

## *Full Length Research Paper*

# Effect of Brand Equity on Customer Loyalty in Tanzania Telecommunication Industry: A Case of Network Services among Private University Students, Mwanza City

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**ABSTRACT:** There is fierce competition among service providers in the market, and their performance is heavily reliant on consumer loyalty. Youth, as in other countries, are the primary users of telecommunications services in Tanzania. As a result, the purpose of this study was to investigate the effects of brand equity on customer loyalty in Tanzania's telecommunications industry: a case study of network services among private university students in Mwanza. This research looked at five aspects of brand equity: brand loyalty, perceived quality, brand awareness, brand associations, and proprietary brand asset. Market service providers compete fiercely, and their performance is strongly dependant on consumer loyalty. In Tanzania, as in other nations, youth are the predominant users of telecommunications services. As a result, the goal of this study was to look at the effects of brand equity on customer loyalty in Tanzania's telecommunications industry: a case study of network services among Mwanza's private university students. Brand loyalty, perceived quality, brand awareness, brand associations, and proprietary brand asset were all examined in this study. According to the study, mobile cellular network service providers in Tanzania should focus on brand equity and its antecedents in order to build a strong base of loyal clients. Brand managers should prioritize the development of brand equity and brand equity aspects, which are critical in fostering consumer loyalty.

**Keywords:** Brand equity, brand loyalty, perceived quality, brand awareness, brand associations, proprietary brand assets and customer loyalty

## INTRODUCTION

Companies in today's developed and developing economies are ready and ambitious to battle for customers, and effective branding is a significant component of such a fight, which could eventually enable the company to acquire client loyalty. According to Kotler (2014), consumer loyalty is a function of brand equity dimensions. Telecommunications firms, like other competing organizations, are implementing tactics to boost brand loyalty creation, brand awareness activities, and brand association in order to increase sales and profit. In a competitive world with changing customer expectations and the influence of technology, many Tanzanian telecommunications firms are experiencing unequal performance in terms of inconsistent service

delivery, loss of market share, decreased profit, and excessive marketing expenditures. Despite worldwide and regional studies, it has been discovered that there is understudied on the relationship of brand equity and customer loyalty in the telecommunications business. Customers in the United Kingdom recollect things or administrations that went above and beyond, and when this happens, they are more likely to participate in repurchases. Nonetheless, the assessment was certain to highlight the picture as the primary component and focused on stores in the United Kingdom. Mohan and Seqeini (2016) focused on the relationship between client-based value and operational performance in the Indian Fast Moving Consumer Goods Industry. According

to the findings, there is a direct link between brand value and operational success in the Indian Fast Moving Consumer Goods Industry. Despite the differences in the geological and socioeconomic climates in which the review was conducted, there was consistency in the setting of telecom companies in Tanzania.

Furthermore, Ayesh, Ghazaleh, and Al-Zyoud (2021) investigated the impact of brand value on client loyalty at Starbucks Coffee shops in Jordan, finding that client brand value as measured by brand mindfulness and brand image components had a significant impact on client loyalty. The current review is focused on five aspects. In Spain, Gomez and Perez (2021) looked at brand value as a determinant of procurement and repurchase expectations of school-related electronic devices among college students, and they discovered that brand value, as measured by factors such as brand loyalty, perceived quality, mindfulness, and brand affiliations, has an immediate and positive relationship with the buy goal and create repurchase processes.

Njuguma (2014) led an experiment in Nairobi's Central Business District to investigate the impact of client-created brand value on filtered water purchase decisions among store consumers. The investigation discovered that brand value components such as brand mindfulness, seen quality, brand reliability, and other exclusive brand resources had a substantial impact on purchaser decision, but it did not investigate the impact of brand value on client loyalty. Researchers observed a strong correlation between buyer-based brand value and hierarchical execution in Kenya's banking sector, but they failed to look at present review elements in a coordinated (consolidated) manner.

Furthermore, Chege (2018) discovered a favorable relationship between brand value characteristics (brand unwaveringness, brand attentiveness, and brand connections) and client dedication in her study of Savings Cooperative Societies (SACCOs) in Nairobi, Kenya. Despite this, the vast majority of SACCOs refused to accept brand value rehearsals. It is possible to conclude from the survey that present precise investigations demonstrate no reasonable outcomes in the correlation between brand value components and customer dependability from one setting to the next.

Some studies explored a handful of the current review's areas in an unsatisfactory manner, resulting in a reasonable gap that the current study tries to address. Furthermore, certain studies were conducted in diverse contexts, such as manufacturing, banking, and consumer products, resulting in contextual gaps. Furthermore, no research has been conducted in Tanzania to investigate the relationship between brand equity and customer loyalty. As a result, this study addresses a knowledge gap by investigating the impact of brand equity on customer loyalty in Tanzania's telecommunications industry: a case study of private university students in Mwanza.

This paper's data could assist strategy designers such as Tanzania Communication Regulatory Authority (TCRA) in developing customer-driven models. The inquiry results will give media transmission associations knowledge on what various pieces of brand esteem represent for customer endurance and help them in making appropriate method on brand the leaders and afterward they would prepare to arrange them legitimately.

