 2011:349). Convenience sampling method was used. Convenience sampling method makes it easier and faster to obtain information, it is also a cost-effective method. Therefore, the non-probability sampling technique was used to select electronic mail users from Yahoo account and Gmail account in South Africa.

According to Christ (2012:20) a sample is a subset of the population which is utilized to estimate the characteristics of the entire population. The size of the sample in this research study was four hundred respondents. Two hundred respondents were from Yahoo mail users and two hundred from Gmail users. The dividing of two hundred questionnaires each for Yahoo and Gmail help to monitor, and avoid confusion with the data collection. The sample size of four hundred was divided in two, to assist the study in data collection when receiving feedback from mail users. The Gmail account and Yahoo account was utilized in this study because they were the two commonly personal accounts respondents could reply.

3.6 MEASURING INSTRUMENT

According to Trochim and Donnelly (2016:120) primary data collection refers to data constructed specifically for the research at hand. Questionnaires are convenient and appropriate to the study being conducted. Based on the literature review the researcher was able to develop the questionnaire that was emailed to individuals from South Africa. The content of the literature review as well as the objectives helped to inform the researcher in developing the measuring instrument.

Questionnaires were utilized as the measuring instrument to assist in determining what factors affecting brand loyalty of cellular network provider brands in South Africa. Table: 3, below showcase the literature review sources which was used to develop the questionnaires. Various methods can be utilized to obtain data from respondents. Some methods consist of focus groups, email surveys, personal interviews, telephone interviews, etc. However, questionnaires incur lower cost in terms of finance and time spent sending out emails and receiving of the questionnaires via electronic mail. Questionnaires are simple and easy to understand and for respondents to complete. However, one very important disadvantage of a questionnaire is the way the respondent answers it; hence the respondent could answer the questionnaire dishonestly. To counter this disadvantage the questionnaires were completed based on anonymity as the respondents were not asked to provide any personal details or information. The respondents were only required to select from certain options, provide their opinion and indicate their level of agreement for the various statements. Likert scales, multiple choice, and Yes and No questions were used to form the questionnaire.

TABLE: 3 QUESTIONNAIRE MAPPING.

Questions	Literature review sources
Cellular network provider brands having unique brand names influence my purchase decision towards a cellphone.	Rao, Priyadarshini, and Vijaya (2014: 135).
I trust a cellular network provider brand who's name appears in its URL.	Ming, Machado, and Iglesias (2015:1)
I feel more familiar towards a cellular network provider brand who's name appears in its URL.	
The personality of the cellular network provider brand is more evident when their name appears in its URL.	
When the cellular network provider brand is unique I am able to better identify with it.	De oliveira, Silveira and Luce (2015:252)
When the cellular network provider brand is cutting-edge I am able to better identify with it.	
Slogans help me to remember cellular network brand names.	Nielsen (2012:3)
Jingles used the advertising of cellular network provider brands captures my attention.	Crain (2012:10).
The way in which cellular network provider brands package their products helps me to identify the brand.	Mohebbi (2014:92).
The packaging of the cellular network provider brand's products provide me with important information.	
Brand logos are eye catching and helps determine a cellular network providers brand easier.	Maginier and Crie (2015 :116).
The colours used by cellular network providers to brand themselves influence my awareness.	Anantha and Abdullah (2013: 1).
I am able to remember my cellular network provider with limited information given about the brand.	Shimp (2010: 82).
I am able to recall my cellular network provider brand where-ever I go.	Muniz and Guinn (2001:30)
If I receive proper information from a cellular network provider brands, I can recall the brand when I see it in another location/setting.	Muniz and Guinn (2001:30)
If I am able to recall a cellular network provider's brand I make more informed purchase decisions when considering cellular network providers.	Rindell and Iglesias (2014:756).
The ability to recognise cellular network providers brand in the market industry makes my brand choice easier.	Stocchi, Driesener and Nnyez (2015:324).
With the number of cellular network provider brands available , I am still able to recognise my brand.	Crain (2012: 12)
I have not failed in recognising my cellular network provider brand.	Shimp (2012: 39)
The credibility of a cellular network provider brand is important to me.	Crain (2012: 12)
I prefer to use a cellular network provider brand that is reputable.	Durmaz, and Hatice (2016: 48).
I feel personally drawn to a cellular network provider brand that is reputable.	Juricic and Azevedo (2011: 342)
A positive brand reputation support my purchase decision for a cellular network provider.	Conrad Thompson and Books (2016:19)
I like cellular network provider brands with a good brand reputation	Khan (2013: 19).
If I trust the cellular network provider brand I am likely to use its services.	Tulasi (2012:201).
Because I trust my cellular network provider brand, I recommend it to others	Muniz and Guinn (2001:21)
My cellular network provider brand meets my needs.	(Asongu 2013:17).
I perform repeat purchase of cellular network provider brands, only when I am satisfied with the service I receive.	Anderson, Fornell and Mazvancheryl (2004: 170)
If I am satisfied with the cellular network provider brand service I am more likely to be loyal to the brand.	Biedenbach, Bengtsson, and Marell (2015:178)
I feel more connected with a cellular network provider brand if they attempt to build a relationship with me.	Liu, chou, Gan and Tu (2015: 577)
I expect to receive good service from my cellular network provider brand, influencing how I perceive the quality of the service.	Samaripa (2010:49)
When I have problems with my cellular network provider brand, there will always be consultants ready to help me.	Anderson, Fornell and Mazvancheryl (2004: 170)
My CNB have mostly delivered on their promises.	Mowen (2011:16)
I know what I need in terms of cellular network service before making a purchase.	Samaripa (2010:49)
Customers of cellular network provider brands needs their provider to ensure a consistent service.	Dumitru (2015: 780)
Customer of cellular network provider brands needs their provider not to drop calls	Mowen (2011:16)
Customers of cellular network provider brands needs their provider to offer its services at a reasonable price.	Fornell and Mazvancheryl (2004:170)
Customers of cellular network provider brand needs their provider to be responsive to customer needs	Biedenbach, Bengtsson, and Marell (2015:178)
I am satisfied when my cellular network provider brand performs the functions I need.	Pappu and Quester (2016:2)
I am satisfied with the quality of information I receive from my cellular network provider/brand	Grewal, Cline, and Davies (2011:188)
I am satisfied with the quality of the staff who assist me with services offered by my cellular network provider/brand	Liu, et al (2015:577)
I am satisfied with the quality of the cellular network provider/brand outlets	Evenson (2012:10)
I am satisfied with the quality of the network coverage offered by my cellular network provider/brand	Goldstein (2010:20)
I will buy my regular cellular network provider brand the next time I need to select a cellular network provider	Pappu and Quester (2016:2)
I intend to keep purchasing my regular cellular network provider brand in the future.	Kim, Ferrin, and Rao (2015: 544)
I am committed to my regular cellular network provider brand.	Liu, chou, Gan and Tu (2015: 577)
I am willing to pay a higher price for my regular cellular network provider brand over other brands.	Hasen (2012:25)
My cellular network provider brand is valuable to me	Kotler and Armstrong (2010:55)
I trust my regular cellular network provider brand for my cellular network needs	Tuttle (2010: 22)
I am likely to use my regular cellular network provider brand even if there is a scan surrounding it	Maharaj (2012:19)
I rely on my regular cellular network provider brand for my cellular network needs	(Asongu 2013:17)
My regular cellular network provider brand is a reliable brand	Evenson (2012:10)
	Liu, chou, Gan and Tu (2015: 577)

3.6.1 Construction of the questionnaire

To reduce question design error during construction of the questionnaire, the following descriptors were used:

- Sensitive questions that might offend the respondents were avoided.
- The wording was adapted to the vocabulary that respondents could understand;
- Lack of ambiguity, vagueness, and jargon was avoided.

3.6.2 Types of questions utilized

The questionnaire was designed using the literature review as a foundation and the research objectives was used to build the purpose and structure of the questionnaires. The purpose, structure, design and wording of the questionnaire was important because it helped to develop the questions. Questions were developed in simple, and understandable terms to ensure target population is able to answer the questions on the field of study.

Section A: This section consisted of four items pertaining to the demographics of the respondent (age, gender, qualification, location) which was requested for descriptive statistical analysis purposes. After the demographic questions, seven “Yes” and “No” questions were asked, and one open ended question. The section of multiple choice questions includes the demographic questions (Questions A1 –A5). The development of questions in this section was made by taking into consideration the target population, and research objectives of this study. According to Nassaji (2015:100), opening questions should be easy to answer and build up respondent’s confidence.

Section B: This section consist of fifty two Likert scale items which is also called summated scale statements, whereby the respondent had to select a degree of disagreement or agreement on a 5 point scale with 1=”strongly disagree” and 5 =”strongly agree”. This section made answering of questions for respondents easier. The categories and statements were arranged in a logical order, and respondents were required to select the categories that best described their experiences. The development of the questions in this section was made using research objectives and the literature review.

3.7 Pre-Testing

McDaniel and Gates (2010:232) define pre-testing as an assessment and trial-run process on a group of respondents done to eliminate elementary problems in the survey design. In a pre-test, the study look for respondents' misinterpretations, lack of continuation, and the respondent's reaction in general. In this research study a pre-testing study was conducted by the researcher to test the questionnaire. Twenty questionnaires were sent to twenty respondents via electronic mail. Based on the common queries from the respondents' adjustment to the questionnaire had to be made. The researcher had to make changes to the questions to accommodate respondents understanding what the researcher is trying to ask. The researchers' electronic mail address was available for respondents to ask any part of the questionnaire not understood by the respondent. The data which was obtained in the pre-testing study was correlated with previous studies and was used to select reliable items for use in the final questionnaires. Below is an illustration of the pre-test results conducted in this study.

TABLE 3.1: PRE-TEST RESULTS

Questionnaires Errors	Pre- Test (feedback)	Final Questionnaire
Decision making process such as need recognition, information search, evaluation of alternatives, and purchase decision is the main factors which influence my loyalty towards a brand.	It was too long, respondent was getting confused and did not understand the meaning of the question.	Researcher could co-relate this question with other studies and divide this question individually focusing on each term and the research objectives.
Amount of Likert scale questions was 72 questions.	Many respondents left out questions, the feedback received from the respondents was too many questions to answer.	Amount of Likert scale questions was reduced to 52 questions. The selection of the questions was based on questionnaires which had more value to the research objectives.

Spelling error	Word “People” was used instead of “personality” in questionnaire. One of the respondents highlighted the spelling error.	Spelling error was changed. Q -The personality of the cellular network provider brand is more evident when their name appears in its URL.
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The pre-testing checked that the:

- The survey covered the purpose of the research
- Questions and the answers were relevant in the local context
- Understanding of questions
- Language was understood

3.8 DATA COLLECTION

The questionnaires were emailed to each respondent. Primary data is first-hand information which was obtained by emailing the questionnaires. The letter of information and consent form was presented and explained to respondents prior to the questionnaire being administered. The questionnaires were administered via electronic mail over a two-week period. The questionnaires were sent out and feedback was received within four weeks. Constant reminders were sent out to respondents expressing the value of their participation in the study.

3.9 DATA ANALYSIS

After the raw data was collected and thereafter processed, the data was then ready for analysis. Data analysis is when the researcher computes the data by using statistical software to measure the data and search for patterns and relationships that may exist (Sontakki 2010:187). The data obtained from the responses in the questionnaire was analyzed using a computer and computer software. The Statistical Package for Social Scientists (SPSS) version 24.0 was used to perform the analysis. The data was analyzed using graphical representation and frequency tables. According to Zikmund and Babin (2007:515) SPSS is well known for being user friendly.

3.9.1 Descriptive statistics

According to Kent (2007:296) descriptive statistics use data collection and analysis techniques that measure central tendency, variation and correlation. Data display and data summaries are components of what is commonly known as descriptive statistics.

According to McGivern (2006:468), arithmetic mean is the average most often used. The standard deviation summarizes the average distance of the values from the mean. A big standard deviation shows that there is great variation in the sample. The standard deviation is a very useful statistic, particularly when used alongside the mean. In this research, data findings were presented using tables, means, charts and descriptive statistics such as percentages and frequencies of responses. Data was simplified into a standard numerical range and allowed easy comparability by using percentages. According to Mazzocchi (2008:99) percentages describe the relative proportion in every one-hundred cases. Graphs and tables were used in this study to depict results obtained. Descriptive statistics was used to describe the factors which affect brand loyalty of cellular network providers in South Africa.

