



## **MARKET ORIENTATION, INNOVATION, BRAND AWARENESS AND CUSTOMER LOYALTY OF MOBILE TELECOMMUNICATION FIRMS IN UGANDA**

### **ABSTRACT**

The study was set out to investigate the relationship between market orientation, innovation, Brand awareness and the level of customer loyalty of Mobile Telecommunication Companies in Uganda. According to Uganda Telecommunication Commission (UCC) market survey Report (2018), customer loyalty among the telecom firms in Uganda is low associated with low switching costs, high rates of unsatisfied customers, poor service value at 40% as well as depraved corporate image

The study used a cross sectional survey, through purposive, convenience and quota sampling techniques, a total of two hundred and forty (291) respondents were selected for the study, however the usable questionnaires were 240 giving a response rate of 82%. The researcher used primary data. The data was collected using administered questionnaires and analyzed using a Statistical Package for Social Scientists (SPSS) version 20. A multiple correlation coefficient and regression analysis were run to establish the relationship between the study variables.

Regression analysis results revealed that market orientation, innovation, Brand awareness and customer loyalty account for 86.9% of the variance in customer loyalty. However Market orientation and innovation were the significant contributor to customer loyalty ( $\beta = .545$ ;  $\beta = .457$ ) respectively. This implies that improving the market orientation (customer, competitor and interfunctional coordination and innovation (service customization, reliability and

convenience and security of the services) would lead to an improvement in Service value, Corporate image, Satisfaction and Switching costs. On the other hand, the study found an insignificant prediction of brand awareness on customer loyalty.

The main recommendation is that Telecommunication Companies need to systematically research the current and perceived future needs of customers. This is done with a purpose of sustaining the organization through meeting the needs of customers that add value to the business. If superior value is created for customers, maximum product satisfaction will also be provided. When offering a product, a company should be sure the price of the product at least matches the perceived benefits of the product if positive customer behavior towards the company is to be an outcome.