Specifically, the information outcome may similarly help advancing bosses and venture leaders with a clear path in regards to the most ideal way to re-position their organization through chipping away at content of their displaying instruments, for example, flyers, and offering procedures on how to most appropriately build their brands. Furthermore, the audit may assist academicians, experts, and specialists in working on their composition, such as establishing fresh brand esteem assumptions.

## LITERATURE REVIEW

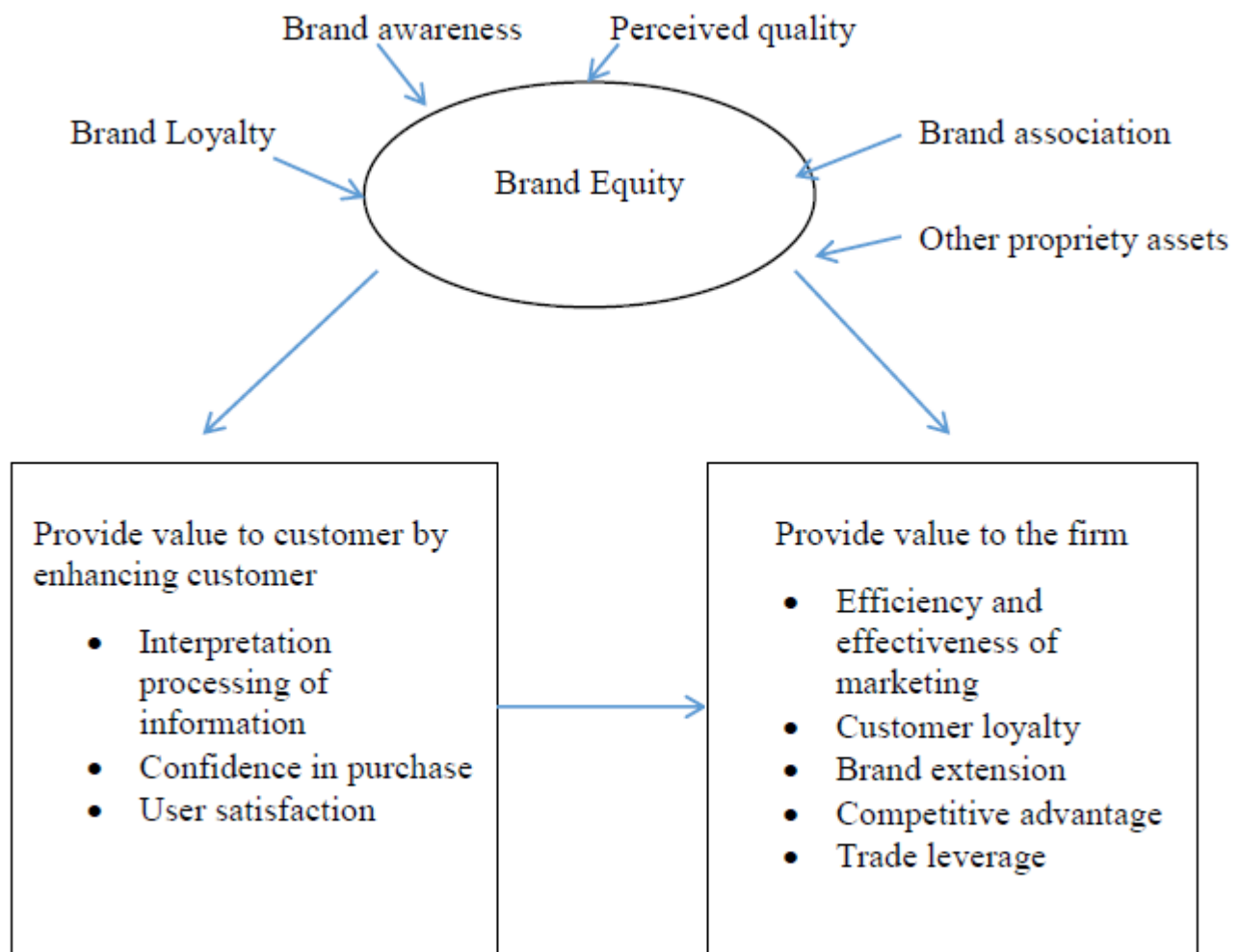
### Concept of brand

For a long time, marking has been applied as a method for creators or expert organizations to perceive their work and goods versus those of competitors by making an evident and basic image to clients. According to Farquhar (1989), "a brand is a name, image, plan, or engraving that changes the worth of an object or organization beyond its practical explanation." The word "brand esteem" first became popular in the 1980s, when it was defined as "the extra value with which a brand provides an item"(Farquhar, 1989).

As important as the definition may sound, it has served as a springboard for future investigations, such as the current audit. Aaker (1991) provides one of the most basic and well-known implications of brand esteem, stating that "brand esteem is a collection of brand assets and liabilities associated with a brand, its name, and image that add or subtract from the value provided for a firm or possibly to that affiliation's customers." Aaker cultivated the going with model to address his definition via his significant work (Figure 1). The model demonstrates that brand worth is determined by five factors: brand loyalty, brand care, seen quality, brand affiliations, and other specific brand assets (ex. course structure).