3.9.2 Inferential statistics

According to Muratovsk (2016:200) inferential statistics are techniques that allow one to use sample data to generalize about the target population from which the samples are drawn. Chi-square, correlation analysis and cross tabulations, were used to draw inferences.

3.9.3 Correlation analysis

Pearson's correlation was used in this study to measure the degree of linear association. The value of Pearson's can fall between 0 (no correlation) and + or – 1 (strong correlation). The ten factors influencing brand loyalty of cellular network provider namely brand identity, brand awareness (brand recall and brand recognition), brand reputation, customer satisfaction, customer expectations, and customer's needs, perceived quality, loyalty and brand trust were correlated.

3.9.4 Chi-square test

Chi-square test is used to statistically assess the significance of association between two variables. If the statistic value for the chi-square test of independence is greater than 0.05, it indicates that the relationship between the observed and predicted frequencies is poor or there is no relationship at all thus, the null hypothesis will not be accepted. A significant difference is shown with $p < 0.001$. The association between two variables is considered significant if the p-value is less than 0.05 (Crow and Wiles 2008:1).

3.10 VALIDITY

For a research to have validity it must measure what it supposed to measure (Pride and Ferrell 2012:132). In this study, the face validity was used which is also known as content validity. This study had been scrutinized by an academic in the field which was the study's supervisor to gain clarity and to determine if the questionnaire met the objectives of the study. After the pre-test was conducted and changes was made to the errors found by the respondents. The researcher sent out ten questions to random respondents again, to ensure questionnaires was accurate. The feedback received from respondents was positive with no errors.

3.11 RELIABILITY

Reliability is a measuring instrument that is utilized to obtain the same results when the study is conducted again or on several occasions (Mooi and Sarstedt 2011:34). There are two types of reliability tests which are internal consistency and test-retest reliability. When data is gathered again and if the results obtained are like the previous gathering of results then the results are reliable (Christ 2012:2). Cronbach's alpha testing was used to measure consistency and 0.7 was used as a limit because Field (2005:668) argues that a reliability coefficient of 0.70 or more is acceptable.

3.12 ANONYMITY AND CONFIDENTIALITY

Anonymity and confidentiality is the ability of the study to conceal the identities of the participants and to uphold the privacy of the data given by respondents (Crow and Wiles 2008:1). Individuals in this study were not asked to disclose their identity in the questionnaires.

The confidentiality letter is included in the front of the questionnaire ensuring the anonymity and participation of the respondent. The researcher and the supervisor will only have access to the data. Questionnaires will be kept with Durban University of Technology (DUT) for five years.

3.13 ETHICAL CONSIDERATIONS

The main ethical issues that arise in client-based marketing research concern are confidentiality, privacy, deception, integrity, imposition and misrepresentation (Kent 2007:38). It is important the respondent is protected by the researcher always. In this study, the researcher ensured that confidential information which can lead to proof of identity of the respondents was not disclosed. Confidentiality which protects the respondents was signed by the researcher.

3.14 CONCLUSION

This chapter covered the crucial research methodology aspects. The aim of this chapter was to review and explain the method in which data collection was collected and investigated. The research design, target population, and ethnics of this study was clearly defined. In this chapter the aspects of validity, reliability, anonymity, confidentiality and ethics were also discussed, clearly indicating how these were addressed. The study findings will be discussed in detail in Chapter Four.

CHAPTER FOUR

PRESENTATION OF RESULTS

4.1 INTRODUCTION

The aim of this study was to investigate the factors affecting brand loyalty of cellular network providers in South Africa. The research methodology was discussed in Chapter Three. In this chapter, the results and findings obtained from the data collection is presented and discussed. A questionnaire was the primary tool that was used to collect data and was distributed to cell phone users electronically. The data collected from the responses was analyzed with SPSS version 24.0. The results include the descriptive statistics in the form of graphs, cross tabulations and other figures for the quantitative data that was collected. Inferential techniques include the use of correlations and chi square test values, which are interpreted using the p-values.

4.2. RESPONSE RATE

In total of four hundred (400) questionnaires were dispatched and three hundred and ninety-four (394) were returned which gave a ninety-eight point five percent (98.5) response rate. A high response rate was obtained from this survey due to constant reminders that were sent via electronic mail after two weeks for respondents to complete questionnaires. Majority of the respondents were close friends, family, and co-workers. The respondents were notified that questionnaires needed to be completed as soon as possible, for the researcher to analyze the data and present the results.

4.3 THE RESEARCH INSTRUMENT

The research instrument consisted of sixty-five (65) items, altogether with both Section A and Section B, with a level of measurement at a nominal ordinal level. The questionnaire was divided into eleven sections which measured various themes as illustrated below:

- 1 Biographical data
- 2 Brand identity and image
- 3 Brand recall
- 4 Brand recognition

- 5 Brand reputation
- 6 Customer satisfaction
- 7 Customer expectations;
- 8 Customers' needs
- 9 Perceived quality
- 10 Loyalty
- 11 Brand trust

4.4 RELIABILITY STATISTICS

A reliability coefficient of 0.70 or higher is considered as acceptable (Christ 2012:2). The table below reflects the Cronbach's alpha scores for all the items that constituted the questionnaire. According to Muratovski (2016:251) factor analysis as well as final factors tend to be difficult to interpret. Aggregation and weights vary every time new data is considered making comparisons of data difficult to analysis and interpret. The final factors depend on the theoretical relevance of the initial factors (Trochim and Donnelly 2016:400). Therefore, the researcher did not include factor analysis because researcher made use of existing scales.

Table 4.1: CRONBACH'S ALPHA SCORES

Abbreviation	Constructs	Number of Items	Cronbach's Alpha
BI	Brand identity and image	12	0.860
BR	Brand recall	4	0.768
BRecog	Brand recognition	3	0.689
BRep	Brand reputation	7	0.780
CS	Customer satisfaction	2	0.746
CE	Customer expectations	4	0.802
CN	Customers' needs	7	0.867
PQ	Perceived quality	4	0.855
L	Loyalty	5	0.908
BT	Brand trust	4	0.891

The reliability scores for all sections exceed the recommended Cronbach's alpha value. This indicates a degree of acceptable, consistent scoring for these sections of the research.

4.5. DEMONGRAPHICS OF RESPONDENTS

In this section, the presentation of results which includes demographics of respondents is provided. This includes biographical data, education levels, provinces different respondents reside in, number of times respondents have switched to other cellular network providers, respondents' subscription towards the different cellular network provider and opinions towards the different cellular network providers.

TABLE 4.2: BIOGRAPHICAL DATA

How old are you? * What is you gender? Crosstabulation					
			What is you gender?		Total
			Male	Female	
How old are you? (years)	< 20	Count	17	8	25
		% within How old are you?	68.0%	32.0%	100.0%
		% within What is you gender?	8.9%	4.0%	6.3%
		% of Total	4.3%	2.0%	6.3%
	20 - 29	Count	75	101	176
		% within How old are you?	42.6%	57.4%	100.0%
		% within What is you gender?	39.1%	50.0%	44.7%
		% of Total	19.0%	25.6%	44.7%
	30 - 39	Count	80	57	137
		% within How old are you?	58.4%	41.6%	100.0%
		% within What is you gender?	41.7%	28.2%	34.8%
		% of Total	20.3%	14.5%	34.8%
	40 - 49	Count	16	29	45
		% within How old are you?	35.6%	64.4%	100.0%
		% within What is you gender?	8.3%	14.4%	11.4%
		% of Total	4.1%	7.4%	11.4%
	50 - 59	Count	4	7	11
		% within How old are you?	36.4%	63.6%	100.0%
		% within What is you gender?	2.1%	3.5%	2.8%
		% of Total	1.0%	1.8%	2.8%
Total		Count	192	202	394
		% within How old are you?	48.7%	51.3%	100.0%
		% within What is you gender?	100.0%	100.0%	100.0%
		% of Total	48.7%	51.3%	100.0%

Table 4.2, represent the biographical data and describes the overall gender distribution by age. Overall, the ratio of males to females is approximately 1:1 (48.7%: 51.3%). Within the age category of 30 to 39 years, 58.4% were male. Within the category of males (only), 41.7% were between the ages of 30 to 39 years this information is significant because it shows males between the ages of 30 to 39 years formed 20.3% of the total sample.

FIGURE 4.1: EDUCATION LEVELS

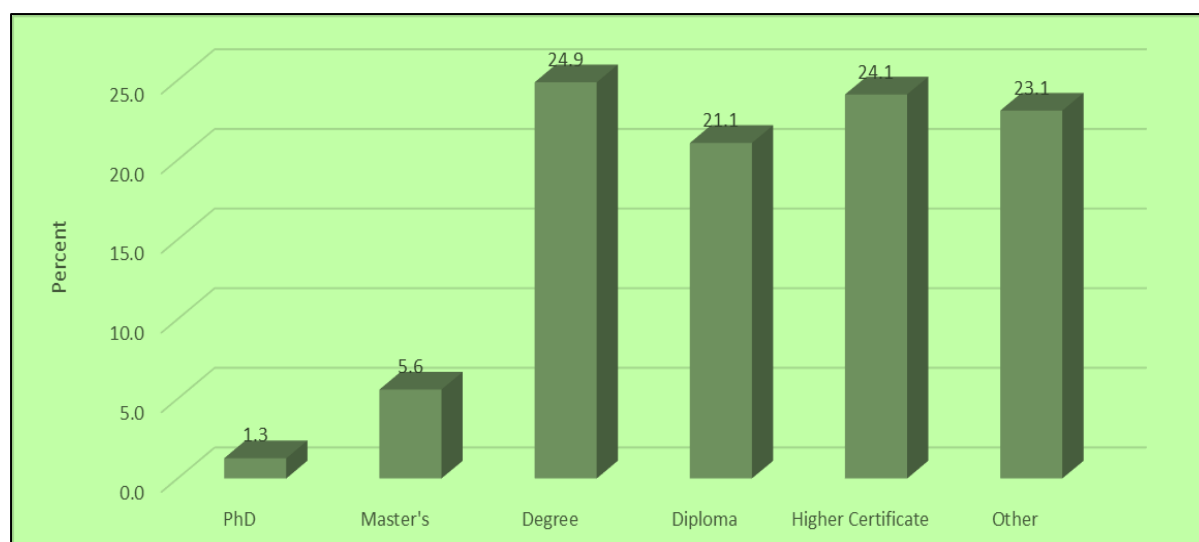


Figure 4.1 shows the levels of education respondents hold. All the respondents have some form of qualification. Education level PhD's have a total number of 1.3 % responses, which the smallest number of respondents hold compared to the other education levels. A total number of 5.6% of respondents have a masters, most have degrees (24.9%), 21.1% have diplomas, 24.1% have higher certificates and 23.1% have other education levels. A quarter of the sample (24.9%) had a degree qualification. This is a useful statistic as it indicates that a fair proportion of the respondents are qualified. This indicates that the responses gathered would have been from an informed (learned) source.

TABLE 4.3: PROVINCE FROM WHICH RESPONDENTS WAS GENERATED

	Frequency	Percent
Gauteng	196	49.7
KwaZulu-Natal	109	27.7
Free State	66	16.8
Limpopo	10	2.5
Western Cape	5	1.3
Eastern Cape	4	1.0
North West	3	0.8
Northern Cape	1	0.3
Total	394	100.0

Table 4.3 represents the provinces from which respondents came from. Many respondents were from the Gauteng province (49.7%) and the smallest number of respondents came from the Northern Cape Province (0.3%). This may be attributed to the convenience sampling method used in this study.

