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MARKETING ACTIVITIES AND ITS
IMPLICATIONS ON
TELECOMMUNICATION INDUSTRY IN
NIGERIA

Case study MTN Nigeria

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Markkinoinnin pääperiaatteena on, että tavoiteltavien markkinoiden kohde pystyy kilpailemaan tuottamalla oikea palvelu ja tuote kohtuulliseen hintaan. Vielä tärkeämpää on, että yritys pystyy luomaan ainutlaatuisen brändin, sekä luomaan kentän, jossa yritys voi saavuttaa organisaatiolliset tavoitteensa, sekä löytää yhä enemmän tapoja tyydyttää kuluttajan tarpeet ja halut.

Yhdeksänkymmentäluvun Nigeriassa telekommunikaation tuottaja (NITEL) tuotti huonolaatuista palvelua niin kotimaan- kuin ulkomaanpuheluissakin. Yleisen tyytymättömyyden vuoksi, ja hallituksen vaihtuessa, syntyi joillakin julkisilla sektoreilla muutoksia, joka sisällytti myös muutoksia telekommunikaatioteollisuudessa.

MTN on yksi monista yrityksistä, joka on saanut luvan Nigerian viestintävirastolta (NCC, Nigeria Communication Commission) toimia mobiilipalvelujen operaattorien kentällä. Yli kymmenen vuoden aikana Nigerian matkapuhelinteollisuus on kasvanut valtavasti harppauksin. Emme voi kuitenkaan ohittaa haasteita, jotka operaattorit, kuten MTN Nigeria, ovat kohdanneet. Silti Nigerian markkinoita on sanottu Afrikan suurimmiksi ja yhdeksi nopeimmin kasvaviksi markkinoiksi maailmassa.

Tämän tutkimuksen tarkoituksena on selvittää, miten asiakkaat ovat ottaneet vastaan kasvun, palvelun sekä MTN Nigerian tarjoaman tuotteen. Tutkimusmenetelmänä on kyselylomake Lagosin asiakaskunnalle. Tutkimuksen tulokset osoittavat, että MTN Nigerialla menee hyvin verrattuna muihin palvelun tuottajiin. Myös NCC:n (Nigeria Communication Commission) luvut ja tilastot osoittavat, että tuotteen ja palvelun markkinointi tavalliselle kansalle on onnistunut hyvin.

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ABSTRACT

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Name of Supervisor Asa Lillhannus

The main principle of marketing is to have an achievable target market and to compete delivering the right service and product at a reasonable price. More so, a company`s aim is to create a unique brand name and establish a platform where the company can achieve its organizational goals and objectives satisfying the consumers needs and wants.

In the 90`s Nigeria experienced poor quality service in telecommunications provided by NITEL both in making calls within Nigeria or outside the country. So, the public outcry, and the changes in the country`s government brought about the transformation in some sectors of the country including the telecommunication industry.

MTN Nigeria is one of the several companies licensed by the Nigeria Communication Commission (NCC) to operate on the platform of mobile service operators. For more than ten years, the Nigeria mobile industry has grown from grass to grace. However, we cannot overlook the challenges faced by operators like MTN Nigeria. Still, the Nigeria market is referred to as the biggest market in Africa and one of the fastest growing markets in the world.

The objective of this study was to find out how the customers reflect on the growth, service and product from MTN Nigeria. This was achievable through the use of a questionnaire to the customers in Lagos. The results of the study show that MTN Nigeria is doing well when compared to other providers. Also, the marketing of its product and service to the general public in Nigeria through figures and statistics has been successful.

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1 INTRODUCTION

This chapter gives the background of the research work outlining the limitation of the study, the objectives of the study and the problem of the activities with the research work. The introduction is an overview of the structure of the work.

1.1 Background Information

Market or marketing has been a source of organizational success in the Nigerian market over the years, ranging from the banking sector, insurance, and manufacturing, to telecommunication. The Nigerian market is the fastest growing and the biggest market in Africa.

The telecommunication in Nigeria came into more light and frame after many years of military rule which made ways to the democracy in the country, on the 29th of May, 1999. This brought about many changes in the country, the history and economic growth as well.

The Nigerian telecommunication commission is a body that is established by the federal government of Nigeria to regulate and conduct the affairs of telecommunication in the country.

Since 2001 this has brought about the deregulation of the industry which gave ways for companies like MTN, AIRTEL & GLOBACOM etc. as a result of deregulation, and then the Nigeria telecommunication limited (NITEL), which is the national provider was only 500,000 subscribers out of the population of 166.6 million of Nigerians living in the country. The federal government though there is a need to expand the industry because of the rapid growth of the economy and for the people to stay in touch with their loved ones.

With the involvement of the private companies in this industry, this then cost the MTN Nigeria about \$285 million dollars to obtain the license to operate in the country telecomm.

The telecomm sector in Nigeria is a big market so the market is divided into urban, semi-urban & rural markets. The telecomm density in the urban area is about 65% while semi-urban is about 45% and rural is less than 15%. Then there also a need for product segmentation. However, the deregulation in the industry (telecomm) has brought about different players in the industry like MTN, AIRTEL formerly known as Celtel, Globacom & ETISALAT control the GSM market while Visafone, Multilink, Starcomm, ZOOM formerly known as Reltel are the CDMA market, which MTN Nigeria control the major market in the industry with 40.54% of the subscriber out of the 64 million subscribers in the country.

<http://www.prlog.org/10242511-industry-analysis-nigerian-mobile-telco.html>

This study will focus on how the market activities have been used and also on how to achieve the positive impact of the marketing department in the telecomm of MTN Nigeria in the Nigerian market. This emphasis of this study will be on the negative impacts, and other problems facing the industry as well.

1.2 Objectives of the study

The purpose of this study is to examine how the marketing activities have been used in telecommunication in Nigeria.

This will be achieved by the use of a questionnaire and a survey to the customers and to the marketing department of one of the companies in Nigeria.

1.3 Research problem

This study will emphasize the basic needs of the market or marketing in the telecommunication industry in Nigeria and the challenges facing this company (MTN Nigeria) regarding the decision of their marketing activities in the country. It will try to answer the question.

What are the channels used by the marketing department?

What are the challenges the company is facing when the need of marketing their product in Nigeria occur?

How often does the company change its marketing strategy?

What marketing mix does the company adopt?

1.4 Methodology of the study

In this study both primary and secondary data will be collected during the writing of this research.

The primary data will be based on the quantitative method which is going to be a questionnaire. The secondary data are based on textbooks, electronic pages and articles. The aim is order to get a valid and reliable record of both data.

Finally, the data received from the questionnaire will then be uses to get valid results from the customers of MTN Nigeria.

1.5 Limitations of the study

The objective of this thesis is to gain a clear understanding on how the marketing activities have been carried out. More so, the challenges the telecommunication industry in Nigeria is facing and the market impact will be studied as well.

Firstly, the company believes that data and figures are treated more confidently and important to the company to release to the public and if it is against their code of conduct to release it to the general public which is the case of MTN Nigeria to release some of their data to the public.

Secondly, in order to achieve a broad result a questionnaire will be given to the public (consumers) in Lagos, the commercial city of the country.

Finally, a questionnaire is more preferable over an interview with the representatives of the company.70 questionnaires were distributed through an attached file on social network since most of the customers are on social network because it is the fast use of means of communication in Nigeria.

1.6 Structure of the thesis

The thesis will be divided into five chapters. Chapter one will focus on the introductory stage of the thesis and the chapter is sub-divided into. Introduction,

background information, objectives of the study, research problem, methodology and structure of the thesis.

Chapter two will emphasize in-depth explanation of certain things such as marketing as a whole, consumer behavior, and the need of innovation in marketing and marketing strategy and communication and promotion marketing strategy and finally the role of NCC, the governing body of the telecommunication industry in the country.

Chapter three focuses on the method used both the primary and secondary data will be presented.

Chapter four talks about the overview of the survey uses of the case study (MTN Nigeria). More so, how the company's applying its marketing activities and how to find a specific solution to a particular problem will be discussed.

Chapter five is the final part, and this will be used to discussing the conclusion, recommendations and suggestions on further research.

2 THEORETICAL FRAME WORK

Marketing is essential to our day to day activities from organizations to consumers in which it has an influence on how they perceive the goods and services in question. However, this chapter will give an insight on how the researcher will be able to understand the use of marketing research to correlate with consumer behaviours, innovation in marketing. Finally, this chapter will also show the influence of marketing strategy on the market itself.

2.1 Nature of Marketing

The basics of marketing are to meet the needs and wants of a particular people, with the intention of knowing what they want? How they want it? Where they want it? Though, it also provides the platform to overtake its competitors in the same market with the intention of gaining the competitive edge and profitability on those items and businesses as well.

2.1.1 Definition of marketing

There are several definitions of market or marketing given by different authors. However, the important definitions of marketing will be examine in this chapter.

“Marketing is the whole business seen from the point of view of its final result. That is, from the customer’s point of view” (Ducker 1954, p.36)

Having a better understanding of the customer`s needs which reflect on the growth of the company’s image in the heart of various customers.

“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution on the ideas, goods and service to create exchange that satisfy individual and organizational goals”(American Marketing Association)

Today, marketing activities are not only for gaining competitive advantage or making profit to the company, it also helps to foresee the future and prospect of the product in the market either old or new product . More so, it is also used in

making customer requirement, organization (B2B) in their various ways of needs and having understanding of the general market.

Furthermore, marketing activity is an attitude in which an individual and organization follow its code of conduct that facilitates how they carry out their activities in order to reach out to their numerous customers. It is also the means in which the company succeed to meet their business needs, and customer satisfactions.

“Marketing is consist of individual and organizational activities that facilitate and expedite satisfying exchange relationships in a dynamic environment through the creation, distribution promotion and pricing of goods, services and ideas.”(Dibb, Simkin, Pride and Ferrell 2006, 7)

Also “marketing can be defined as the management process responsible for identifying, anticipating and satisfying customer requirement profitably” (Chartered Institute of Marketing 2001)

“Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” (Philip kotler 2003, p.9)

In conclusion, market or marketing means different idea, opinion to different people in different ways. Meanwhile, from the above definitions which have given insight on how marketing can be defined. Perhaps we can pinpoint buying and selling from marketing. The listed below items are vital in market or marketing activities of an organization;

- Customers satisfaction
- increasing marketing sales
- identifying marketing opportunities
- Create customer relationship

- Take advantage of weak market and competitors

2.1.2 Core marketing concept

The marketing core concepts provide an idea which the marketers provide his/her goods and services to their numerous customers based on their wants and needs in order to achieve a total market.

However, the market concepts can be in form of 1) Target markets and segmentation. 2) Needs, wants and demands. 3) Value and satisfaction.

- Target markets and segmentation:- This can be refer as a process whereby the marketer have a segment market in order to identify the customers based on their demographic, psychographic, behavioural and geographic variable among different buyers, which make the marketer have a target market by using segmentation in the target market.
- Needs, wants and demands: - it is the responsibilities of the marketers to understand the target market needs because the need is the basic human requirements which they use for their day to day activities. Wants can be referred to as act directed to a specific objects that might satisfy the needs. Demand is the ability to pay for a specific product which the customers will derive satisfaction from.
- Value satisfaction: - the marketers must provide different range of product (offering) which give best value to the customer satisfaction. Value can be the combination of quality, service and price (QSP), which is called customer value triad.

2.2 Marketing mix

Marketing mix is a tool used by an individual and organization to pursue its market activities in order to achieve its objective in a given market. Marketing mix consists of 4p's which was later updated to 7p's in the recent years. The 7p's will be shortly explained.



Figure 1 Marketing mix 7ps Source: Smartdraw.com

2.2.1 Product

A product can be categorised in three forms namely; goods, service, and ideas. Meanwhile, goods are referred to as a tangible physical entity. A service is referred to as an intangible because a service cannot be touched. An idea is referred to as a philosophy of images or issues because of its problems solving.

A product falls in between the consumer product and industrial or business products.

- Consumer product: - is a product which is meant for individual purpose or use.
- Individual or business product: - This is used by the organization for the purposes of business. For example, the Finnish police are using mobile numbers that begin with 07.

2.2.2 Place (Distribution and marketing channel)

This provides the target market the opportunities to access the availability of the product and service which are more beneficiary to the end user in a more physical location and the distribution channel are more reachable.

2.2.3 Promotion

This is a way of getting across to the numerous consumers through the use of marketing communication which includes the following; advertising, public relations, personal selling, sales promotion and direct mail. Meanwhile, all these can also be called ‘Promotional mix’. For example, personal selling, advertising and sales promotion are more used in Nigerian telecommunication market for the new operators in the country’s market. This is used in order to get the attention of the consumers usually in the market place through acting, singing and dancing and to create consumer relationship.

2.2.4 Price

This is the value placed on what is exchanged'' the task of selling a price is one of the most important decisions in determining the marketing mix'' (Peter Leeflang, Rijksuniversiteit Groningen, 2006)

This plays a key role among the competitors in the same market just like the operators of mobile service in Nigeria which makes a level of playing ground for more flexibility and also in Finland as well between DNA & SONERA.

2.2.5 Process

This is an act at which the marketer must keep the flow of information or services to their numerous customers, and ensure that they are adequately specific, control and manage the process to the best of their ability of meeting the customer's target, and also to suit the nature of the business.