The component of saw quality denotes client awareness of the consistency or extraordinary notion of the goods or organizations (Wibowo, 2005). Brand alliance refers to how customers recall a specific brand based on its worth, character, and relationship (Wibowo, 2005). Customers' ability to know, see, and audit the brand is portrayed as brand care (Kotler and Keller, 2012).

Brand loyalty refers to a customer's willingness to continue purchasing goods or services from a specific



**Figure 1:** Aaker's Brand Equity model, Source: Adopted from Aaker (1991, 1993).

brand despite superior value (Wibowo, 2005). Licenses, brand identities, and channel affiliations are examples of prohibitive brand assets that can provide a significant benefit (Aaker 1991). The empirical literature review contains a more in-depth discussion of how each facet of brand equity affects consumer loyalty. Furthermore, the illustration shows how brand equity gives value to both the consumer and the corporation (Figure 1).

**Customer loyalty**

According to the Founder and CEO of Loyalty Builders Inc., customer loyalty is "an organization decided measurement of chance to buy again or not abandon to a competitor." Various researchers have also defined client unwaveringness as a client who consistently buys to

satisfy their fulfillment (Logiawan and Subagio, 2014). By consistently re-buying, the client loyalty can be regarded as the most enhanced fulfillment to the organization's business outcome. It is an expected resource for the organization to provide added value by decreasing advertising costs, acquiring more clients, and, in any case, gaining a competitive advantage over competitors (Rofiq, Suryadi, and Faidah, 2009).

There is also a non-monetary component to customer loyalty. The loyal client does not only continue purchasing, but also has other tendencies. The steadfast client will generally recommend the goods, administrations, and stories to others (Logiawan and Subagio, 2014). Clients will be ready to spread nice things about an organization or favorable speech because of telecom network supplier in Tanzania.

Furthermore, the consistent client typically offers, suggests, and welcomes others so that they can feel what the consistent client feels. As a result, in this investigation, the pointer to quantify customer dependability will follow the idea of Gremler and Brown (1996), who stated that client dependability can be estimated by repeat purchases, positive remarks, and suggestions (Ariani and Rosinta, 2010).

## EMPIRICAL LITERATURE REVIEW

Previous research on the relationship between consumer loyalty and brand equity aspects such as brand loyalty, brand awareness, brand association, perceived quality, and proprietary brand assets is reviewed in this section.

### Brand awareness and customer loyalty

Brand equity is heavily influenced by brand awareness (Aaker, 1996; Keller, 2003; Mackay, 2001; Yoo and Donthu, 2001; Washburn and Plank, 2002; Pappu et al., 2005). Brand care is defined as "the ability of customers to distinguish one brand from another" (Rossiter and Percy, 1987). That is, brand care is concerned with the customer's shared trait and association with the brand. Brand care reflects the ease with which customers may observe or survey any brand in any category or organization (Aaker, 1991; Keller, 1993).

This ease of care benefits the brand since the more frequently the client evaluates or sees the brand, the more likely it is that the client will choose the brand when purchasing (De Oliveira, Caetano, and Coelho, 2017; Huang and Sarigöllü, 2014). Customers' experiences can be influenced by care, which can lead to a shift in brand preference and even commitment (Aaker, 1996). A brand with a powerful brand audit (free care) and top of mind can influence customers' observations, leading to varied customer choices within a thing arrangement (Aaker, 1996; Kimpakorn and Tocquer, 2010).

One of the basic stages in the client purchasing process is purchasers' care for any brand. The more crucial the level of care, the more likely clients are to purchase a product or service. As a result, it may result in a legitimate and based advantage (Foroudi, 2019). Keller (1993) divides brand care into two parts: (I) brand survey and (II) brand affirmation. As a result, some scientists, for example, regard these components as an important part of the buyer dynamic cycle.

Keller defined brand audit as "the purchaser's ability to remember a certain brand from the mind when that thing class is communicated about." Furthermore, he argued that brand affirmation is more important for customers because purchasing decisions are made in the store. As a result, Mourad, Meshreki, and Sarofim (2020) discovered that the confirmation provides exceptionally

strong support that is powerful across friendly and nation settings for the twofold components of brand care and brand image.

Zhao et al. (2017) explored the impact of brand care and customer experience on MI customer loyalty. This focus indiscriminately chose persons who have purchased the MI's item to do the survey. This study's components contained people pieces of knowledge aspects, client brand cognizance, purchaser experience when purchasing, and customer steadfastness of its image. By using SPSS to separate the date from faithful quality evaluation, authenticity evaluation, relationship evaluation, and clear genuine evaluation of each variable. Brand care can reliably anticipate consumer resolve, according to the findings. Organizational and energetic experiences can have a big impact on customer loyalty. There was a clear correlation between brand awareness, managerial experience, passionate experience, and customer loyalty.