FIGURE 4.2: NUMBER OF TIMES RESPONDENTS HAVE CHANGED CELLULAR NETWORK PROVIDERS

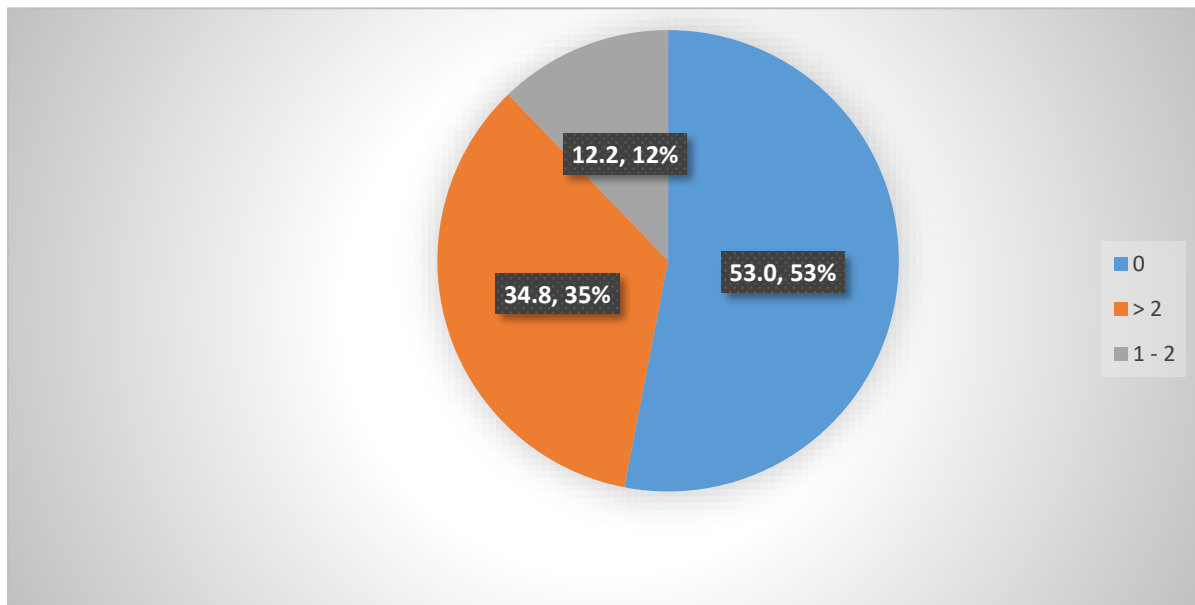


Figure 4.2 represents the number of times respondents have changed cellular network providers. All of the respondents have a cell phone. The total percentage of 53.0% have not changed cellular network providers, 34.8% have changed network providers more than twice and 12.2% have changed between one to two times.

TABLE 4.4: NETWORK PROVIDERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8ta	39	9.9	9.9	9.9
	Cell C	101	25.6	25.6	35.5
	MTN	156	39.6	39.6	75.1
	Vodacom	98	24.9	24.9	100.0
	Total	394	100.0	100.0	

Table 4.4 shows the different cellular network providers respondents are subscribed to. MTN have the most number of subscribers (39.6 %), Cell C have 25.6%, and Vodacom have 24.9%, and 8ta the least with 9.9%. This concurs with the literature indicating that MTN has more than 152 million subscribers, which operate throughout the Middle East and Africa (Severi and Ling 2013:125). The smallest number of providers are 8ta and Virgin Mobile in South Africa. Both these network providers have less than 2 million users (Chinomona and Sandada 2013:88). 8ta started in the year 2010 and are powered by Telkom. Vodacom can provide GSM (Global system for mobile communications) services to over 35 million users in South Africa.

TABLE 4.5: OPINIONS TOWARDS THE DIFFERENT CELLULAR NETWORK SERVICE PROVIDERS

	Yes	No	Chi Square p-values
Do you use your cell phone frequently to check your emails?	71.6	28.4	0.000
Have you had any major problems with your network provider?	61.9	38.1	0.000
Do you receive the best customer satisfaction from your network provider?	67.9	32.1	0.000
Are you encouraged by new advertising which affects your loyalty towards the network provider?	58.4	41.6	0.001
Do you want to switch to another network provider?	64.2	35.8	0.000
Does your network provider give you the best network coverage?	77.4	22.6	0.000

FIGURE 4.3: OPINIONS TOWARDS THE DIFFERENT CELLULAR NETWORK SERVICE PROVIDERS

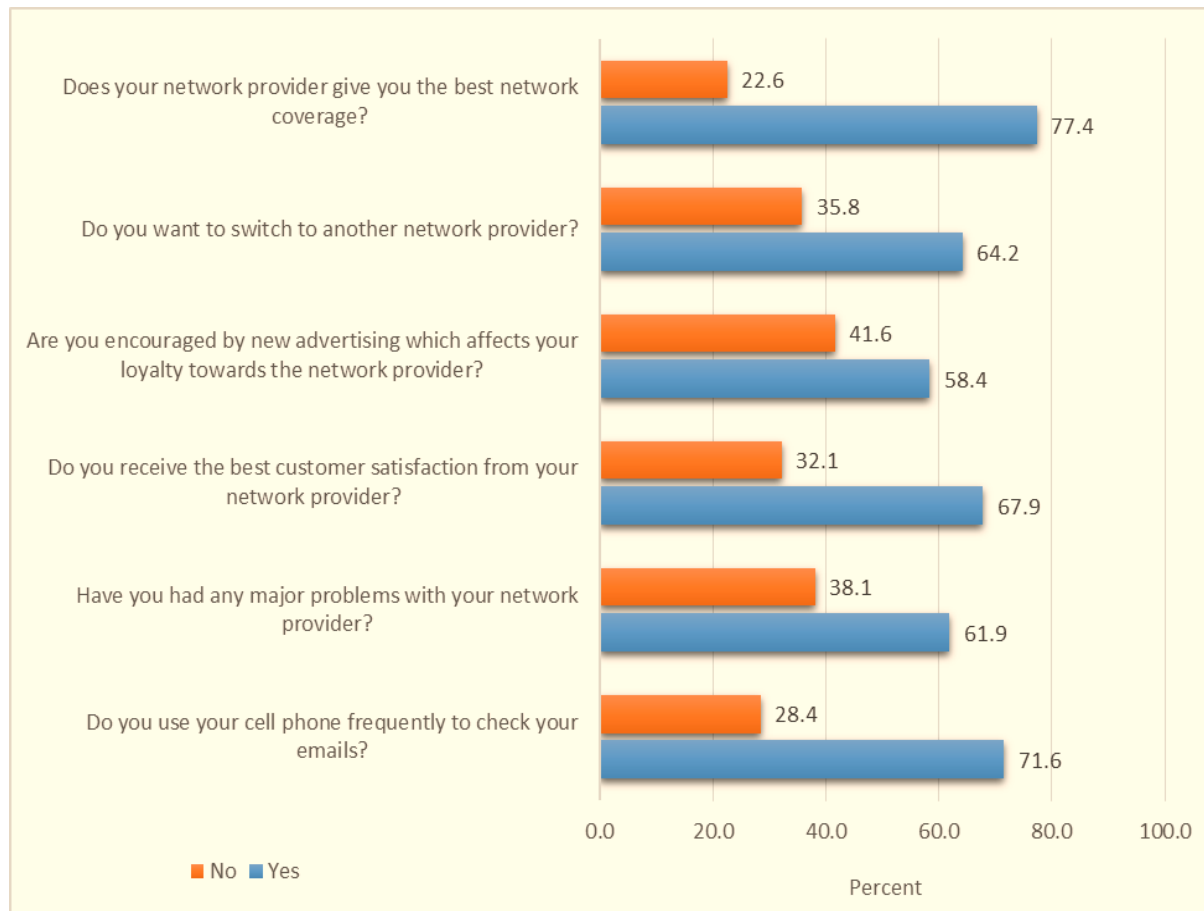


Table 4.5 and Figure 4.3, represents the opinions of respondents towards cellular network providers. A total number of 77.4 % respondents felt their network provider have the best network coverage. However, 64.2% said that they would switch to another cellular network provider. Majority (58.4%) felt that new advertising affect their loyalty towards network providers. A fair amount of 32.1% of respondents felt dissatisfied with the cellular network provider although the majority (67.9%) were satisfied in general. Contradictory to this, 69.1% of respondents indicated that they have major problems with the cellular network providers. With regards to usage, majority (71.6%) use the cell phones to check emails.

4.6. PERCEIVED INFLUENCE OF CELLULAR NETWORK BRANDS' ON CUSTOMERS

This section is divided into two parts:

Section A: Summary of Statements and research objectives

Section B: Hypothesis testing

Section A: Summary of statements

The next set of questions pertained to statements measured on a five-point scale ranging from “1=strongly disagree” to “5=strongly agree”. This section is based on respondent’s perception of statements made about the different cellular network providers pertaining to brand identity and image, brand recall, brand recognition, brand reputation, customer needs, and customer expectation, perceived quality, and loyalty. This section analyses the scoring patterns of the respondents per variable per section. The results are first presented using summarized percentages for the variables that constitute each section. Results are then further analyzed according to the importance of the statements. In each of the following statements the mean and standard deviation for each statements are calculated. Standard deviation is a number used to tell how measurements for respondents are spread out from the mean or expected value. A low standard deviation means that most of numbers are very close to the average (mean), and verse visa (McGivern 2006:274). The research objectives are incorporated into the explanations of statements.

TABLE 4.6: SUMMARIES THE STATEMENTS OF CELLULAR NETWORK PROVIDER PERTAINING TO BRAND IDENTITY AND IMAGE

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
Cellular network provider brands having unique brand names influence my purchase decision towards a cellphone	BI_1	6	1.53%	91	23.27%	98	25.06%	154	39.39%	42	10.74%	0.000	3.35	1.00
I trust a cellular network provider brand who's name appears in its URL	BI_2	6	1.52%	45	11.42%	124	31.47%	160	40.61%	59	14.97%	0.000	3.56	0.93
I feel more familiar towards a cellular network provider brand who's name appears in its URL	BI_3	2	0.51%	49	12.50%	70	17.86%	219	55.87%	52	13.27%	0.000	3.69	0.87
The personality of the cellular network provider brand is more evident when their name appears in its URL	BI_4	0	0.00%	47	11.96%	72	18.32%	184	46.82%	90	22.90%	0.000	3.81	0.92
When the cellular network provider brand is unique I am able to better identify with it	BI_5	1	0.25%	38	9.64%	92	23.35%	192	48.73%	71	18.02%	0.000	3.75	0.87
When the cellular network provider brand is cutting-edge I am able to better identify with it	BI_6	2	0.51%	24	6.09%	100	25.38%	206	52.28%	62	15.74%	0.000	3.77	0.80
Slogans help me to remember cellular network brand names	BI_7	6	1.53%	26	6.63%	84	21.43%	209	53.32%	67	17.09%	0.000	3.78	0.86
Jingles used the advertising of cellular network provider brands captures my attention	BI_8	7	1.79%	26	6.65%	84	21.48%	175	44.76%	99	25.32%	0.000	3.85	0.94
The way in which cellular network provider brands package their products helps me to identify the brand	BI_9	4	1.02%	20	5.12%	45	11.51%	246	62.92%	76	19.44%	0.000	3.95	0.78
The packaging of the cellular network provider brands products provide me with important information	BI_10	4	1.02%	21	5.33%	76	19.29%	232	58.88%	61	15.48%	0.000	3.82	0.79
Brand logos are eye catching and helps determine a cellular network providers brand easier	BI_11	0	0.00%	41	10.41%	94	23.86%	226	57.36%	33	8.38%	0.000	3.64	0.78
The colours used by cellular network providers to brand themselves influence my awareness	BI_12	7	1.78%	41	10.41%	114	28.93%	180	45.69%	52	13.20%	0.000	3.58	0.91

Majority of respondents “agree” with the statements compared to “strongly disagree”. The combined level of agreement was much higher than the combined level of disagreement. The significance of the differences is tested and shown in Table 4.6. A total amount of 58.8% of respondents agree on the packaging of the cellular network provider brands products providing them with important information and 5.33% disagree. These findings are reinforced by the analyses depicting the mean of 3.82 and 0.79 standard deviation. This was also evident in a study done by Daw (1998:8), who found that the image, colour, and description on the packaging is used to encourage and influence customers to purchase a brand or product. Logos does not literally describe what a business does but rather identify the business in a memorable and recognizable way for consumers to remember, unique colours of the cellular network providers.

brand image is the way in which consumers view brands, it can be defined as a unique package of associations within the minds of target customers based on the brand identity. For this reason brand identity and image were measured as on construct. According to Asongu (2013:18) he found brand image related to be as a unique package of associations within the minds of target customers. To determine whether the scoring patterns per statement were significantly different per option, a chi square test was done. It is found that respondents views of cellular network provider brand identity and image is valid for research objective one which was to determine the perceived influence of the factors that affect cellular network provider brands on their customers.