2.2.6 People

This is more vital in the market communication because this is about the people (consumer). So, it is important for the marketer (company) to give ongoing contact between businesses and their customers. It also involves establishing customer relationship marketing (CRM) between both parties as regards the goods and services.

In Nigeria market, the marketers consider the use of language, religion and culture because of the huge population with 250 different ethnic groups in Nigeria market which reflect on people's belief and culture.

2.2.7 Physical evidence

This is referred to as a place where service is being delivered, for example: hospital, restaurant and MTN experience centre. Place should be properly organised so that the customers can get the best values for their money.

2.3 Marketing Research

This is basically used by a group of individuals or organization in seeking for a solution in regards to the task at hand, especially to identify a potential solution to a problem.

However, marketing research can be defined as the systematic design, collection, and interpretation and reporting of information to help marketers solve particular problems or take advantage of market opportunities. Perhaps, the marketers in Nigeria need to carry out market research from time to time because of the nature and the size of the market in the country. Meanwhile, the telecommunication companies in the country use periodic and systematic method in knowing how and what ways are suitable for their product to be sold or what kind of new products to be introduced.

2.3.1 Importance of marketing research related to the customers satisfaction

- *To make market decision-* it helps the marketers to make decision about the product and service through market research. For example, marketing research helps the company to make decision whether to introduce new product into the market or not.
- *To survive competition-* marketers use this to survive in the market place with the information they gather and use it against their competitors in order to survive in the market.
- *Help to decide target market-* segmentation of market helps the marketer to know the categories and which market is needed to be targeted through the consumer information such as location, social class, age, gender and income.
- *Maximize profit-* it helps to maximise profit and customers profitability in the area of increase of production.

- *Increasing the sale-* knowing what the customer's need, want and attitude towards the products could increase the sales of the organization.

The idea of marketing research is to have better understanding of the customer's wants and needs, which is the sub-subject to the growth of the company capital and reputation in the market which create good image in the heart of their numerous customers. More so, it is also used in finding solution to a particular problem the organization is facing at any period in time.

2.4 Consumer Behaviour

According to economists they refer consumer to be 'rational' in nature meaning that every consumer wants to derive total satisfaction from their spending.

In marketing, customer is referred to that person who is willing to pay for any commodity with the intention of satisfying his/her needs. However, 'customers must be dynamic in nature, which involve interaction between affect cognition, environmental event which then involve exchange' (American marketing association)

2.4.1 Definition of consumer behaviour

Consumer behaviour is *dynamic* in nature. This simply means they constantly change either as individual, organization and society. Due to the changes in globalization in the area of technological input, marketing strategies have also changed in terms of advertisement, sales promotion and personal selling.

Consumer behaviour involves *interaction* between the marketer and the consumers in the aspect of understanding how they feel (affect), what they think (cognition), and what they do (behaviour) and lastly things that surround them *environmental event*.

2.5 Marketing Strategy

This provides the platform at which the marketing manager adopts in order to have an edge over his competitors in the same market through the information

they gather from the market research. It also gives the company good image in the eyes of their customers.

Marketing strategy can be defined as ‘ the selection of which marketing opportunities to pursue, analysis of target market, and the creation and maintenance of an appropriate marketing mix that will satisfy those people in the target markets’(Sally dibb et al 2006,20)

2.5.1 Importance of marketing strategy

It is vital for any organization to have a suitable and reliable marketing plan through its marketing strategic plans. However, the importance of marketing strategy will be outlined in the following manners.

- Firstly, creating master plans with the help of the marketing mix tools 7ps in a way of assessing the relationship with all external factors. Such as, competitors and target market.
- Secondly, establishing a long term commitment relationship with your consumer and also build on a business empire.
- Thirdly, making a clear selling point of the organization from financial statement and income that provides productivity of the product.
- Finally, it helps in creating a brand name that provide the employee the consistent point of reference when dealing with the consumers in regarded of the company name, and the potential this provide in the market environment.

2.5.2 Communication and promotion of marketing strategy

Communication is side by side when dealing with marketing because of its important these provide. In marketing, there is always how the market of goods and services is communicate to the finally consumers. Though, communication in marketing can be done in different ways which include the followings.

- **Advertising:** - it refers as ‘a paid form of non-personal communication that transmitted through mass media’ (sally et al 2006, 538).
Advertisement is what we encounter in our days to day’s activities, but not every advertisement is meaningful. So, in order for advertisement to reach it desirable goals such advertisement must consist of the following elements.
 - Persuasiveness- creating a large platform where the consumers can be reached and informed as well.
 - Evoke-making the audiences to feel something new, good, worthwhile, and having a memorable experience with the goods and services.
 - Elate- putting smile and delight in the face of the listeners.

Although, advertisement need a mass media to reach out a wide range of consumers, which include; Television, Radio, Newspaper and Magazine etc

- **Sales promotion-** is a form of marketing strategy uses in attain of a specific sales and marketing objective which is the key element of the marketing campaigns, which is usually on a short term.

Basically, sales promotion is a part of advertisement which reflect on how a product and services is been offers to a numerous consumers. Whereas, the tools usually use by the marketer in sales promotion are; *consumer promotion* include (samples, cash discount, coupons, free trials and warranties), *trade promotion* include (price off, free goods & display allowance) and, *business and sale-force promotion* are trade shows & convention, contests for sales represent.

However, sales promotion usually achieves its primarily objective by increasing of sales of goods & services. But, certain measure is needed to be carry out during the sales period, because some customers may get uses

to the lower price of the product and services. This implies that the marketing managers need to consider that as problems as well.

- **Personal selling and sales management-** is a process of informing customers and persuading them to purchase the product through personal communication in an exchange situation. In presently, personal selling is more expensive than any others promotional mix because of the cost it require in established this, which has to do with the number of the sellers of the goods or services to the general public. Although, the goals of personal selling can't be overlook with the prospect and customer relationship marketing (CRM) this established are also vital for the growth of the company.
- **Direct marketing** is define 'as interactive system of marketing which uses one or more advertising media to effect a measurable response & or transaction at any location'' American Direct Market Association.

Direct marketing is flexible in nature because of it interactive system via television & press etc. From the definition above, the words advertising is uses which means communication implies Direct marketing- personal selling, direct mail, technology (television), internet, and telephone. For example, direct marketing build a long term relationship with their customers just like DNA & SONERA through their retail shops where customers can walk in and have an experience of their product and services.

- **Public relation, sponsorship and exhibition-** in the recent years, public relation has been the tools uses by the companies to project the image of the company in the eye of their customers. And, sponsorship and exhibition are common uses by this company in a way of achieving their primarily objective.

In Nigeria, sponsorship and exhibition has been adopted by top managers to carry out the programs of the companies through sponsorship and

exhibition to suit the general public interest and the goals of the companies as well.

2.6 General Information about the Nigerian Market

Nigeria is the most populous black nation on earth, with the population about 166.6 million by United Nation 2012 estimate. Located of the gulf of guinea, there are about 250 ethnic groups in Nigeria which categories fall under three major languages; Yoruba, Hausa and Igbo and English is the official language.

Abuja is the capital of the country but Lagos is the heart of the economy of the nation because of the major impact this city have on the country and Africa as well. However, Nigeria economy is the biggest in African as a result of it marketing opportunity, and the availability of human and non human resource that the country provides to investor locally and international. With the GDP per capital \$1.443 billion dollar & GDP at market price \$235.59 billion dollars by OPEC which Nigeria is a member states of the organization. The country is full of natural resources such as cocoa, tin, rubber and petroleum is the major resource of the country revenues.

Nigeria market recovers gradually after several years of military rule which pave ways for elected democrat transition. Although, the country still have some problems facing at this moment, but, we cannot write off the fact that Nigeria economy is growing from banking & finance, telecommunication industry, IT and manufacturing sectors as a result of the market availability for investors in the different sector of the nation economy.

Former president Olusegun Obasanjo administrative brought about the privatization in many sectors which include the telecommunication industry after the public outcry of the national provider NITEL (Nigerian telecommunication) as a result of its poor management, poor service and inadequate of its customer relationship marketing CRM to Nigerian.

2.6.1 Nigeria communication commission (NCC) & it impact on telecommunication industry

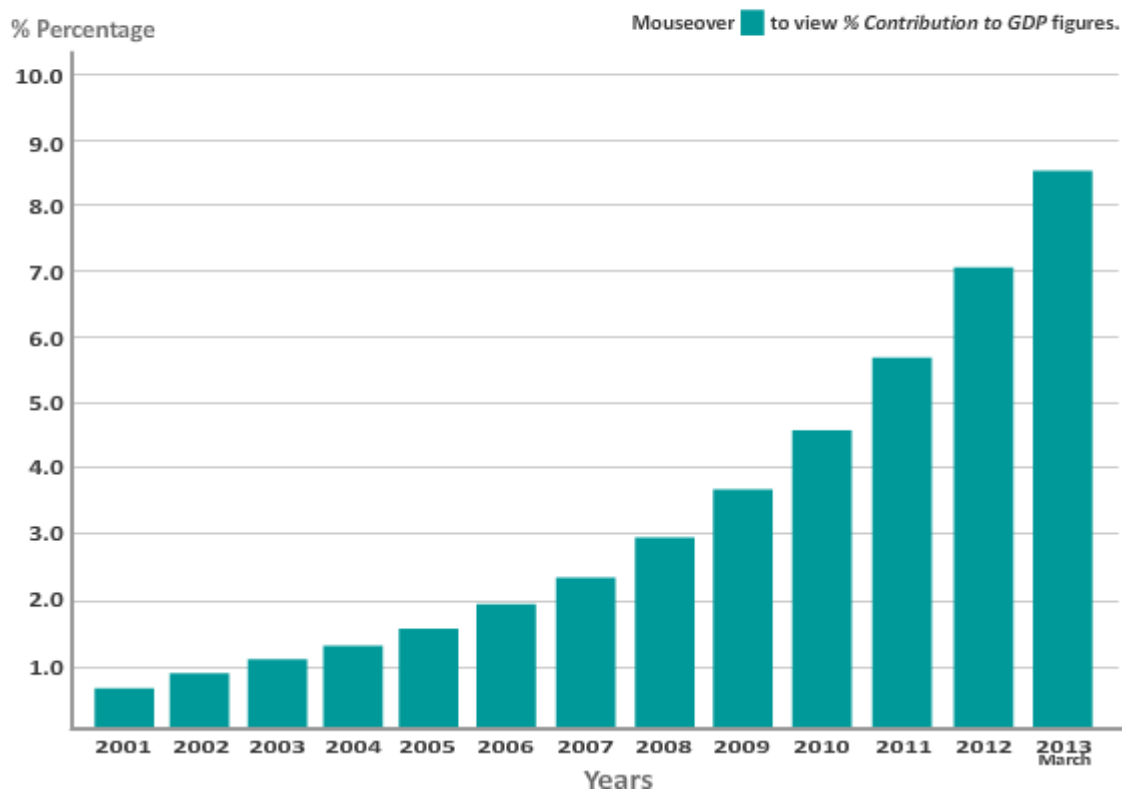
Nigeria communication commission is an independent body assign by the federal government of Nigeria to carried out and ensure a smooth and reliable telecommunication practice in the country, with Chairperson Engr Peter Egbe Igoh. Whereas, NCC is ensure that the licensee is implement and operate at all time in a most efficient and accurate billing system. Which they also engage themselves of the investors entry into Nigeria market for the provision, and provide of communication services, equipment and facilities.

Section 3 of the Nigeria Communication Act (NCA) 2003; give NCC the power of inspecting of the licensee books of account. And also, summon any persons or bodies to appear before the commission in case of any dispute or wrongdoing.

Since, the inception of the privatization in the telecommunication industry in Nigeria, the growth in the industry has increase from his inception since 2001 till date which the influence on the people needs and the marketing adopt by these operators in the sectors.



PERCENTAGE CONTRIBUTION OF TELECOMS TO GDP 2001 - Mar' 2013



http://www.ncc.gov.ng/index.php?option=com_content&view=article&id=68&Itemid=70

Figure 2: Nigerian Communication Commission (percentage contribution of telecoms to GDP 2001-2013)

Nigeria Telecommunication is one of the sectors which contribute to the GDP of the nation economy after petroleum and banking sectors, as a result of its huge capital investment and return on profit this sector have on the economy.

Objectives of Nigeria Communication Commission (NCC)

- To promote the implementation of the national communications or Telecommunications policy as may from time to time be modified and amended.
- To protect the right and interest of service providers and consumers within Nigeria
- To established a regulatory framework for the Nigeria communications industry & for this purpose to create and an effective, impartial and independent regulatory authority.
- To ensure that the needs of the disabled and elderly persons are taken into consideration in a provision of communications service

<http://www.ncc.gov.ng/index.php?option=com_content&view=article&id=57&Itemid=68>

Source: Nigerian Communication & Commission.

2.6.2 Challenges of telecommunication in the Nigerian market

Nigeria telecommunication market have grow rapidly from its early day by increasing from it 400,000 subscribers in 2001 to over 100 million subscribers presently. Meanwhile, MTN (Mobile Telecommunication Network) provide network coverage to 88.8% of Nigerian land mass, while 86.2% of the populations have access to their service.