### Perceived quality and customer loyalty

Perceived quality is defined as the customer's judgment about an item's general greatness or prevalence in correlation over elective's image (Zeithaml, 1988; Aaker, 1996) and by and large prevalence that at last propels the client over buy the item (Aaker and Jacobson, 1994). It is hard for clients to make an objective judgment of the quality. They are reasonable utilizing quality ascribes like tone, flavor, structure, and appearance of the item and the accessibility of creation data (Bernués et al., 2003) to 'induce' quality (Acebrón and Dópico, 2000).

Bartikowski (2010) discovered that greater discernment leads to expanded benefits because of premium costs in the short run and powerful business development in the long run, including both market extension and piece of the pie gains. Furthermore, Nguyen, Barrett, and Miller (2011) establish positive relationships between saw quality and brand reliability, between brand mindfulness and saw quality (along with other associated connections such as promoting perspectives and brand mindfulness), and between dispersion force and brand mindfulness in developing business sectors such as Bangkok, Thailand, Hanoi, and Vietnam.

Such studies have a huge gap if things are unbranded, as buyer awareness is minimal, they can have a limited lifespan, and they are not clearly connected with consistent quality. In such circumstances, the product will not be a major clue in the construction of a quality experience, and customers will continue to rely heavily on other cues such as other exclusive brand assets, brand loyalty, awareness, and associations.

### Brand loyalty and customer loyalty

According to Aaker (1991), brand loyalty is "the connection that a client has to a brand." There are two

levels of faithfulness: behaviour and intellectual dedication (Keller, 1998). Various repeated purchases (Keller, 1998) or the necessity to repurchase the brand as an essential selection might reveal conduct dependability. The term intellectual dedication refers to the purchasers' desire to acquire the brand as the best alternative (Keller, 1998; Yoo and Donthu, 2001). Another indicator of steadfastness is the client's willingness to pay more for a brand in comparison to another giving comparable advantages (Aaker, 1996; Chaudhuri and Holbrook, 2001; Srinivasan et al., 2002).

Hanzaee and Andervazh (2012) investigated the relationship between factors impacting brand loyalty and purchase expectations in the Iranian restaurant industry. They investigated the precursor factors that led to brand constancy and purchase goals. The findings revealed a favorable and critical relationship between factors of brand dedication and the purchase aim of beauty care items. Malik (2012) also explored the effect of brand mindfulness and brand dedication on purchase intention. The findings of that study indicated that buy objectives have a strong positive link with brand mindfulness and brand steadfastness, and it was concluded that buy objectives or buy can be improved by brand mindfulness and brand steadfastness due to their strong positive association.

### **Brand associations and customer loyalty**

Brand connections, according to Supphellen (2000), are verbal descriptions, tactile (a character, a scent, or a sound), and (b) emotive sensations that eventually lead to a strong organization of information about the brand, coordinated in the shopper's memory. At the end of the day, it is an extremely abstract concept because it is based on the customer's feelings and mentalities. In an ideal circumstance, brands should be associated with favorable ideas because these affiliations contribute to the development of brand identity and hence to its differentiation from competing brands.

Aaker (1996) defines brand care as coming before brand connections. That is where a buyer should first learn about the brand in order to establish many relationships (Washburn and Plank, 2002). Brand partnership encapsulates the importance of the brand to purchasers (Keller, 1993). It is anything related with a brand in one's memories (Aaker, 1991). Brand affiliations are generally divided into thing-related features such as brand execution and non-thing-related traits such as brand character and legitimate affiliations (Aaker, 1996; Chen, 2001; Keller, 2003; Netemeyer et al., 2004; Pappu et al., 2005).

Customers evaluate a thing not just by whether it can do the capacities that are expected of it, but also by the motivations to buy this brand over rivals (Aaker, 1996, for example, brands without issue and powerful actual action

and flawlessness in the thing's real turn of events) (Lassar et al., 1995).

According to Pike and Bianchi (2011), brand value is governed by many attributes that are intertwined to build a one-of-a-kind brand name that gets embedded in the mind of a purchaser. In this regard, Asamoah (2014) contends that businesses should position their items or administrations with consumers' intellectual parts by utilizing new to attributes that grab their attention. This is because, according to Owino et al. (2016), affiliation influences brand value features. For example, it has been reported that purchasers are likely to consider things endorsed and promoted by well-known media characters to be of high quality. This has an ongoing impact on purchaser purchasing behavior. Nonetheless, even minor changes in the nature of the endorser can alter purchasers' perception. According to Fianto (2014), clients will likely foster favorable as well as negative discernment based on their encounter with an organization's items and services ideal credits and rehash buy were set up for brands that adjusted to superior quality.

Phong et al. (2019) investigated the relationship between brand affiliation and client loyalty in the online retail business. To acquire information from respondents, 380 questionnaires were distributed via Likert Scale to online shops' customers in the North, Central, and South (8 largest cities in Vietnam). To demonstrate significant connections between fluctuations, get factors, the Scale Test, exploratory component research, corroborative component examination, and underlying condition displaying were used. The findings revealed that brand attachment has a positive impact on client reliability. With everything considered, brand affiliation can make an outstanding contribution to the development of firms that value customer loyalty.