TABLE 4.7: SUMMARIES THE STATEMENTS OF BRAND RECALL

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I am able to remember my cellular network provider with limited information given about the brand	BR_13	11	2.80%	18	4.58%	110	27.99%	177	45.04%	77	19.59%	0.000	3.74	0.92
I am able to recall my cellular network provider brand where-ever I go	BR_14	3	0.77%	35	9.02%	100	25.77%	206	53.09%	44	11.34%	0.000	3.65	0.83
If I receive proper information from a cellular network provider brands, I can recall the brand when I see it in another location/setting	BR_15	7	1.78%	34	8.63%	132	33.50%	197	50.00%	24	6.09%	0.000	3.50	0.81
If I am able to recall a cellular network provider's brand I make more informed purchase decisions when considering cellular network providers	BR_16	6	1.52%	41	10.41%	118	29.95%	161	40.86%	68	17.26%	0.000	3.62	0.94

When considering the category “strongly agree”, respondents of 19.59% strongly agree on being able to remember their cellular network provider with limited information given about the brand. While 2.80% strongly disagree. The mean (3.74) and standard deviation (0.92) results is able to support this analyses. This shows that a low standard deviation of respondents are very close to the mean value. A total amount of 53.09% of respondents agree on being able to recall their cellular network provider brand where-ever they go. 0.77% strongly disagree. In a study done by Conradie and Van Niekerk (2015:117) customers reduce the risk of purchasing a brand in purchasing well-known brands.

TABLE 4.8: SUMMARIES THE STATEMENTS OF BRAND RECOGNITION

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
The ability to recognise cellular network providers brand in the market industry makes my brand choice easier	BRecog_17	3	0.76%	16	4.07%	136	34.61%	168	42.75%	70	17.81%	0.000	3.73	0.83
With the number of cellular network provider brands available , I am still able to recognise my brand	BRecog_18	2	0.51%	19	4.82%	95	24.11%	219	55.58%	59	14.97%	0.000	3.80	0.77
I have not failed in recognising my cellular network provider brand	BRecog_19	2	0.51%	22	5.58%	124	31.47%	189	47.97%	57	14.47%	0.000	3.70	0.80

Many respondents (17.81%) strongly agree and can recognize cellular network providers brand in the market industry and are able to make brand choice easier. While fewer respondents (0.76%) strongly disagree. A total number of 55.58% of responses agree with the number of cellular network provider brands available they are still able to recognize their brands. 0.51% of responses strongly disagree. This results is supported with a high mean (3.80) and a low standard deviation of (0.77). According to Rani and Baranidharann (2013:306) findings, brand recognition is evaluation of alternatives in process, customers will take into consideration the different quality, service, price and benefit of purchasing the cellular network provider. Physical evaluations of customers going to the cellular store takes place, customers will want the best customer service from the store and will evaluate all aspects when making purchase.

A sum of 47.97 % of respondents agree on not failing in recognizing their cellular network provider brand. 0.51% of responses strongly disagree. The p-values are significant. The findings which was found in this table is valid for research objective one.

TABLE 4.9: SUMMARIES STATEMENTS OF BRAND REPUTATION

		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value	Mean	Std. Deviation
The credibility of a cellular network provider brand is important to me	BRep_20	4	1.02%	21	5.36%	82	20.92%	172	43.88%	113	28.83%	0.000	3.94	0.90
I prefer to use a cellular network provider brand that is reputable	BRep_21	5	1.28%	28	7.16%	128	32.74%	160	40.92%	70	17.90%	0.000	3.67	0.90
I feel personally drawn to a cellular network provider brand that is reputable	BRep_22	5	1.27%	15	3.82%	74	18.83%	215	54.71%	84	21.37%	0.000	3.91	0.81
A positive brand reputation support my purchase decision for a cellular network provider	BRep_23	7	1.78%	56	14.21%	122	30.96%	139	35.28%	70	17.77%	0.000	3.53	1.00
I like cellular network provider brands with a good brand reputation	BRep_24	7	1.78%	17	4.31%	116	29.44%	154	39.09%	100	25.38%	0.000	3.82	0.92
If I trust the cellular network provider brand I am likely to use its services	BRep_25	12	3.08%	70	17.95%	103	26.41%	153	39.23%	52	13.33%	0.000	3.42	1.03
Because I trust my cellular network provider brand, I recommend it to others	BRep_26	10	2.55%	38	9.69%	165	42.09%	138	35.20%	41	10.46%	0.000	3.41	0.89

A total number of 28.83% of respondents strongly agree with the credibility of a cellular network provider brand. While 1.02% strongly disagree. A sum of 54.71% agree and feel personally drawn to a cellular network provider brand that is reputable and 1.27% disagree. This findings can be supported by the mean (3.91) and standard deviation (0.81). The findings which was found with Tulasi (2012:201) states, customers often purchase brands which are reputable because they are comfortable with the reputation, and because of the reasonable quality of the brand. Research objective one, which was to determine the perceived influence of the factors that affect cellular network provider brands have on their customer's, respondents' views of cellular network providers brand reputation provided above was found to be valid.

TABLE 4.10: SUMMARY STATEMENTS OF CUSTOMERS SATISFACTION

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I perform repeat purchase of cellular network provider brands, only when I am satisfied with the service I receive	CS_28	5	1.27%	45	11.42%	113	28.68%	132	33.50%	99	25.13%	0.000	3.70	1.01
If I am satisfied with the cellular network provider brand service I am more likely to be loyal to the brand	CS_29	5	1.27%	52	13.20%	165	41.88%	110	27.92%	62	15.74%	0.000	3.44	0.95

Many respondents (25.13%) strongly agree on performing repeat purchases of cellular network provider brands, only when they are satisfied with the service they receive. A total number of 1.27 % respondents strongly disagree. 33.50 % of respondents agree being satisfied with the cellular network provider brand service and are more likely to be loyal to the brand whilst 1.27% strongly disagree. This is also supported with a mean (3.70) and Standard deviation (1.01). A satisfied customer is one that has had their expectation met. Based on the context of this study customer satisfaction and customer expectation work together to help customers make purchase of specific brands and products. According to Samaripa (2010:50) findings customers' expectations and customers' satisfaction influences the purchasing power towards repeat purchasing from customers. The analysis and results obtained for perceived quality of cellular network provider's service in relations to customer needs supports research objective two.

TABLE 4.11: SUMMARY STATEMENTS OF CUSTOMERS EXPECTATION

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I feel more connected with a cellular network provider brand if they attempt to build a relationship with me	CE_30	4	1.02%	14	3.55%	133	33.76%	170	43.15%	73	18.53%	0.000	3.49	0.85
I expect to receive good service from my cellular network provider brand, influencing how I perceive the quality of the service	CE_31	9	2.28%	15	3.81%	196	49.75%	123	31.22%	51	12.94%	0.000	3.45	0.90
When I have problems with my cellular network provider brand, there will always be consultants ready to help me	CE_32	4	1.02%	49	12.50%	155	39.54%	135	34.44%	49	12.50%	0.000	3.54	0.84
My Cellular network provider have mostly delivered on their promises	CE_33	6	1.65%	29	7.97%	127	34.89%	165	45.33%	37	10.16%	0.000	3.58	0.95

A few respondents (12.94 %) strongly agree feeling more connected with a cellular network provider brand if they attempt to build a relationship with them. A total number of 2.28% strongly disagree. 45.33% respondents agree that their cellular network provider have mostly delivered on their promises. 1.65% strongly disagree. The mean of 3.58 and standard deviation supports this findings. According to the study done by Vardeman and Place (2015:52) he found the benefits of customer expectation lets the companies know what levels of service is expected to keep customers happy and to achieve higher customer satisfaction. It enables workers to focus and fulfil customer's expectation as well as helps solve customers' problems and complaints since complaints is a result of failing to meet expectations. The findings found for perceived quality of cellular network providers service in relations to customer expectations supports research objective two.

TABLE 4.12: SUMMARY STATEMENTS OF CUSTOMERS' NEEDS

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
My cellular network provider brand meets my needs	CN_27	7	1.78%	47	11.96%	110	27.99%	169	43.00%	60	15.27%	0.000	3.58	0.95
I know what I need in terms of cellular network service before making a purchase	CN_34	17	4.33%	25	6.36%	128	32.57%	179	45.55%	44	11.20%	0.000	3.53	0.93
Customers of cellular network provider brands needs their provider to ensure a consistent service	CN_35	5	1.27%	60	15.23%	161	40.86%	129	32.74%	39	9.90%	0.000	3.35	0.90
Customer of cellular network provider brands needs their provider not to drop calls	CN_36	11	2.79%	71	18.02%	102	25.89%	125	31.73%	85	21.57%	0.000	3.51	1.10
Customers of cellular network provider brands needs their provider to offer its services at a reasonable price	CN_37	10	2.54%	56	14.21%	175	44.42%	103	26.14%	50	12.69%	0.000	3.32	0.95
Customers of cellular network provider brand needs their provider to be responsive to customer needs	CN_38	9	2.28%	35	8.88%	115	29.19%	163	41.37%	72	18.27%	0.000	3.64	0.95
I am satisfied when my cellular network provider brand performs the functions I need	CN_39	19	4.82%	80	20.30%	110	27.92%	105	26.65%	80	20.30%	0.000	3.37	1.16

A few respondents (21.57%) strongly agree that customers do not want their provider not to drop calls. While fewer respondents 2.79% strongly disagree. A total percentage of 45.55% respondents agree knowing what they need in terms of cellular network service before making a purchase Whilst, 4.33% of respondents strongly disagree. The standard deviation (3.53) and mean (0.93) supports the findings. The results obtained can be supported with cellular phones allow marketers to connect with customers anytime and anywhere. According to the study found by Bettman, Johnson, and Payne (2012:50) customers' needs with regards to cellular network providers are having the best network service, excellent internet connection when surfing the Internet, and mostly importantly being able to make phone calls daily. The results obtained for perceived quality of cellular network provider's service in relations to customer satisfaction support research objective two.

TABLE 4.13: SUMMARY STATEMENTS OF PERCEIVED QUALITY

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I am satisfied with the quality of information I receive from my cellular network provider/brand	PQ_40	14	3.55%	34	8.63%	177	44.92%	111	28.17%	58	14.72%	0.000	3.42	0.96
I am satisfied with the quality of the staff who assist me with services offered by my cellular network provider/brand	PQ_41	13	3.30%	57	14.47%	133	33.76%	144	36.55%	47	11.93%	0.000	3.39	0.98
I am satisfied with the quality of the cellular network provider/brand outlets	PQ_42	7	1.79%	98	25.00%	95	24.23%	113	28.83%	79	20.15%	0.000	3.41	1.12
I am satisfied with the quality of the network coverage offered by my cellular network provider/brand	PQ_43	9	2.29%	105	26.72%	106	26.97%	93	23.66%	80	20.36%	0.000	3.33	1.14

When considering the category “strongly agree “it was found that (20.36%) strongly agree being satisfied with the quality of information they receive from my cellular network provider/brand. A total amount of 2.29% of respondents strongly disagree. 36.55% agree on being satisfied with the quality of the staff who assist them with services offered by their cellular network provider/brand. 3.30% respondents strongly disagree. The high percentage of 36.55% is supported with a mean of 3.39 and standard deviation of 0.98. According to the study found by Samaripa (2010:49) customers need and expect service basis – There is a perceived expectation that every customer has when purchasing a product or service. For example, a hotel customer will think that if they pay more they will expect more in service delivery and quality of hotel. Customers’ expectation is desired and sufficient. Customer’s expectation has two levels which are desired and sufficient. The desired level is the service delivery customer wants to obtain, and sufficient is the service which the customer finds acceptable. Customer satisfaction forms part of research objective three. The results obtained was used to evaluate research objective three

TABLE 4.14: SUMMARY STATEMENTS OF LOYALTY

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I will buy my regular cellular network provider brand the next time I need to select a cellular network provider	L_44	12	3.05%	28	7.12%	121	30.79%	163	41.48%	69	17.56%	0.000	3.63	0.95
I intend to keep purchasing my regular cellular network provider brand in the future	L_45	18	4.57%	52	13.20%	138	35.03%	119	30.20%	67	17.01%	0.000	3.42	1.06
I am committed to my regular cellular network provider brand	L_46	16	4.08%	21	5.36%	131	33.42%	147	37.50%	77	19.64%	0.000	3.63	0.99
I am willing to pay a higher price for my regular cellular network provider brand over other brands	L_47	17	4.31%	80	20.30%	87	22.08%	120	30.46%	90	22.84%	0.000	3.47	1.17
My cellular network provider brand is valuable to me	L_48	10	2.54%	24	6.09%	167	42.39%	133	33.76%	60	15.23%	0.000	3.53	0.91

A number of respondents (22.84%) strongly agree to be willing to pay a higher price for regular cellular network provider brand over other brands. Fewer respondents (4.31%) strongly disagree. A total sum of 41.48% agree to buy regular cellular network provider brand the next time they need to select a cellular network provider. 3.05% disagree. The high respondent rate of 41.48% is supported with a high mean of 3.63 and a standard deviation of 0.95. The study which was completed by Kotler and Armstrong (2012:15) found reference groups to influence brand loyalty, but everything depends on the brand and the offerings given to clients when purchased. According to the study conducted by Czerniawski (2012:15) customers that are committed are those who are both active in behavior and the attitude towards the brand they

purchase. They are loyal in purchasing the brands, but each time reacts differently to a new product or service the brand has launched. The results found in this table is used to analyse research objective three.