MTN Nigeria communication limited is one of the biggest mobile operators in Nigeria and Africa, & subsidiary to MTN groups- a multinational telecommunication groups offering world class cellular network access.

Nigeria market have offers potential market opportunity for several telecommunication operators, which the market is deregulated by NCC licensing

to a wide range of telecommunication operators. Whereas, we cannot overlook the problem/challenge facing by these operators in Nigerian market such as;

- Insufficient of power supply
- Poor service
- High tariff
- Political unrest
- Exchange rate conversion problem in foreign direct investment
- Government restriction

MTN Nigeria & other operators called on the Nigeria government to find the best ways of improving the situation on the ground, which is affecting the physical and political environment of the Nigeria market.

According to Mr Sameh Abdelaziz, the executive officer A3&O an indigenous telecommunication solutions provider, which he blame those challenges on the part of the Nigeria government for their negligence on those facilities and social amenities which makes the provision and operation by these operators to be more difficult and sometime spend more on those challenges. For example, using generator to generate power supply which is an extra cost for the operators

The director public affair, NCC, Mr Tony Ojobo disclosed that the body (NCC) is working along with the federal government of Nigeria in a ways of finding solution to these problems. He also point out that the problems have been there for so long, and finding solution is vital at this moment of time, and to create the atmosphere for Nigerian and operators to operate and express their social right.

Nevertheless, Nigerian telecommunications have the market availability for investors and also its challenge as well. Whereas, to stay on top of the market environment over its competitors. Such company must have different range of innovative market and product.

2.6.3 Innovation in telecommunication market

MTN Nigeria is the leading telecomm company in the country since its inception these is possible as a result of it different innovative idea on market (Advertising) & product & service (Direct market & public relations), which is ranging from MTN package (MTN tru talk, MTN smooth talk, MTN M2U) valued added service (fashion & lifestyle trips, MTN info search, caller tunz Reloaded, MTN Appstore) internet service (MTN data share, happy hours data plus, data bundle)



Figure 3 MTN Nigeria Experience centre

Experience centre is place where customers walk in and makes enquire about the product and services by the company have in place for their numerous customers ranging from different segment of the market product.

3 RESEARCH METHODOLOGY

Research has been defined by different authors in different ways. However, Research can be referred as a develop strategic in order to identify and understanding of the strength and weakness of the competitors in a ways of takeover the business strategy, which the firms use in analysis of the essential information they gather and the management combine it together in competing in an operation (Svatko 1989, 9). Meanwhile, for a research to be effective such research must consist of three characteristic such as focus, systematic and availability knowledge

FOCUS - the research question must stated clearly which is set aside what the researcher want to do, and how those research question have to be answered to meet the objective of these research. For example, what are the challenges the company is facing in the Nigeria market in the area of telecommunication industry.

SYSTEMATIC – is a systematic approach was adopted in this research. Firstly, the literature review was conducted basic on this topic with the knowledge. Secondly, collection and analysis of it, and finally the conclusion was made based on the data and existing knowledge.

AVALIABILITY KNOWLEDGE - this is used based on the knowledge available to the researcher.

For a researcher to have sufficient and reliable figure and fact of the research work, the research work needs to follow the research process.

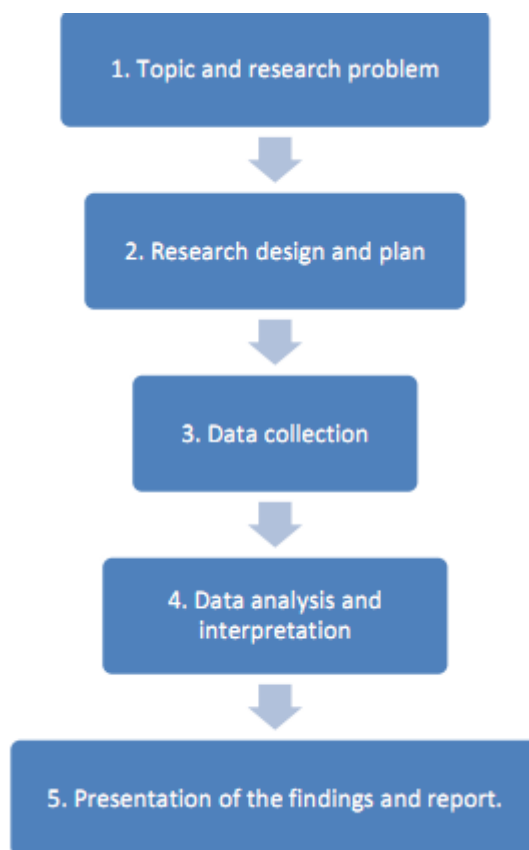


Figure 4, Research process. Sources: Pervez Ghauri and Kjell Gronhaug 2005

3.1 Topic and Research Problems

Marketing has been a subject with so much interest for me, even though having others qualification in other fields like insurance and business administration. And, coming from a market where everything goes because of the capital involvement, population and cultural influence on the end users.

So, I decide to choose and writing on one of the growing sectors of the nation economy due to the market expansion and the growth of the population which makes it more easier and convenient for people to stay in touch with businesses and relative.

Nigeria is a big market with big potential problems as well because of it different culture, religion and different ethnic groups which makes the market.

My research questions are;

What are the channels uses by the marketing department?

What are the challenge the company is facing when the need of marketing their product in Nigeria?

How often the companies change its marketing strategy?

What marketing mix the companies adopt?

3.2 Research data and plans

Research data are research work which is consists of two data namely; primary data and secondary data.

3.2.1 Secondary data

These are data that is useful not only to find information to solve our research problem, but also to better understanding and explain the research problem. Although, it's preferable to start the research work with the secondary data (Ghuri & Gronhaug 2005, 91). In addition, the secondary data can be obtained from various sources which include books, journal articles and also online data sources.

In this thesis, the secondary data are collect to emphasis on the understanding of the topic which reflects on the theoretical chapter. More so, the secondary data are also used for solving the problem of the challenges of the telecommunication industry in the country in the area of marketing and its implications as well. Secondary data also save time consume and money.

3.2.2 Primary data

These are data that is uses in support to the secondary data which is collect and select by the researcher. However, primary data given the basic idea of people attitudes, intention and also buying behaviour of the consumers to a particular product and services at a market place (Ghuri & Gronhaug 2005, 103).

In Nigeria, the primary data are used as a result of the size of the market in a view of getting the usual fact and figure of the research. More so, primary data are relevant uses in a way of finding concrete solution to particular problems. For example, what are the main challenges of telecommunication industry in Nigeria?

In this research work, questionnaires were uses and sent to subscribers in Lagos through social network and 25 were answered and return from 70 questionnaire sent. And the validity and reliability of the finding will be base on this.

3.2.3 Data collection

There are two main methods use in a research which is quantitative and qualitative methods. Thus, the methods and techniques are most suitable for the research work which depends on the research problems and its purpose (Jankowicz 1991).

Meanwhile, the choice of the data collection depends on the researcher which is most suitable to the research problem.

3.3 Quantitative methods

The main idea of quantitative is the uses of survey which is brought through the use of questionnaire. In these thesis research problems, questionnaire will be main tools in this method. Perhaps, an interview could also be used if it's necessary, if the fact and figure are not sufficient enough to answer the research problems. What are challenges of telecommunication industry in Nigeria?

3.4 Qualitative methods

This is uses to explore and probe deeply into attitude towards product classes, brands, trends and behaviour (Craig and Douglas 2000) which also given insight into the understanding of the motivation, value and attitude toward the collection of data in a more relevant sample (Patton, 1990). In this research the researcher is trying to examine how the consumers behave toward to the market of the product by the company. However, Reliability and Validity will be also put into uses of the result gathered from the questionnaire used in these research problems.

3.5 Reliability and validity of the research

Reliability refers as a process that is stable in measure and depends on the usual result from time to time (Pervez Ghauri & Gronhaug Kjell, 2005). However, it's important to know that not every result is valid. For example, the weight of the boy can weight 15kg and next day weight 17kg but the result is reliable but not valid.

Validity has referred as something that is valid, truthful and which is reliable at the final outcome on a test carried out by the researcher (Pervez Ghauri & Gronhaug Kjell, 2005). Although, not every result is valid because the test result for question A may not be valid for question B test, but the test result may be consistent reliable but not accurate valid in some instance of the test result.

In this thesis write up, all the secondary data are basically used from government, organization and text books are uses. Meanwhile, the primary data are gathered from the uses of questionnaire, which were sent out to the subscribers of the MTN Nigeria has the case study of this thesis.

4 EMPIRICAL STUDY

In this part the focus is based on the data collected and its analysis. Also, some information will be given about the telecommunication industry in the Nigerian market and the implications of marketing activities in the Nigeria market by MTN Nigeria.

4.1 Nigeria Telecommunication as a target market

The telecommunication facilities in Nigeria were first established by colonial administration in 1886. After the independence in 1960, the population was about 40 million people, and an estimate of 18724 phone lines, which translates to about 0.5 telephone lines per 1000 people. In fact, the telephone network consists of 121 exchanges of which 116 were of manual type and five were automatic (Sheriffdeen A. Tella et al, 2007).

Between 1960 and 1985 the sectors in charge of telecom in Nigeria were the department of Post and Telecom for Internal Network (P&T) while Nigeria External Telecom (NET) Limited was responsible for external telecommunication service (Sheriffdeen A. Tella et al, 2007).

In 1985 the two sectors only provided 200,000 out of the 460,000 projected for. This then brought about the two units, the department of Post and Telecom (P&T) and Nigeria External Telecoms (NET), merging together by the federal government of Nigerian. It now becomes NITEL. At that time telephone systems were customer unfriendly because it was too expensive and unreliable in terms of poor service to numerous Nigerians.

Over the years this sector have experienced rapid change since the deregulation by the former president Olusegun Obasanjo, which paved way for the privatization of the sector this ending the monopoly by NITEL.

The Nigerian telecom sector started becoming the fastest growing mobile market in Africa and in the world between 2000 and 2004 the subscribers have increased

rapidly by 125% annually to about 7,930,678 (Sheriffdeen A. Tella et al, 2007) and now here seem to be no stopping for the sector in the Nigerian market.



Monthly Subscriber Data (July 2012 – June 2013)

OPERATOR		Jun '13	May '13	Apr '13	Mar '13	Feb '13	Jan '13
Connected Lines	Mobile (GSM)	164,642,742	150,888,100	148,161,358	145,233,707	143,327,286	138,081,740
	Mobile (CDMA)	14,250,514	14,217,718	14,248,485	14,248,537	14,113,574	14,041,460
	Fixed Wired/Wireless	2,452,697	2,450,260	2,448,538	2,446,521	2,438,435	2,438,824
	Total	181,345,953	167,556,078	164,892,379	161,928,765	159,879,295	154,562,024
Active Lines	Mobile (GSM)	117,412,363	117,765,609	116,325,790	114,172,440	113,399,984	111,195,207
	Mobile (CDMA)	2,567,177	2,593,253	2,633,936	2,703,604	2,790,989	2,890,955
	Fixed Wired/Wireless	382,678	389,892	396,939	405,625	405,625	410,664
	Total	120,362,218	120,748,754	119,356,665	117,281,669	116,601,637	114,492,384
Installed Capacity	Mobile (GSM)	204,242,114	207,705,431	207,683,434	207,653,213	196,879,408	196,849,070
	Mobile (CDMA)	18,400,000	18,400,000	18,400,000	18,400,000	18,400,000	18,400,000
	Fixed Wired/Wireless	11,384,677	11,384,677	11,364,677	11,362,677	11,362,677	11,362,677
	Total	237,488,111	237,490,108	237,488,111	237,397,890	226,642,085	226,611,747
Teledensity		85.25	86.25	85.25	83.77	83.29	81.78

<http://www.ncc.gov.ng/index.php?option=com_content&view=article&id=125&Itemid=73>

Figure 5: Nigeria Communication Commission (Monthly Subscriber Data)

It is the dream of every nation to strive for development and grow, which Nigeria is not an exclusion of making Nigeria the powerhouse of African economy, contributing to around 50% of the regional GDP.

This sector has impact in all aspects of the nation economy such as banking, educational institutions, governmental sector, agriculture and manufacturing.

There are still some challenges facing this sector which were outlined in the previous chapters, but the fact here is that this sector has helped the nation to grow to the market it is today.

4.2 CASE COMPANY: MTN Nigeria

MTN Nigeria is one of the leading mobile operator companies in Africa and in the Mideast.

In Feb 9, 2001 MTN Nigeria secured one of the four licenses to operate in Nigeria after a sum of US\$ 285 million was paid for an initial 15 year period.