### **Proprietary brand assets and customer loyalty**

Patents, brand names, and channel relationships are examples of proprietary brand assets that can provide a significant competitive advantage (Aaker 1991). A brand name protects brand esteem from competitors who should overwhelm clients by employing a similar name, image, or pack. Of course, if there is strong and relevant to the purchase decision cooperation, a patent can prohibit direct challenge. Finally, a dissemination channel might be forced by a brand since people expect the brand to be open.

Aaker (1991) documents three separate ways in which brand assets serve as a motivation for the customer. Initially, brand worth can assist a client in interpreting, cooperating, storing, and recovering a massive amount of knowledge about goods and brands. Furthermore, it might affect the consumer's trust in the purchasing decision; a customer will be more comfortable with the

brand that was previously used, is thought to be of high quality, or is usual. Finally, perceived quality and brand linkages provide some motivation to the customer by strengthening shopper commitments.

Other chosen brand attributes, such as country of origin and corporate social responsibility, are likely to influence customer credibility. Thakor and Lavack (2003) argue that the country of origin of the brand must also be considered while creating client loyalty. They define a brand's initial stage as "the location, area, or country in which the brand appears to have a presence among its customers." The country of origin is thought to influence client personalities in terms of quality and execution (Keller, 2001). The nation of origin of a thing is a needless sign (which, like the mark name, is known to influence customer perceptions) in the same way that influence buy points and repurchase decisions.

Another aspect of elite brand assets is the tiered affiliations that combine corporate limit ties. These are affiliations that link the affiliation's ability to generate and distribute profits, as well as affiliations that link the affiliation's activities connected to its clear social duties (Aaker 1996; Chen 2001). Customers consider the association, people, features, and tasks that lay behind the brand when they are devoted to it, according to Aaker (2001). As a result, 'brand-as-connection' can be especially useful when brands are related to attributes, such as in telecom and banking, when the affiliation is visible (as in the tough things or organization business), or when a corporate brand is engaged.

### **Brand equity and customer loyalty**

Many additional studies have looked at multiple brand equity dimensions at the same time because these constructs are complementary as well as synergistic. This section examines some recent research from throughout the world.

Ongkowitzjyo (2015) conducted research on the impact of brand value on Starbucks customer loyalty: Testing the Role of Customer Satisfaction as an intervening variable on the restaurant industry in Surabaya, where 228 polls were sent out online to people in Surabaya who had purchased Starbucks items through the Google structure at any point, and the study used screening questions such as respondents' profile in terms of sexual orientation, and a five-point Likert Scale to measure timespan average of consumer loyalty, client dependability, and brand value mark. The information was deconstructed using a factual bundle for sociology and a basic arbitrary examining strategy that was remembered for the likelihood inspecting (SPSS). Brand value has a good effect on client devotion, according to a specialist, and customer loyalty has been shown to have an intervening effect.

Chege (2018) conducted research in Nairobi County,

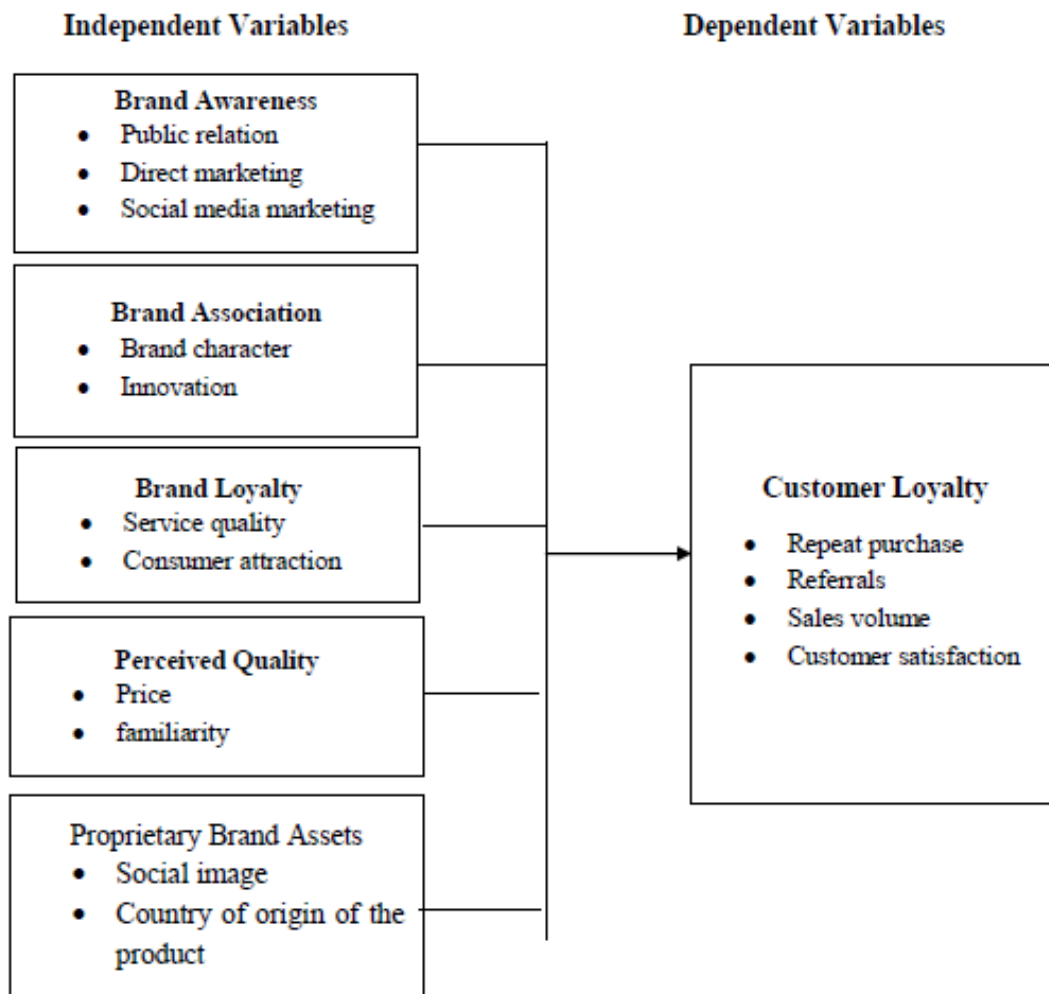
Kenya, on the relationship between brand value and client loyalty in Savings and Credit Cooperative Social Orders (SACCOs). A self-directed survey was used to study 364 clients, and information was explored using the Statistical Package for Sociologies (SPSS). It was shown that there is a significant link between brand value and client loyalty in Kenyan SACCOs. Despite the fact that there is a link between brand value and client dependability, the majority of SACCOs do not accept brand value practices such as brand reliability, brand mindfulness, and brand affiliations, according to the focus. This study focused on three aspects, but the proposed study examines five factors using a quantitative system.