TABLE 4.15: SUMMARY STATEMENTS OF BRAND TRUST

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Chi Square	Mean	Std. Deviation
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	p-value		
I trust my cellular network brand for my cellular network needs	BT_49	7	1.79%	53	13.55%	103	26.34%	160	40.92%	68	17.39%	0.000	3.59	0.99
I am likely to use my regular cellular network provider brand even if there is a scam	BT_50	26	6.60%	55	13.96%	118	29.95%	130	32.99%	65	16.50%	0.000	3.39	1.12
I rely on my regular cellular network provider brand for my cellular network needs	BT_51	25	6.35%	51	12.94%	118	29.95%	142	36.04%	58	14.72%	0.000	3.40	1.08
My regular cellular network provider brand is a reliable brand	BT_52	9	2.29%	58	14.76%	118	30.03%	131	33.33%	77	19.59%	0.000	3.53	1.04

Majority of respondents 19.59% strongly agree, while 2.29% strongly disagree that their network provider is a reliable brand. A total amount of 40.92% respondents agree on trusting their cellular network brand for their cellular network needs whilst 1.79% disagree. The 40.92% high respondent rate is supported by the mean of 3.59 and standard deviation of 0.99. The result obtained from this table help to determine research objective three.

Section B: Hypothesis testing

This sections looks at the results obtained from *Section A* which helps to link the research objectives leading to the hypothesis testing. Each of the hypotheses were tested using Pearson chi-square test. This section focuses on chi- square, cross-tabulations graphs and correlations. The traditional approach to reporting a result requires a statement of statistical significance. A **p-value** is generated from a **test statistic**. A significant result is indicated with " $p < 0.001$ ". A second Chi square test was performed to determine whether there was a statistically significant relationship between the variables (rows vs columns).

The chi-square test was used to statistically assess significance of the relationship between two variables. Bivariate correlation was also performed on the (ordinal) data. The results are found in the **Appendix A**. The results indicate the following patterns. Positive values indicate a

directly proportional relationship between the variables and a negative value indicates an inverse relationship. All significant relationships are indicated by a * or **.

Brand influence on cellular network provider's customers: Hypothesis testing

H1: There is a significant relationship between brand identity and image of cellular network provider's brands and customer brand awareness (recognition and recall).

TABLE 4.16: CROSS TABULATION OF BRAND IDENTITY, IMAGE AND BRAND RECALL

			Brand Identity 2				Total
			2	3	4	5	
Brand Recall 3	1	Count	2	0	0	0	2
		% of Total	0.5%	0.0%	0.0%	0.0%	0.5%
	2	Count	6	11	4	0	21
		% of Total	1.5%	2.8%	1.0%	0.0%	5.3%
	3	Count	7	44	54	4	109
		% of Total	1.8%	11.2%	13.7%	1.0%	27.7%
	4	Count	0	27	194	16	237
		% of Total	0.0%	6.9%	49.2%	4.1%	60.2%
	5	Count	0	1	18	6	25
		% of Total	0.0%	0.3%	4.6%	1.5%	6.3%
Total		Count	15	83	270	26	394
		% of Total	3.8%	21.1%	68.5%	6.6%	100.0%

TABLE 4.17: CHI-SQUARE TESTS RESULTS FOR BRAND IDENTITY, IMAGE AND BRAND RECALL

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	173.036	12	0.000	
Likelihood Ratio	122.317	12	0.000	
Linear-by-Linear Association	105.591	1	0.000	
N of Valid Cases	394			

TABLE 4.18: CROSSTABULATION FOR BRAND IDENTITY, IMAGE AND BRAND RECOGNITION

Crosstab							
			Brand Identity2				Total
			2	3	4	5	
Brand Recognition 4	1	Count	2	0	0	0	2
		% of Total	0.5%	0.0%	0.0%	0.0%	0.5%
	2	Count	2	4	7	0	13
		% of Total	0.5%	1.0%	1.8%	0.0%	3.3%
	3	Count	10	22	60	4	96
		% of Total	2.5%	5.6%	15.2%	1.0%	24.4%
	4	Count	0	52	171	17	240
		% of Total	0.0%	13.2%	43.4%	4.3%	60.9%
	5	Count	1	5	32	5	43
		% of Total	0.3%	1.3%	8.1%	1.3%	10.9%
Total		Count	15	83	270	26	394
		% of Total	3.8%	21.1%	68.5%	6.6%	100.0%

TABLE 4.19: CHI-SQUARE TESTS RESULTS FOR BRAND IDENTITY, IMAGE AND BRAND RECOGNITION

Chi-Square Tests			
	Value	df	Significance (2-sided)
Pearson Chi-Square	82.955	12	0.000
Likelihood Ratio	50.092	12	0.000
Linear-by-Linear Association	28.153	1	0.000
N of Valid Cases	394		

Tables 4.16, 4.17, 4.18, and 4.19 shows the cross tabulation results and chi- square test results between brand identity, image, and brand recall and brand recognition. H1 can be accepted as the p value is < 0.001 . The correlation between brand identity of cellular network providers and brand recall was 0.480. The correlation of 0.480 means that there is a weak uphill but positive linear relationship. This is a directly related proportionality. This indicates that brand identity of cellular network providers brands influence customer awareness of recalling brands. The correlation between brand identity and brand recognition is 0.209. This means there is a weak downhill but positive linear relationship between brand identity and brand recognition. The results obtained is positive because according to Forbes (2011:2) it is vital for brand awareness to be created amongst customers. It helps to inform customers about new products and provides recalling of different brands in the market industry. The null hypothesis is accepted.

H2: There is a significant relationship between brand reputation of cellular network provider and customer brand awareness (recognition and recall).

TABLE 4.20: CROSSTABULATION FOR BRAND REPUTATION AND BRAND RECOGNITION

Crosstab								
			Brand Reputation 5					Total
			1	2	3	4	5	
Brand Recognition 4	1	Count	2	0	0	0	0	2
		% of Total	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%
	2	Count	0	1	6	6	0	13
		% of Total	0.0%	0.3%	1.5%	1.5%	0.0%	3.3%
	3	Count	0	4	58	31	3	96
		% of Total	0.0%	1.0%	14.7%	7.9%	0.8%	24.4%
	4	Count	0	4	66	152	18	240
		% of Total	0.0%	1.0%	16.8%	38.6%	4.6%	60.9%
	5	Count	0	1	3	21	18	43
		% of Total	0.0%	0.3%	0.8%	5.3%	4.6%	10.9%
Total	Count	2	10	133	210	39	394	
	% of Total	0.5%	2.5%	33.8%	53.3%	9.9%	100.0%	

TABLE 4.21: CHI-SQUARE TESTS RESULTS FOR BRAND REPUTATION AND BRAND RECOGNITION

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	494.08	16	0.000	
Likelihood Ratio	109.507	16	0.000	
Linear-by-Linear Association	75.382	1	0.000	
N of Valid Cases	394			

Tables 4.20 and 4.21, shows the results of cross tabulations and chi square tests results between brand reputation and brand recognition. The correlation between brand recognition of cellular network providers and brand reputation was 0.418. This means there is a moderate uphill but positive relationship. This is a directly related proportionality. This indicates that brand recognition of cellular network provider influence brand reputation. Brand recognition of cellular network provider and the reputation of the network providers helps to influence customers purchasing of the different cellular network providers (Writer 2015:15). The null hypothesis is accepted.

From the results obtained above, research objective one was to determine the perceived influence of the factors that affect cellular network provider brands' have on their customers.

There was a significant relationship between brand identity of cellular network provider's brands and customer brand awareness (recognition and recall). The cross-tabulation, chi-square test, and co-relation results was able to support this hypothesis testing. H1 was therefore accepted. Brand reputation is the key element of any business. A total number of 28.83% of respondents agreed. There was a significant relationship between brand image of cellular network providers and the influence on customer brand awareness (recognition and recall). The correlation between brand identity, image of cellular network providers and brand recognition was directly related. Therefore brand identity, image of cellular network provider influence customer recognition. H2 was accepted. There was a significant relationship between brand reputation of cellular network provider and customer brand awareness (recognition and recall).

Perceived quality of cellular network provider's service in relations to customer expectations: Hypothesis testing

H3: There is a significant relationship between perceived quality of cellular network provider and customer expectations.

TABLE 4.22: CROSS-TABULATION TESTS RESULTS FOR PERCEIVED QUALITY AND CUSTOMER EXPECTATIONS

Crosstab								
			Perceived Quality9					Total
			1	2	3	4	5	
Customer Expectations 7	1	Count	4	0	0	0	0	4
		% of Total	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	2	Count	0	4	3	0	0	7
		% of Total	0.0%	1.0%	0.8%	0.0%	0.0%	1.8%
	3	Count	2	28	87	36	5	158
		% of Total	0.5%	7.1%	22.1%	9.1%	1.3%	40.1%
	4	Count	1	7	44	111	21	184
		% of Total	0.3%	1.8%	11.2%	28.2%	5.3%	46.7%
	5	Count	0	0	9	17	15	41
		% of Total	0.0%	0.0%	2.3%	4.3%	3.8%	10.4%
Total		Count	7	39	143	164	41	394
		% of Total	1.8%	9.9%	36.3%	41.6%	10.4%	100.0%

TABLE 4.23: CHI-SQUARE TESTS RESULTS FOR PERCEIVED QUALITY AND CUSTOMER EXPECTATIONS

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	353.552	16	0.000	
Likelihood Ratio	158.081	16	0.000	
Linear-by-Linear Association	113.005	1	0.000	
N of Valid Cases	394			

Tables 4.22 and 4.23 shows the results of cross tabulations and chi square tests results between perceived quality and customer expectations. H4 can be accepted as the p value is < 0.001 . The correlation between perceived quality of cellular network providers and customer expectation was 0.517. This means there was a moderate uphill but positive relationship. This is a directly related proportionality. This indicates that perceived quality of cellular network provider influence customer expectation. In this study, customer expectation and perceived quality helps companies know what levels of service is expected to keep customers happy and to achieve higher customer satisfaction (Vardeman and Place 2015:45). The null hypothesis is therefore accepted.

H4: There is a significant relationship between perceived quality of cellular network provider and customer needs.

TABLE 4.24: CROSS-TABULATIONS FOR PERCEIVED QUALITY AND CUSTOMER NEEDS

Crosstab								
			Perceived Quality9					Total
			1	2	3	4	5	
Customer Needs 8	1	Count	4	0	0	0	0	4
		% of Total	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	2	Count	2	4	18	1	0	25
		% of Total	0.5%	1.0%	4.6%	0.3%	0.0%	6.3%
	3	Count	1	29	92	40	2	164
		% of Total	0.3%	7.4%	23.4%	10.2%	0.5%	41.6%
	4	Count	0	6	31	113	24	174
		% of Total	0.0%	1.5%	7.9%	28.7%	6.1%	44.2%
	5	Count	0	0	2	10	15	27
		% of Total	0.0%	0.0%	0.5%	2.5%	3.8%	6.9%
Total		Count	7	39	143	164	41	394
		% of Total	1.8%	9.9%	36.3%	41.6%	10.4%	100.0%

TABLE 4.25: CHI-SQUARE TESTS RESULTS FOR PERCEIVED QUALITY AND CUSTOMER NEEDS

Chi-Square Tests			
	Value	df	Significance (2-sided)
Pearson Chi-Square	415.248	16	0.000
Likelihood Ratio	221.217	16	0.000
Linear-by-Linear Association	152.460	1	0.000
N of Valid Cases	394		

Tables 4.24, and 4.25, show the results of the chi square tests results between perceived quality and customer needs. H5 can be accepted as the p value is < 0.001 . The correlation between perceived quality of cellular network providers and customer needs was 0.622. This means there was a strong uphill and positive relationship. This is a directly related proportionality. This indicates that perceived quality of cellular network provider influence customer needs. External need occurs when customers are affected by outside influences, such as obtaining a discount from purchasing a specific cellular network provider (Mowen 2011:15). The null hypothesis is accepted.