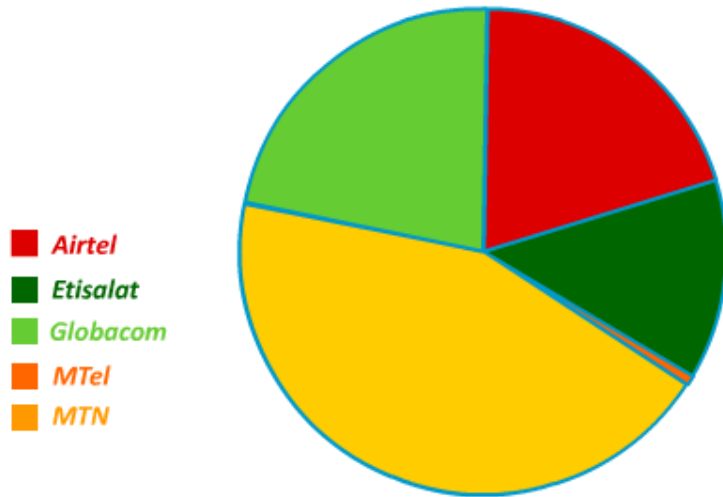
On March 19, 2007, they also secured 3G (third generation) from NCC after a payment of US\$ 150 million as also paid, They also commence the service the same year. More so, they were the first company to cover the 36 states of the federation, including federal capital territory (FCT).

In 2007, they were the first to invest in a 3.5G network. Then from one point of achievement to another, MTN Nigeria were the first mobile service company to record one million active subscribers on its network.

<<http://www.mtnonline.com/about-mtn/corporate-information>>



MARKET SHARE OF MOBILE OPERATORS June 2013



Mouseover pi-chart to view
Market Share of Mobile Operators
as at June 2013

	Airtel	Etisalat	Globacom	MTel	MTN
No. of Subscribers	21,591,904	15,303,647	25,019,862	258,520	55,238,430
Percentage (%)	19%	13%	21%	0%	47%

<http://www.ncc.gov.ng/index.php?option=com_content&view=article&id=68&Itemid=70>

Figure 6: Nigeria Communication Commission (Market share of mobile operators)

4.3 Impact and Motivation of Marketing Activities by MTN Nigeria in the Nigerian Market

Marketing activities have always had an impact on the ways we perceive to what we see, feel, or touch. The main objective of marketing is to achieve a particular goal and target market.

In the Nigeria telecommunication sector, marketing activities have had an active role in the ways the organisation adopted to carrying out its own product and services. There are some specific problems which relate to the market or Nigeria market as a whole.

- **Religions belief:** MTN Nigeria tries to avoid any material or word of mouth that is against the wishes and beliefs of the people, because of the huge population and different ethnic groups in the country. Religion crisis is one of the major crises in the country due to different belief and cultural background. So, MTN Nigeria uses its marketing department to settle or create awareness to the general public whenever there is any conflict or misunderstanding to the information they provide related to product, service, advertisement or press release.
- **Tariff cost/price war:** this is one of the major challenges among the competitors in the same market. MTN Nigeria has several times had to react fast to tariff introduction by its competitors. For example, Globacom introduced per second billing to the market when at that time MTN Nigeria were billing on per minute. So, MTN Nigeria has to come out with a new pricing strategy to compete with its competitors in the market. This was achievable with the means of marketing activities to create awareness of the new package plan. For example, business class which is a package that provides low charges of tariff on call was created.
- **Unemployment:** it is one of the major problems in Nigeria. So, at this point MTN Nigeria decided to use the power of marketing to create employment to thousands of Nigerians by providing several packages of

their product and service available to the general public such as *bundle package* which provides discount rate charges for calling usually used by roadside calling centres.

- **Direct employed/ third party agent:** these platforms create direct employment for Nigerians who sells the recharge card on behalf of MTN Nigeria in order to get it to end users. For example, in Finland R-kiosti sells similar cards.
- **Seasonal marketing:** MTN Nigeria uses its logo, trade mark and slogan during any festival period in the country such as Christmas or Eid Mubarak to show appreciation, and also to create sales promotion for this period. The main objective is to create a memorable festival period for their numerous customers around the country.
- **Research & Development:** MTN Nigeria provides a research centre in some of the universities in the country. This was established for the purpose of the students in making their findings. For example, University of Lagos; MTN Research centre has such a center. It is also part of CSR corporate social responsibility which is used to project the marketing of their company to the students.

The above listed are some specific problems which the uses of marketing and its impact have on the company (MTN Nigeria) to gain more ground in the market share. This was shown in figure 5 above monthly subscriber data of MTN Nigeria owns 47% of the country subscribers.

4.4 Research result & questionnaire interpretation

In this chapter the questionnaire will be interpreted through the analysis and presentation of the report gathered through the questionnaire sent to the customers of this mobile company MTN Nigeria.

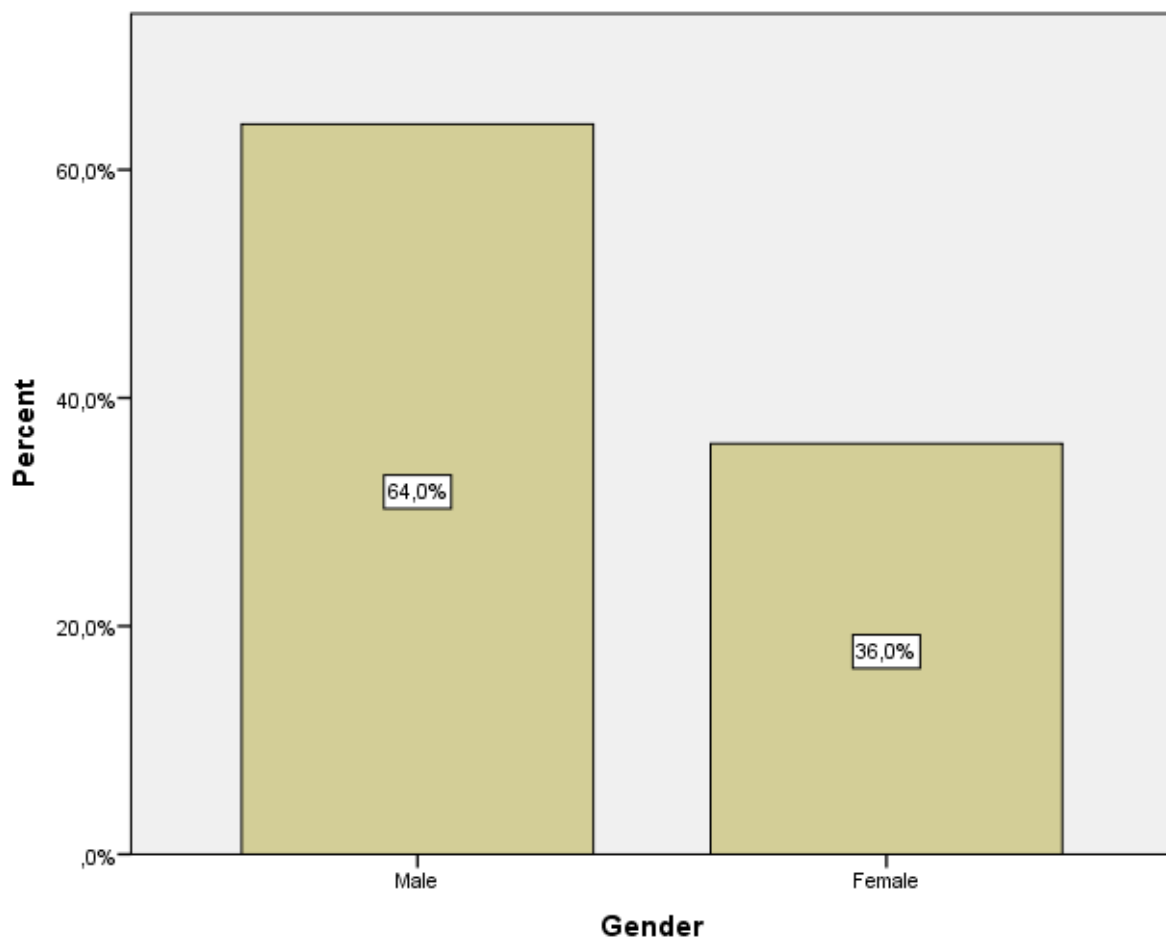


Figure 7 Q1 What is your gender?

70 questionnaires were sent to the customers of MTN Nigeria. In return 25 out of 70 were returned with 16 males (64%) and 9 females (36%) answering. The idea of this is to have target respondents in the market because its important to consider the age category and occupation of the respondents as well.

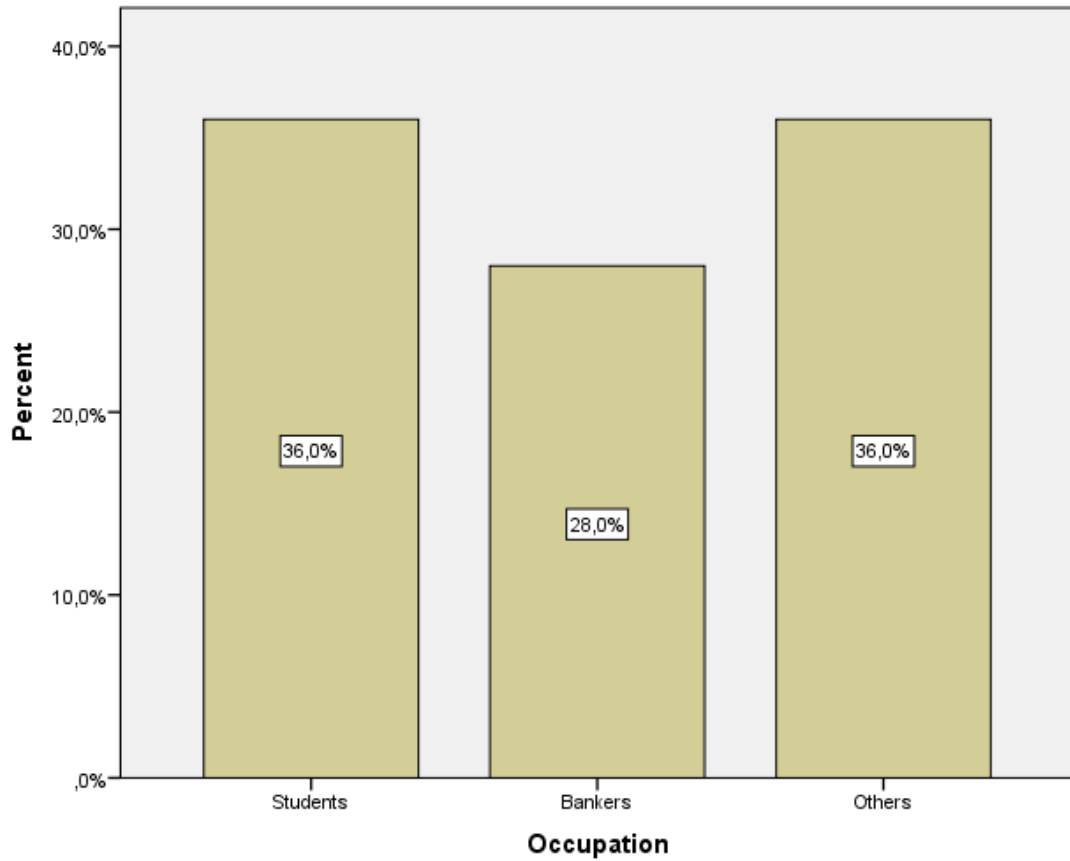


Figure 8 Q2 your occupation?

Almost half of the respondents were students and the other were workers which account for 36% respectively and still bankers formed 28% of the respondents. The students are the easiest respondents to get because of they have more time to answer.

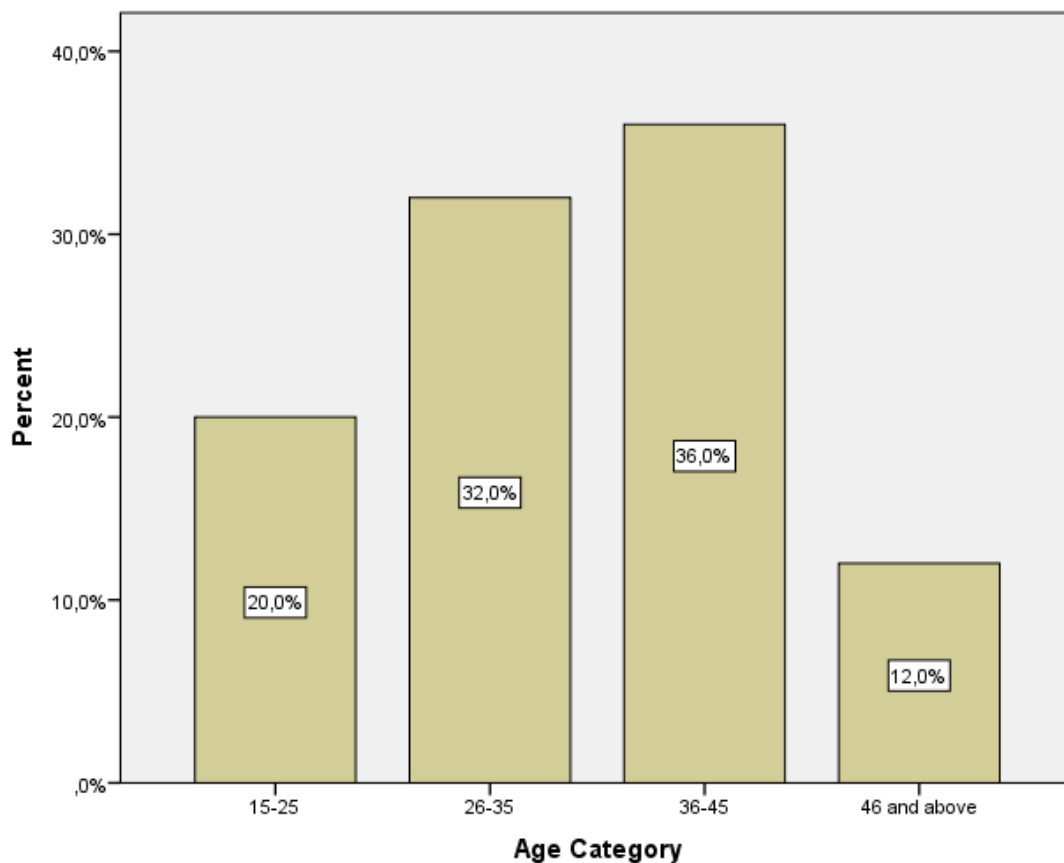


Figure 9 Q3 Age categories?