Yuanwei and Lertbuasin (2018) investigated the impact of administration quality, brand value, and consumer loyalty on client loyalty in five-star hotels at China's Yunnan Province. This study used a blended technique approach, polled 796 clients, and analyzed the data quantitatively. Consumer loyalty and client commitment were positively affected by help quality, whereas brand value was positively affected by consumer loyalty and client reliability, and consumer loyalty was positively affected by client dependability. Meanwhile, administration quality and brand value directly and indirectly influenced client loyalty through arbiter's customer loyalty. This review looked at several dimensions of brand value, whereas the proposed study will focus on Aaker's five brand value characteristics (1991; 1993).

Kegoro and Munywoki (2020) conducted a global assessment of writing on brand value and client loyalty. Despite conflicting belief systems and the evolving nature of brand value, which is dependent on mental aspects of customers such as viewpoints and discernments, it is clear from that focus that there is a good association between brand value and client unwaveringness. According to the current writing, brand value is the primary driving force behind firms that can improve client connections and maintainability. Regardless, this evaluation was a work area survey, whereas the current review is precise.

Ayesh, Al-Ghazaleh, and Al-Zyoud (2021) investigated the impact of brand value on customer loyalty in Jordanian Starbucks Coffee Houses. The experts adopted a quantitative research technique, conducting a survey with 107 people as the data collection tool and leading a connection analysis of the many components to determine what mark value credits signify for client loyalty. The findings of the study revealed that the overall brand value, as well as brand consciousness and brand image, have a significant and positive impact on client loyalty. The article will look at factors of brand value in the telecom business with regard to Generation Y.

Through the investigation of two sections of youth and college understudies in Barcelona, Spain, Gomez and Perez (2021) attempted to establish the effect of the



**Figure 2:** Conceptual frame work; Source: Researcher (2021).

worth of four Aaker (1991) image value aspects (brand mindfulness, brand affiliations, seen quality, and brand reliability) as a determinant of clients' goal to buy and repurchase items. It was a quantitative report with a theory balance based on 431 members as an example. Individual customers create brand relationships over time through mindfulness programs that drive them to become loyal to specific things, according to the findings of a real investigation. It was also shown that individual buyers evaluate the nature of an item based on specialized quality and useful quality, which is also a determinant of their purchase goals and repurchases. Finally, the study concluded that strategies that encompass brand value components can build brand reliability, provide benefits to the corporation in terms of buy pointer, and result in improved monetary execution as well as business supportability. This concentrate, on the other hand, examined members' behavior at two separate ages, whereas flow research is a cross-sectional assessment of

a single age group (Generation Y).

### **Conceptual frame work**

The conceptual framework for this study is depicted in (Figure 2) which highlights the interconnectedness of the variables in the research issue. It was proposed that brand equity, which is an independent variable, is made up of five sub-dimensions: brand loyalty, brand awareness, perceived quality, brand association, and proprietary brand assets. Marketing costs, premium price, consumer attractions, service quality, and loyalty programs are among brand loyalty measures that drive customer loyalty. Social media market promotions, public relations, and direct marketing are all measures of brand awareness. Brand associations, on the other hand, include brand personality, events, music, collaboration initiatives, and innovations.