H5: There is a significant relationship between customer perceived quality of cellular network provider and customer satisfaction.

TABLE 4.26: CROSS-TABULATION FOR PERCEIVED QUALITY AND CUSTOMER SATISFACTION

Crosstab								
			Perceived Quality9					Total
			1	2	3	4	5	
Customer Satisfaction 6	1	Count	4	0	0	0	0	4
		% of Total	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	2	Count	0	7	12	0	0	19
		% of Total	0.0%	1.8%	3.0%	0.0%	0.0%	4.8%
	3	Count	2	21	80	31	6	140
		% of Total	0.5%	5.3%	20.3%	7.9%	1.5%	35.5%
	4	Count	1	7	33	97	17	155
		% of Total	0.3%	1.8%	8.4%	24.6%	4.3%	39.3%
	5	Count	0	4	18	36	18	76
		% of Total	0.0%	1.0%	4.6%	9.1%	4.6%	19.3%
Total	Count	7	39	143	164	41	394	
	% of Total	1.8%	9.9%	36.3%	41.6%	10.4%	100.0%	

TABLE 4.27: CHI-SQUARE TESTS RESULTS FOR PERCEIVED QUALITY AND CUSTOMER SATISFACTION

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	338.903	16	0.000	
Likelihood Ratio	154.541	16	0.000	
Linear-by-Linear Association	91.736	1	0.000	
N of Valid Cases	394			

Tables 4.26 and 4.27, shows the results of the chi square tests results between perceived quality and customer satisfaction. H6 can be accepted as the p value is < 0.001 . The correlation between perceived quality of cellular network providers and customer satisfaction was 0.474. This means there was a weak but positive linear relationship. This is a directly related proportionality. This indicates that perceived quality of cellular network provider influence customer satisfaction. Perceived quality is an aspect of which every customer has when purchasing a product or service. In relation to this study, in a cellular network industry, most customers will believe if they pay more for a cellular network provider brand they will achieve more in service delivery and quality of network brand (Samaripa 2010:38). The null hypothesis is accepted.

The above hypothesis testing shows a significant relationship between perceived quality and customer expectation. The Likert scale statements help to determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction have with the brand. Customer expectation, customer needs, and customer satisfaction are factors which influence cellular network provider's brands.

Factors affecting brand loyalty of cellular network providers brand: Hypothesis testing

H6: There is a significant relationship between perceived quality of cellular network provider brands and brand loyalty.

TABLE 4.28: CROSS-TABULATION RESULTS FOR PERCEIVED QUALITY AND LOYALTY

Crosstab								
			Perceived Quality9					Total
			1	2	3	4	5	
Loyalty 10	1	Count	7	2	0	0	0	9
		% of Total	1.8%	0.5%	0.0%	0.0%	0.0%	2.3%
	2	Count	0	18	14	0	0	32
		% of Total	0.0%	4.6%	3.6%	0.0%	0.0%	8.1%
	3	Count	0	16	100	28	7	151
		% of Total	0.0%	4.1%	25.4%	7.1%	1.8%	38.3%
	4	Count	0	3	26	107	11	147
		% of Total	0.0%	0.8%	6.6%	27.2%	2.8%	37.3%
	5	Count	0	0	3	29	23	55
		% of Total	0.0%	0.0%	0.8%	7.4%	5.8%	14.0%
Total	Count	7	39	143	164	41	394	
	% of Total	1.8%	9.9%	36.3%	41.6%	10.4%	100.0%	

TABLE 4.29: CHI-SQUARE TESTS RESULTS FOR PERCEIVED QUALITY AND LOYALTY

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	589.211	16	0.000	
Likelihood Ratio	321.597	16	0.000	
Linear-by-Linear Association	202.249	1	0.000	
N of Valid Cases	394			

Tables 4.28 and 4.29, show the results of the chi square tests results between perceived quality and loyalty. H7 can be accepted as the p value is < 0.001 . The correlation between perceived quality of cellular network providers and loyalty is 0.700. This means there was a strong linear uphill and positive relationship. This was a directly related proportionality. This indicates that perceived quality of cellular network provider influence brand loyalty. From this study, a negative perceived quality from a product or brand leads to negative brand loyalty from customers (Pappu and Quester 2016:2). The null hypothesis is accepted.

H7: There is a significant relationship between brand trust of cellular network provider brands and brand loyalty

TABLE 4.30: CROSS-TABULATION FOR BRAND TRUST AND LOYALTY

Crosstab								
			Loyalty 10					Total
			1	2	3	4	5	
Brand Trust 11	1	Count	5	3	0	0	0	8
		% of Total	1.3%	0.8%	0.0%	0.0%	0.0%	2.0%
	2	Count	4	19	22	1	1	47
		% of Total	1.0%	4.8%	5.6%	0.3%	0.3%	11.9%
	3	Count	0	10	84	18	11	123
		% of Total	0.0%	2.5%	21.3%	4.6%	2.8%	31.2%
	4	Count	0	0	40	110	5	155
		% of Total	0.0%	0.0%	10.2%	27.9%	1.3%	39.3%
	5	Count	0	0	5	18	38	61
		% of Total	0.0%	0.0%	1.3%	4.6%	9.6%	15.5%
Total	Count	9	32	151	147	55	394	
	% of Total	2.3%	8.1%	38.3%	37.3%	14.0%	100.0%	

TABLE 4.31: CHI-SQUARE TESTS RESULTS FOR BRAND TRUST AND LOYALTY

Chi-Square Tests			
	Value	df	Significance (2-sided)
Pearson Chi-Square	489.219	16	0.000
Likelihood Ratio	351.646	16	0.000
Linear-by-Linear Association	200.800	1	0.000
N of Valid Cases	394		

Tables 4.30 and 4.31, shows the results of cross-tabulation and the chi square tests results between brand trust and loyalty. H8 can be accepted as the p value is < 0.001 . The correlation between brand trust of cellular network providers and loyalty is 0.691. This means there was a strong uphill linear relationship. This was a directly related proportionality. This indicates that brand trust of cellular network provider influence brand loyalty. Brand loyalty and brand trust works together to bring a perfect product or brand into the market industry (Kruger and Mostert 2014:29). In this study, there is very little brand trust with Virgin Mobile and 8ta due to the lack of brand awareness (Tuttle 2010:20). The null hypothesis is accepted.

H8: There is a significant relationship between customer satisfaction of cellular network provider brands and brand loyalty.

TABLE 4.32: CROSS-TABULATION RESULTS FOR CUSTOMER SATISFACTION AND LOYALTY

Crosstab								
			Loyalty 10					Total
			1	2	3	4	5	
Customer Satisfaction 6	1	Count	4	0	0	0	0	4
		% of Total	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	2	Count	0	1	17	1	0	19
		% of Total	0.0%	0.3%	4.3%	0.3%	0.0%	4.8%
	3	Count	2	22	84	27	5	140
		% of Total	0.5%	5.6%	21.3%	6.9%	1.3%	35.5%
	4	Count	3	5	39	79	29	155
		% of Total	0.8%	1.3%	9.9%	20.1%	7.4%	39.3%
	5	Count	0	4	11	40	21	76
		% of Total	0.0%	1.0%	2.8%	10.2%	5.3%	19.3%
Total	Count	9	32	151	147	55	394	
	% of Total	2.3%	8.1%	38.3%	37.3%	14.0%	100.0%	

TABLE 4.33: CHI-SQUARE TESTS RESULTS FOR CUSTOMER SATISFACTION AND LOYALTY.

Chi-Square Tests				
	Value	df	Significance (2-sided)	
Pearson Chi-Square	293.81	16	0.000	
Likelihood Ratio	162.012	16	0.000	
Linear-by-Linear Association	92.970	1	0.000	
N of Valid Cases	394			

Tables 4.32 and 4.33, show the results of cross-tabulations and chi square tests results between customer satisfaction and loyalty. H9 can be accepted as the p value is < 0.001 . The correlation between customer satisfaction of cellular network providers and loyalty is 0.503. This means there was a moderate uphill and positive relationship. This is a directly related proportionality. This indicates that customer satisfaction of cellular network provider influence brand loyalty. The results obtained can be supported with, ‘customers tend to lose interest in the brand and switch to another brand easily when they are not satisfied’ (Evenson 2012:10). Therefore, it is vital for companies to remove bad word of mouth in ensuring customer satisfaction is measured daily. The null hypothesis is accepted.

Hypothesis testing above is based on quality, trust, and satisfaction Repeat purchasers and commitment is not included in this study due to lack of information and they both did not have any specific relationship to the study.

To conclude the chi-square test, cross-tabulation, and co-relation results. The results reveal that there are several significant relationships between the research objectives and the respondents. There was a significant relationship between brand identity of cellular network brands and customer brand awareness. The p value was > 0.001 . H1 was accepted. This indicates brand identity of a brand influences customer awareness. The correlation between brand identity, image of cellular network providers and brand recognition was directly proportional. This indicates that brand identity of a brand influences customer recognition. The correlation between brand recognition of cellular network providers and brand reputation was 0.418. This indicates brand recognition influence brand reputation of cellular network provider's brands. Chi-square test results and cross-tabulation showed perceived quality of cellular network provider influences customer expectation. The correlation between perceived quality of cellular network providers and customer needs was 0.622. Perceived quality of cellular network provider brands influences customer's needs. The correlation between perceived quality of cellular network providers and customer satisfaction was directly proportionally. Therefore perceived quality influences customer's satisfaction. Brand loyalty was influenced positively by perceived quality. Brand loyalty had a co-relation test of 0.700 and was directly proportional. The correlation between brand trust of cellular network providers and loyalty was 0.691. This is a directly related proportionality. This indicates that brand trust of cellular network provider influenced brand loyalty. The correlation between customer satisfaction of cellular network providers and loyalty was 0.503. This indicates that customer satisfaction of cellular network provider influence brand loyalty. Hypothesis testing for all the variables based on the chi-square test results was accepted.

To conclude the correlation analysis the variables between brand identity and image, brand recall, brand recognition, brand reputation, customer satisfaction, customer expectation, customer needs, perceived quality, loyalty and brand trust are all linearly related to one another. The results obtained from Appendix A indicated positive values between the variables. The highest correlation was 0.700 between perceived quality and loyalty. This literature can support this high result obtained. According to Durmaz, and Hatice (2016:48) it should be compatible with all products in line and designed for use in all types of media and have a perceived and

emotional corporate image which is used as a label to identify a product or service. Customers become brand loyal when they have perceived quality, emotional, and corporate image about a brand (Crain 2012:12).

4.7 CONCLUSION

This chapter presented the findings of the data collected from the 400 questionnaires that had been administered of which 394 questionnaires was successfully answered. Reliability tests were done and the results show that reliability scores for all sections (approximate or) exceed the recommended Cronbach's alpha value thus, indicating the degree of acceptability. Hypothesis testing in all instances between the variables was significant. All hypothesis testing was accepted at $P < 0.001$. The co-relations between variables regarding cellular network providers brand identity, brand recall, brand recognition, brand reputation, customer satisfaction, customer expectation, customer needs, perceived quality, loyalty, and brand trust was directly proportion to each other and influence each other positively. The questionnaire responses were analysed through descriptive statistical techniques using SPSS. Computer generated graphs depicted the various responses. All the Likert scale questions have answered all the research objectives set out by the researcher hence all research objectives had been achieved. In objective one, the highest factor found to influence cellular network providers brand on customers was brand reputation. Customer satisfaction was found to be the highest factor result percentage for objective two. There were three factors which affected brand loyalty of cellular network provider's brand for objective three. Customer satisfaction was also the highest factor result percentage for objective three. In the next chapter, the conclusions and recommendations with regards to these findings will be discussed.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. INTRODUCTION

The purpose of this chapter is to make conclusions on what was established in the previous chapter, and to provide recommendations based on the research results. The purpose of this study was to determine factors affecting brand loyalty of cellular network providers in South Africa. The conclusions are drawn based on reviewed studies and the analysed data which provide answers to research objectives that are stated in Chapter One. Finally, recommendations that can assist in planning and decision-making for producers and marketers are outlined. Areas for further studies are given. The section that follows presents the summary of the study.