The customers age varies from 15-46 and above. Those, between 15-25 ->20%, 26-35-> 32%, 36-45-> 36% and 46 and above 12%. Ages of 36-45 is the highest figure as a result of combining students and different workers. Also, between 26-35% are vital as well because they also provided useful information needed in this survey.

In my own opinion, the result between the ages of 26-45 years is the active customers using MTN Nigeria products and services.

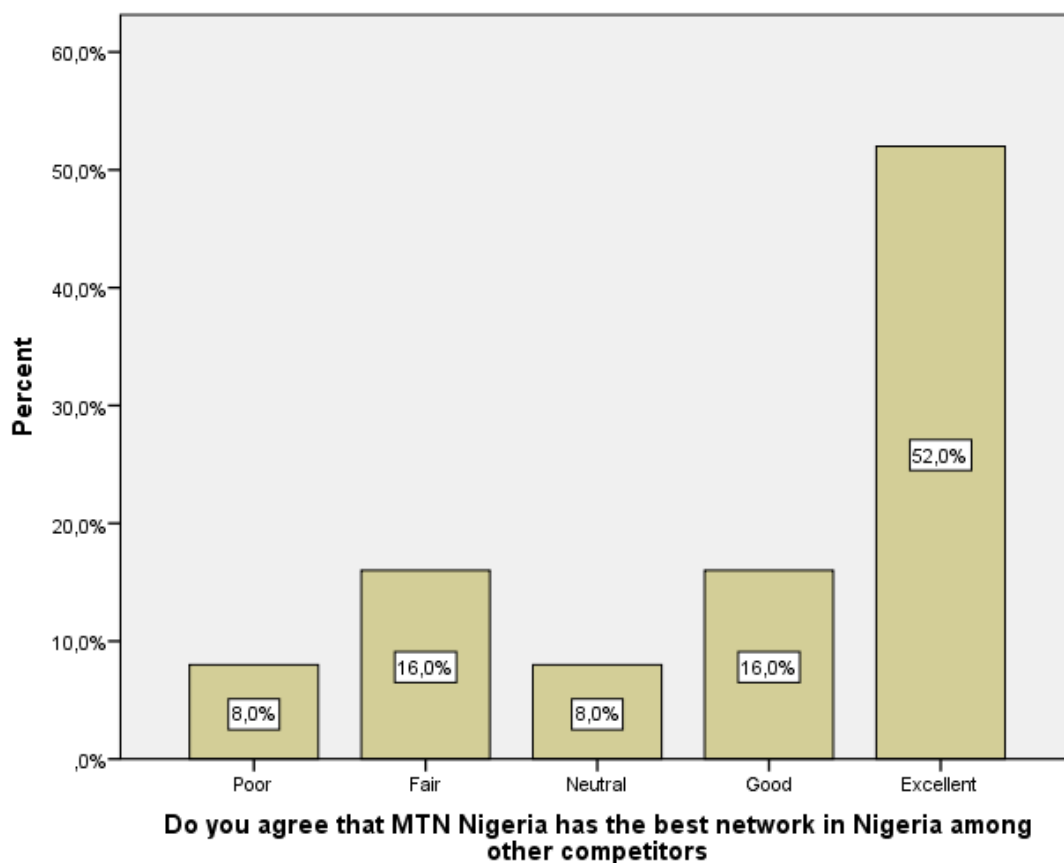


Figure 10 Q4 Do you agree that MTN Nigeria has the best network in Nigeria among other competitors?

In this survey 13 out of 25 respondents to the questionnaire returned which out shine other respondents in respect to their own opinion on the best network in the country.

In figure 10 it shown that MTN Nigeria has the best network among its competitors. 12 respondent's opinions need to be presented as well, because of their own opinions toward the question, which also help in this finding. And, what is applicable to you maybe different to others as well.

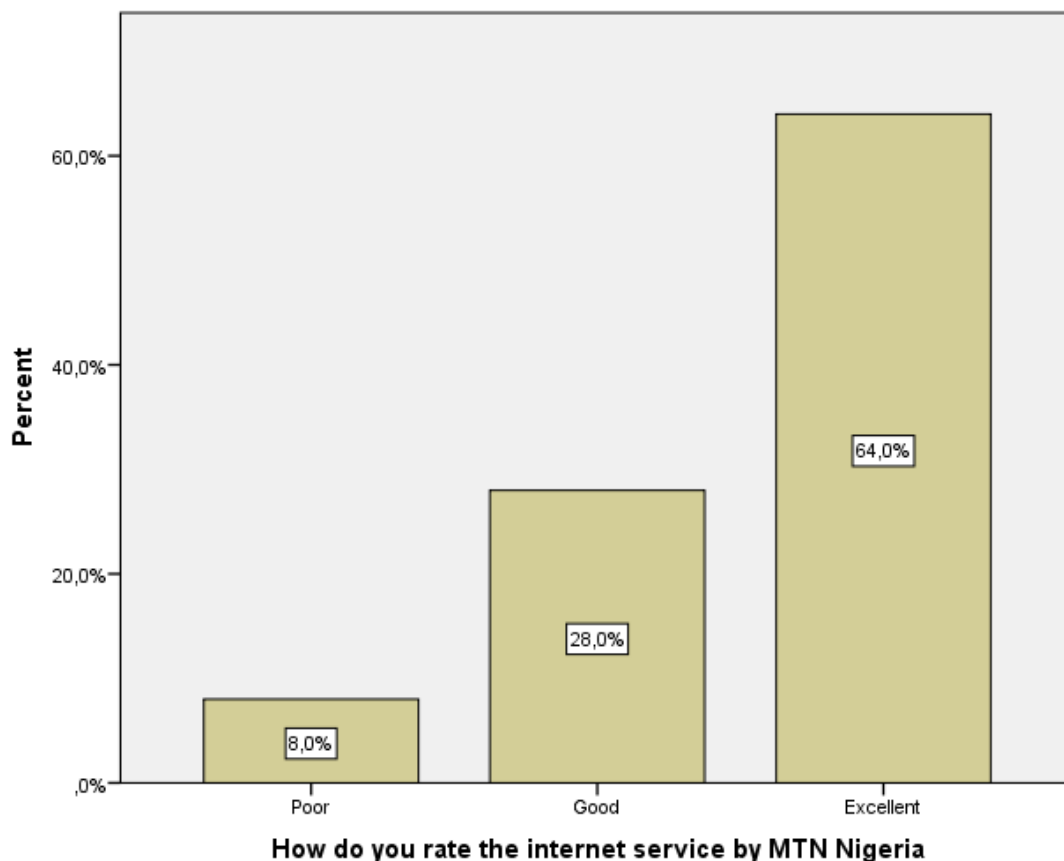


Figure 11 Q5 How do you rate the internet service by MTN Nigeria?

It was only 2 out of 25 of the respondents that totally disagreed that MTN Nigeria has the best internet service in the country. From the questionnaires returned 16 & 7 out of 25 totally agreed that MTN Nigeria has the best internet service with excellent and good respectively.

Internet service is vital with the ways we deal with businesses so it is no more question that MTN Nigeria has the best internet service because of its 3 & 3.5G network, not common among its competitors. this gives them edge over the other phone service providers.

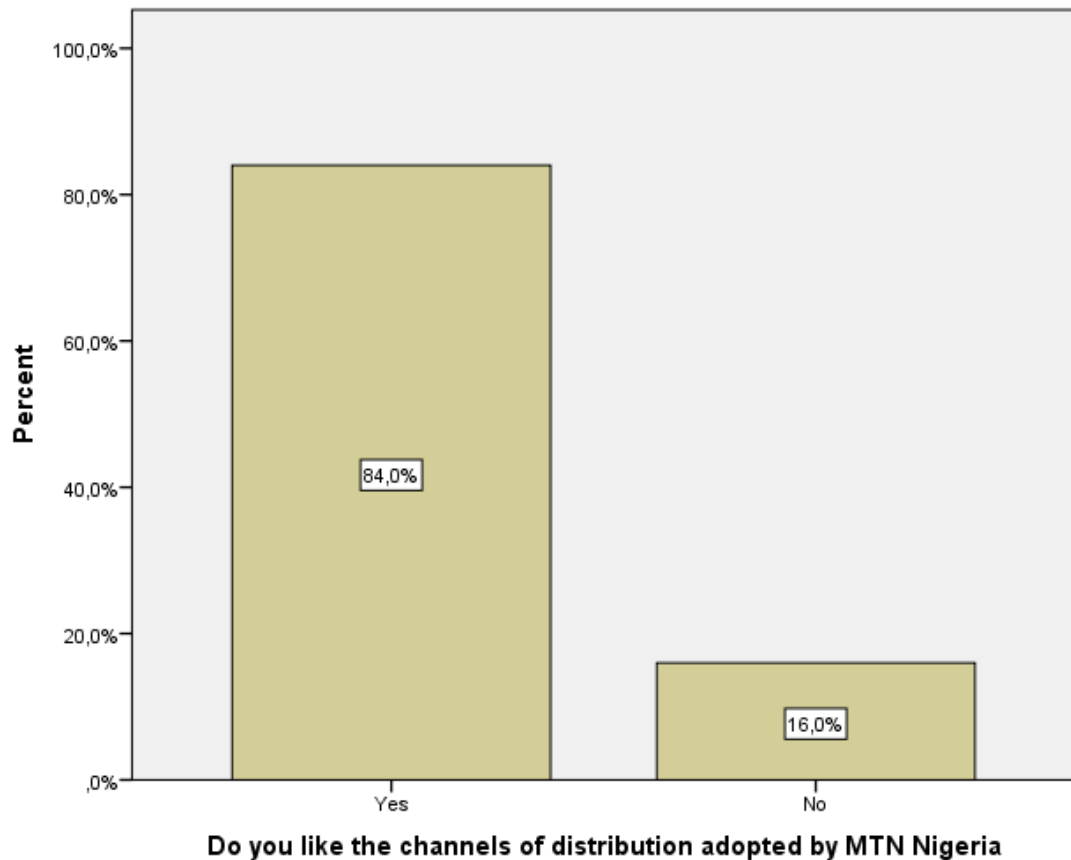


Figure 12 Q6 Do you like the channels of distribution adopted by MTN Nigeria?

More than half of the respondents said yes to the question, but the factor in this question is the location of the customers which plays a major part in this question to the respondents.

The goals of MTN Nigeria is to offer a reliable and sufficient channels of distribution from it organisation unit to the final consumers of their product and service by creating more experience centre (retail store) and making the their recharge cards and others products and services to their customers easily available.

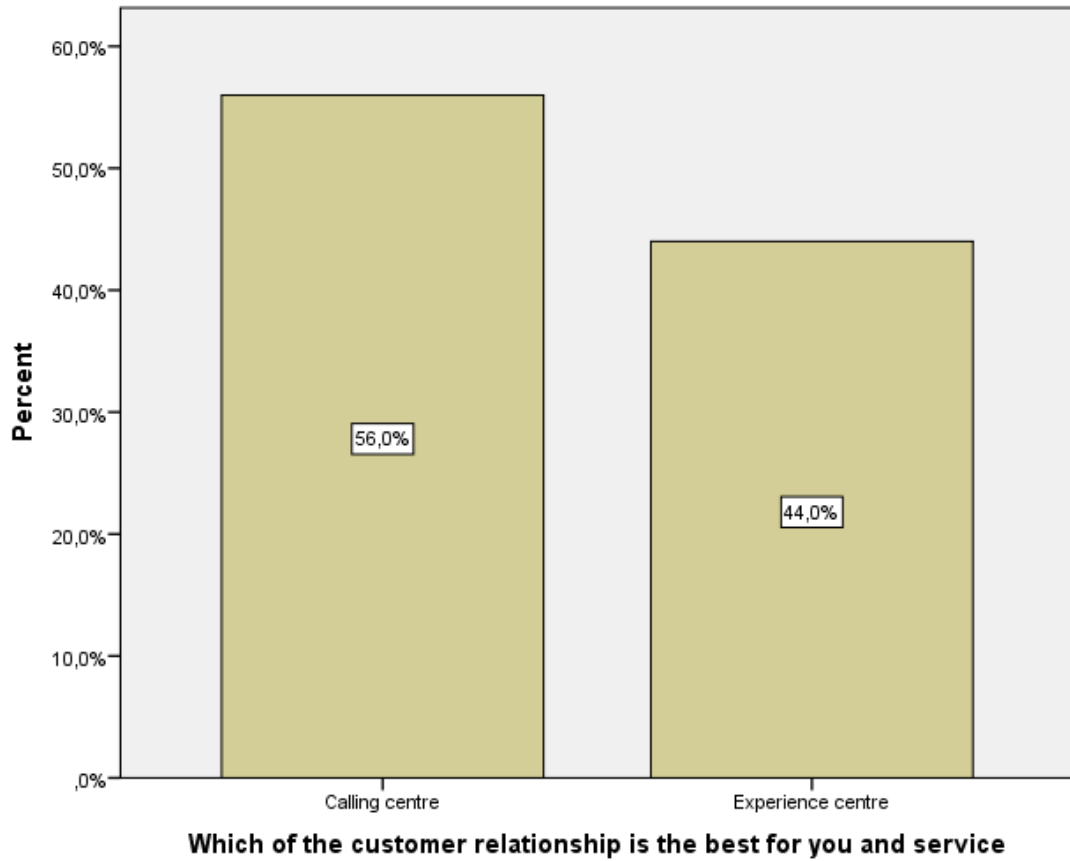


Figure 13 Q7 Which of the customer relationship is the best for you and service?