**Table 1:** Demographic profile data (n=147).

Variable	Sub variable	Frequency	Percentage (%)
Age	Less than 25yrs	122	82.9
	26 yrs-35yrs	25	17.1
Gender	Male	101	68.7
	Female	46	31.3
Duration of subscription	0.6 months	8	5.4
	7-12 months	16	10.9
	1-3yrs	23	15.6
	4-6yrs	22	15.0
	Above 6yrs	78	53.1
Telecommunication network subscribed to	Vodacom	92	62.6
	Airtel	55	37.4
	Tigo	46	31.3
	Halotel	31	21.1
	TTCL	61	42.7
Most frequently usage ranking	Vodacom	67	63.8
	Airtel	8	10.7
	Tigo	33	44.0
	Halotel	22	39.3
	TTCL	17	17.7

Perceived quality, on the other hand, is how a consumer perceives the quality, which can be linked to price, distribution intensity, and familiarity. Other attributes such as social image, product place of origin, firm skill in making a product or providing a service, and cooperative social responsibility are also examples of proprietary brand assets (CSR). Customer loyalty, on the other hand, is the dependent variable, including indicators such as repeat purchase behavior, referrals, sales volume, and customer satisfaction. This study will focus on repeat purchases as a sign of customer loyalty.

## METHODOLOGY

This paper took a quantitative approach because several authors, including Mohan and Seqeini (2016) and Ayesh, Ghazaleh, and Al-Zyoud (2021), supplied baseline information on the topic under study that was important for the current study to confirm its applicability in the study area. Mwanza City was chosen as the study location because it was vibrant and had a few private colleges, including ST. Augustine University of Tanzania and Catholic University of Health and Allied Science, with undergraduates hailing from all over Tanzania and thus representing various societies and social classes.

This article targeted 154 undergraduate students from the two selected universities who were conveniently selected. The criteria for participation in the study based on a respondents' own willingness and interest in the study. The study used questionnaires to obtain main data since they were useful and viable in gathering a large amount of information in a relatively short time frame.

Because the information gathered through the questionnaire was quantitative in nature, inferential analysis using the Statistical Package for Social Sciences (SPSS) was used to determine the direction of the relationship between brand equity and customer loyalty in Tanzania's telecommunications industry.

In this study, 154 questionnaires were distributed in September 2021 to students of two private universities in Mwanza city and only 147 were returned complete and useable. This resulted in a response rate of 84.4% which is above the recommended response rate of at least 60 percent (Mugenda and Mugenda, 2003). Thus, the returned questionnaires generated sufficient number for valid data analysis of this research. Hence, (Table 1) reports that the review comprised 101 (68.7%) of male and 46 (31.3%) female. That infers, the model is reasonably changed and specialist as there are more male understudies than female in both private schools in Mwanza City. This table moreover shows that larger piece of the data gathered in this audit came from the respondents who were under the age segment of 25 years (82.9%) and just (17.1%) addresses the respondents with the age segment of 26-30 years. In addition, the table shows that by far most of the data was from respondents who have been endorsers of versatile cell network for over a year (83.7%) and simply 16.3% are under 12 months. Table shows that the greater part of respondents are allies of Vodacom (62.6%) followed by TTCL (42.7%), Airtel (37.4%), Tigo (31.3%) all in all Halotel (21.1%). The table further shows that the majority of respondents have Vodacom and Airtel lines followed by those with halotel and Tigo lines. The table shows Vodacom was for the most part as frequently as

**Table 2:** Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.724a	0.525	0.518	0.532

a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand association, Perceived quality, Proprietary brand assets

**Table 3:** ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	107.94	5	21.589	76.403	0.000b
	Residual	97.769	346	.283		
	Total	205.716	351			

a. Dependent Variable: Customer royalty

b. Predictors: (Constant), Brand loyalty, Brand awareness, Brand association, Perceived quality, Proprietary brand assets

conceivable used (63.8%), followed by Tigo (44.0%), then, Halotel (39.3%), TTCL (17.7%) and at last Airtel (10.7%).

## RESULTS AND DISCUSSION

This study applied various inferential analysis techniques including ANOVA and multiple regression analysis in order to draw an inference about the effect of brand equity dimension such as brand loyalty, brand awareness, brand association, perceived quality, proprietary brand assets on customer loyalty in Tanzania Telecommunication Industry. In this context, this part presents results with great intent of achieving this purpose.

### Model fit

This part presents the model fit with regards to R values which describes how well the entire model depicts the data. As per the results, the model explained the data by 72.4%. In the same way, R-square value shows to what extent independent variables describe the variability of study's dependent variable. Therefore, (Table 2) indicate that the model's predictor variables including brand loyalty, brand awareness, brand association, perceived quality, proprietary brand assets explain 52.5% of the variability of study's outcome variable namely customer loyalty. Adjusted R Square value shows the extent to which independent variables accurately describe total variability of dependent variable, hence predictor variables accurately explain 51.8% of total variability of customer loyalty (Table 2).