5.2 CONCLUSIONS OF THEORETICAL STUDY

The intention of this study was to ensure that each objective is attained and the aim was to determine factors affecting brand loyalty of cellular network providers in South Africa. The objectives of the study are:

- To determine the perceived influence of the factors that affect cellular network provider brands on their customers
- To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.
- To evaluate the factors affecting brand loyalty of customer of the different cellular network provider brands.

Chapter Two presented a review of scholarly literature as related to the study. It is important to study the factors which affect brand loyalty of cellular network providers in South Africa. It was important in this study to understand brand elements, brand awareness, brand image, brand association, brand equity, and brand loyalty. In the telecommunication industry, the purpose of brands and branding are used differently in the marketing of cellular network providers to consumers (Klimchuk 2012:9).

Several theories explaining factors which affect cellular network providers in South Africa have been used in this study. The brand awareness pyramid, promotional mix and consumer decision making process was utilised. One of the theories discussed is the brand awareness pyramid which shows the progression of how brand loyalty is developed. The pyramid shows how customers will go from top of mind awareness, brand recall, brand recognition, and being unaware of the brand. The brand awareness pyramid shows how customers will react to adverts of cellular network providers to the different cellular network brands (Shimp 2012:36).

All the theories discussed are applicable to the current study. The theoretical statements used in this study to help determine research objective one: Brand reputation being the strongest asset which benefits sales for companies (Jurisic and Azevedo 2011:342). Brand awareness is the most effective tool of a brand (Tabaku and Zerellari 2015:87). Repeat purchasing from customers is influenced by customer expectation and customer satisfaction received from a brand (Samaripa 2010:50). The theoretical statements used in this study to help determine research objective two: Customer repurchasing is influenced by customer satisfaction. Which helps to increase customer lifetime value towards products (Biedenbach, Bengtsson, and Marell 2015:178). Negative brand loyalty is influenced by negative customer satisfaction. Customer satisfaction and customer expectation work together to assist customers in purchasing brands and products (Pappu and Quester 2016:2). The theoretical statements used in this study to help determine research objective three: According to Kotler and Armstrong (2012:15) reference group's influences brand loyalty, everything depends on the offerings given to clients when they purchase. According to Evenson (2012:10) customer satisfaction must be measured daily to avoid bad word of mouth. This helps business to identify customer's happiness towards company's products and services.

5.3 CONCLUSION OF THE EMPIRICAL STUDY

The major findings of the study are presented in alignment with the research objectives that the study sought to answer. Below is the presentation of the objectives and the major findings.

Objective 1: To determine the perceived influence cellular network provider brands' brand have on its customers

All factors which influence cellular network provider's brand had a high number of respondents. These were brand identity, image, brand recall, brand recognition, brand reputation, and brand trust. The variables had significant values of less than 0.001. All The correlation results was positive and the variables was directly related to each other. Overall, the study reveals that brand identity and image, customer awareness, customer recognition, customer recall, and brand reputation of cellular network providers influence customers in selecting brands.

Objective 2: To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.

There was a significant positive relationship with perceived quality, customer needs, customer satisfaction, and customer expectation. The variables had significant p values of less than 0.001. Pearson's correlation was used to measure the degree of linear association of the variables. All the variables were positive and directly related. Overall perceived quality of cellular network providers has an influence on customer's expectation, customer's needs, and customers' satisfaction.

Objective 3: To evaluate the factors affecting brand loyalty of customer of the different cellular network provider brands.

The results reveal that there are three factors which affect brand loyalty of different cellular network provider brands. Perceived value (20.36%), brand trust (19.59%), and customer satisfaction (25.13%). Results received for brand trust was positive. The chi-square test results showed the p value is < 0.001 . The correlation between brand trust of cellular network providers and loyalty is 0.691. This is a directly related proportionality. This indicates that brand trust of cellular network provider influence brand loyalty.

There was a significant positive relationship with perceived value, brand trust, and customer satisfaction. The variables had significant values of less than 0.001. Pearson's correlation was

used to measure the degree of linear association of the variables. All the variables were positive and directly related. Overall perceived value, brand trust, and customer satisfaction affect the brand loyalty of customer's cellular network provider's brands.

5.4 ATTAINMENT OF RESEARCH OBJECTIVES

Objective 1: To determine the perceived influence cellular network provider brands' brand have on its customers.

The first objective to determine the influence cellular network providers' brands' brand have on its customers has been attained. The factors which have an influence on customers have been identified as brand identity, image, brand awareness (brand recall and brand recognition), brand reputation, and brand trust. The influence of these factors help customers make better decisions in purchasing different cellular network providers brands.

Objective 2: To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.

The second objective was to determine the influence of cellular network providers have on customer's perception of quality on their expectations, needs and satisfaction with the brand has been attained. Customer's satisfaction, customers' expectations, perceived quality and customers' needs influences cellular network provider's brand. Customer satisfaction have the highest satisfaction desired needed from a brand.

Objective 3: To evaluate the factors affecting brand loyalty of customer of the different cellular network provider brands.

The last objective was to evaluate the factors affecting brand loyalty of the different cellular network providers has been attained. Perceived value, brand trust, and customer satisfaction affect the brand loyalty of customers of the different cellular network provider's brands.

Conclusions of table of attained research objectives:

Research objectives	Literature Review	Hypothesis	Acceptance of hypothesis
1) To determine the perceived influence of the factors that affect cellular network providers brands on their customers	According to Jurisic and Azevedo (2011:342) brand reputation is the strongest asset which benefits from a high degree of loyalty and stability of future sales for companies.	H1: There is a significant relationship between brand identity and image of cellular network provider's brands and customer awareness (recognition and recall)	H1 is accepted
	According to Rao, Priyadarshini, and Vijaya (2014:135) elements in a brand are used to attract customers, the different colours and shades of a new product in the market having colours and shades will attract customers, because it is made according to customer's preference.		
	The image, colour, and description on the packaging is used to encourage and influence customers to purchase a brand or product (Daw 1998:8).		
	The most effective tool used to gain customer's attention to the different brands is brand awareness (Tabaku and Zerellari 2015:87). Brand recall is the ability for customers to remember the different brands of products when given different product categories. Once customers have recognized their needs, and conducted the information search on cellular network providers (Dumitru 2015:786).		
	Brand reputation is the key element of any business. It can help customers to identify their brands on a personal level (Conrad Thompson and Books 2016:19). Brand reputation is created when there is a positive image about a brand made. Brand reputation helps consumers to make better purchasing decisions (Khan 2013: 19).		
	According to Forbes (2011:2) it is vital for brand awareness to be created amongst customers. It helps to inform customers about new products and provides recalling of different brands in the market industry.		
	According to Pappu and Quester (2016: 2) negative customer satisfaction leads to negative brand loyalty from customers as they tend to lose interest and switch to another brand easily if they are not satisfied.	H2: There is a significant relationship between brand reputation of cellular network provider and customer awareness (Recognition and recall).	H2 is accepted
	Customers that are committed are those who are both active in behavior and the attitude towards the brand they purchase. They are loyal in purchasing the brands, but each time reacts differently to a new product or service the brand has launched (Czerniawski 2012:15)		
	According to Samaripa (2010:50) customers' expectations and customers' satisfaction influences the purchasing power towards repeat purchasing from customers.		

2) To determine the influence of cellular network provider's customer's perception of quality (perceived quality) on their expectations, needs and satisfaction with the brand.	<p>According to Biedenbach, Bengtsson, and Marell (2015:178) customer satisfaction is a leading indicator to customer repurchasing a product or service, it helps to increase customer lifetime value towards product and it reduces negative word of mouth when the product services, or service meets customer expectation.</p>	<p>H3: There is a significant relationship between customer perception of cellular network provider and quality of service expectation.</p>	<p>H3 is accepted</p>
	<p>According to Vardeman and Place (2015:52) the benefits of customer expectation lets the companies know what levels of service is expected to keep customers happy and to achieve higher customer satisfaction. It enables workers to focus and fulfil customer's expectation.</p>	<p>H4: There is a significant relationship between customer perception of cellular network provider and quality of service need.</p>	<p>H4 is accepted</p>
	<p>According to Pappu and Quester (2016: 2) negative customer satisfaction leads to negative brand loyalty from customers as they tend to lose interest and switch to another brand easily if they are not satisfied. Based on the context of this study customer satisfaction and customer expectation work together to help customers make purchase of specific brands and products</p>	<p>H5: There is a significant relationship between customer perception of quality of cellular network provider and quality service of satisfaction.</p>	<p>H5 is accepted</p>
3) To evaluate the factors affecting brand loyalty of customer of the different cellular network provider brands.	<p>According to Goldstein (2010:20) losing one customer in a business because the customer is unhappy does not show a big difference, having to lose twenty customers at once because of negative word of mouth results in a decrease in revenue for the company. It is important for business to eliminate bad word of mouth by ensuring customer satisfaction is measured daily. This will help business identify if customers are happy with their products or service (Evenson 2012:10).</p>	<p>H6: There is a significant relationship between perceived quality of cellular network provider brands and brand loyalty.</p>	<p>H6 is accepted</p>
	<p>Reference groups will influence brand loyalty, but everything depends on the brand and the offerings given to clients when purchased (Kotler and Armstrong 2012:15). Customers that are committed are those who are both active in behavior and the attitude towards the brand they purchase. They are loyal in purchasing the brands, but each time reacts differently to a new product or service the brand has launched (Czerniawski 2012:15).</p>	<p>H7: There is a significant relationship between brand trust of cellular network provider brands and brand loyalty</p>	<p>H7 is accepted</p>
	<p>According to Wu, and Wang (2005:719) most of the time customers do not receive marketing information relating to their cellular network provider having a promotional discount, hence service delivery from cellular network provider towards customers is viewed poorly. If cellular network providers value customers in saving time, money, and effort, consumers can perform repeat purchase with the network provider (Kim, Ferrin, and Rao 2015: 544).</p>	<p>H8: There is a significant relationship between customer satisfaction of cellular network provider brands and brand loyalty.</p>	<p>H8 is accepted</p>

Aim achievement

The aim of this study was successfully achieved in determining the factors which affect brand loyalty of cellular network provider's brands in South Africa. The different factors which influence brand loyalty of cellular network providers' brands are brand identity and image, brand awareness (brand recall and brand recognition), brand reputation, brand trust, customer satisfaction, customer expectation, perceived quality, customer's needs, perceived value and brand trust. From these factors the most important factors are brand reputation and customer satisfaction. These two factors therefore will help customers make better decisions in purchasing different cellular network providers brands. Overall, the results of the study concurred with all these studies, Rao, Priyadarshini, and Vijaya (2014:135), Conradie and Van Niekerk (2015:117), Tabaku and Zerellari (2015:87), Khan (2013:19), Fornell and Mazvancheryl (2004: 170), Vardeman and Place (2015:52), Bettman, Johnson, and Payne (2012:50), Samaripa (2010:49), Czerniawski (2012:15), Evenson (2012:10).

5.5. LIMITATIONS

The non-probability sampling technique was utilized and such a study cannot be generalized. The results depicted in this study cannot be generalized to other industries, as each industry has different characteristics. This study only focuses on factors affecting brand loyalty of cellular network providers in South Africa.

The study was confined to South Africa, and no other areas outside South Africa. The study could not be conducted across the entire population of South Africa. The study was limited to a sample size of three hundred and ninety-four respondents. Some of the respondents were reluctant to answer the questionnaires, and some of the respondents were reluctant to answer certain questions pertained in the questionnaire. However, this limitation was overcome due to the respondents not having to reveal any personal or private information. Respondents may have not been honest while completing the questionnaires and some respondents may have answered the questionnaires to seem well informed, intelligent and up to speed with the current affairs.