This is a close call between calling centre and experience centre because these two units were established for the purpose of providing first class hand service to their customers relating to different issue and problems.

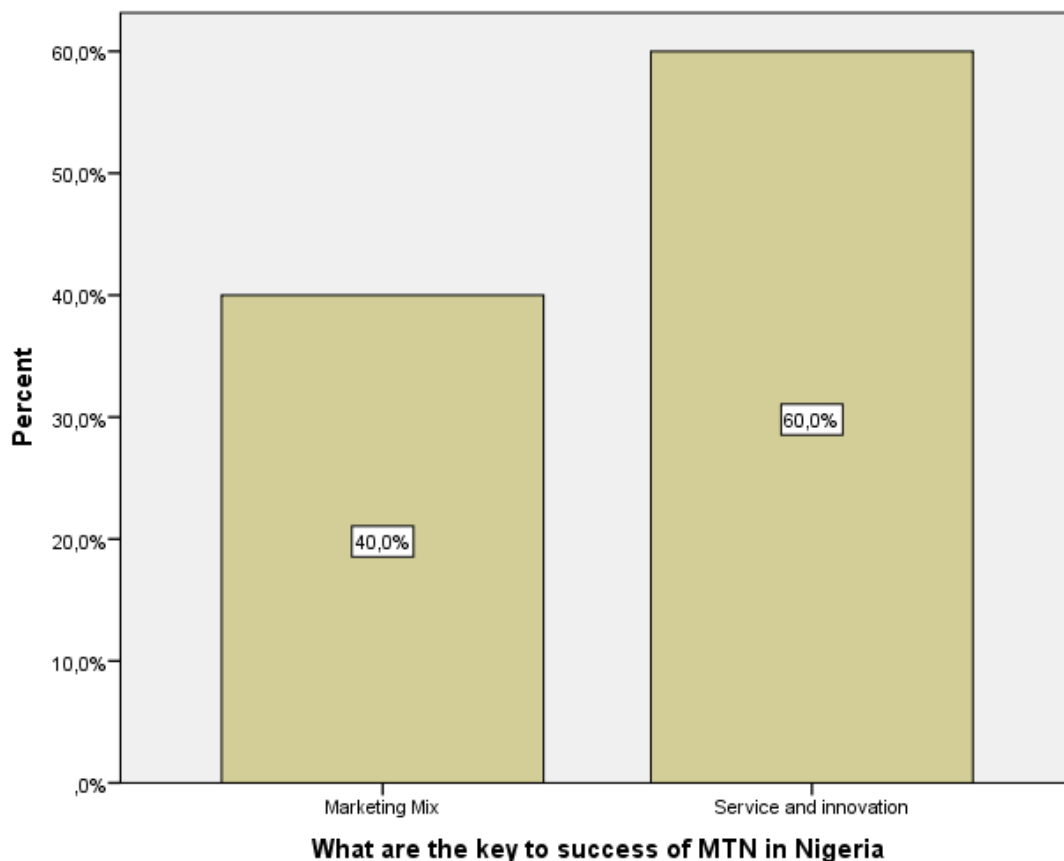


Figure 14 Q8 What are the key to success of MTN in Nigeria?

Success is the key to any business and organisation to stay ahead its competitors. In the marketing world of today the 7ps is important when consider the marketing mix. However, 15 out of 25 respondents, accounting for 60% of the survey, prefer service and innovation over the marketing mix. Let's compare question 4 and question 5 together which discuss the internet service and network. These two questions are more into service and innovation.

In a market place where we have more than one competitor in the same market, what stands you out is the quality of services and how unique your goods are to the customers. Then the service and innovation are more acceptable over marketing mix.

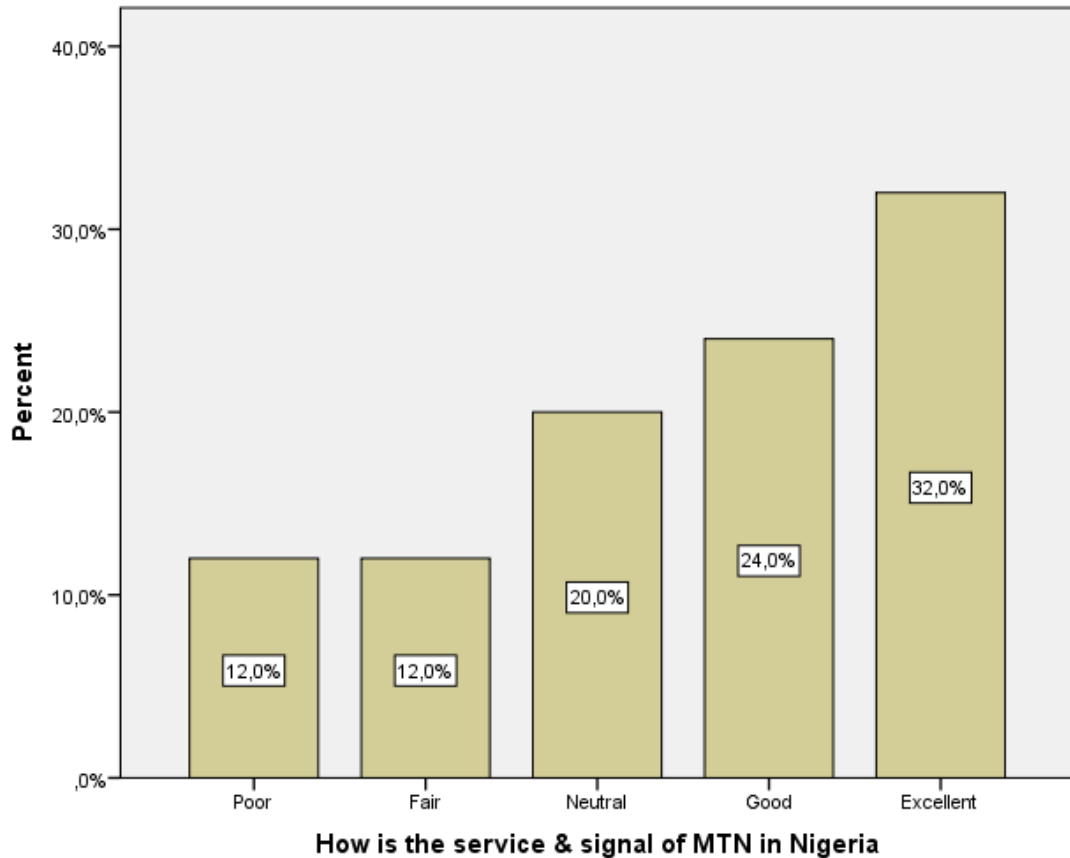


Figure 15 Q9 How is the service and signal of MTN in Nigeria?

According to the results there are different views with different opinions toward the question asked about the signal and service of MTN Nigeria. In the respondent's feedback 32% choose excellent, 24% choose good, 20% choose neutral, and 12% choose fair and poor. In this question the respondents are more direct to the question and its only 5 out of 25 respondents who are indifferent in their own answer to the question.

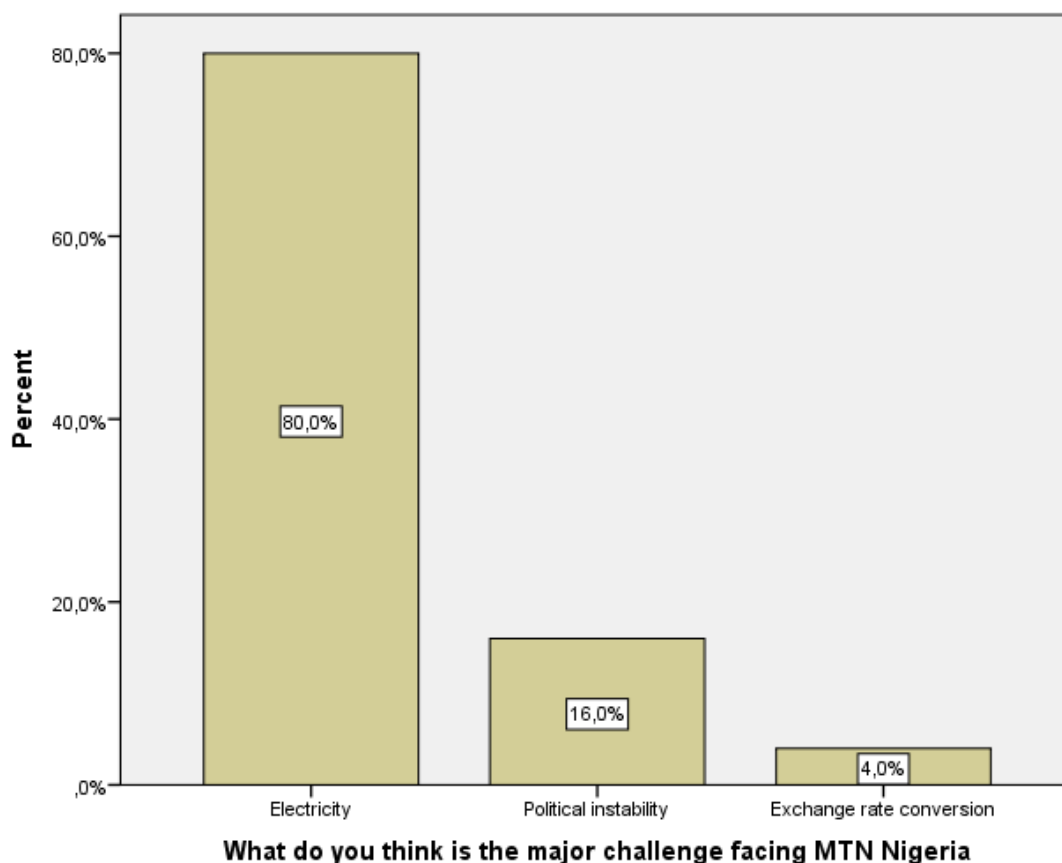


Figure 16 Q10 What do you think is the major challenge facing MTN Nigeria?

There is no doubt that electricity is the major problem facing Nigeria economy with the insufficient of power supply by PHCN (Power Holding Company of Nigeria) which is the body in charge of providing the electricity needed for businesses and household uses.

MTN Nigeria and other companies in Nigeria have to depend on generators to generate the power supply needed for their businesses and households some time as well. This is as a result of the growing demand of the population which PHCN cannot meet.

80% or 20 out of 25 respondents seriously show how poor is the power supply in the country leading to high cost for the consumers to pay more on those calls and internet uses by this customers on their daily use in business and personal use as well. Since the market does not have a single pricing structure, it depends on the company to adopt its own pricing strategy.

Competition among these companies has brought about a price war, which is a major factor the customers consider too.