### ANOVA

Here is the analysis of variance, which illustrates the overall importance of the model fit. The importance of

model fit may be determined by looking at the p-value, where p-value less than 0.05 indicates that the model fit is significant and p-value greater than 0.05 shows that the model fit is insignificant. The p-value for the ANOVA results shown in (Table 3) is 0.000, which is less than 0.05. This suggests that the predictor factors in the model, such as brand loyalty, brand awareness, brand association, perceived quality, and proprietary brand assets, explain the outcome variable, customer loyalty. As a result, this paper concludes that the model is statistically significant.

### Multiple regression analysis

The linear regression results that reveal the direction of effect that the study's predictor variables, such as brand loyalty, brand awareness, brand association, perceived quality, and proprietary brand assets, have on customer loyalty. Positive or negative beta values reflect whether independent factors have a positive or negative effect on the dependent variable. Furthermore, the statistical significance level is 0.05, so p-values less than 0.05 are acceptable since they indicate that the effect is supported by statistical significance, whilst p-values greater than 0.05 indicate that the association is statistically insignificant. Table 4 displays the results of various regressions.

### Brand loyalty

Multiple regression results indicated that brand loyalty use is positively related to customer loyalty with  $\beta=0.221$  and it was significant with  $p=0.000 < 0.05$ . This finding goes in line with the finding by Ali and Muqadas (2015) that brand loyalty as one of the brand equity dimension has an effect upon customer satisfaction and customer satisfaction then has an effect on customer loyalty, all

these effects have significance level of  $p < 0.001$ .

### Brand awareness

The results finally show that brand awareness use has positive influence on customer loyalty with  $\beta = 0.177$  and it was significant with  $p = 0.002 (p < 0.1)$ . The finding goes in line with the finding of Isaac, (2015) that there is a significant influence of brand awareness on customer loyalty ( $F = 33.39$ ,  $\beta = 0.350$ ,  $p < 0.01$ ). Specifically, an improvement in brand awareness strategies and factors that enhance brand awareness will lead to corresponding improvement in customer loyalty.

### Brand association

Linear regression results show that brand association use is positively related to customer loyalty with  $\beta = 0.317$  and it was significant with  $p = 0.000 < 0.05$ . This finding goes in line with the finding by Sondoh et al, (2007) who found that brand association has positive effect on customer loyalty by 0.164 and added that positive brand association could influence customer loyalty as it influences re-purchase intentions of customers.

### Brand perceived quality

The results show that brand perceived quality has positive and significant influence on customer loyalty with  $\beta = 0.98$  and it was significant with  $p = 0.05$ . The finding goes in line with the finding by Nisa, Riawan and Paramatra (2019) who found that perceived quality has a positive and significant effect towards customer loyalty (t statistic 13.448 – higher than 1.645). As the higher perceived quality received by customers of their supplier, the higher the increase level of loyalty).

### Proprietary brand assets

The results show that brand proprietary brand assets has positive and significant influence on customer loyalty with  $\beta = 0.105$  and it was significant with  $p = 0.008$ . It was revealed that proprietary brand assets in terms of challenging choices from other providers and highly visible trademarks have significant positive but small influence on customer loyalty.

### Conclusion

This article concludes that brand equity has a significant impact on customer loyalty in Tanzania's telecommunications industry. Loyal customers will continue to purchase and support the brand. Furthermore, they will create a good attitude and feeling because it is difficult to imagine disappointed customers having a positive attitude toward the companies. The study discovered a strong positive and statistically

significant relationship between brand loyalty and customer loyalty, brand awareness and customer loyalty, brand association and customer loyalty, brand perceived quality and customer loyalty, and a positive relationship between proprietary brand assets and customer loyalty. Brand awareness was shown to be the biggest predictor of customer loyalty, followed by perceived service quality, while proprietary brand assets were found to be the least predictive.

### Recommendations

With regards to the findings of this study, the article proposes the following recommendations:

Firstly, this paper proposes that affiliations' displaying administrators should encourage approaches that advance quality customer care transport as technique for partition methodology since telecommunication organization network providers offer essentially comparative things/organizations to customers in their target market.

Secondly, publicizing chiefs should modify their organization commitments to much close with ideal self-thought of customers. For instance, organization gatherings can be made and introduced by customer use plans closer to their optimal self-thought, for instance, remarkable school progression deals, zonal packages and web packs for business and loosened up customers. This will provoke more customer unwaveringness and customer upkeep.

Thirdly, this paper recommends to senior management team of telecommunication organization network providers to meander into elective channels of correspondence to effectively propel the current and future things and organizations. For instance, displaying chairmen could ensure better and more feasible promoting plans are made and executed to legitimately measure achievement of their associations in the current remarkable business climate. By using elective correspondence streets including usage of cutting edge exhibiting, selling and more outdoors contraptions like signage, banners and declaration will grow association's detectable quality which finally convert into bargains volume and advantages.

Fourthly, it is strongly recommended that promoting heads of telecommunication organization network providers ought to use helpful relationship with notable and productive stamped associations to further develop customer confidences and their trust to organization quality.

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