5.6. IMPLICATIONS FOR POLICY AND PRACTICE

The South African government has implemented various regulations towards cellular network providers. The national broadband policy for cellular network providers aims to address the availability, affordability and accessibility of broadband. Allocation of the spectrum is done via Sentech, and is used for promoting universal access and service for cellular network providers in South Africa. The government, via the Department of Communications, aims to implement a national broadband network to ensure universal access by 2020 (Mooi and Sarstedt 2011:25). Recommendations for cellular network companies are to increase their cellular network providers brand recall, develop marketing strategies to ensure customers can recognize cellular network brands in the cellular network provider brand industry. The cellular network industry will be able to execute this recommendation in developing marketing communication tools such as marketing their network providers on social media, internet, advertising, and promotions. The main elements which need attention is customer expectation and customer needs. Cellular network provider's brands such as MTN, Vodacom, Cell C and 8ta, will be able to achieve customer expectation and customer needs by providing consistent delivery of service and ensure delivery from the network providers is met with always. The cellular network provider industry can look at customers' needs by having frequent calls with customers, to find out how satisfied customers with their current network provider packages are. Monthly questionnaires based on customers' needs and expectations can be email to customers to find out how they feel about the network they are subscribed too. Cellular network provider brands should not drop calls, offer services at an unreasonable price, cellular network provider brand should be responsive to customer needs and to be able to provide the functions required by customer needs.

The main cellular network provider which needs to be focused on in terms of brand awareness is Virgin Mobile. Results obtained from this study showed respondents subscribed to only MTN, CELL C, 8TA and 0% of respondents said they subscribed to Virgin Mobile. It is evident that this cellular network provider lacks marketing and brand awareness amongst customers. From the findings Virgin Mobile can having weekly promotions in shopping malls, advertise on the radio, television, and internet. By utilizing marketing communications channels, it will benefit customers in being brand loyal to the cellular network provider customers are using and cell phone companies will benefit with knowing which cell phone with a cellular network provider will be able to sell faster than the usual sales of cell phones.

Cellular network provider companies such as Vodacom, Cell C, MTN, 8ta and Virgin Mobile require to utilize marketers in marketing their brands in sending out the correct marketing strategies not misleading customers in believing the network provider is able to render certain benefits, but instead the network provider does not (Chinomona, and Sandada 2013:85). Hence the customer loses interest in purchasing from this network provider again, and the brand of the network provider becomes tarnished with a bad reputation of service delivery. According to Muhammad and Saleh (2013:28) for customers to become brand loyal towards a brand, internet and social media can promote brands and products as it will reach mass audience in a small space of time. Marketing communication tools is a benefit for marketers as it can identify new opportunities or create a new target market, it can increase brand awareness, it creates a personal link with customers and it is one of the cheapest forms of communicating messages to customers (Nguyen, Miller, and Kenneth 2014:232). However, marketers should monitor the technological environment so the cellular network provider organisation is able to conduct research and develop strategies accordingly towards the brand loyalty of cellular network providers.

5.7. IMPLICATIONS FOR FURTHER RESEARCH

The following are list of implications for further research studies to be employed in the future:

- The study focused only on South African respondents regarding cellular network providers in South Africa. A possible broader research can be conducted, which includes respondents internationally.
- The study was conducted on the factors which influence brand loyalty of cellular network providers only specifically from a branding perspective. Future research could include other factors and focus more on the notion of loyalty.

5.8. CONCLUSION

This chapter completes this study and all research objectives are attained. Reliability tests were done and the results show that reliability scores for all sections exceed the recommended Cronbach's alpha value thus, indicating the degree of acceptability. A summary of the data analysis was discussed and various recommendations were suggested for management and businesses. Also, a few limitations were listed and implications for future research were stated.

Brand identity, image, brand recall, brand recognition, brand reputation, and brand trust are factors which influence customers to make better decisions in purchasing different cellular network providers brands. Customer satisfaction has the highest desire needed from a cellular network brands. Perceived value and brand trust, affect the brand loyalty of customers of the different cellular network provider's brands. This chapter concludes the study of factors affecting brand loyalty of cellular network providers in South Africa.

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Appendix: A – Correlation Coefficient

Correlations										
	Brand Identity 2	Brand Recall 3	Brand Recognition 4	Brand Reputation 5	Customer Satisfaction 6	Customer Expectations 7	Customer Needs 8	Perceived Quality 9	Loyalty 10	Brand Trust 11
Brand Identity 2	Correlation Coefficient Sig. (2-tailed) N	1.000 394								
Brand Recall 3	Correlation Coefficient Sig. (2-tailed) N	.480** 0.000 394	1.000							
Brand Recognition 4	Correlation Coefficient Sig. (2-tailed) N	.209** 0.000 394	.379** 0.000 394	1.000						
Brand Reputation 5	Correlation Coefficient Sig. (2-tailed) N	.212** 0.000 394	.244** 0.000 394	.418** 0.000 394	1.000					
Customer Satisfaction 6	Correlation Coefficient Sig. (2-tailed) N	.073 0.147 394	.137** 0.007 394	.293** 0.000 394	.415** 0.000 394	1.000				
Customer Expectations 7	Correlation Coefficient Sig. (2-tailed) N	.144** 0.004 394	.253** 0.000 394	.384** 0.000 394	.707** 0.000 394	1.000				
Customer Needs 8	Correlation Coefficient Sig. (2-tailed) N	.239** 0.000 394	.284** 0.000 394	.441** 0.000 394	.561** 0.000 394	.563** 0.000 394	1.000			
Perceived Quality 9	Correlation Coefficient Sig. (2-tailed) N	.239** 0.000 394	.198** 0.000 394	.316** 0.000 394	.474** 0.000 394	.517** 0.000 394	.622** 0.000 394	1.000		
Loyalty 10	Correlation Coefficient Sig. (2-tailed) N	.205** 0.000 394	.217** 0.000 394	.260** 0.000 394	.445** 0.000 394	.505** 0.000 394	.541** 0.000 394	.700** 0.000 394	1.000	
Brand Trust 11	Correlation Coefficient Sig. (2-tailed) N	.167** 0.001 394	.259** 0.000 394	.272** 0.000 394	.376** 0.000 394	.490** 0.000 394	.507** 0.000 394	.607** 0.000 394	.691** 0.000 394	1.000
All of the sections are significantly positively related to each other										
* Correlation is significant at the 0.01 level (2-tailed).										

Appendix B: Questionnaire

VOLUNTARY PARTICIPATION IN DATA COLLECTION	
<p align="center">Factors affecting brand loyalty of Cellular network providers in South Africa.</p> <p>My name is Karishma Ramlall and I am currently registered for Masters of Management Sciences in Marketing at the Durban University of Technology. According to the programme requirements, a research project needs to be undertaken. The title of the research study is factors affecting consumers brand loyalty of Cellular network providers in South Africa.</p> <p>The aim of the study is to determine Factors affecting brand loyalty of Cellular network provider brands in South Africa. The research objectives is to determine the influence cellular network provider brands' brand have on its customers. To determine if cellular network customers are satisfied with the cellular network providers brands in terms of meeting their needs. To evaluate the factors affecting brand loyalty of customer of the different cellular network provider brands.</p> <p>The questionnaire should not take longer than (10) minutes to complete. All responses will be kept confidential. Please note that filling this questionnaire is voluntary.</p> <p>Kindly take note that there are no right or wrong answer/responses to any of the questions and statements. Your assistance in completing the questionnaire will be highly appreciated.</p> <p>The survey consists of two sections. When evaluating the questions, please answer the question from your own perspective. Place an X in the appropriate box or complete where required.</p> <p>Thank you for taking the time to complete this survey. Should you have any questions or if you would like a copy of the final research report, please feel free to contact:</p>	
Name	: Karishma Ramlall
Cell Number:	078 585 6498
Email	: Karishma.ramlall@gmail.com
<p align="center">Thank you for your participation</p>	

SECTION A**Demographics**

Indicate your answer by means of a cross (X) in the appropriate block.

A1**How old are you?**

Younger than 20	
20 to 29 years	
30 to 39 years	
40 to 49 years	
50 to 59 years	
60 to 69 years	
70 and older	

A2 Please indicate your highest qualification?

PHD	
Dr	
Masters	
Degree	
Diploma	
Higher certificate	
Other	

A3**What is your gender?**

Male	
Female	

A4 Current residential province in South Africa?

Eastern Cape	
Free State	
Gauteng	
KwaZulu-Natal	
Limpopo	
Mpumalanga	
Northern Cape	
North West	
Western Cape	
Outside South Africa	

A5 Do you have a cell phone?

Yes	
No	

If yes, please state the network provider you currently using.

A6 Please choose the number of times you have switched to other network providers?

0	
>2	
<2	

Indicate your answer by means of a cross (X) in the appropriate block.

		Yes	No
A7	Does your network provider give you the best network coverage?		
A8	Do you want to switch to another network provider?		
A9	Are you encouraged by new advertising which affects your loyalty towards the network provider?		
A10	Do you receive the best customer satisfaction from your network provider?		
A11	Have you had any major problems with your network provider?		
A12	Do you use your cell phone frequently to check your emails?		

Section B.

On a scale of 1 to 5 where 1 is '*strongly disagree*' 2 is '*somewhat disagree*', 3 is '*neutral*', 4 is '*somewhat agree*' and 5 is '*strongly agree*', indicate the extent to which you agree with each of the following statements.

	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Cellular network provider brands having unique brand names influence my purchase decision towards a cellphone.					
2. I trust a cellular network provider brand whose name appears in its URL.					
3. I feel more familiar towards a cellular network provider brand whose name appears in its URL.					
4. The personality of the cellular network provider brand is more evident when their name appears in its URL.					
5. When the cellular network provider brand is unique I am able to better identify with it.					
6. When the cellular network provider brand is cutting-edge I am able to better identify with it.					
7. Slogans help me to remember cellular network brand names.					
8. Jingles used in the advertising of cellular network provider brands captures my attention.					
9. The way in which cellular network provider brands package their products helps me to identify the brand.					
10. The packaging of the cellular network provider brand's products provide me with important information.					
11. Brand logos are eye catching and helps determine a cellular network provider's brand easier.					
12. The colours used by cellular network providers to brand themselves influence my awareness.					
13. I am able to remember my cellular network provider with limited information given about the brand.					
14. I am able to recall my cellular network provider brand where-ever I go.					
15. If I receive proper information from a cellular network provider brand, I can recall the brand when I see it in another location/setting.					
16. If I am able to recall a cellular network provider's brand I make more informed purchase decisions when considering cellular network providers.					
17. The ability to recognise cellular network provider's brand in the market industry makes my brand choice easier.					
18. With the number of cellular network provider brands available, I am still able to recognise my brand.					

19. I have not failed in recognising my cellular network provider brand.					
20. The credibility of a cellular network provider brand is important to me.					
21. I prefer to use a cellular network provider brand that is reputable.					
22. I feel personally drawn to a cellular network provider brand that is reputable.					
23. A positive brand reputation support my purchase decision for a cellular network provider.					
24. I like cellular network provider brands with a good brand reputation					
25. If I trust the cellular network provider brand I am likely to use its services.					
26. Because I trust my cellular network provider brand, I recommend it to others					
27. My cellular network provider brand meets my needs.					
28. I perform repeat purchase of cellular network provider brands, only when I am satisfied with the service I receive.					
29. If I am satisfied with the cellular network provider brand service I am more likely to be loyal to the brand.					
30. I feel more connected with a cellular network provider brand if they attempt to build a relationship with me.					
31. I expect to receive good service from my cellular network provider brand, influencing how I perceive the quality of the service.					
32. When I have problems with my cellular network provider brand, there will always be consultants ready to help me.					
33. My Cellular network provider have mostly delivered on their promises.					
34. I know what I need in terms of cellular network service before making a purchase.					
35. Customers of cellular network provider brands needs their provider to ensure a consistent service.					
36. Customer of cellular network provider brands needs their provider not to drop calls					
37. Customers of cellular network provider brands needs their provider to offer its services at a reasonable price.					
38. Customers of cellular network provider brand needs their provider to be responsive to customer needs					
39. I am satisfied when my cellular network provider brand performs the functions I need.					
40. I am satisfied with the quality of information I receive from my cellular network provider/brand					

41. I am satisfied with the quality of the staff who assist me with services offered by my cellular network provider/brand					
42. I am satisfied with the quality of the cellular network provider/brand outlets					
43. I am satisfied with the quality of the network coverage offered by my cellular network provider/brand					
44. I will buy my regular cellular network provider brand the next time I need to select a cellular network provider					
45. I intend to keep purchasing my regular cellular network provider brand in the future.					
46. I am committed to my regular cellular network provider brand.					
47. I am willing to pay a higher price for my regular cellular network provider brand over other brands.					
48. My cellular network provider brand is valuable to me					
49. I trust my cellular network brand for my cellular network needs.					
50. I am likely to use my regular cellular network provider brand even if there is a scam surrounding it					
51. I rely on my regular cellular network provider brand for my cellular network needs					
52. My regular cellular network provider brand is a reliable brand					