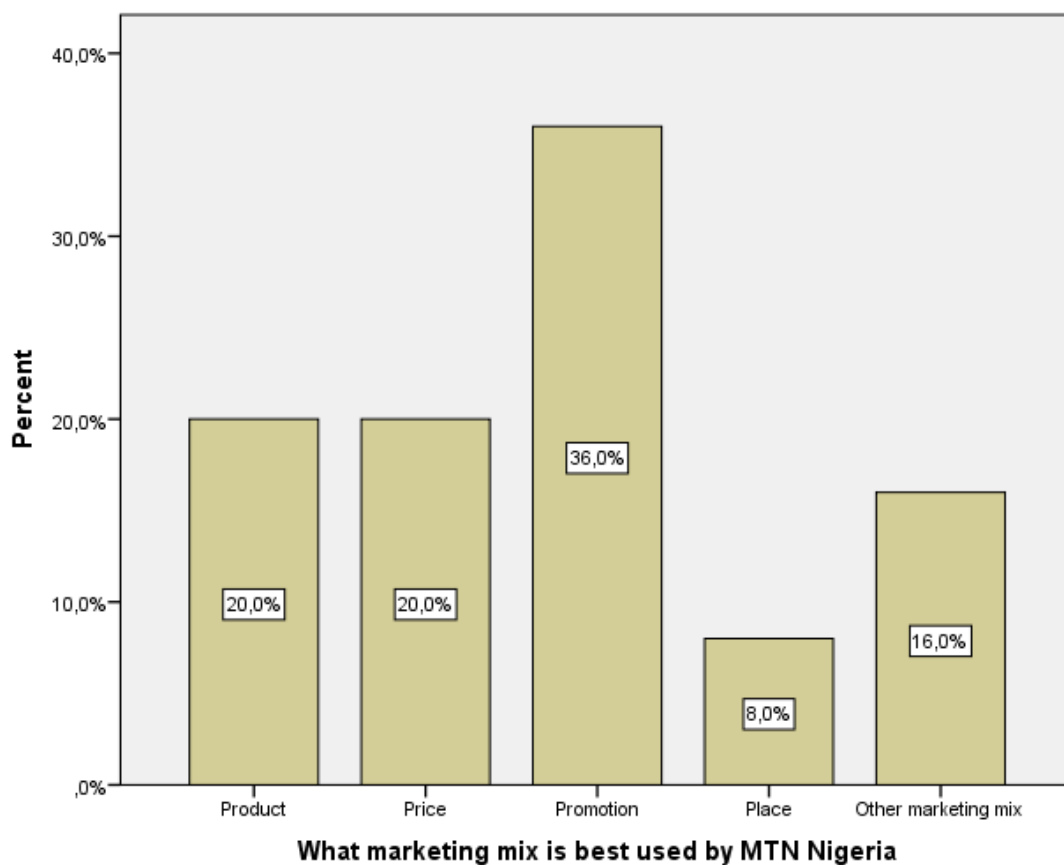


Figure 17 Q11 What marketing mix is best used by MTN Nigeria?

It is understandable that marketing mix tools, which is the 7p's, are the tools used in all aspects of marketing. So, from the results above, it is understandable that promotion, which is 9 amounting to 36%, of the marketing mix is used by MTN Nigeria. In real life, promotion is a tool used in creating awareness and availability of the product to a place where it can be get for an affordable price. Nevertheless, others marketing mix elements such as physical evidence, process, people are also amount to 4 out of 25 respondents, which is about 16% of the survey findings of this research.

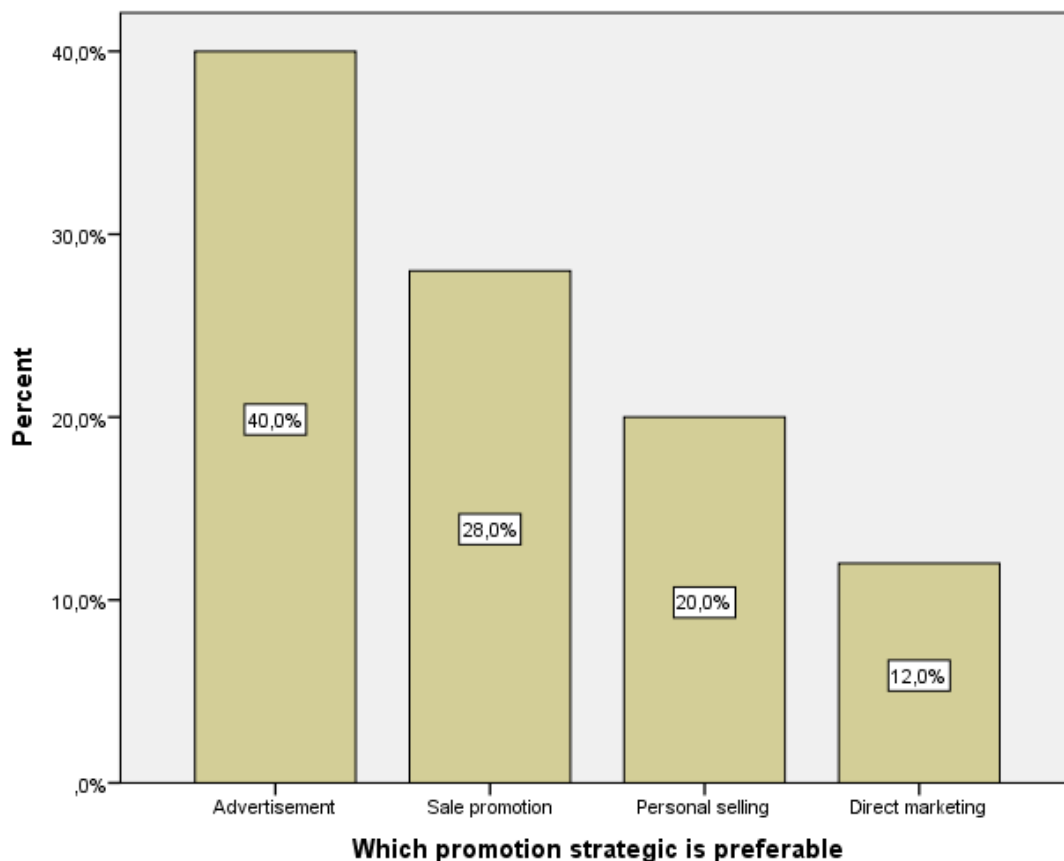


Figure 18 Q12 Which promotion strategic is preferable?

40% of the people prefer advertisement to the preferable promotion strategic, while 28% prefer sales promotion, 20% personal selling, and 12% direct marketing. However, advertisement is the major tools used by MTN Nigeria in carrying out its promotion strategic because advertisements create the awareness that reaches a wider audience than any other promotion strategy.

Since the Nigerian market is a huge market with different ethnic groups and cultural background MTN Nigeria considers these key factors whenever an advertisement is created to reach people from different ethnic groups in regard to their culture, language and religious.

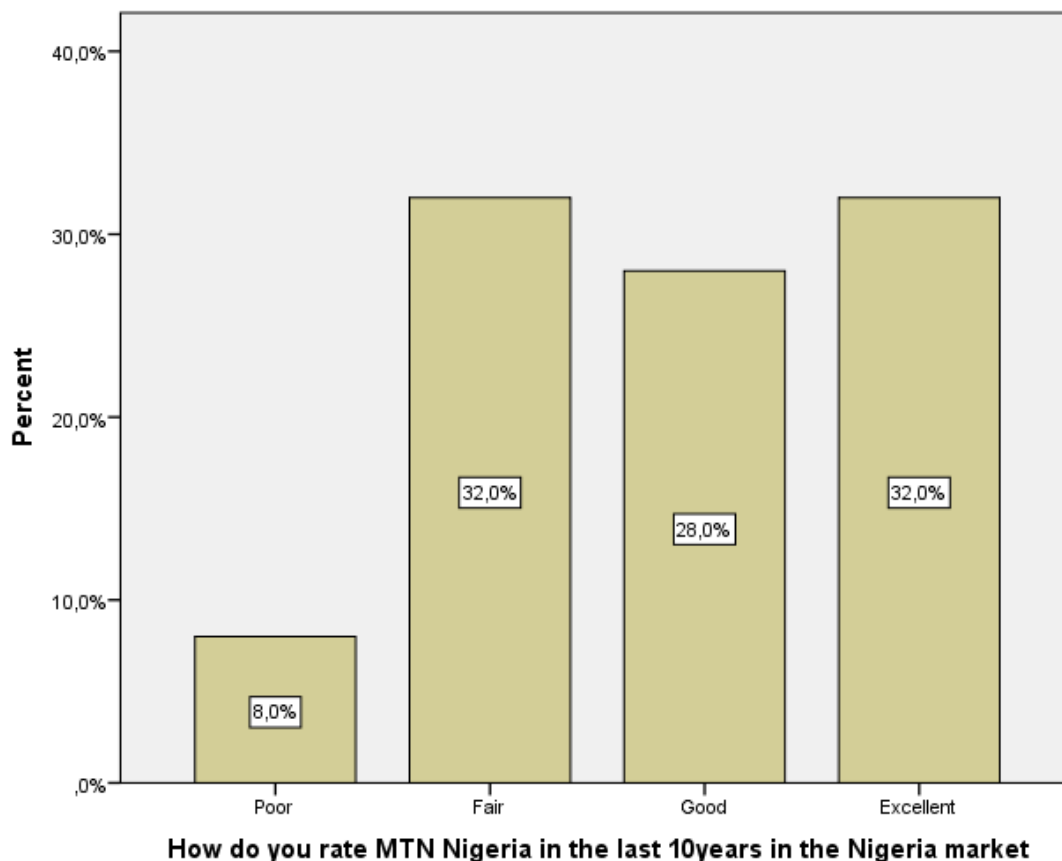


Figure 19 Q13 How do you rate MTN Nigeria in the last 10years in the Nigeria market?

In this question it is logical to consider peoples opinions on every angle of the question. 32% of respondents choose excellent and fair respectively to the question.

However, it is logical to them to base it on their own reason and knowledge in respect to the signal and service in the last ten years of MTN Nigeria. However, in a cross comparing of question 9 and question 13 which in question 9, 32% choose over the 12% who choose fair from the respondents response. But, in question 13 it is a different view and though of the respondents, maybe due to the number years in between the question with base on their present and past experience.

In my opinion, it is understandable to know the impact of that service in the last ten years because these mobile operator sometime experiences short period of time with poor service due to some technical problem For example, vandalizing of

their cable, breakdown of poor supply unit, bad weather, or technical problems with any machine. All these problems sometime make it hard for MTN Nigeria to deliver good service over a long period of time. It is the duty of the marketing department to issue a press release or advertisement in the media to update and apologies to their numerous customers.

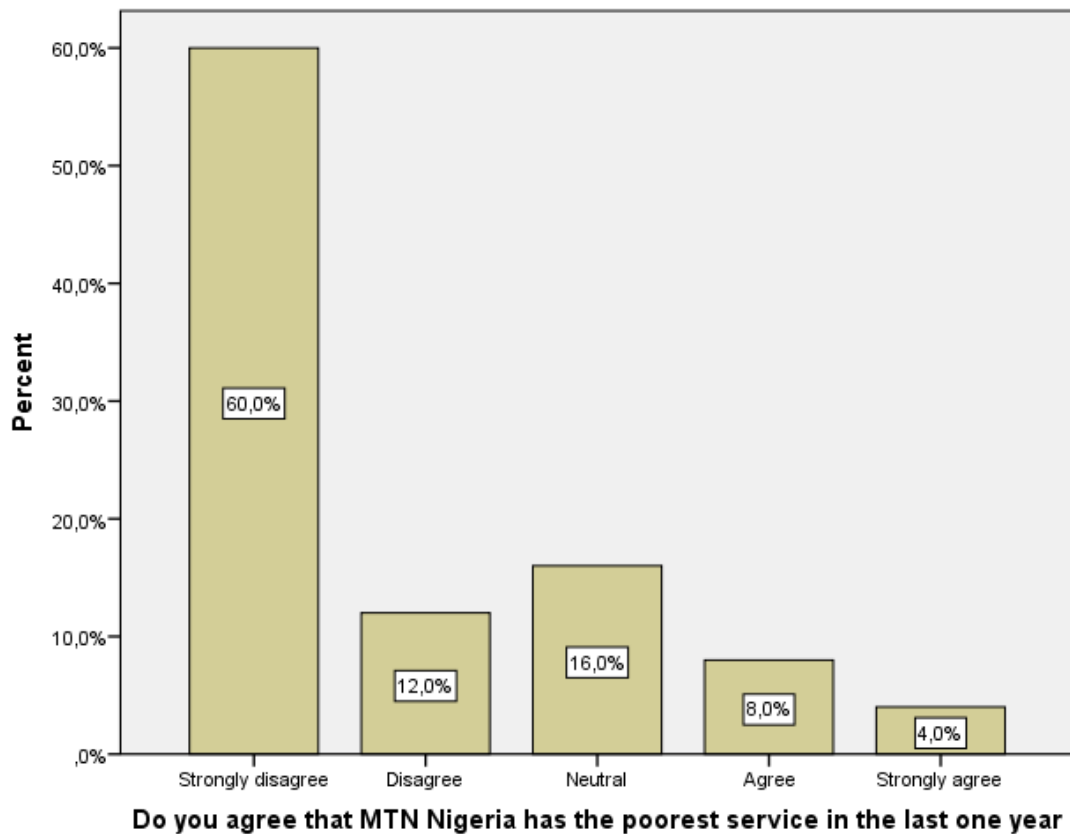


Figure 20 Q14 Do you agree that MTN Nigeria has the poorest service in the last one year?

15 people out of 25 choose strongly disagree meaning that MTN Nigeria services and signal is better than poor in the last one year when comparing it to the question 13 examining the last ten years. It is possible to deliver a standard and better service in the last one year or more. But, in the question 13 examining is the last ten years there could be a mixed reaction toward the question.

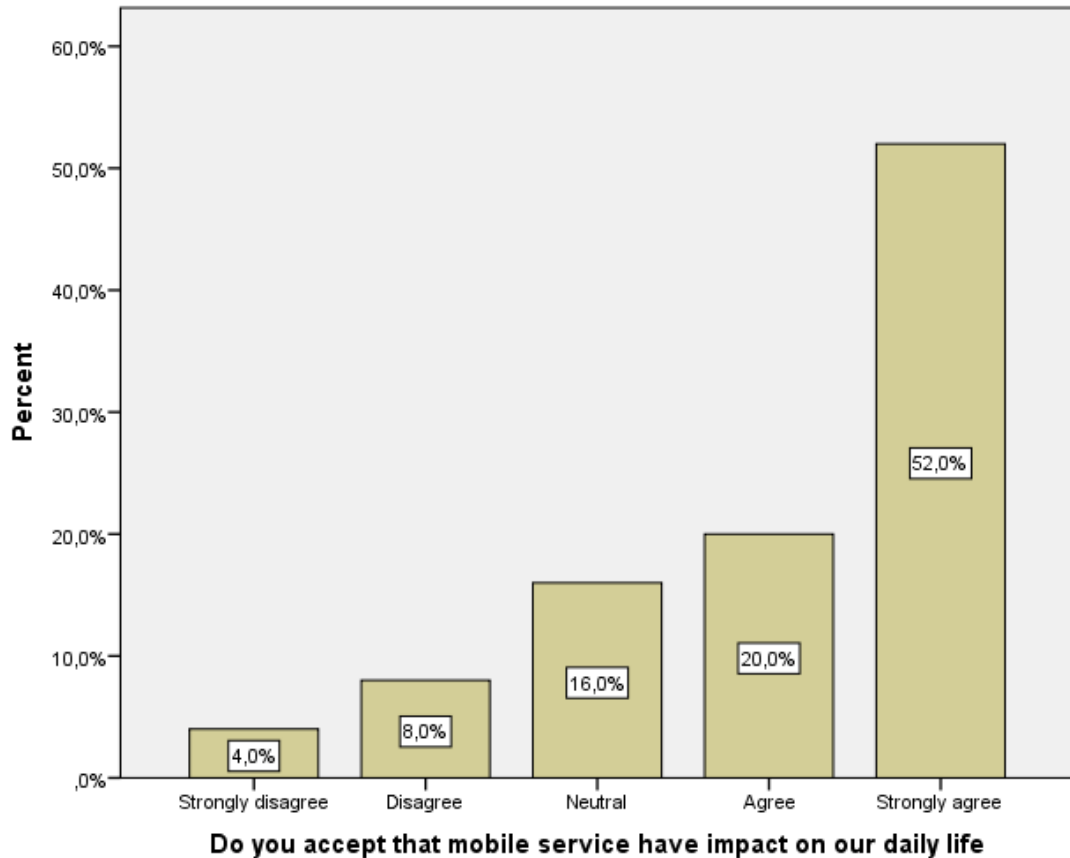


Figure 21 Q15 Do you accept that mobile service have impact on our daily life?

This is positive question which give a positive answer in the modern days of our life; mobile service has a positive impact to the ways we transact in business, personal life and so on.

13 out of 25 respondents choose strongly agree as a result of the impact this mobile service has on them. Most of the companies like MTN Nigeria use different innovative products and services to better the life of the end user. 20% choose agree, 16% neutral, 8% disagree and 4% choose strongly disagree. Thus, this opinion needs to be respected and presented no matter how different it is from your own thought.

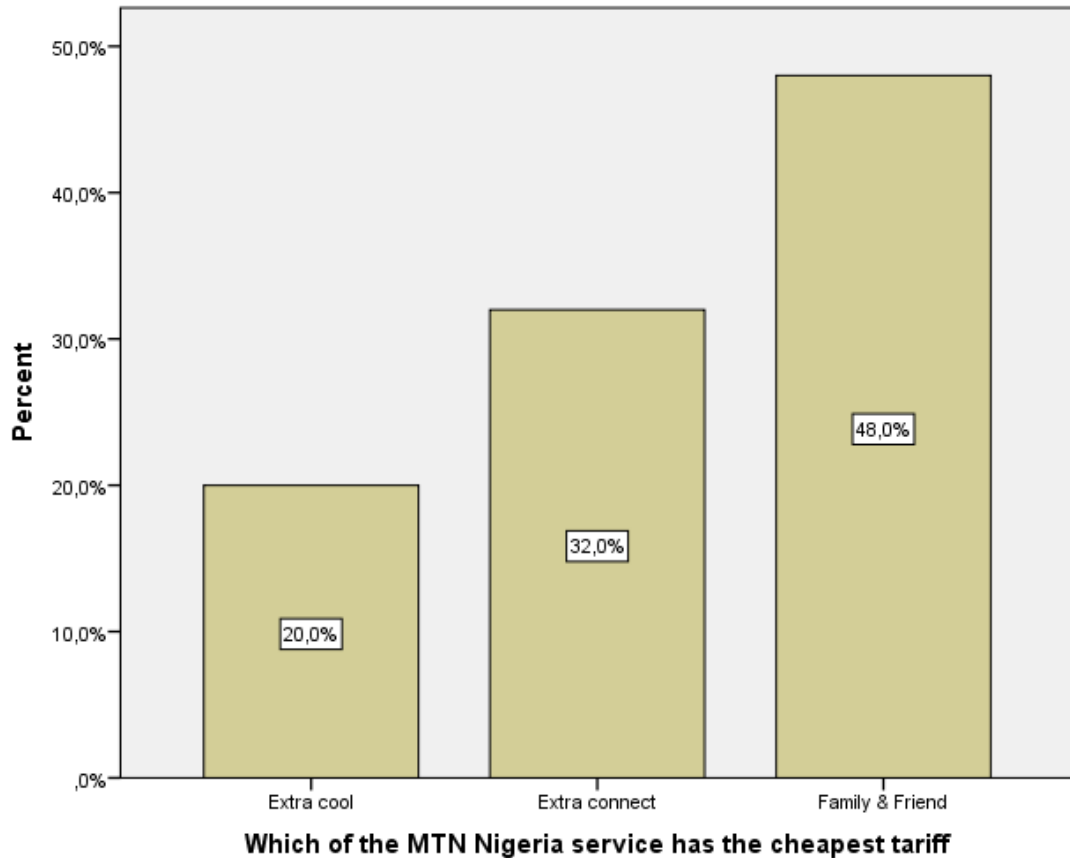


Figure 22 Q16 Which of the MTN Nigeria service has the cheapest tariff?

In the market of competition and the key to staying in the heart of the customers is to have a better service and with the right price that is affordable for your consumers.

Pricing strategy is a tools used by MTN Nigeria in the best ways and manner to generate the revenue of the company needed as a profit and also creating an affordable price for the customers for their goods and services.

48% choose family and friend, which is the cheapest tariff for the customers to make call to family and friends at a cheaper rate.

32% choose extra connect, which is also a cheaper tariff as well but not as cheap as family and friend.

20% choose extra cool, which is the high tariff but it is benefit for those who like making night calls. With 100 Naira balance a customer can start making free night calls.

4.5 Summary of the Empirical Research

Next the summary of the empirical study will be divided in two parts, firstly, the part conceded of information about the Nigeria telecomm market and MTN Nigeria limited and secondly how the customers reflect on the service and product by MTN Nigeria.

There is not a doubt that Nigeria has one of the growing markets in Africa and in the world as a whole. However, for an investor like MTN Nigeria to be successful in one such a big market in Africa the company needs to understand the nature of the market before any market penetrations while, having basic knowledge of the culture, religion, through which marketing activities can be carried out by the marketing department of such companies like MTN Nigeria and through the uses of market research. Secondly, how the customers (respondents) give their thoughts and views toward the services and product of MTN Nigeria is explained. The results of the finding also give an insight on how MTN Nigeria can improve on the growth and the image of the company to be best brand in the Nigerian telecomm sector for the next twenty years.

5 CONCLUSION

This section of the thesis, usually the final part of the thesis, includes the conclusion, recommendations and suggestions for the future as well.

5.1 Conclusion and Recommendation

As a result of the changes brought about by the former president Olusegan Obasanjo in some sectors of the nation economy ranging from telecommunication, banking, health and insurance sectors.

Due to the deregulation in the telecomm industry which provides better services by this to private investors in this sector, and also ends the monopoly of NITEL. More so, these change brought in the telecommunication are more of merit than a demerit to the Nigerians in term of easing the stress of doing business and also improving the standard of living of the people.

At this moment in Nigeria, MTN Nigeria has also provided employment for several Nigerians through the use of marketing activities adopted by this company. Such as, third party agent, roadside calling centre, and recruitment of their staff. Also, the company has carried out it obligation in the corporate social responsibilities by providing the recreate centre. Finally, it provides research centres in some of the universities across the nation through its research and development (R&D) activities.

Central bank of Nigeria (CBN) has also changed and adopted new ways of dealing with currency (Naira) in the country to avoid inflation, in order to encourage more investors through it banking policy with several banks in the country. More so, a check and balance policy for Naira has been created to have a strong value against others currencies in the world to avoid the risk of high foreign direct investment.

Nigeria communication commission (NCC) is a body to regulate and create a platform in which it provide a playing level ground for all the operators in the sectors, and protect the interest of the consumers. It also checks if there are any irregularities on the part of these companies. Meanwhile, it settles any claims or disputes among these operators. Finally, NCC also checks from time to time the basics through the monthly report of the tariff statement of the report by these operators.

The marketing strategy adopted by MTN Nigeria is well planned and executed with the reflection on how the activities by this company improve the image and the brand of the company. In Figure 11, reflects on the channels of distribution by this company to get its products to the end users.

MTN Nigeria use customer calling centres as an activity which is easier than an experience centre due to the location of some customers, it usually a phone call is enough to resolve any claim.

In figure 13, MTN Nigeria is more innovative in their idea and product than its competitors in the market and making MTN Nigeria number one in the sector.

In the previous chapter, the challenges in the telecommunication industry were outlined. However, in figure 15, the respondents believe that the major challenge is insufficient electricity supply for industrial purposes and household consumption, with 80% of the respondents reflecting this in their views on this problem. It is no longer a doubt that the electricity in Nigeria is insufficient for businesses and personal use. The Federal government of Nigeria through PHCN (Power Holding Company of Nigeria) is working very hard to improve the situation and increase the megawatt to meet the basic requires need.

40% as shown in the figure 17, said advertising is the tool used by MTN Nigeria in it is promotion strategy, which is more preferable than another means of promotion strategy.

Finally marketing activities enable companies like MTN Nigeria to reach it final objectives and goals, which enable the MTN Nigeria to satisfy its customers.

Figure 16, shows how the customers enjoy and feel the impacts of the marketing mix which is the basic element of marketing.

5.2 Suggestion for the future

It is generally said that it is easy to get to the top but it is not easy remaining on the top, which also the case of Nokia versus Apple and Samsung. So, for MTN Nigeria to remain the number one in the Nigeria market, the following step must be taken.

- The company should have sustainable signal and service which is more reliable.
- Become involved in more innovative ideas and develop them into a marketing strategy and a market plan.
- The electricity supply should be improve by others means such as by solar energy
- The company should conduct a periodic market research to understand the changes in the market, to get feedback on customer satisfaction, the size and nature of the growing market.

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7 APPENDICES

Appendix 1: List of Mobile Companies Operator in Nigeria.

Appendix 2: Quantitative Research Question (Questionnaire)

Appendix 3: List of Abbreviation

Appendix 1

List of Mobile Companies Operator in Nigeria

Airtel Nigeria

Etisalat Nigeria

Globacom Nigeria

Starcomms

MTN Nigeria

Mtel

Multilink (Telkom)

Visafone

ZoomMobile

Appendix 2

Quantitative Research Question (Questionnaire)

Dear Respondents,

This thesis is on the write up of the **marketing activities and its implication on telecommunication industry in Nigeria**. And, the case study is focus on MTN Nigeria. However, every information gather will be treated to the best knowledge of the researcher and confidential as well.

PART A

1. What is yours gender? Male Female
2. Your occupation? Student Banker Others
3. Age categories? 15-25 25-35 35-45 45-Above
4. Do you agree that MTN Nigeria has the best network in Nigeria among other competitors? Excellent Good Poor Neutral Fair
5. How did you rate the internet service by MTN Nigeria?
Excellent Good Poor
6. Do you like the channel distribution adopted by MTN Nigeria?
Yes No

PART B

7. Which of the customer relationship is the best to you and service?
Calling centre Experience centre

8. What are the key to success of MTN in Nigeria?

Marketing Mix Service & Innovation

9. How is the service and signal of MTN Nigeria?

Excellent Good Neutral Fair Poor

10. What do you think is the major challenge facing MTN Nigeria?

Electricity Political instability Exchange rate
conversion

11. What marketing mix is best used by MTN Nigeria?

Product Price Promotion Place
Other marketing mix

12. Which promotion strategic is preferable?

Advertisement Sale promotion personal selling
direct marketing

13. How do you rate MTN Nigeria in the last ten years in the Nigeria market?

Excellent Good Fair Poor

14. Do you agree that MTN Nigeria has the poorest service in the last one year?

Strongly disagree Disagreed Neutral Agree
Strongly agree

15. Do you accept that Mobile service have impact on our daily life?

Strongly disagree Disagreed Neutral Agree
Strongly agree

16. Which of the MTN Nigeria service has the cheapest tariff?

Extra cool Extra connect Family & Friends

Appendix 3

Lists of Abbreviation

UN: United Nation

MTN Nigeria: Mobile Telecommunication Network

NCC: Nigeria Communication Commission

OPEC: Organisation Petroleum Export Countries

GLOBACOM: Global Communication

CBN: Central Bank of Nigeria

PHCN: Power Holding Company of Nigeria

NITEL: Nigeria Telecommunication